

Personalized Housing Provides Support for Seniors and their families

Regarded as the Twin Cities premier provider of assisted living specializing in memory care, Emerald Crest of Victoria will open its doors in September just north of County Road 18 on Bavaria Road. With residences already in Minnetonka, Burnsville and Shakopee, this will be the fourth Emerald Crest residence in the metro area. Emerald Crest owners Margaret Owens, Gregg Getchell and Joe Guertin each have over 25 years of experience in the senior healthcare business. "We wanted to create something special and unique-something no one else has done," explained Getchell. "We really wanted to get away from the institutional type environment. We think a smaller home-like setting is better," added Guertin.

Emerald Crest of Victoria will offer 15 private suites in each of two

houses. Residents can expect round the clock attention from caregivers on-site 24 hours a day. Emerald Crest of Victoria will also have registered nurses on staff, and an open-ended family visiting policy. Because resident safety is an important issue, state of the art fire protection and security systems were installed along with motion detectors in each room for evening monitoring of resident activity.

Daily care, activities and programs are customized to meet the individual needs of each resident while focusing on their abilities rather than disabilities. "This is where other providers sometimes struggle and we consistently excel," according to Margaret Owens. "Our warm home-like environment complimented with care coordinated not only by Registered Nurses but also by Occupational

Therapists is what makes us truly unique" added Owens. The Emerald Crest professional team meets with all prospective residents and their families prior to admission to complete nursing and cognitive assessments.

Calming colors, lighting, and patterns for furniture, walls and carpets were chosen to suppress agitation and confusion felt by many memory care residents. Residents also find the single-story level and barrier free design easy to navigate with no elevators or steps to climb.

As a testament to the programs and care delivered at an Emerald Crest residence, Mark Van Note moved his mother into Emerald Crest of Minnetonka after visiting 60 care facilities in the metropolitan area. "I have only great things to say about Emerald Crest," said Van

Note, of Minneapolis. "It was a very positive experience. She seemed to feel comfortable in an environment where the staff was responsive and receptive to residents. It felt like home to her."

Owens, Getchell and Guertin stress they take a "hands-on approach" to the management of each Emerald Crest location, recognizing the importance of face-to face contact with their staff, residents and family members. "We have a vested interest because we all live in the immediate area and we believe our mission is making a positive contribution to the communities we serve," stated Guertin.

For more information on Emerald Crest of Victoria, call Christine at 952-908-2215

Your parents' signs of aging are becoming more obvious.
What is not so obvious is what to do about it.



**Feel at Home with
the Best of Care**

EMERALD CREST

Specialized Assisted Living for those with memory challenges

Emerald Crest offers:

- Capacity is limited to 15 or fewer suites per home, to provide the highest level of supervision, programming and individualized care.
- A customized one level floor plan encourages resident independence, safety, and the familiar routines of home.
- Specially trained caregivers staffed 24 hrs a day
- Private rooms
- RN and Occupational Therapist regularly scheduled on site
- 3 meals a day
- Locally owned and operated
- Respite/Short-term stay program
- Other locations in Burnsville, Minnetonka and Shakopee

**Emerald Crest of Victoria
Opening in September 2005**

8150 Bavaria Road, Victoria
952-908-2215
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