



the **hearth**

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**A Guide to  
Safety & Overall  
Well-Being**

**A STEP  
ABOVE**



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## WHY THE HEARTH IS A STEP ABOVE



At The Hearth, we believe that it's our responsibility to support you and your loved one through life's journey. That's been true since we were founded over 30 years ago, over the past several difficult months, and still, today, as we set our sites forward to continue our fight against COVID-19. Our focus remains on providing excellent care, a lifestyle of enriching engagement, and a safe environment which provides advanced protective measures for all seniors, families, and for our teams. At the heart of a great experience is a dedicated team who together have created a culture and feel that remains unmatched.

By retaining our people-first approach to premier care while simultaneously elevating our cleaning and life enrichment standards, we continue to elevate our residents' lifestyle.

From on-site virtual reality events at each of our campuses, to electrochemically charged cleaning solutions with proven ability to kill viruses similar to COVID-19, we're proud to offer innovative program offerings and state-of-the-art disinfection, combined with our top-notch care approach.

Our signature Live More program helps residents live at their optimal level across nine key areas of wellness: intellectual, spiritual, emotional, social, nutritional, physical, financial, environmental, and vocational. As part of the Live More program, residents are encouraged to engage in structured, brain-challenging exercises either one-on-one, or in groups. Our mental fitness programming, Think More, is specially designed to challenge cognitive skills throughout every phase of aging.





## move more

Our Move More program encourages physical wellness and safety through a mixture of structured exercises, including yoga and Tai Chi classes, and low-impact mobility opportunities like outings, walking clubs, and gardening. By mixing structured activity with impromptu opportunities for movement and engagement, the Move More program helps residents incorporate physical activity into their lifestyle naturally and encourages good habits for lifelong wellness.



**care connect**  
CERTIFIED

In addition to elevated enrichment opportunities, residents also enjoy top-notch care, including personalized care plans constructed by our certified Clinical Services teams, and on-site physical therapy in each Hearth community.

Throughout even the most challenging circumstances, we remain dedicated to exceptional care, while continuously evolving our offerings to stay ahead of the curve, we at The Hearth live up to our standard of premier senior living.

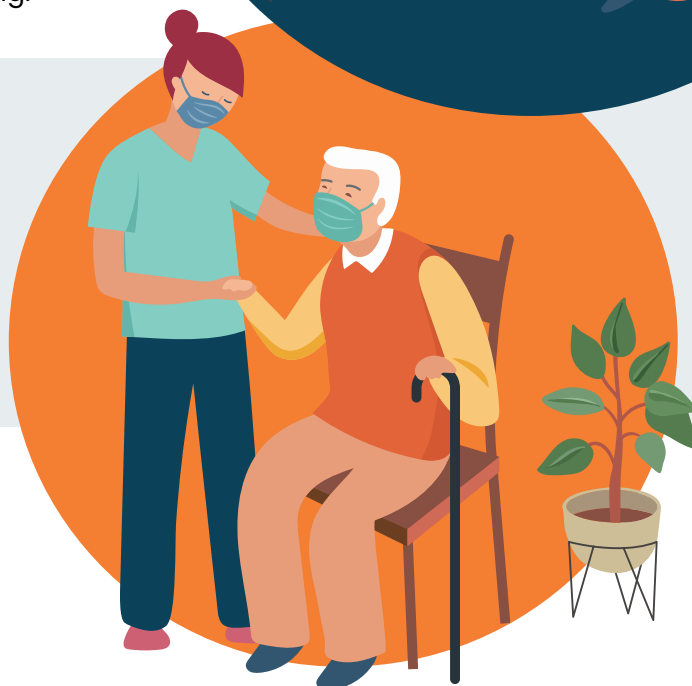
## TOUCHING LIVES

At The Hearth, we've touched thousands of residents' lives through our signature programs our technology-based approach to activities and disinfection, and, most importantly, our people-first approach to wellness.

Whether it's our daily personalized interactions, meal delivery, an in-person check-in from one of our clinical team members, or a small group activity, we know that human connection is what unites us and makes each of our communities a premier choice for seniors and their families. We are continuously evaluating each day to provide the optimal setting for enjoyment and engagement. Studies prove that a zest for life is often at the center of health and overall well-being.



**Each  
Hearth resident  
experiences an  
average of ten  
one-on-one  
interactions  
a day.**







## CUSTOMIZABLE VIRTUAL REALITY EXPERIENCES

At The Hearth, we encourage our residents to see and experience the world around them in new, exciting ways. One of the ways we're touching lives and delivering a premier senior living experience in every one of our communities nationwide is through virtual reality. Through a close partnership with Rendever, a virtual reality provider specializing in experiences for seniors, we've made VR events a staple of our Assisted Living and Memory Care enrichment programs.

