Dear Stakeholders,

Independent Healthcare Properties, LLC (IHP) has been fortunate to continue to grow since its founding in 1996. We now have over 900 associates at our Morning Pointe and Lantern communities in 26 locations and serve approximately 1,300 residents in five states. And, as we have grown, so too has the concept of assisted living. Morning Pointe is more than just assisted living. Our communities are places where seniors are valued and encouraged to be engaged in activities and an active lifestyle...what we like to call a Meaningful Day.

Our Meaningful Day programming continues to evolve as we challenge ourselves to find new and better ways to engage our residents and meet their needs. A new Cuddle Therapy is now a part of our Lantern Alzheimer’s Memory Care communities. The program is proving to be beneficial for many residents with Alzheimer’s and other forms of memory loss. These life-like dolls can be used to help reduce anxiety, distress, withdrawal and communication difficulties. Often, they can bring about a sense of calmness, purpose and, in many cases a connection with memories of a resident’s own children.

We are also developing a music program that incorporates exercise, education and expression. And, with the growing senior population and the staggering Alzheimer’s statistics, we understand the need for more medical-related services in our communities. It offers more options for our residents and their families. Already, a number of Morning Pointe communities are assisting with basic medical appointments, physical therapy and other types of care without ever having to leave the campus. We anticipate our partnerships with the medical community to expand as we work to serve the growing aging population together.

A new 80-resident assisted living community is now open on Shallowford Road across from the former Morning Pointe of Chattanooga, which is currently undergoing renovation to convert it to a dedicated Alzheimer’s memory care community with 63 apartments.

During 2015, Morning Pointe will continue to expand through an additional $20-million investment in Tennessee and Kentucky. Construction has begun on new assisted living and Alzheimer’s memory care communities in Franklin, Tennessee, and Louisville, Kentucky, with expected openings in fall of 2015. An additional development is planned for Danville, Kentucky. Nashville and Williamson County will also be a focus for growth as construction begins on a new assisted living and Alzheimer’s memory care community, Phase I of the senior campus. Similar expansion plans are underway in Louisville, KY with an expected opening date for both in the fall of 2015. Our services will also expand to the Danville, Kentucky market with the addition of senior living and Alzheimer’s memory care.

As we embark on our 18th year of serving seniors, we will continue to refine and enhance our individualized care, exceptional customer service and resident choices. By focusing on what matters the most—the seniors we serve—Morning Pointe will continue to position itself as the provider of choice for senior care services. Thank you for your interest and your support.

Sincerely,

Greg A. Vital
President and CEO
Breaking ground in

TENNESSEE AND KENTUCKY

Morning Pointe is very much a part of the overall healthcare delivery system for seniors. It’s a message heard loud and clear at recent groundbreakings. “Long-term care has become an important part of healthy aging for seniors,” said Greg A. Vital. “To be a partner and coupled with quality acute care is important for a community and helps keep a county growing.”

It’s why the celebrations for Morning Pointe of Franklin, TN and Morning Pointe of Louisville, KY senior living and Alzheimer’s memory care communities are also celebrations for the cities of Franklin and Louisville as well as their respective counties. “We appreciate the investment that you are making in our community,” said Ken Moore, mayor of the City of Franklin. “We want to be good neighbors, and we know that you will be a great part of our community.” Scott Love with the Louisville Metro Department of Economic Development agrees. “I want to thank Morning Pointe for their investment in our community. The mayor prides himself on having a compassionate city, and one part of that is quality of place. Having quality of place is providing care for the elderly and our seniors, and so through Morning Pointe’s efforts, 20 years of history they bring to our community, in management and expertise is a wonderful combination,” said Love.

Both senior campuses are expected to provide a positive economic impact in each of the two key cities of more than $10 million annually, considering payroll, property taxes and local purchases of goods and services. “Projects like this are real hard to judge by the numbers,” said Matt Largen, president of the Williamson County Chamber of Commerce. “It also says a lot about what we value as a community and I really think that the way we treasure our past says everything about our character today.”

The two new senior campuses will be developed in phases. Phase I will include assisted living or personal care along with Alzheimer’s memory care apartments. In Phase II, The Lantern Alzheimer’s Center of Excellence will open with its sole focus on memory care. “I am honored to be here today to celebrate the groundbreaking for Morning Pointe and officially welcome them as the newest member to Williamson County’s roster of top-notch medical facilities,” said Don Webb, CEO of the Williamson Medical Center.

