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As the number of people diagnosed with Alzheimer’s and dementia increases each year, so does the need to stay connected to the latest trends, interventions and treatments. Brightwater, a premier continuing care retirement community in Myrtle Beach, S.C., focuses on providing excellent care to all members by certifying front line employees as Dementia Practitioners.

To become a Certified Dementia Practitioner, Brightwater employees receive specialized training with continuing education in new methods, theories and tools related to providing care for members with Alzheimer’s disease and dementia. The certification training is regulated and designed by the National Council of Certified Dementia Practitioners and is facilitated by Jessica Ferraro, Vice President of Training Program Development, CDP, CDCM, NCCDP.

“We are thrilled to offer this certification to our front line employees at Brightwater,” stated Ferraro. “It is

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important that our employees gain the knowledge and the skills to continue to provide excellent care to all of our members. It is also important to our members and their families that our employees have the right tools.”

Brightwater’s Certified Dementia Practitioners focus on providing the best care in a safe and thriving environment for members with Alzheimer’s disease. Receiving this certification enables employees to develop the appropriate activities for members, to become sensitive caregivers and to reduce the risk of injury. “Our healthcare team continuously provides excellent care and compassion to all of our members,” stated Jimmy Justice, Executive Director. “We are very fortunate to be able to offer this certification training and other continuing education programs to our employees.”

In addition to the dementia practitioner certification, healthcare staff at Brightwater treats members in memory care through purposed based wellness initiatives. The wellness initiatives are designed to reduce care needs and to promote independence. Brightwater’s WAVES program, designed specifically for Alzheimer’s members, was named Best of the Best by ALFA in 2010.

To learn more about the Dementia Practitioner certification, please visit www.nccdp.org.

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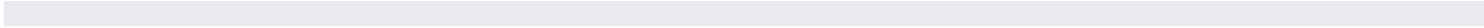
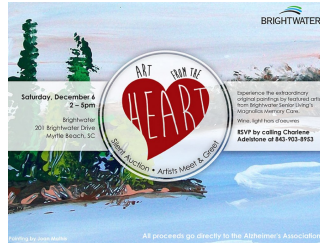
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CONTACT INFO

101 Brightwater Dr. |
 Myrtle Beach, SC 29579
 Phone: (843) 213-6417
 Web: Brightwater-Living.com