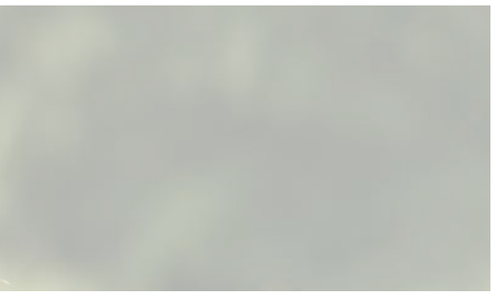
Morning Pointe
Senior Living













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











HIXSON *Community*

Assisted living and memory care in Hixson, Tennessee — serving Soddy-Daisy, Signal Mountain, Red Bank, and north Chattanooga near Hixson Pike, the Tennessee River, Northgate Mall, and Erlanger North Hospital.

Our single-story, home-like community means no elevators, no stairs, and no long institutional hallways. Licensed nurses on campus around the clock. Residents enjoy restaurant-style dining by our culinary team, exercise classes, live entertainment, and organized group outings, as busy or as laid back as they'd like. For memory care residents, all associates receive specialized dementia training focused on compassionate communication and individualized support for each resident. Our Meaningful Day™ program provides structured daily activities that help make each day personal and purposeful.

Founded in 1997 and still guided by its original mission, Morning Pointe Senior Living manages and operates more than 40 assisted living and memory care communities across the Southeast, all under the same consistent ownership since day one.

HIXSON
Morning Pointe
Assisted Living & Memory Care

5501 Old Hixson Pike
Hixson, TN 37343
(423) 847-1370

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
- Real-time care technology, pharmacist-led medication reviews
- eMar - Electronic Medication Administration Record
- On-site physical, occupational and speech therapy 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
- Specialized Dementia Care Training for All Staff
- 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...

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

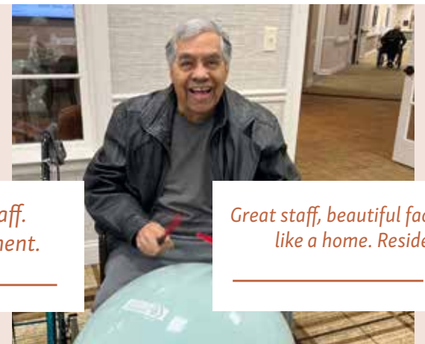
Morning Pointe Senior Living **IN MOTION**

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.



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.

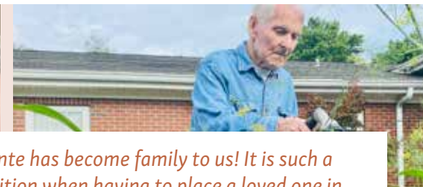
CORY S.



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.

DINING

Farm to Table Meals

FARM TO TABLE
Morning Pointe Dining Services

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 preferences 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



Grilled Chicken
Mashed Potatoes
Green Beans
Dinner Roll

**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

TRUSTWO
TRUSTWORTHY...

**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

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 dementia 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.

THE Lantern at Morning Pointe
Alzheimer's Memory Care

To learn more scan the QR or go to bit.ly/morningpointe-memorycare

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







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

Morning Pointe Senior Living

CASE STUDY

How Assisted Living Can Improve Day-to-Day Quality of Life









Case Presentation

Resident moved into Morning Pointe in 2023. At that time, the resident required maximum assistance with bed mobility and maximum assistance with any transfers, such as going from the bed to a chair or the wheelchair to the toilet. Unable to walk, the resident was using a wheelchair for mobility. The physical therapist evaluated the resident to have Berg Balance test score of 2/56, a Modified Barthel test score of 19. At this point, safety and stability were the immediate priorities for this resident.

The Approach

The resident's individualized plan of care focused on consistency and encouragement, including daily support from the Resident Assistants, in-house physical and occupational therapy, medication management, nutritious meals, and daily social engagement.

The Progress

Through consistent in-house therapy and structured routines, the resident's strength and mobility gradually improved. Wheelchair use decreased, confidence grew, and independence in daily activities increased.

Life Today

Status as of December 2025 – resident is independent with dressing, self-care/ toileting, and wheelchair management; resident can walk 157 feet with a walker in two minutes; improved Berg Balance score to 29/56 and improved Modified Barthel test score to 81.

Why This Matters

This case study reflects how assisted living at Morning Pointe Senior Living supports recovery, independence, and quality of life—one day at a time.

Disclaimer: Care details shared in this case study are based on a Morning Pointe resident. In keeping with HIPAA guidelines, the resident's name and identifying information are not disclosed.



More than care

A better way to live each day

We handle the details so your loved one can feel at **HOME.**

Personalized Clinical Care, Farm-to-Table Meals, and Engaging Activities

Morning Pointe

Assisted Living & Memory Care

Corporate Office

Morning Pointe Senior Living

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

morningpointe.com