

FOR IMMEDIATE RELEASE

Anthem Memory Care Marks 15th Anniversary with Commitment to Engagement

Anthem Memory Care, an Oregon based management company of stand-alone memory care communities, is celebrating its 15th anniversary with a commitment to its Pathways of Purpose initiatives aimed at meaningful engagement for their residents.

When CEO Isaac Scott's grandmother transitioned through multiple care facilities, he realized there had to be a better way of supporting loved ones living with dementia. He took this idea and brought it to reality when he started Anthem. He recreated the magic of home care and provided it on a larger scale to influence more lives for residents and families living with dementia. What once began with one intern, has grown to over 1200 employees across 19 communities in Arkansas, California, Colorado, Illinois, Kansas, Minnesota, Ohio, Tennessee and Washington.

Anthem developed Pathways of Purpose as a tailored approach to activities that affirms each individual's identity and creates opportunities for connections that are grounded within their community. This person-centered care philosophy is intended to counter the way in which dementia gradually disengages the affected individual from themselves and others. Pathways of Purpose embraces evidence-informed practices that focus on enhancing well-being.

"Anthem has worked hard to Protect, Engage and Love those living with memory loss and our intent is to extend that motto to not only our residents but to their families, our community staff and partners," said Isaac Scott, chief executive officer. "The Pathways of Purpose distinguishes us as the leader in purposeful memory loss engagement."

This mission also led to the development of the Anthem Employee Led Code of Conduct to define the key values it expects each employee to uphold and set the cultural tone company-wide. In addition, the company believes strongly in the development of its employees with an emphasis on education and promoting from within. All Anthem managers earn the certified dementia practitioner certification and staff receive Alzheimer's certification.

"We are proud of our suite of services and support that we provide for our residents and families, and we continue to look for ways to improve," said Scott. "We will continue to bring more resources to our team members and evolve our care, technology and services for our residents to ensure the best in memory care and engagement."

About Anthem Memory Care

Anthem's core purpose is to protect, engage, and love people living with memory loss and is committed to provide understanding and significance to people with Alzheimer's disease and other types of dementia. Anthem, based in West Linn, Ore., operates and develops memory care communities in

Arkansas, California, Colorado, Illinois, Kansas, Minnesota, Ohio, Tennessee and Wisconsin. The company's website is [AnthemMemoryCare.com](https://www.AnthemMemoryCare.com).