

# Morning Pointe

Senior Living



MAKE THE MOST  
*of Every Day*

HOME...  
HOME...

## EVERY STAGE OF LIFE IS AN OPPORTUNITY

If you want a better option, you've come to the right place. Morning Pointe is a recognized leader in senior living (assisted living, personal care and Alzheimer's memory care). All of our services are provided in a caring, safe environment that promotes hospitality and dignity while maintaining an independent quality of life. When you join our community, you'll receive much more than just a place to live – you'll have a place to enjoy life, find the support you need, and make the most of every day.

### WAYS MORNING POINTE SUPPORTS YOUR QUALITY OF LIFE:

- A whole network of medical partners and dedicated associates waiting to serve you
- A comfortable, home-like environment
- A library of resources and support for you and your family
- A strong belief in active aging
- A vibrant community of people who share your interests and hobbies
- Delicious food and hospitality service catered to your tastes and needs
- Lively and enjoyable entertainment and activities
- Beautiful grounds and landscapes to admire nature
- A clean, superior community that is accessible and designed for you
- Plenty of personal space when you want it to maintain your independence
- The support you need in the areas that challenge you



OPENING  
EARLY  
2025!



PHASE II  
Alzheimer's & Memory Care Campus



## EAST HAMILTON *Lantern Community*

At The Lantern at Morning Pointe of East Hamilton, we offer the ability for loved ones to receive just the right amount of care within a city they have grown to love. That is why we have designed a state-of-the-art memory care community that gives our residents a better quality of life.

The stand-alone Alzheimer's Center of Excellence memory care community is a single-story building with 60 spacious memory care apartments and multiple floor plan choices.

Offering two distinct areas for stage-appropriate care all under one roof.

The Lamplight Program is for residents in the early to moderate stages of Alzheimer's disease. It offers a large expansive environment that is secure and safe.

The Lantern Program is for more advanced stages of Alzheimer's that focus on individual interests, life experiences, and personal strengths to ensure each resident benefits from personalized and purposeful support.

We offer memory care services in a convenient location in East Brainerd off Ooltewah-Ringgold Road, near East Hamilton High School, Stonebrook, and Mountain Shadows neighborhoods and the Course at Windstone Homes. Morning Pointe is privately owned and operated and is also near Apison, Fort O (Oglethorpe) and Ringgold, Georgia. Whether you are looking for just a little help with everyday activities or a more comprehensive care plan as you age, The Lantern at Morning Pointe East Hamilton can help provide a better quality of life for your loved one while supporting the whole family.

The Lantern at Morning Pointe East Hamilton is part of a combined Morning Pointe Senior Living campus. Next door is Morning Pointe of East Hamilton Assisted Living.

 **THE  
Lantern**  
at Morning Pointe  
*Alzheimer's Center of Excellence*  
**EAST HAMILTON**

1775 Generations Way  
(9700 Block E. Brainerd Road)  
Ooltewah, TN 37363  
(423) 973-0003

# AMENITIES

## Your Day, Your Way

At Morning Pointe Senior Living, you are free to do what you want every day in a beautiful, comfortable, and safe setting. That's because we take care of the daily chores, offer fun activities, and provide services you want and need on-site. You'll have more quality time to spend with family and friends (or dig into that book you've been wanting to read).

- Licensed nurses providing oversight of health, wellness, and medication management
- Licensed, clinical, and care staff available 24 hours a day\*
- 24-hour access to personalized care services\*
- Periodic check-ins
- Personal grooming assistance, such as bathing or getting dressed
- Assistance with transferring to a bed or chair
- Escorting to meals and events
- Accommodations for no-salt-added and reduced-concentrated-sweets diets
- Incontinence management
- Mobile diagnostic services\* and behavioral health\*
- Single-level living that offers spacious apartments
- Regularly planned activities and specialized programming
- Walking trails and exercise equipment\*
- LifeLoop Family Activity Connection communication tool
- Restaurant-style dining in a central dining room
- Specially prepared meals by the culinary team with local farm-fresh food
- Transportation services for medical appointments
- Pharmacy services
- Beauty/barbershop
- Pet friendly
- Screened in patios and courtyards\*
- 24-hour emergency response system

\*Varies by community

COMFORT...  
COMFORT..