The Greater Kentucky and Southern Indiana Alzheimer’s Association is expecting their partnership with Morning Pointe to only get better. “If you don’t love someone with Alzheimer’s today you will, and these guys do it right,” shared DeAnna Esslinger, representative of the association. “We are
Dr. Laura Morton with the University of Louisville Physicians Geriatrics believes there are many opportunities in Louisville to improve the quality of health for the growing aging population. "I am aware of facilities like Morning Pointe providing more opportunities and resources for our aging population," said Morton.

Quality care wrapped in the Meaningful Day program adds value and enrichment to every senior that calls Morning Pointe home. And so, much like the activity-filled days at the senior living communities, Morning Pointe’s groundbreaking offer a sneak peek into the purposeful days. The biggest piece is intergenerational programming, and to showcase what that curriculum will soon be like, two area schools shared their musical talents, Franklin Christian Academy and The Christian Academy of Louisville. Each brought the special day to a close and opened the door to a wonderful partnership to come.
Regional growth, THE DIFFERENCE AT MORNING POINTE

While the traditional Craftsman style of a Morning Pointe assisted living and Alzheimer's memory care community continues to be the face of a growing brand in senior care, the inside is evolving to better serve the daily needs of the residents and their families.

Development Projects

**Kentucky**
Morning Pointe of Louisville
4711 South Hurstbourne Parkway
53 Senior Living apartments/20 Lantern Alzheimer’s
Opening in Fall 2015

The Lantern at Morning Pointe
Alzheimer’s Center of Excellence, Louisville
Phase II: 44 Lantern Alzheimer’s apartments.
Opening in 2017

Morning Pointe of Danville
Senior Living apartments/ Lantern Alzheimer’s
Opening in 2016

**Tennessee**
Morning Pointe of Franklin
1005 Generations Way (1700 Block of New Highway 96 West)
53 Assisted Living apartments/ 20 Lantern Alzheimer’s
Opening in Fall 2015

The Lantern at Morning Pointe
Alzheimer’s Center of Excellence, Franklin
Phase II: 44 Lantern Alzheimer’s apartments.
Opening in 2017

The Lantern at Morning Pointe
Alzheimer’s Center of Excellence, Chattanooga
7620 Shallowford Road, Chattanooga
63 Lantern Alzheimer’s apartments
Re-Opening Early 2015

“We can do an incredible amount of care in these facilities. We can do labs, x-rays, echocardiograms, stress tests. It is absolutely amazing.”

Dr. Bruce Wallstedt
President and CMO Bluesky House Calls, Brentwood, TN on how the face of medical care is changing inside assisted living communities.

“This coffee-shop styled bistro is located in a newly renovated area of Morning Pointe of Lenoir City, providing residents with an open space to socialize with friends and family. During lunch, residents and their guests can enjoy more delicious meal choices including specialty desserts, soups and sandwiches."
**Property Listings and Locations**

**ALABAMA**
- Morning Pointe of Tuscaloosa

**GEORGIA**
- Morning Pointe of Calhoun

**INDIANA**
- Morning Pointe of Franklin

**KENTUCKY**
- Morning Pointe of Danville *
- Morning Pointe of Frankfort
- Morning Pointe of Lexington
- Morning Pointe of Lexington-East
- Morning Pointe of Louisville *
- Morning Pointe of Richmond
- Morning Pointe Ridge
- The Lantern at Morning Pointe of Frankfort
- The Lantern at Morning Pointe of Lexington

**TENNESSEE**
- Morning Pointe of Athens
- Morning Pointe of Brentwood
- Morning Pointe of Chattanooga at Shallowford
- Morning Pointe of Clinton
- Morning Pointe of Collegedale at Greenbriar Cove
- Morning Pointe of Columbia
- Morning Pointe of Franklin *
- Morning Pointe of Greeneville
- Morning Pointe of Hixson
- Morning Pointe of Lenoir City
- Morning Pointe of Powell
- Morning Pointe of Tullahoma
- The Lantern at Morning Pointe of Chattanooga
- The Lantern at Morning Pointe of Collegedale
- The Lantern at Morning Pointe of Lenoir City

* Construction project
They look like real babies, feel like real babies and even smell like real babies. Everyone at The Lantern at Morning Pointe wanted to hold them and hug them as soon as they arrived. They are Gigibean Sprouts, life-like baby dolls specially created by Gail Raines.

