

Exciting changes in store for Freehold seniors

The Brookside Assisted Living and Memory Support joins the Milestone Retirement family

FREEHOLD, N.J. (March 13, 2018) – Changes are coming to The Brookside in Freehold. The Assisted Living and Memory Support community recently joined forces with Milestone Retirement, an industry leader in the seniors housing industry. Milestone, a senior living management company with over 90 communities nationwide, is known for its dedication to integrity and compassion in the senior living space, along with its signature *In the Moment*® Memory Support program.

“As a New Jersey native, I’m excited and proud to bring Milestone standards to Freehold,” said Joe Jedlowski, Milestone Retirement’s President. “The Brookside has an exceptional energy, so we definitely want to keep what residents love about the community intact while making sure they receive top-notch care and services.”

The Brookside has earned a reputation as the premier assisted living community in the area. The community’s management team will continue to build upon their success and provide The Brookside’s residents with the outstanding service they have come to expect.

The community, which offers Assisted Living, Memory Support, and Respite, or short-term care, offers fully customizable care plans to meet the diverse needs of residents and their families. “The most important thing I can share about what we offer is that it’s fully customizable,” added Jedlowski. “No two residents are the same, so their care package shouldn’t be either. We’re excited to offer added bonuses like scheduled transportation, on-site meals, and a full schedule of activities, but we’re most excited about our flexible care options.”

Another key component of Milestone’s care strategy is its *In the Moment*® program. The program, specifically designed for seniors with Alzheimer’s Disease and other forms of Dementia, is a team-based approach that focuses on holistic healing, promoting overall well-being, and celebrating resident individuality.

“The *In the Moment* program is more than Memory Care. It’s a framework of basic life principles that give our team the tools they need to care for a whole person,” said Angela Clark, Milestone’s Senior Vice President of Sales & Marketing. “Yes, it guides our staff on how to interact with and care for our residents, but it also helps family members reconnect with their loved ones.”

To learn more about The Brookside and its full range of care services, visit www.thebrookside.com, or call 732-303-8800.

About Milestone Retirement

Milestone Retirement specializes in senior living management with emphasis in Independent Living, Assisted Living, and Memory Support. Since its formation in 2008, Milestone Retirement has grown to manage over 80 communities across 17 states. For more information, visit www.milestoneretirement.com

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