



Independent Living, Assisted Living and Memory Care Communities

For Immediate Release

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Construction underway on Heritage Senior Living's 16th Wisconsin community, located in Muskego *108-unit residence to open during summer 2018*

WEST ALLIS, WISCONSIN (May 25, 2017) – Heritage Senior Living announced today that it will open its 16th community in Muskego, Wisconsin, during summer 2018. Construction has already begun on the two-story, 108,000-square-foot community, which will feature a total of 108 units and is located at S63 W13694 Janesville Road. The community will offer a full continuum of care, with a mix of 29 independent living apartments, 36 assisted and enhanced assisted living apartments and 43 memory care suites.

Heritage Senior Living promotes aging in place by offering multiple levels of care all in one building, from independent living to assisted and enhanced assisted living to memory care. If an independent living resident finds they require additional care in the future, for instance, they don't need to move from home to take advantage of Heritage Muskego's assisted living, enhanced assisted living and memory care programs. In fact, each of the 29 independent living apartments are constructed so that they can be converted to assisted living as resident needs change over time. Heritage's enhanced assisted living offering – which is not available at many senior living communities – bridges the gap between traditional assisted living and skilled nursing care.

"The population of seniors in Wisconsin is expected to grow by 640,000 over the next 20 years, so there is real demand for quality senior living communities where older adults can remain engaged and active," said Pierre Verger, vice president of operations at Heritage Senior Living. "We're thrilled to be bringing the Heritage brand of personalized care and premium amenities to seniors in the Muskego area and surrounding communities like Hales Corners and Franklin. Local seniors will have the opportunity to join a vibrant community that feels like home but also offers premium amenities, like a nurse on-site seven days per week and a full-time concierge."

For more than 17 years, Heritage Senior Living has been creating high-quality senior homes in communities across Wisconsin. The company's founder and CEO, Milo Pinkerton, has spent his career creating unique architectural designs for commercial and residential properties throughout the Midwest. After assisting his parents in their own search for a senior living community, Pinkerton saw the need for high-quality senior housing with the comforts and convenience of home.

Today, Heritage Senior Living is focused on creating vibrant communities that feel like home, offering premier amenities and employing compassionate caregivers who provide personalized care to each resident. Each community is led by an executive director who oversees a multidisciplinary care team that partners with local providers like physical therapists and speech therapists to provide holistic care on-site.



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Premier amenities and engaging activities

Each residence at Heritage Muskego will feature high-quality cabinetry, natural stone and wood finishes, stainless steel appliances, granite counter tops, large windows, walk-in showers, heated floors and other luxury touches that will make residents feel right at home from the moment they move in.

Residents and their families will be able to enjoy an array of community amenities including a therapy pool, therapy/rehab gym, two private dining rooms, underground parking, a salon, pub, bistro, convenience store, outdoor patio with fire pit and gas grills, and walking paths around the community. Life enrichment activities ranging from fitness and social clubs to weekly religious services and regular outings in the community will also be available.

“Our culinary program is also a highlight for many residents,” said Verger. “Meals are cooked from scratch and feature fresh fruits and vegetables, homemade soup, salad and fresh-baked bread with a menu of main dishes to choose from. For a little added fun, the chefs will host themed lunches and dinners to coincide with local tastes, such as Friday night fish fries or brats and hamburgers for football Sundays.”

Personalized memory care services

Heritage has developed a unique, individualized approach to memory care called Toddy’s Touch, named after Milo Pinkerton’s mother, who had Alzheimer’s. This best practice approach focuses on individualized care plans and multi-sensory activities to build cognitive strength. Each resident receives a customized dining and wellness program, and Heritage’s certified life enrichment staff regularly leads therapy activities that can lessen the need for medications, such as animal, music, spa, art and aroma therapies.

“When a new resident joins our memory care community, a life enrichment specialist interviews family members to create the resident’s ‘life story,’ which includes memories and preferences about the resident that are woven into their individualized care plan,” said Verger. “Caregivers receive ongoing training in memory care best practices and work to build relationships with residents’ families in order to provide the best possible care to all residents.”

Heritage Muskego will also offer a multi-sensory “Snoezelen Room” that utilizes light, sound and music, touch and scent to initiate sensory stimulations in the brain. These rooms have been shown to promote feelings of calmness and relaxation, especially with residents who have late-stage dementia, those who wander and individuals who experience sundowning or agitation.

In addition, the community will offer Heritage Senior Living’s proprietary “A Measure in Time” program. Through the program, residents with Alzheimer’s and related dementias are provided personalized playlists on iPods and iPads that enhance their quality of life by providing meaningful recall of fond memories and creating new opportunities for expression. Research has shown that these personalized playlists can reduce behaviors such as depression and anxiety.

The Heritage Muskego memory care unit will feature an uncomplicated, circular building design, which allows residents to freely stroll throughout a safe secure environment (dead-end hallways can cause residents with Alzheimer’s and dementia anxiety about not knowing where to go) and an interior courtyard where residents can safely access the outdoors. Each individual memory care suite features an uncomplicated layout that helps



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reduce the stress and anxiety that traditional apartments can cause, and better facilitates staff supervision within the units.

Construction is expected to be completed in summer 2018, with residents moving in later that summer. For additional information, call (414) 425-7155.

The community is expected to become home to 100-120 area seniors, and will create 65-75 local jobs.

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 operates 14 senior living communities throughout Wisconsin – in addition to two currently under development – that are home to more than 1,500 seniors. Many Heritage Senior Living communities offer several levels of care, from independent living to assisted and enhanced assisted living to 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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