## REVIEWS:



Love this facility! Friendly professional staff. Up-to-date furnishings and clean environment.

\_\_\_\_\_ MK \_\_\_\_\_



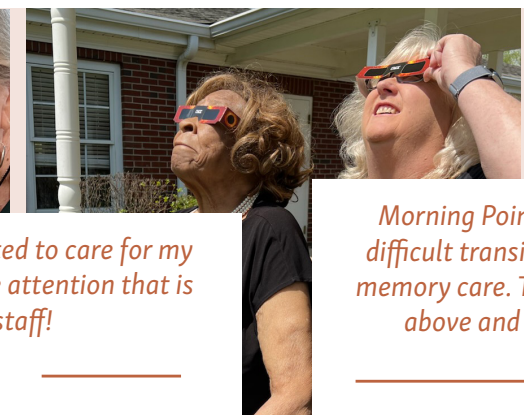
Great staff, beautiful facility. They really make this place feel like a home. Residents are very well taken care of.

\_\_\_\_\_ CORY S. \_\_\_\_\_



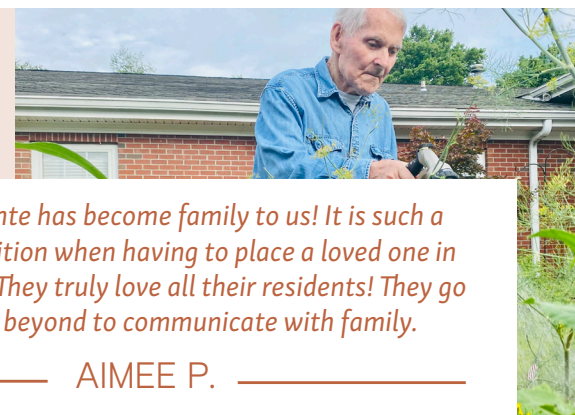
The Lantern staff goes above what is expected to care for my husband. He is loved, cleaned, and loves the attention that is given him. Thank you, Lantern staff!

\_\_\_\_\_ SUE CAMPBELL \_\_\_\_\_



Morning Pointe has become family to us! It is such a difficult transition when having to place a loved one in memory care. They truly love all their residents! They go above and beyond to communicate with family.

\_\_\_\_\_ AIMEE P. \_\_\_\_\_



# LIFE ENRICHMENT

## Create Purposeful Days

We believe that aging, despite challenges, should be a time of continued growth and development rather than decline. At a Morning Pointe Senior Living community, we provide you with a rich environment focusing on your needs and wants. Our programming connects to your interests while also introducing you to new possibilities. At each community, the Life Enrichment Director or Lantern Program Director heads up the creation of the monthly calendar.

Stay "in the loop" with your loved one using LifeLoop! Designed to enhance communication between residents, family members and associates using a mobile or desktop app, this technology invites all parties to engage in day-to-day life at Morning Pointe.



## Socialize, Explore, Learn, and Create

Morning Pointe communities support you in having a sense of purpose, which has been defined as "an intention to accomplish something that is both meaningful to you and important for the world beyond you." Research shows that having this sense of purpose benefits physical, mental, and emotional health. We also focus on connecting you to the people and experiences that bring fulfillment.

### Pillars of Purpose

- Physical Health
- Intellectual Vitality
- Spiritual Fulfillment
- Social Engagement
- Creative Arts

### Pillars of Connection

- Intergenerational Relationships
- Pets and Animals
- Stewardship
- Families



The **Morning Pointe In Motion** life enrichment program is designed to invite you to tour virtual locations all over the world without ever having to board a plane! Each month, we create an on-site immersive experience of a different region that introduces you to new foods, history, and celebrations.

