



NEWS RELEASE

Date: November 3, 2016

Contact: Stacie Madden
(508) 957-0306
SMadden@HopeHealthCo.org

19th Annual Dementia & Alzheimer's Awareness Conference ***"Thinking Outside the Box"*** ***Five unique perspectives on innovative strategies for dementia care***

Hyannis, MA – Leading experts in Alzheimer's disease and related dementias will offer insights and practical information relative to new approaches to providing care. [Hope Dementia & Alzheimer's Services](#), part of the HopeHealth family of services, will host the 19th Annual Dementia & Alzheimer's Awareness Conference: *Thinking Outside the Box* on November 18, 2016.

This year's conference focuses on learning cutting-edge ideas to improve the caregiving experience. Attendees will learn key strategies for successfully supporting families dealing with dementia, how innovative design for living spaces can improve the function of those with cognitive loss, and how to use theatre-based improvisation exercise as a tool for better communication. The day concludes with a train-the-trainer session on the benefits and utilization of reminiscing boxes.

Sessions and presenters include:

Key Strategies to Successfully Support Families Dealing with Dementia

A. Michael Bloom, MA, MS, President, Bloom Coaching and Performance LLC A.

Michael is a coach, speaker and author of *Caregiving Without Regret*TM. Michael has helped the careers of hundreds of family and professional caregivers with practical, tactical coping strategies and supports them in saving lives.

Innovative Design to Reduce the Effects of Cognitive Impairment

Sharon E. Ricardi, Senior Vice President, The Northbridge Companies and Chair of the Board, Mass-ALA and Rob Hoover, ASLA, Founder and President of HBLA Inc.

Sharon oversees management teams, budgeting, financial reporting, sales, marketing and innovative programming. She specializes in Alzheimer's programming and has 25 years of experience in the home health and senior housing industries, including the start-up and turn-around of assisted living communities. Rob specializes in designing restorative landscapes and therapeutic gardens for senior living and hospice. He is published and has lectured throughout the country. Rob developed the first-of-its-kind, therapeutic landscape design theory for the complete spectrum of Alzheimer's disease.

Saving "Yes," a Healing MomentsTM Workshop for Alzheimer's Caregivers

David La Graffe, Owner, Lights Up Improv and Artistic Director, Portland Playback Theatre

David has taught improvisation for over 20 years. He focuses on interactive improv, which explores the dynamics of the interpersonal. He joined the Healing Moments staff to extend the benefits of improv beyond the classroom.

Creating Portable Sensory Activities, Train-the-Trainer: Reminiscing Boxes, Benefits and Utilization

Alison Stockman, LSW, ADC, Director of Avita Memory Care, Laurelwood at the Pinehills, Michelle E. Woodbrey, CEO, Certified Senior Advisor, 2 Sisters Senior Living Advisors, and Susan Fernald, HHC, Marketing and Community Service, Home Instead Senior Care

The trainers for this session have more than three decades of combined experience in the field of dementia care. They will share their expertise on how to create and use reminiscing boxes as a tool for enhanced social interaction and purposeful engagement.

“The sessions will provide instructive and stimulating discussion on innovative approaches to providing care to those with Alzheimer’s disease and dementia,” said Diana Franchitto, president & CEO, HopeHealth. “Alzheimer’s disease and related dementias have a slow and relentless progression lasting on average six to twelve years from diagnosis. Caregivers are required to adapt and change as care needs increase. Conference attendees will walk away with new ideas to improve the quality of life for those with memory loss.”

Six continuing education units are available. The conference fee is \$130.00, including course materials, credits, breakfast and lunch. The conference will be held on November 18, 2016 at the DoubleTree by Hilton Cape Cod, 287 Iyannough Road, Hyannis, from 8:00 a.m. to 3:30 p.m. Registration must be received by November 16, 2016.

This year’s lunch sponsors are Maplewood at Brewster, Maplewood at Mayflower Place and Exceptional Care LLC. Breakfast sponsors are Harbor Point at Centerville, Belton Hearing Aid Centers, Comfort Keepers, Enos Home Medical and Northbridge Companies.

For more information to sign up for sponsorship or register for the conference, call (508) 775-5656. Visit HopeDementia.org/Conferences to register online.

About HopeHealth

HopeHealth has been enhancing the quality of life for people experiencing serious illness and loss for more than 35 years. In 2012, Alzheimer’s Services of Cape Cod & the Islands affiliated with the non-profit organization to enhance and expand its programs and community services. Today, the non-profit organization delivers a wide range of services for people with serious illness and their families. The HopeHealth family of services in Massachusetts includes: Hope Hospice; Hope Care for Kids; [Hope Dementia & Alzheimer’s Services](#) and Hope Academy. The Massachusetts Pain Initiative is an affiliate of the organization. Learn more by calling (800) 642-2423 or visiting HopeHealthCo.org.

###