



FOR IMMEDIATE RELEASE

ComForCare Celebrates Fifth Anniversary of DementiaWise® Program During World Alzheimer's Month

DETROIT (September 20, 2018) – Nearly 44 million people have Alzheimer's or related dementia, and one company continues to be at the forefront of delivering care and dignity to their growing population with a program gaining in popularity across caregivers and patients.

This September, alongside World Alzheimer's Month, ComForCare, a premier provider of home care, is celebrating five years of its DementiaWise program. This care enhancement program was created to care for people with all types of dementia including Alzheimer's disease, vascular dementia, Lewy body dementia and frontotemporal dementia, and consists of a proprietary curriculum that keeps clients calm, engaged, happy and functioning at their best.

"World Alzheimer's Month is dedicated to raising awareness and challenging the stigma that surrounds dementia, something that ComForCare is doing everyday through DementiaWise," said Steve Greenbaum, CEO of ComForCare. "We launched this program five years ago, because we saw a need for our clients to feel supported while living with this condition and we are continuously looking for ways to improve the program and create more opportunities that allow our clients to age safely at home."

ComForCare's trained caregivers develop understanding and skills in the most effective care techniques. One of the programs under DementiaWise is Joyful Memories – a music program that brings memories to life through music recognition. Joyful Memories can be done in a group setting where seniors and their loved ones can gather together to sing and encourage movement through dance. It can also be a one-on-one meaningful activity where the ComForCare team builds a customized playlist based on a client's life experiences and memories.

"Our DementiaWise program works because it focuses on supporting remaining abilities instead of lost abilities," said Emily Wiechmann, RN, BSN, clinical program manager. "We also put a strong emphasis on personalized meaningful activities to keep clients engaged, encouraging purpose and reconnecting clients with the world around them, which supports our mission to live your best life possible."

ComForCare's DementiaWise program meets the Alzheimer's Association Dementia Care Practice Recommendations in the areas of Alzheimer's and Dementia Disease Awareness, Strategies for Caring for the Person with Dementia, Communications and Understanding Behavior, Social Needs and Activity and Eating Well.

To learn more about the program, visit <https://comforcare.com/dementiawise-home-care-services>.

About ComForCare

ComForCare is a premier provider of home care services with nearly 200 independently owned and operated locations in the U.S. and Canada helping older adults live independently in their own homes. ComForCare is committed to helping people live their best life possible and offers special programs for people with Alzheimer's disease and other forms of dementia. Founded in 1996, ComForCare was acquired by private equity firm The Riverside Company in 2017 and now is part of a multi-brand franchise parent company, which has plans for continued expansion of service brands across the continuum of care for aging adults. ComForCare operates as At Your Side Home Care in Houston. For more information, visit www.comforcare.com.

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