

NEWS RELEASE



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Murphy certified as Best Friends™ Master Trainer

APPLETON, Wis. — Pam Murphy, life enrichment/wellness coordinator at Touchmark on West Prospect, has earned the designation of Best Friends Master Trainer.

She received her certification from David Troxel, MPH, co-founder of the Best Friends Approach, which is a groundbreaking method of care for individuals living with Alzheimer's and other dementia. The approach focuses on encouraging respect, empathy, support and trust.

Murphy completed a comprehensive training and requisite testing to demonstrate proficiency. She will use the research-based information to design and implement programs and train Touchmark staff in the Best Friends Approach.

A full-service retirement community, Touchmark on West Prospect is a certified Best Friends Environment. Located on 40 acres directly across from the Butte des Morts Country Club, the award-winning community offers a range of homes and lifestyles. More information is available at Touchmark.com.

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TOUCHMARK ON WEST PROSPECT
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