Each Hearth community's virtual reality system hosts an array of fun event options. Some of our most popular events involve animals, especially in our Memory Care neighborhoods. Our residents love "going on safari" in Africa or "swimming" alongside dolphins. Plus, since the systems are integrated with Google street view, residents can take virtual reality trips to places they've never had the chance to visit, like Paris or the Swiss Alps, or easily see places that hold personal emotional significance to them, and connect over memories.

Through virtual reality, every Hearth resident has the opportunity to see the world from the comfort of their own home.





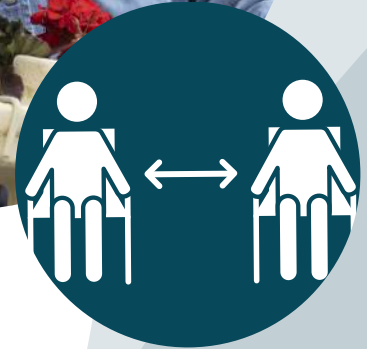
## OUTDOOR & SOCIALLY DISTANCED ACTIVITIES

Spending time together, with people whom you love, is one of the things that makes life worth living. That's why we're dedicated to finding safe, socially distanced indoor and outdoor activities to keep our residents engaged and united.

Throughout the COVID-19 pandemic and beyond, we've strived to keep our residents connected through a mix of virtual events like happy hours and Zoom meeting exercises, and small group activities. Some of our residents' favorite small group activities include:

- Gardening
- Outdoor stretches & walking clubs
- Virtual reality travel sessions
- Live entertainment
- Yoga & Tai Chi
- Crafts & Painting
- Religious Studies

Community common areas are sprayed with all-natural disinfectant, as part of our Total Coverage 360 cleaning standards, after each small group activity. Activity size is limited, with social distancing and resident safety in mind. At The Hearth, we make it enjoyable to stay safe, while staying together.



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@hearthseniorliving



*My Aunt lived here for over 4 years and considered it home. When it was time to find a place for Mom, The Hearth was where she wanted to go. Everyone from the nurses, waiters, activity people to housekeepers take pride in their job and treat my Mom and our family well.*

**-Susan, Residents' Family Member**



*We couldn't ask for a better home, communication, and support! Very happy knowing our mom is safe and treated with respect and kindness.*

**- Paul and Danielle, Resident's Children**





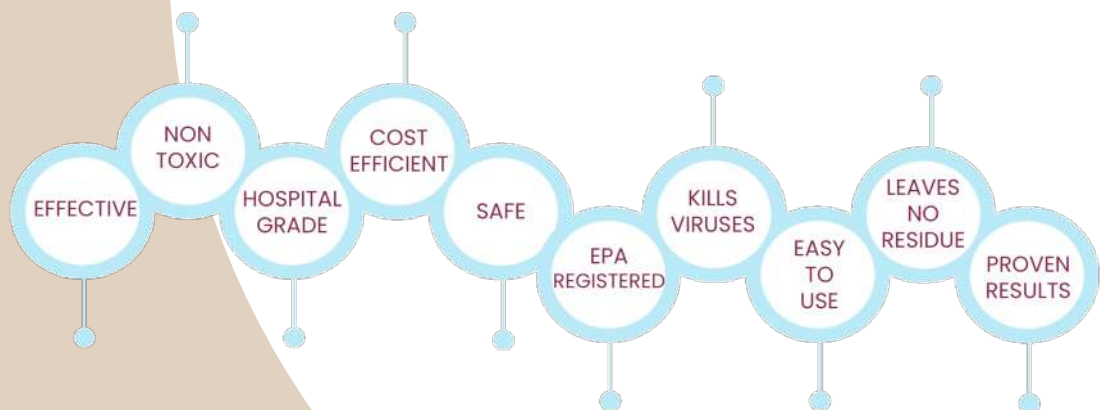


## TOTAL COVERAGE 360

We're proud to partner with Viking Pure Solutions, a company specializing in hospital-grade disinfection, to offer Total Coverage 360 cleaning solutions in every Hearth community.

Each community is equipped with a Viking Pure generator, which makes two distinct cleaning agents: a surface cleaner, and a sanitizer. The surface cleaner is a highly powerful all-natural alkaline water solution. The sanitizer is hypochlorous acid, the same thing our bodies produce in response to infections.