# DINING

## Farm to Table Meals



Good meals lend themselves to creating some of life's most special times. We focus on providing residents with fresh, delectable foods in a relaxing and welcoming environment with full table service. In Morning Pointe kitchens, you'll find many dishes made from scratch using fresh, seasonal, and local ingredients. Our food services staff takes resident dietary restrictions and nutrition into account, and residents and families can provide feedback and menu suggestions at our monthly Chef Chats. At the end of the day, we want our residents to feel satisfied.

- Restaurant-style Dining
- Social Environment
- Area Farm Partnerships
- Dining with Dignity
- Always Available Menu
- Monthly Chef Chats

HEALTHY...  
HEALTHY...



## MEDICAL PARTNERSHIPS

### A Network of Dedicated Nurse Practitioners & Preferred Medical Providers

When you move to Morning Pointe, you gain access to a whole network of medical specialty partners waiting to serve you. Morning Pointe can also partner with your physician, preferred medical providers, and home health, to facilitate a continuity of care that addresses your changing needs while promoting optimum health and independence.

#### NURSING CARE

Licensed nurses provide oversight of overall health. No matter the time, day or night, licensed clinical staff or trained caregiving associates are available to help residents. Nurses coordinate with healthcare providers to maintain optimized healthcare management plans:

- Licensed nurses provide oversight of health, wellness, and medication
- Licensed and clinical staff available 24 hours a day\*
- 24-hour access to personalized care services\*
- On-site physical, occupational, and speech therapy services available through both an outpatient clinic and home health, aimed at keeping residents independent longer
- Accessible suites
- 24-hour emergency response system

\*Varies by community

TRUSTWORTHY...  
TRUSTWORTHY...

### Breakfast



Cold Cereal or Oatmeal  
Omelet to Order  
Seasonal Fresh Fruit  
Sausage Gravy  
Biscuits

### Lunch



Baked Fish with Fruit Salsa  
Wild Rice  
Roasted Vegetables  
Hush Puppies

### Dinner



Ribs  
Mashed Potatoes  
Roasted Carrots  
Sauteed Asparagus

\*Seasonal and subject to availability

Caregiver  
Café | An Educational  
Seminar Series  
Morning Pointe Foundation

Caregiver Café is an educational seminar series that connects experts on senior living and care with those experiencing the physical and mental effects of aging and their families.

To see latest events go to  
[morningpointe.com/caregivercafe](http://morningpointe.com/caregivercafe)

# MEANINGFUL... DAY

## MEMORY CARE

### Specialized Care for People Living with Memory Loss

The Lantern at Morning Pointe Alzheimer's Centers of Excellence and Memory Care communities are designed specifically to meet the needs of residents living with Alzheimer's and memory loss.

We understand the challenges of Alzheimer's and other forms of dementia, which is why we use the Best Friends™ approach and practice the Teepa Snow Positive Approach™ to create a caring and nurturing environment. We provide purposeful, engaging, daily activities and plenty of interactive opportunities to create structure that helps your loved one feel safe and secure through our Meaningful Day™ Program. The programming is designed so that every resident can participate. Activities are familiar, achievable, meaningful, and enjoyable for each specific resident.

In addition to residency, we also offer short-term care for people recovering from a hospital stay and respite care to give full-time caregivers a break so they can take care of other needs. This benefit varies by location.

**The Lantern memory care services are not offered in the following locations:  
Athens TN, Greeneville TN, Owensboro, KY,  
and Richmond KY**



# MEANINGFUL...



- The Best Friends™ Approach
- Meaningful Day™ Program
- Optimized Apartment Layouts
- Cuddle Therapy
- Life Skills Stations
- Dining with Dignity
- Art Therapy
- Pet Therapy
- Music and Memory Programs



## CAN I AFFORD SENIOR LIVING?

**It can be more affordable than you think!**

### CONSIDER THESE FUNDING RESOURCES:

- Your income from retirement plans, pensions, annuities, and Social Security
- The equity in your current home or other owned real estate
- Long-term care insurance
- Sale of stocks or bonds
- Conversion of mature certificates of deposit
- Family assistance
- Outside financial sources
- Veteran's aid and attendance benefits
- Life settlement from the sale of an insurance policy
- Converting a life insurance plan to cash
- Elderlife financial services

SUPPORT...  
SUPPORT...

