

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 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



EAST HAMILTON *Community*

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 assisted living community that gives our residents a better quality of life.

The Morning Pointe community is a single-story building with 73 spacious assisted living apartments and multiple floor plan choices.

We offer assisted living services in one community, all 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 of East Hamilton 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, Morning Pointe of East Hamilton can help make life more joyful for you and your whole family.

Just down the street is The Lantern at Morning Pointe Alzheimer's Center of Excellence, East Hamilton an all memory care community. This community offers specialized memory care programs. It provides two levels of memory care, lamplight for early stages and the lantern for more advanced stages of Alzheimer's and dementia.

EAST HAMILTON
Morning Pointe
Assisted Living

1776 Generations Way
(9700 Block E. Brainerd Road)
Ooltewah, TN 37363
(423) 212-1208

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, or 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:



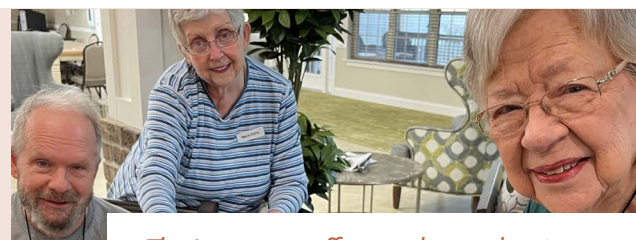
Love this facility! Friendly professional staff. Up-to-date furnishings and clean environment.

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...

Sample Menu

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



Dinner Roll
Mashed Potatoes
Grilled Chicken
Greenbeans

**Seasonal and subject to availability*



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*

**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

TRUSTWORTHY...

ALZHEIMER'S AND MEMORY CARE*

Structured Memory Care — Helping Residents Thrive and Families Have Peace of Mind.

At Morning Pointe Senior Living, our Lantern Alzheimer's Center of Excellence communities are thoughtfully designed to meet residents where they are on their dementia journey—guided each day by purpose, predictability, and compassion.

Some of our free-standing memory care communities offer two distinct levels of support, from early-stage care in the Lamplight communities to more advanced Alzheimer's care in the Lanterns.

At the heart of our approach is the Meaningful Day™ program—a personalized rhythm of life that nurtures each resident's emotional, social, physical, and cognitive well-being. Every meal, interaction, and activity is part of a structured flow that builds confidence, reduces anxiety, and creates moments of success.

Impactful Engagement — Daily moments of purpose and joy.

Our trained Lantern Program Directors create opportunities for connection throughout the day, through:

- **Music Therapy** – awakening emotional memories and improving mood
- **Art and Creative Expression** – fostering imagination and fine motor skills
- **Volunteer Programs** – bringing the community of all ages into the building
- **Pet Visits** – reducing anxiety and offering unconditional comfort
- **Community Service Projects** – giving residents a sense of purpose and belonging
- **Cuddle Therapy Dolls** – nurturing emotional memory and calm

Every resident is known, valued, and celebrated. Activities are personalized to life stories and guided by each individual's unique preferences and abilities — ensuring that every day feels purposeful and familiar.

Why It Matters

Familiar routines bring comfort and confidence to those with memory loss. Morning Pointe's compassionate care fosters dignity, joy, and peace of mind.

**Varies by community*

A Day in the Life: Meaningful Day™ in Action

Our residents thrive on routine and rhythm. A typical day might include:

Rise and Shine & Breakfast (6–9 a.m.)

Gentle wake-up routines, grooming assistance, and a nutritious breakfast set the tone for the day.

Exercise (9–10 a.m.)

Morning movement, stretching, or guided fitness to boost energy and balance.

Stimulating Activity Time (10–11:30 a.m.)

Rotating programs such as art, music, pet therapy, student visits, or community service projects — each designed to spark connection and joy.

Mid-Morning Snacks & Hydration

Staff encourage hydration throughout the day, offering water, fruit, and juice hourly to support wellness and reduce confusion and fatigue.

Calming Activity Time & Lunch (11:30 a.m.–12:30 p.m.)

Devotions, current events, or sensory activities lead into a peaceful meal with soft background music and social engagement.

Quiet Time (1–2 p.m.)

A calm, restful environment with lights dimmed and soothing music helps minimize sundowning behaviors and promote relaxation.

Afternoon Activity Time (2–4 p.m.)

Interactive programs like art, music, or outings encourage creativity and a sense of purpose.

Evening Routine (5–8:30 p.m.)

Dinner music, gentle conversations, and winding-down rituals prepare residents for a restful night.



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



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



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 Assisted Living or in The Lantern Alzheimer’s and Memory Care Community.

YOUR CURRENT MONTHLY EXPENSES	
Mortgage or rent	\$1,700.00
Telephone/cell	\$155.00
Meals and snacks	\$465.00
Car payment/insurance	\$675.00
Car maintenance	\$155.00
Entertainment	\$310.00
Cable TV / Basic Wi-Fi	\$155.00
Electricity	\$160.00
Water/sewer	\$105.00
Gas	\$55.00
Garbage removal	\$50.00
HOME MAINTENANCE	
Housekeeping	\$210.00
Landscaping (lawn, tree, and shrub care)	\$315.00
Home repairs	\$225.00
(gutter cleaning, painting, and roof repairs)	
Homeowner’s insurance	\$135.00
Major appliances (maintain/replace)	\$140.00
Real estate tax	\$360.00
Security	\$55.00
SERVICES	
Activities (entertainment, movies, clubs)	\$155.00
Nurses available (5 hrs a week at \$35/hr)	\$780.00
Home Care Needs (10 hrs a week at \$25/hr)	\$1,040.00
Dietary assistance	\$60.00
Flat linen (towels, sheets, etc.) laundry service	\$95.00
Personal laundry (clothes)	\$75.00
Medication management	\$1,700.00
Healthcare monitoring	\$50.00
24-hour emergency response system	\$105.00
Transportation	\$105.00
TOTAL	≈ \$8,350

MORNING POINTE’S MONTHLY EXPENSES	
Mortgage or rent	Included
Telephone/cell	
Meals and snacks	Included
Transportation payment/insurance	Included
Transportation maintenance	Included
Entertainment in community	Included
Cable TV / Basic Wi-Fi	Included
Electricity	Included
Water/sewer	Included
Gas	Included
Garbage removal	Included
HOME MAINTENANCE	
Housekeeping	Included
Landscaping (lawn, tree, and shrub care)	Included
Home repairs	Included
(gutter cleaning, painting, and roof repairs)	
Homeowner’s insurance	Included
Major appliances (maintain/replace)	Included
Real estate tax	Included
Security	Included
SERVICES	
Activities at community (entertainment, movies, clubs)	Included
Nurses available 24 hours a day, seven days a week	Included*
Assistance with personal care needs	Included
Dietary assistance	Included
Flat linen (towels, sheets, etc.) laundry service	Included
Personal laundry (clothes)	
Medication management	\$300-\$600**
Healthcare monitoring	Included
24-hour emergency response system in apartment	Included
Transportation (scheduled)	Included*
TOTAL	

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 2025 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*



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*

MorningPointe
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