When resident Ruth met baby Hannah for the first time, in no time the room became silent as everyone shared in a tender moment between a mother and a child. Ruth began to sing a lullaby to the new life-like doll. “It kind of brought it home to me that this is why I am doing this,” shared Raines.

It’s the power of Cuddle Therapy enabling some who struggle with Alzheimer’s to easily connect to a time in their life that meant the most, being a mom or dad. Cuddle Therapy is a recognized beneficial program for many residents with Alzheimer’s and other forms of memory loss.

The life-like dolls can be used to help reduce anxiety, distress, anger, withdrawal and communication difficulties. Often, they can bring about a sense of calmness, purpose and, in many cases, a connection with memories of a resident’s own children.

And now, The Lanterns at all Morning Pointe communities are home to two life-like dolls each and a specially created nursery area thanks to a new partnership with Gail Raines and Gigibean Sprouts. She is known as a reborn artist, spending anywhere from 25 to 45 hours on each doll, bringing it to life.

Gail uses layers and layers of heat set paints to define the features of the doll with just the right amount of shading and she spends hours rooting the eyelashes and hair. Then she attaches the arms and legs to the doe suede body and fills it with glass beads and polyfill.

“He used to isolate, but I have seen such a positive change in him. He participates in every activity, always ready to go on an outing, and really has turned about face since living here. The staff is doing a great job, and he is highly complimentary of them. I had looked at a lot of places before deciding to place my husband with Morning Pointe, and one of the things that really impressed me was the warm and friendly atmosphere.”

Jan Allen
Wife of resident
“I have found a way to use these baby dolls that I love to create in a way that can be useful in my own community,” shared Raines.

Already the dolls are making a difference. Dr. Curtis Sexton, a family physician for over 50 years and now with Community Health Clinic in LaFollette, Tennessee can see the impact the program is making for his mother-in-law, Ollie Wilson. “She has improved,” said Sexton. “She is doing things at Morning Pointe I didn’t think she would ever do again.” Sexton shared how she especially loves interacting with the life-like dolls through the new Cuddle Therapy program. “It’s so touching for her and very therapeutic,” said Sexton. “It is good for my mother-in-law; she is so proud of those babies.”

It’s the power of cuddle therapy enabling some who struggle with Alzheimer’s to easily connect to a time in their life that meant the most, being a mom or dad.
In an effort to protect the declining Monarch Butterfly population, and to ensure the winged travelers have a better chance of surviving their long, international voyage, Morning Pointe of Lexington-East built an official Monarch Butterfly Waystation at the senior living community. The project came about after a simple meeting with the local garden club. “I took the idea back to the residents after learning about how the Monarch Butterfly population is dying off due to pesticides, chemicals and more development,” said Sarah Rowe, life enrichment director of the senior living community. “Right away they wanted to help make a difference and be a part of a conservation effort.”

Joanna Kirby, president of The Garden Club of Kentucky, and member Linda Porter — who has earned the title The Butterfly Lady because of the many programs she has presented — have made establishing monarch waystations a priority in the last couple years. The collaborative project was spearheaded by The Soil Mates Garden Club in Lexington and their leader Nan Starkweather. Morning Pointe learned all about what kind of plants were needed in their enclosed courtyard to create a special habitat for Monarch Butterflies. They bought Black-eyed Susans, Milkweeds and Purple Cone flowers. The plants used were provided by Al’s Landscaping, which takes care of Morning Pointe’s general landscaping needs. The members of Soil Mates then got to work planting them. “It was incredible from the start to finish,” said Rowe. A planting work day took place back in June, and on August 20th, a Monarch Butterfly Waystation dedication ceremony was held. The state president of the Garden Clubs for Kentucky presented Morning Pointe with an official certificate recognizing their efforts for the creation and maintenance of Monarch Butterfly Waystation #8781. “The residents are so very pleased,” said Brenda Daff, executive director of Morning Pointe of Lexington-East. “Even more seniors are out enjoying the courtyard; there is already more nature, more birds due to the planting of the waystation. We are just so very excited to be a part of something like this.”

