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FOR IMMEDIATE RELEASE

**MORNING POINTE OF KNOXVILLE ASSOCIATES
NAMED CERTIFIED DEMENTIA PRACTITIONERS**

KNOXVILLE, Tenn. (July 6, 2020) – Morning Pointe of Knoxville and The Lantern at Morning Pointe Alzheimer’s Center of Excellence, Knoxville, are proud to announce that three associates have been named Certified Dementia Practitioners by the National Council of Certified Dementia Practitioners. Morning Pointe of Knoxville executive director Kristy Ritch, The Lantern executive director Anita Estes, and The Lantern program director Holly Smarr completed the education and practical experience requirements in order to qualify for this certification, recognizing their expertise in caring for seniors with dementia.

In addition to demonstrating an understanding of how dementia affects the brain and the behaviors that can result from these changes, each associate was required to provide evidence of robust experience working with dementia patients in the field. As The Lantern at Morning Pointe Alzheimer’s Center of Excellence, Knoxville prepares to open its doors for the first time, Morning Pointe felt it was crucial to ensure that The Lantern’s associates were well-prepared to provide expert care for those living with memory disorders.

The Lantern in Knoxville is the 35th community in the Morning Pointe Senior Living family of assisted living and Alzheimer’s memory care communities located across five southeastern states. Morning Pointe Senior Living communities are developed, owned, and managed by Independent Healthcare Properties, LLC, a Chattanooga, Tennessee-based senior healthcare services company founded in 1996 by healthcare entrepreneurs Greg A. Vital and J. Franklin Farrow.

“Caring for residents with dementia and Alzheimer’s disease is not like other forms of senior care. It requires highly specialized knowledge and skills,” said Beth Janney, RN, Morning Pointe

Senior Living corporate director of memory care. “By making certain that our caregivers are well-educated and well-trained in using a standardized and science-based approach to dementia care, we are helping to prevent unnecessary stress and burnout in our associates while providing our residents with the personalized care they need and the quality of life they deserve.”

Morning Pointe Senior Living is the region’s choice for assisted living and memory care, serving seniors in East Tennessee for more than 20 years. In addition to The Lantern in Knoxville, Morning Pointe currently operates assisted living and memory care communities in Clinton, Knoxville, Lenoir City, and Powell, with a campus under construction in Hardin Valley.
