

NEWS RELEASE



For immediate release

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Co-founder of the Best Friends™ Approach for memory care presents in Edmond *Public invited*

EDMOND, Okla. – An international thought leader on Alzheimer’s disease who co-created a revolutionary approach for caregivers will speak on trends in care and the innovative approach at Touchmark at Coffee Creek July 19 and 20.

David Troxel is an internationally known expert in Alzheimer’s disease and memory care and the co-author of “The Best Friends™ Approach to Dementia Care” as well as five other books.

The number of Oklahomans diagnosed with Alzheimer’s disease is expected to grow by more than 20 percent by 2025, according to a 2017 report from the Alzheimer’s Association. Currently, more than 5 million Americans are living with Alzheimer’s.

Despite its growing prevalence, it has been almost 15 years since the FDA approved a new dementia care medication. Troxel will address this.

“Without a new, more effective medication anytime soon, families and professionals will continue to struggle for ideas and answers,” he said. “This talk will discuss current trends, look at the future of dementia care and offer some practical caregiving tips that families and professionals can use to help the person with dementia lead the best possible life”

Now used around the world, the Best Friends Approach is built on a seemingly simple premise: what people living with memory loss need most is a friend – a best friend. Troxel teaches caregivers how to understand and fulfill this Best Friends role, including special caregiving techniques and tools.

There are three opportunities to hear Troxel and visit with him:

- 7 p.m., Wednesday, July 19 – “Current Trends in Dementia Care”
- 12 p.m., Thursday, July 20 – Lunch & Learn: “Current Trends in Dementia Care
- 3 p.m., Thursday, July 20 – “The Best Friends Approach to Dementia Care”

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TOUCHMARK AT COFFEE CREEK
Full-service Retirement Community
2801 Shortgrass Road • Edmond, OK 73003
405-340-1975 • Touchmark.com

Troxel's presentations are open to the public, and there is no charge. Touchmark is located at 2801 Shortgrass Road in Edmond. Due to limited seating, contact Touchmark at 405-340-1975 to make a reservation or for more information.

Touchmark has worked with Troxel over the years and embraces the Best Friends Approach. Vice President of Clinical Services Wendy Schrag, RN-BC, is a certified Best Friends Master Trainer and praises Troxel and the Best Friends Approach.

“For years, I provided care to people living with a dementia diagnosis, and I can attest to the power and effectiveness of this life-affirming model. It really can change your experience as a family or professional caregiver.”

Touchmark is part of the Coffee Creek 638-acre planned residential development, which includes a golf course, recreational centers and walking and biking trails for Coffee Creek homeowners. A full-service retirement community, Touchmark offers a wide range of homes and lifestyle options, including its Prairieview Memory Care Residences. For more information, contact Touchmark at [405-340-1975](tel:405-340-1975) or visit TouchmarkEdmond.com.

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