

NEWS RELEASE



For immediate release

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For more information:

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**International speaker, author and co-founder of
Best Friends™ Approach for memory care presents at Touchmark**
Public invited

PORTLAND, Ore. — An international leader on Alzheimer’s disease who co-created a revolutionary approach for caring for people with dementia will speak on trends in care and the innovative approach at Touchmark in the West Hills, Monday, September 17.

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. 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 and professionals how to understand and fulfill the Best Friends role, including special caregiving techniques and tools.

His Portland presentation — *Alzheimer's Disease and Dementia Care - The Year Ahead* — will address current trends, look at the future of dementia care and offer practical caregiving tips that families and professionals can use to help individuals with dementia lead the best possible life.

There are two opportunities to hear Troxel and visit with him Monday, September 17:

- A luncheon presentation at 11:30 a.m.
- A happy hour presentation at 6 p.m.

Both presentations are open to the public, and there is no charge, but seating is limited. To RSVP, call 503-954-1640 by September 13.

All attendees will receive a complimentary copy of “A Dignified Life: The Best Friends Approach to Alzheimer’s Care.” Touchmark is located at 840 SW Touchmark Way in Portland, adjacent to Southwest Barnes and Leahy roads.

Touchmark has worked with Troxel over the years, and Touchmark communities are certified as a Best Friends Environment.

Touchmark Vice President of Clinical Services Wendy Schrag, RN-BC, is a certified Best Friends Master Trainer and has worked with people living with dementia for 15 years.

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TOUCHMARK IN THE WEST HILLS
Full-service Retirement Community
840 SW Touchmark Way • Portland, OR 97225
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“I can attest to the power and effectiveness of this life-affirming model,” says Schrag about the Best Friends Approach. “It really can change your experience as a family or professional caregiver.”

An informative and engaging speaker, Troxel holds a master’s degree in Public Health from Rutgers Medical School (now UMDNJ/Robert Wood Johnson Medical School). During his 25 years in the field, he has also served as an executive board member of the American Public Health Association and a member of the Ethics Advisory Panel for the Alzheimer’s Association. He has co-authored six influential books (most notably, “The Best Friends™ Approach to Dementia Care”) relating to dementia care as well as staff development and training.

The number of Oregonians diagnosed with Alzheimer’s disease is now 65,000. This number is expected to grow nearly 30 percent by 2025, according to a 2018 report from the Alzheimer’s Association. Currently, more than 5 million Americans are living with Alzheimer’s.

About Touchmark in the West Hills

Located on a wooded hillside in the West Hills near Forest Heights, the new full-service retirement community offers unparalleled services, commanding views and a range of active-adult living and award-winning wellness offerings. More information is available at TouchmarkPortland.com.

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