



For Immediate Release

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Heritage Senior Living to Compete in International eHealth Brain Training Competition

WEST ALLIS, WISCONSIN (January 15, 2017) – Heritage Senior Living, one of the largest senior living companies headquartered in Wisconsin, will be competing against other senior living communities worldwide in a modern battle of wits and wisdom utilizing a state-of-the-art ehealth application system called Dynseo. Residents from each of Heritage’s 15 communities will battle teams in France, Belgium and beyond in a 12-day contest beginning January 29.

Dynseo, a partner of Heritage Senior Living, provides ehealth apps geared toward seniors, which help them improve memory, focus and concentration, maintain their reflexes, socialize with others and have fun in the process. Their games range from geography and mathematics to reflex-based and general knowledge, and can be played one-on-one with tablets or in a group setting on televisions. Their technology is especially useful for seniors with neurodegenerative diseases, like Alzheimer’s, Parkinson’s or dementia, since it can track cognitive performance, identify any weaknesses, and then use this information to help slow down cognitive decline.

The global Dynseo competition, called the Dynseo Cultural Winter Olympics, will take place on weekdays from January 29 until February 9. Residents will receive 10 sets of 32 questions – 16 easy and 16 difficult – on general culture topics, which they will answer as a team. If communities miss a day, they will have the opportunity to catch up later on. The top three teams will receive subscriptions to Dynseo products.

Heritage’s communities will compete against each other, as well as nursing homes, retirement homes, assisted living communities and memory care centers throughout the world. In addition to the questions-based competition, each community is encouraged to submit photos of their residents playing the ehealth games. Everyone is welcome to vote on their favorites, with the winner receiving a prize.

“This partnership with Dynseo – and our ability to participate in such a global competition – is a huge step forward for our communities,” said Pierre Verger, chief operating officer at Heritage Senior Living. “Not only do we get to bring high-tech brain training software to our residents, but we also get the chance to reach out across the world and connect with residents from all over! It’s a great example of our new emphasis on technology.”

As part of Heritage’s partnership with Dynseo, Heritage is working directly with the Paris-based company to develop questions and content specifically geared toward U.S. audiences. This close partnership between the companies allows Heritage to help develop personalized brain training content geared specifically for their residents’ needs and interests.



About Heritage Senior Living

Headquartered in West Allis, Wisconsin, Heritage Senior Living was founded in 2000 by Milo Pinkerton to provide residents with the highest quality of care possible, while at the same time promoting independence and maintaining dignity. Heritage Senior Living has 15 senior living communities throughout Wisconsin – plus one currently under development – that are home to more than 2,000 seniors. Most Heritage Senior Living communities offer several levels of care, from independent living to assisted and enhanced assisted living and memory care units, so that residents can embrace life’s journey from the comfort and convenience of one location that meets all of their physical, mental and emotional needs. For more information, visit: <http://heritagesenior.com/>.

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