## VETERAN BENEFITS

**Did you know that many wartime veterans and their spouses may qualify for extra monthly income from the Department of Veterans Affairs?**

These benefits are known as the VA Aid and Attendance Pension. Benefits are based on a sliding scale and can be applied to the cost of at-home or community-based assisted or supportive living services.

**For more information, call 1-800-827-1000 or visit [va.gov](http://va.gov)**



# COST OF LIVING

**Morning Pointe offers great value for your money. Using this simple worksheet will help you see for yourself the value of living at Morning Pointe or in The Lantern Alzheimer's and Memory Care Community.**

YOUR CURRENT MONTHLY EXPENSES		MORNING POINTE'S MONTHLY EXPENSES	
Mortgage or rent	\$1,650.00	Mortgage or rent	Included
Telephone/cell	\$150.00	Telephone/cell	
Meals and snacks	\$450.00	Meals and snacks	Included
Car payment/insurance	\$650.00	Transportation payment/insurance	Included
Car maintenance	\$150.00	Transportation maintenance	Included
Entertainment	\$300.00	Entertainment in community	Included
Cable TV	\$150.00	Cable TV	
Electricity	\$150.00	Electricity	Included
Water/sewer	\$100.00	Water/sewer	Included
Gas	\$50.00	Gas	Included
Garbage removal	\$50.00	Garbage removal	Included
HOME MAINTENANCE		HOME MAINTENANCE	
Housekeeping	\$200.00	Housekeeping	Included
Landscaping (lawn, tree, and shrub care)	\$300.00	Landscaping (lawn, tree, and shrub care)	Included
Home repairs		Home repairs	
<i>(gutter cleaning, painting, and roof repairs)</i>	\$300.00	<i>(gutter cleaning, painting, and roof repairs)</i>	Included
Homeowner's insurance		Homeowner's insurance	Included
<i>Major appliances (maintain/replace)</i>	\$100.00	<i>Major appliances (maintain/replace)</i>	Included
Real estate tax	\$350.00	Real estate tax	Included
Security	\$50.00	Security	Included
SERVICES		SERVICES	
Activities (entertainment, movies, clubs)	\$150.00	Activities at community (entertainment, movies, clubs)	Included
Nurses available (5 hrs a week at \$35/hr)	\$750.00	Nurses available 24 hours a day, seven days a week*	Included
Care needs (10 hrs a week at \$25/hr)		Assistance with personal care needs	Included
<i>Dietary assistance</i>		Dietary assistance	Included
<i>Flat linen (towels, sheets, etc.) laundry service</i>		Flat linen (towels, sheets, etc.) laundry service	Included
<i>Personal laundry (clothes)</i>		Personal laundry (clothes)	
<i>Medication management</i>	\$1,650.00	<i>Medication management</i>	\$300-\$600**
Healthcare monitoring	\$50.00	Healthcare monitoring	Included
24-hour emergency response system	\$100.00	24-hour emergency response system in apartment	Included
Transportation	\$100.00	Transportation (scheduled)	Included*
<b>TOTAL</b>	<b>&gt;\$8,000.00</b>	<b>TOTAL</b>	

**Morning Pointe provides local scheduled transportation for basic needs like shopping, medical appointments, and campus events. For more information, contact your Morning Pointe management team.**

