



BLUE BELL PLACE

 A WATERMARK COMMUNITY

PERSONAL CARE • MEMORY CARE

REDEFINING SENIOR LIVING

More than 30 years of experience have taught us that today's seniors want more choices and are leading a more active lifestyle than generations before. That's why we created a community filled with options, from studio apartments to spacious one-bedroom suites, great cuisine and fun events plus Watermark University mind and body fitness classes. It's all part of our culture of choice.

IT'S NOT WHAT YOU'D EXPECT, AND THAT'S THE WHOLE POINT.



WATERMARK UNIVERSITY

Stimulating the mind and strengthening the body has enormous benefits at any age. That's why, as part of Watermark Retirement Communities®, we created Watermark University. You'll love having unlimited access to all of our mind and body fitness classes just steps from your door. In any given semester you might find classes like *The Artist Within*, *Blackjack for Beginners*, *Facebook 101* and more, taught by associates, residents and local enthusiasts. These classes aren't just for residents. Call for a current course catalog and take or teach a class with us.



Tai Chi
Cake Decorating
Cocktail Creations
Dancing through the Decades
Crafter's Corner
Hand Bell Choir
Creative Clay
Pointillism Painting
Scrapbooking 101
Sit and Be Fit
Decadent Desserts

AN OPTION FOR EVERY APPETITE

Come by to join us for breakfast, lunch, dinner or coffee and dessert. We think you'll find that dining at Blue Bell Place isn't what you expect. Choose from our array of lunch selections or enjoy an impeccably prepared, graciously served dining experience. We also offer happyhours, themed dinners and BBQs. Residents and guests of Pathways, our memory care neighborhood, enjoy the same delicious variety, plus healthy snacks and favorite foods, creating positive connections and the comfort of home. Plus, with Thrive Dining™, individuals with cognitive or neuromuscular challenges can enjoy their favorite foods without assistance, utensils or distractions.



TODAY'S SELECTIONS:

- Pasta Fagioli
- Maryland Crab Cakes
- Chicken Cacciatore
- Apple Roasted Pork Loin with Au Gratin Potatoes
- Steak Au Poivre with Whipped Potatoes
- Seafood Creole
- Pear à la Caramel
- Apple Turnover

PERSONAL CARE

Small, friendly and filled with fun. That describes our community to a tee. You'll find a welcoming atmosphere, outstanding services and excellent, round-the-clock, customized care. No annoying intercoms, scrubs or medication carts. Just a supportive lifestyle that lets you enjoy doing what you love the most. It's all in a simple, straightforward rental model with no large entry fee.

Why wait to get a taste of the Blue Bell Place lifestyle? Try us out for a short-term stay. Enjoy a fully furnished apartment, fantastic food made just how you like it, outstanding care and assistance if and when you need it, and (perhaps the best part of all) fun with friendly neighbors.



Studios and one-bedroom suites with kitchenettes

High apartment ceilings for a spacious atmosphere

Beautiful courtyard views with large windows

Three meals per day created by our expert chefs

Dynamic calendar of classes, activities and outings including Watermark University

A state-of-the-art wireless resident call system

Maintenance, housekeeping and linen services

Senior wellness programs

Trained staff available 24 hours a day

Pet friendly community



A NEW KIND OF MEMORY CARE

At Blue Bell Place, we're borrowing from the traditions of the multigenerational households and local bed and breakfasts to create a place where everyone feels right at home. Suites are comfortable, filled with bright colors, soft natural light and high-end finishes. Common areas such as living rooms, patios, libraries and kitchens are only a few steps away. Meals are cooked right in the kitchen, and anyone can roll up their sleeves to help prepare the meal. Just like home, this household revolves around the kitchen table, where food and conversation connect residents, associates, friends and family.

24-hour staffing with specially trained memory care experts with certification through the National Council of Certified Dementia Practitioners (NCCDP)

Three nutritious family style meals where families and friends are welcome

Personal Pantry Program for each resident's favorite foods

Healthy snacks available all day, every day

Structured and spontaneous activities specifically tailored to each individual

Extraordinary Outings that you would never expect in a memory care community

Residential environment with family photographs, keepsakes and personal histories

Beautiful, sunny memory courtyard

Housekeeping, linen and laundry services

Maintenance services

All-inclusive rental model



MEET THE NAYAS



The word *Naya* comes from the ancient language of Classical Sanskrit and is based on being engaged in the present moment. A Naya is a guide, person of wisdom, conductor and leader. These terms truly define our caregivers. In perfect alignment with our universal care model, being mindfully engaged in each moment cultivates a sense of well-being, community, spontaneity and creativity.

In traditional senior-living models, care is divided between several associates who interact with a resident only within their particular area of limited duties. This not only results in reduced continuity, it prevents associates from seeing the big picture of each resident's well-being. Because our Nayas spend the day with residents, they notice the early signs of concern that might otherwise go unseen. Nayas know if residents have a good appetite, how well they slept and when they last exercised or participated in a new program. They can observe how individuals react to a change in type or dosage of medicine or a new therapy. Understanding the big picture results in a healthier, happier, more connected lifestyle.



AMENITIES AND SERVICES THAT MAKE LIFE GREAT

A carefree, fun-filled lifestyle will keep you thriving and with all our services and amenities at your fingertips, the opportunities are abundant. Start your day in the Blue Bell Bistro with complimentary coffee, tea, cookies and muffins at your leisure. Visit the birds that frequent our beautifully landscaped courtyards, enclosed for your privacy and safety. Borrow a book from our extensive library or join a class to exercise your muscles or your mind. Get your hair cut, your nails done or a professional shave, all just steps from your door.

Here, dining is food for the soul. Our open, spacious dining room features standard favorites, daily specials, seasonal dishes and fresh ingredients for a healthy and delicious experience every time. Weekly happy hours connect friends over laughs and conversation. You can also opt to entertain guests in our private dining room or grab a comfortable seat in our living room to cheer on your favorite team on the large flat-screen TV. When it comes to errands and excursions you can leave the driving to us.

Call to schedule a visit to learn more about how our services and amenities can make your life great.



A majestic two-story lobby featuring a grand piano and elegant staircase

Lush outdoor courtyards

Blue Bell Bistro

Spa with whirlpool tub

Elegant dining room with private dining available

Full-service beauty salon and barber shop

Complimentary laundry rooms

Well-stocked library with a variety of new and classics books

Internet-accessible computer center

Transportation services seven days per week

On-site physical and occupational therapy

The background is a solid dark blue color. Overlaid on this are several thick, light blue, curved lines. One large arc starts from the left edge and curves upwards and to the right. Below it, there are more complex, swirling lines that resemble stylized calligraphy or organic forms, including a prominent spiral on the left side.

Creating extraordinary and innovative communities where people **thrive**.



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 A WATERMARK COMMUNITY

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