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**MORNING POINTE OF COLLEGEDALE AT GREENBRIAR COVE
HONORED FOR OPERATIONAL ACHIEVEMENT**

CLEVELAND, Tenn. (December 10, 2019) – Independent Healthcare Properties (IHP) and Morning Pointe Senior Living recognized six of its assisted living and Alzheimer’s memory care communities for exemplifying a unique dedication to residents and their families. The honors were presented during the Chattanooga-based senior healthcare services company’s 22nd annual Christmas awards banquet at the Museum Center at Five Points in Cleveland, Tennessee. Annually, Morning Pointe acknowledges top-performing teams of caregivers, directors, and customer service associates from its 33 communities across the Southeast.

“I appreciate the commitment to both excellence and compassion that is demonstrated by our associates,” says Greg A. Vital, president and co-founder of Morning Pointe Senior Living. “We are proud to have the opportunity to honor these communities that help make Morning Pointe the region’s choice for senior care.”

Morning Pointe of Collegedale at Greenbriar Cove (TN) received the 2019 Operational Achievement Award, recognizing the assisted living community’s efforts in maintaining high levels of resident satisfaction. Morning Pointe corporate leadership presented Jennifer McFarland, the executive director at Morning Pointe of Collegedale at Greenbriar Cove, with a plaque of recognition during Morning Pointe’s annual year-end awards banquet.

“We are thrilled to be recognized,” McFarland said. “We strive to make sure that our residents are absolutely satisfied with the care they receive at Morning Pointe, and we believe it speaks to the quality of our staff and our community that so many residents choose to call Morning Pointe home for long periods of time.”

“Morning Pointe of Collegedale at Greenbriar Cove sets a magnificent example for the rest of our communities throughout the region. They embody the spirit and values that Franklin Farrow

and myself first envisioned for Morning Pointe more than 20 years ago,” Vital said. “While it’s true that it’s all about our residents at Morning Pointe, our associates are equally important. None of what we today would be possible without them.”

Independent Healthcare Properties LLC, a Chattanooga, Tenn.-based senior healthcare services company, is the developer, owner and manager of 33 Morning Pointe assisted living and The Lantern at Morning Pointe Alzheimer’s Memory Care Center of Excellence communities in five southeastern states. IHP was founded in 1996 by Tennessee healthcare entrepreneurs Greg A. Vital and Franklin Farrow. For more information, please visit www.morningpointe.com.