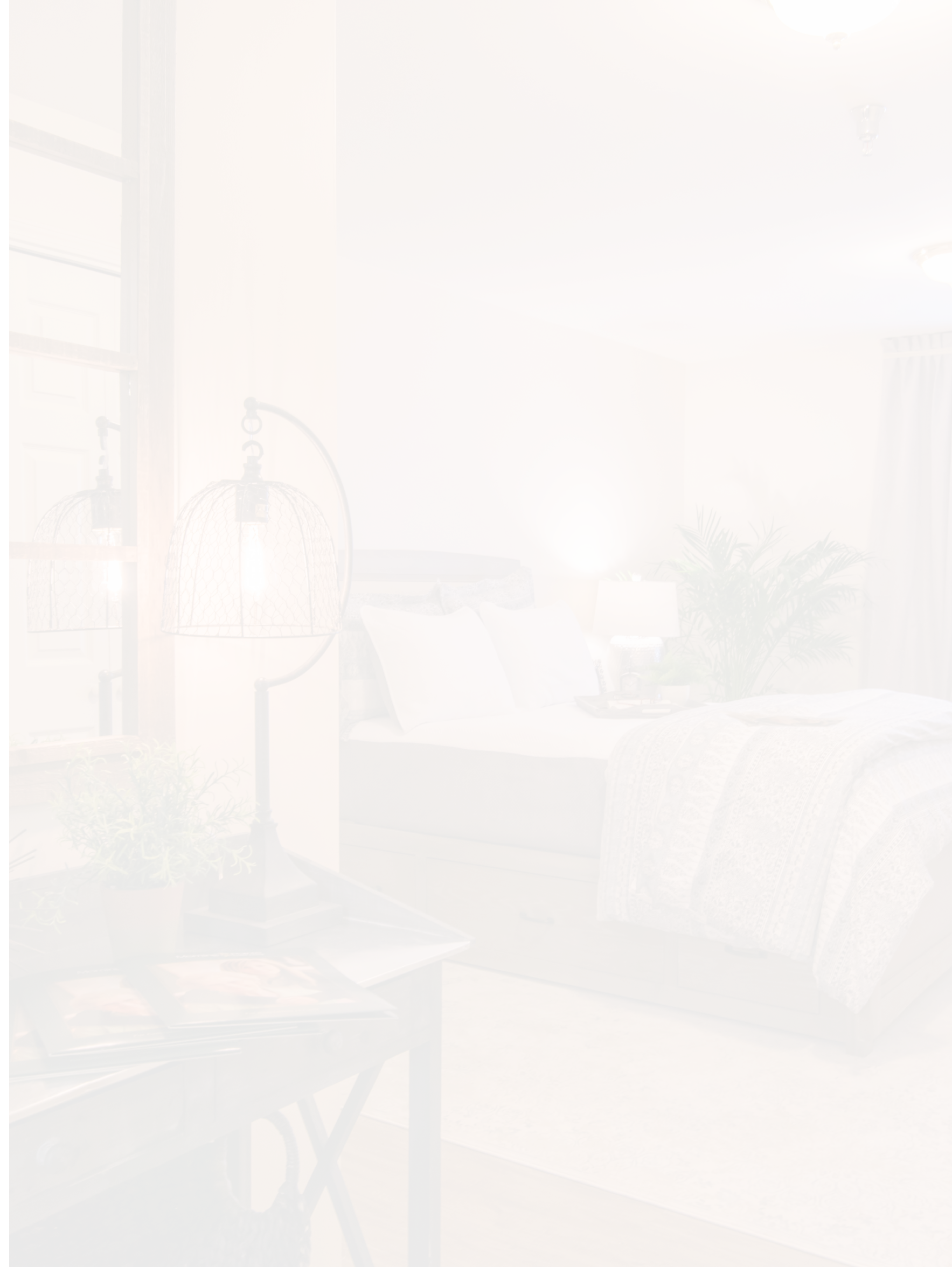
*Based on 2023 cost of living estimate for a 2,500 sq. ft. house.*

*Written information relating to this community or facility's services and policies is available upon request.*

\*Varies by community

\*\*Subject to clinical needs

**morningpointe.com**



# Grateful *for the* Care

- 24-Hour Nursing\* & Access to Personalized Care Services
- Specially-Trained Staff
- Family Support Groups

*The Region's Choice  
for Senior Living &  
Memory Care*

**Morning**  **Pointe**  
Senior Living & Memory Care

*\*Varies by community*

**Corporate Office**

**Morning Pointe Senior Living**

P.O. Box 813, 6020 Arbury Way • Ooltewah, TN 37363 • (423) 238-5330

[morningpointe.com](http://morningpointe.com)

