



GRACE MGMT INC.  
A CPF LIVING COMPANY



CAMELLIA  
AT DEERWOOD  
A GRACE MGMT COMMUNITY

## NEWS RELEASE

Date: September 20<sup>th</sup>, 2018

Contact: Patty Luessenhop, Senior Vice President of Operations, Grace Management, Inc. (630) 699-6494,  
[pluessenhop@gracemanagement.com](mailto:pluessenhop@gracemanagement.com)

Dana Sargent, Regional Director of Operations, Grace Management, Inc. 904-753-2435, [dsargent@gracemanagement.com](mailto:dsargent@gracemanagement.com)

### FOR IMMEDIATE RELEASE

#### **Certified Dementia Practitioners Provide Innovative Memory Care at Camellia at Deerwood in Jacksonville, Fla.**

Jacksonville, FL – Sept. 20, 2018 — Premier Jacksonville senior living community Camellia at Deerwood announces newly Certified Dementia Practitioners (CDP®) leading the way in innovative memory care practices for residents.

Camellia at Deerwood is a senior living community that provides independent living, assisted living, and memory care to seniors in Jacksonville, Florida. As a true commitment to providing the most comprehensive support and services to residents, Camellia associates have completed the Alzheimer's Disease and Dementia Care course provided by the National Council of Certified Dementia Practitioners (NCCDP). The course meets the global requirements for official CDP® certification.

“Teaching this seminar to our teams is the best part of my job,” said Dana Sargent, Regional Director of Operations with Grace Management, Inc. “I first became a Certified Dementia Practitioner in 2014 and the next year I became a Certified Alzheimer’s Disease and Dementia Care trainer. I love teaching and working with the Memory Care teams across the country. It’s very rewarding when they see how they can make such a difference in the lives of our residents.”

According to the NCCDP website:

*A CDP® certification reflects a deep personal commitment on the part of frontline staff, health care professionals, and the organization’s sense of accountability by abiding by the NCCDP’s ethics statement, inspiring confidence and dedication in an individual’s professional knowledge through quality of life, and quality of care provided by the CDP® to the dementia patient.*

Camellia at Deerwood provides an innovative approach to memory care through its Village Program, which focuses on residents’ life experiences and establishes strong relationships within the Camellia community. It is developed specifically for individuals with Alzheimer’s or related dementias. The Village Program offers personalized programming intended to engage residents in activities that reflect their former schedules, lifestyles, and interests.

The Village Program’s mission is to:

**Reflect** on past accomplishments and on who residents were in early years of living.

**Rejoice** in the successes experienced each day.

**Renew** residents' spirits every day.

The Village Program achieves an enriching lifestyle through structure, familiarity, and a sense of accomplishment. It follows a positive and individual approach designed to maintain skills, abilities, and individuality and to provide a sense of purpose and belonging.

“We are committed to providing the utmost care and professionalism in everything we do,” said Patty Luessenhop, Senior Vice President of Operations of Grace Management, Inc. “By providing professional development and continuing education opportunities as well as adhering to the best practices of our industry, we remain leaders in delivering optimum senior living experiences.”

### **About Camellia at Deerwood**

Camellia at Deerwood is an independent living, assisted living, and memory care community in the exciting Jacksonville area. Residents enjoy being a part of an active, vibrant community with a wealth of social activities and delicious, restaurant-style dining. Camellia at Deerwood honors its Florida location with amenities designed to enhance each day. For more information, please visit: [www.camelliaatdeerwood.com](http://www.camelliaatdeerwood.com).

### **About Grace Management, Inc.**

Grace Management, Inc. is a nationally recognized leader in delivering senior living management services. Grace Management was established in 1984 to develop, market, and manage residential communities for seniors. Grace Management communities include independent living, assisted living, and memory care that offer a diverse array of services and amenities catered to the individual. For more information, please visit [www.gracemanagement.com](http://www.gracemanagement.com).

#####



Camellia at Deerwood associates show their certificates of completion in the Alzheimer's Disease and Dementia Care course provided by the National Council of Certified Dementia Practitioners (NCCDP). The course meets the global requirements for official Certified Dementia Practitioners (CDP®) certification.



Camellia at Deerwood participants, including associates and residents, joined the Walk to End Alzheimer's in Jacksonville, Florida. The community is committed to providing inspiration to all in the work and research to end Alzheimer's.



CAMELLIA  
AT DEERWOOD  
A GRACE MGMT COMMUNITY

[www.camelliaatdeerwood.com](http://www.camelliaatdeerwood.com)