The annual migration of the orange-and-black butterflies begins in lower Canada in October. It proceeds across the
Midwest and ends, following a journey of up to 2,500 miles, at the Monarch Butterfly Biosphere Reserve, a UNESCO World Heritage Site in the steep mountain terrain near Morelia, Mexico. In spring, monarchs make a return flight north.

Already, the residents at Morning Pointe of Lexington-East are excited and looking forward to seeing how their butterfly habitat will help grow the Monarch Butterfly population at their senior living community and for the greater Lexington area. You can search the online list at Monarchwatch.org to find details about waystations throughout any state, as well as forms to download for establishing your own. The Kentucky registry includes parks, libraries and schools, as well as private Kentucky gardens.
Independent Healthcare Properties and Morning Pointe is excited to welcome another key member to their development team. John Schwaner is the new senior vice president, business development and marketing. “His past successes in business development, managing turnaround projects, as well as creating programs to maximize revenue while increasing occupancy at all types of senior living facilities, make him a tremendous asset to our company,” says Greg A. Vital, president and CEO of Morning Pointe Assisted Living.

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Schwaner’s key areas of focus will include marketing research and analysis, development and implementation of sales and marketing plans, overseeing the regional directors of sales and marketing teams along with managing the company’s advertising, promotions, and social media activities. Most recently, Schwaner was the senior director of national sales and marketing and vice president for Brookdale Senior Living, overseeing business development, including market assessment and leading the company’s sales activities. He sought new opportunities for the company, including potential acquisitions and joint ventures, and formed strategic national and regional partnerships. Prior to this, he served as vice president of marketing and business development at Senior Vantage Point, including skilled rehab and nursing homes. He has held several other senior management positions in the health care industry including A Place for Mom and American Retirement Corporation.

Morning Pointe of Powell Residents Deliver Meals on Wheels

It’s a known fact that many of our Morning Pointe residents continue to give back by being involved in regular community service projects. They might make blankets, stuff dolls, organize food drives, but never before has a community taken on regular delivery of warm meals to seniors in need until now. Morning Pointe of Powell, TN residents have partnered with the Meals on Wheels program in the Knoxville area. And, now twice a month they deliver meals to seniors. “It gives me a good feeling because they do appreciate it,” said Ronald Kennedy, Morning Pointe of Powell resident. “And you can tell the way they thank you and some want to talk and talk.” One of the program participants is former Knox County School Superintendent Earl Hoffmeister. Another resident involved is Billy Heffer. Twice a month they board the Morning Pointe bus, help load the food and drinks and then make sure each senior on their list receives a hot meal. “I enjoy it. I really do,” shared Heffer. “It’s somebody in need, and they appreciate a hot meal, and it might be the only meal they get, once a day. I walk away from there feeling good.”

The Morning Pointe of Powell and Meals on Wheels partnership started in the Knoxville area after Janice Berry, the community’s life enrichment director, began looking for a service project for the assisted living residents. Once she learned of the great need for volunteers to help deliver hot meals to seniors, everyone was ready to make a difference. “I think it’s great. There is never one specific age when everything is cut off and you can no longer do any community service and you can’t offer any help to anyone,” explained Berry. “And for the residents, it’s really going with the Morning Pointe philosophy of making it a more meaningful day for everybody.” Engaging residents, valuing their contributions, making a difference. It happens every day at Morning Pointe assisted living communities across the Southeast.

Morning Pointe Forms New Foundation to Impact More Seniors

With the growth of Morning Pointe Assisted Living, we now see a need for a broader approach to impact seniors and their families across the Southeast, not just the ones that call Morning Pointe home. And that is why we have formed the Morning Pointe Foundation. The mission of the Morning Pointe Foundation is to enhance the quality of life for seniors while improving the greater community for generations to come. We want the impact to be felt across the region as we help individuals, companies and other partners serve and honor our elders. The Foundation will have three areas of focus: Learning, Living and Leading. The funded programs may include medical-related scholarships, educational partnerships and career growth. Other areas of outreach will involve innovative projects that offer an opportunity to memorialize those that have passed along with funding research and technology opportunities to better serve seniors.
- Assisted Living
- Alzheimer’s Center of Excellence
- Senior Living

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