



SENIOR LIVING SUCCESS STORY

TheKey brings the Mind Fit Series to senior living community residents—becomes so popular it's now a selling point for prospective residents.



CHALLENGE | The Activities Director (AD) at Maravilla at The Domain, an independent and assisted living community located in Austin, was struggling to fill its calendar of activities for residents. Maravilla needed a new activities program to engage current assisted living community residents and to help attract new ones—but didn't have the budget to develop one on its own.

SOLUTION

John, an enterprising Home Care Liaison at TheKey, saw an opportunity to help. While not currently providing care for any residents at Maravilla, John pitched TheKey's unique Mind Fit Series to the AD, offering our free 6-week program to promote social interaction and cognitive stimulation among residents. *But would Maravilla see the value?*

Evidence-Based Activities for Engagement

It took some persuading. John explained that this fun and engaging program is actually backed by science. In fact, the activities in the Mind Fit Series target the six domains in the brain: social cognition, executive function, learning and memory, language, complex attention, and perceptual-motor functioning.

Popular and Proven Program

And Mind Fit has a proven track record at dozens of senior living communities. Not only do residents love the activities in the weekly one-hour sessions, they also benefit from the cognitive stimulation.

Real Value, Free of Charge

John offered to host this series for their residents. And the AD was happy to have fun, cognitively engaging activities planned for Maravilla residents for the next six weeks—with no additional resources.

“John offered Mind Fit to Maravilla at The Domain a few months ago for assisted living and memory care. At first I was skeptical and didn't understand how this would benefit us. Needless to say, Mind Fit has become a popular activity in our community. John has excellent rapport with our residents and they look forward to Wednesdays. Our residents not only enjoy the activities, but they have improved cognitively resulting in better personal and social skills. I would recommend this program to all communities. I love seeing our residents happy and enjoying a great time!”

- Brenda S., Director of Assisted Living

OUTCOME

The first Mind Fit Series session that John hosted was in the library, attracting only three attendees. But word spread fast, and attendance quickly grew.

Now, five months later, John has outgrown not just one, but two spaces. And he is still hosting regular weekly sessions with new activities for 15 or more residents—with no end in sight! The residents absolutely love the Mind Fit Series and look forward to it every week. The group continues to grow through word of mouth with residents encouraging their friends to join.

The sales team at Maravilla uses the Mind Fit Series as a selling point with prospective residents. And Maravilla's onsite therapy group recommends that all their speech therapy clients attend the weekly sessions.

“TheKey, formerly Home Care Assistance, has gone above and beyond for our residents. Their team conducted a mind fitness program for our residents, and people loved it! They provided not only a fun activity but a helpful and stimulating experience. I have the utmost confidence in them.”

— R.D., Director of Community Relations Renaissance Village Assisted Living and Memory Care

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