Although each generator is roughly the size of an office water cooler, they have the ability to produce over 100 gallons of green-certified disinfectant a day, so communities always have enough solution on-site. All common area surfaces, including walls, railings, carpets, and furniture are sprayed a minimum of twice daily. Resident apartments are also safely disinfected with the solutions as part of our Total Coverage 360 cleaning standards. In addition, we provide this solution to our residents, families, and to any vendor who enters our campus.



## DEDICATED STAFFING

We've made a promise to our residents and their families to deliver a premier level of care, and our commitment to that promise is unwavering throughout the COVID-19 pandemic and beyond.

Each of our communities is staffed with trained, dedicated, care services team members who only work in their designated Hearth community. Our staff to resident ratios exceed the state requirement.

The COVID-19 pandemic impacts everyone differently. From school closures and online learning to changes in business' schedules and phased reopening plans, the societal byproducts of the virus have put pressure on all of us, and we understand that our team members are not exempt from those pressures as soon as they walk out of our front doors and go home to their families. That's why, should our team members ever need to miss work, we have multiple tiers of staff resources that provide trained, experienced, and qualified team members on demand to keep our building fully staffed.



## OUR COVID-19 RESPONSE

As soon as reports of COVID-19's threat to the American people hit the air waves, our Clinical and Executive Leadership teams began closely monitoring the development of the virus as reported by the CDC, and developing policies and protocol to share with our community teams, residents, and family members.

From the start of this journey, and still today, our primary focus in light of COVID-19 has always been resident and staff safety. Here are some specific steps we continue to take to keep The Hearth a step above:

- All Hearth employees are supplied with PPE including masks, gloves, face shields, and gowns. Strict guidelines for PPE use are enforced 24 hours a day, 7 days a week.
- Residents are also supplied with masks and sanitizer products.
- As an added precaution, we urgently and proactively created our own specialized quarantined area within our Hearth communities. The areas isolate residents who experience symptoms, or are awaiting test results.
- Very early on in the COVID-19 pandemic, our Clinical Services team identified easily accessible, accurate, timely COVID-19 testing as an urgent need and entered into a proactive testing partnership. Thanks to the partnership, we house COVID-19 tests on-site in each of our communities so residents can be tested quickly, and without leaving the comforts of home.
- Social isolation can have a negative impact on us emotionally and mentally. That's why we've designed Guest Lounges in each of our communities. The lounge specifically prepared to provide an enjoyable and safer setting for socialization and connections to occur. This area is misted with hospital-grade disinfectant, as part of our Total Coverage 360 standards, before and after each visit.





*We are so happy to be able to live together. Everyone is so caring and thoughtful about our well-being. Nursing keeps good track of us and takes our temperatures every day. A million thank you to everyone here at The Hearth!*

**-Sheila and Sharon, Twin Sisters & Hearth Residents**



*I have such great peace of mind since my father moved there in 2019. The staff has been wonderful, caring, professional and thorough in helping my father adjust. From the top to the bottom, all workers are friendly and welcoming to my Dad and to all his visitors. He is treated with dignity by the aids, the nurses, the front desk staff, and even the chef. I really love this place so much for my Dad and I'm thankful he recognizes how nice everybody is to him. He thanks them daily.*

**-Kelley, Resident's Daughter**



## VISITATION: KEEPING YOU IN TOUCH

We understand that potentially not being allowed to visit with loved ones is a scary idea for residents and their family members. In fact, some families may weigh this fear against their loved one's care needs, making the decision on whether or not to move to senior living, which is already emotionally taxing, even more difficult.

At The Hearth, we treat our residents as if they are our own family members, and take their social and emotional well-being seriously. We also understand that our residents and their families are responsible adults with rights and free will, and, for some families, the reward of a short, socially distanced visit outweighs perceived risk. One of the things that make our visitation policies unique to other senior living providers is that we allow our residents and their families the freedom of choice by offering an attestation agreement.

Each of our communities is equipped with a designated Guest Lounge, in which residents and their families who choose to sign an attestation can visit, while socially distanced, safely. Guest Lounges are misted with Viking Pure Solutions before and after each private family visit, as part of our Total Coverage 360 standards, and have additional safety precautions in place, such as transparent dividers, for increased cleanliness and peace of mind.

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residents as if  
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*I didn't want to come to senior living, but I'm happy that I'm here. I find the people that work at The Hearth are wonderful. Every one of them remembers my first name which is just the nicest feeling. I have an apartment that I really, really love, and the environment is friendly and homey. I'm a very independent person, but I find The Hearth comforting, and feel safe here.*

**-Joan, Hearth Resident**





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**Details matter. Please use this page for  
notes during your visit.**

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INDEPENDENT LIVING

ASSISTED LIVING

MEMORY CARE

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