



Post Office Box 2568 • Hickory, North Carolina 28603-2568

PRESS RELEASE

Sept. 19, 2016 – *For Immediate Release*

Four Oaks Senior Living gains new name, enhanced memory care unit

Affinity Living Group, the largest provider of senior housing in the southeastern United States, acquired management of the assisted living community Oakview Commons on September 1. The community has been renamed to Four Oaks Senior Living.

“Our goal is to create a community that residents, families, our healthcare partners, and the people of Four Oaks and Johnson County can be proud of,” said Sandra Korzeniewski, Affinity’s Vice President of Quality Assurance and Regulatory Compliance.

As an Affinity community, Four Oaks will receive needed improvements, including upgrades to staffing, services, amenities, and technology. A special focus is to convert the existing memory care area to a state-of-the-art residence using the NorthStar Memory Care™ program. First, staff will receive specialized training to help them assist memory care residents achieve meaningful days. Training topics include validation therapy, reminiscence/personal history, therapeutic touch, managing difficult behaviors, life enrichment activities, and more.

NorthStar hallways may include “neighborhoods” with color-coded doorways and themes to divide the residence into smaller, recognizable sections. Wayfinding design helps enhance resident self-confidence and dignity, as well as minimize mistaken entry into the rooms of others. The residence will also include secured entrances and courtyards as well as subtler features to help keep residents safe.

The mealtime experience will also be enhanced with RedWare™ Dining. Individuals with Alzheimer's or related dementia can experience difficulty eating due to an inability to distinguish contrast between colors, including light colored food on light colored plates. Because the human eye has more receptors for "red" than any other color, utilizing red tableware has been shown to increase food intake by up to 24% and liquid intake by up to 84% in individuals suffering from this visual deficit.

In addition to scheduled activities, NorthStar residents have the opportunity to self-engage in Life Skills stations focused on activities recognizable and important to them. Whether a “nursery,” “office,” or artwork designed to trigger past memories, residents will find activities of interest throughout their day.

“It is our privilege to serve – not only our residents, but our staff, families, friends, and guests,” said Korzeniewski. “We strive daily to provide the best life for all we serve.”

Affinity Living Group is the nation's 10th largest assisted living provider, the 7th largest Alzheimer's and memory care provider, and the largest senior housing provider in the Southeastern United States with more than 100 communities in operation or development. Affinity is also the nation's largest provider of Medicaid assisted living services, offering a mix of both private and Medicaid living units for the country's growing elderly population. For more information, visit the website at www.affinitylivinggroup.com. ###

434 words

For more information on this press release, contact Lea Hepler, Director of Marketing & Media Communications, at lhepler@affinitylivinggroup.com or 828/404-3980.

Corporate Office

328 First Avenue, NW • Hickory, North Carolina 28601

Tel: 828.322.5535 • Fax: 828.322.3897

www.AffinityLivingGroup.com