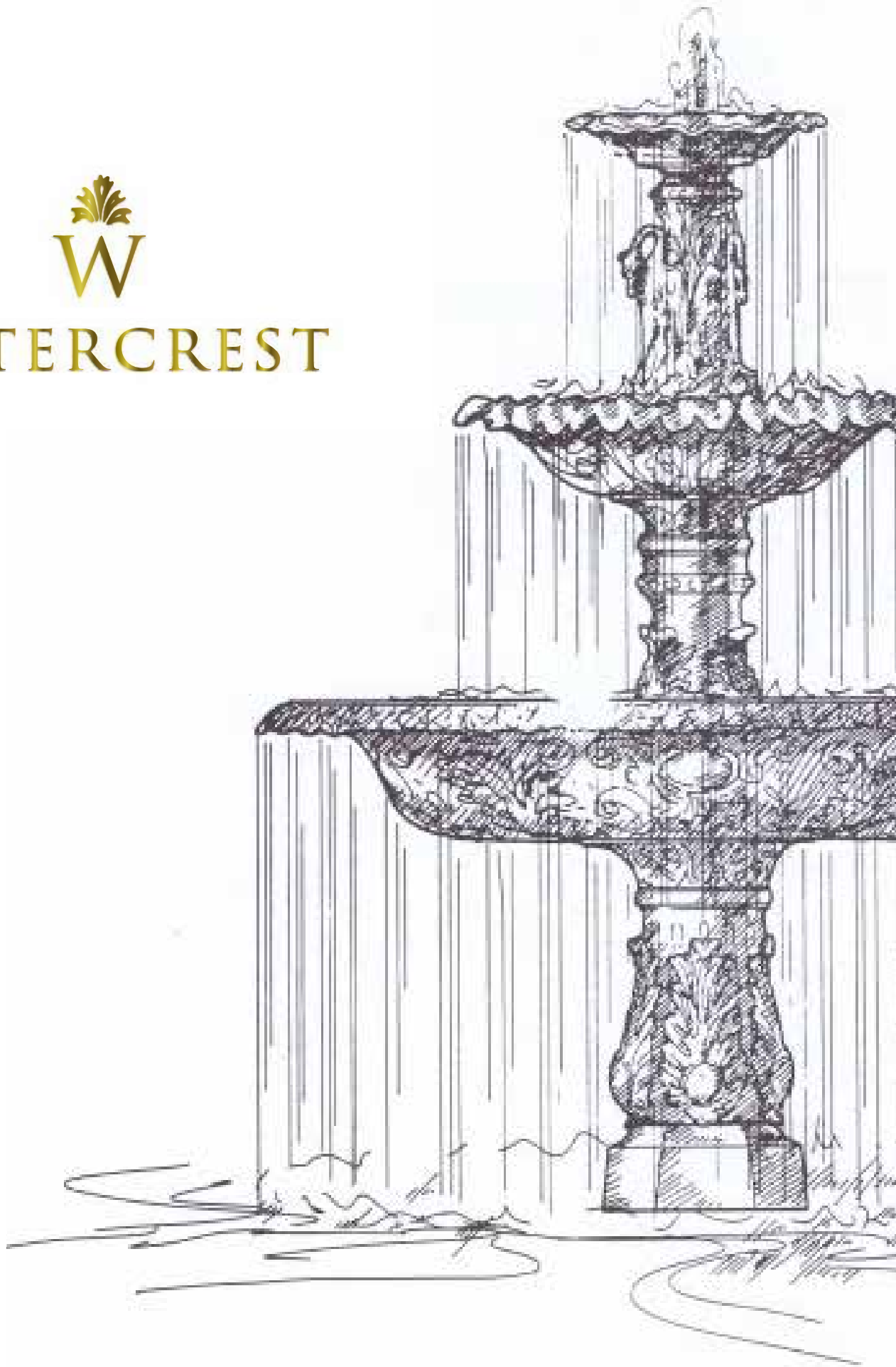




WATERCREST

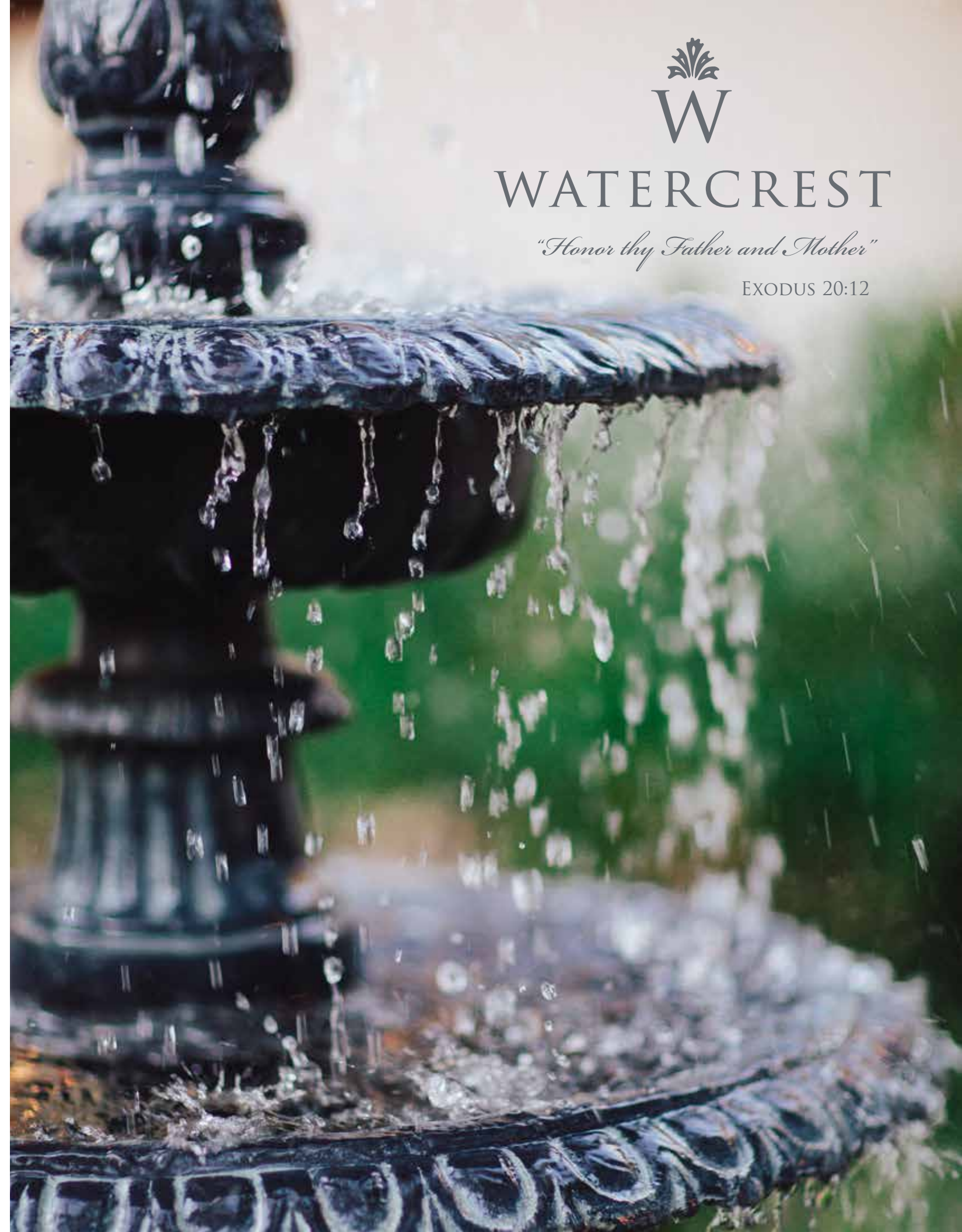




WATERCREST

"Honor thy Father and Mother"

EXODUS 20:12



Welcome to Watercrest!

Having worked together in senior living leadership for more than a decade, we established Watercrest with a focus on creating a sense of family within inviting, comfortably classy communities. Our barometer has been simple as we were blessed with close relationships with our grandparents well into our adult years. We cherish their stories and the wisdom they shared and their voices endure with each decision we make, honoring the sage men and women who call our communities home.

Raised by parents who were school teachers, it is our deep-seated principle to invest in our associates' training, education and personal growth. Each day, we are humbled by their passion for service excellence and admire their authenticity as they share their unique gifts.

It is our pleasure to extend an invitation to experience all that is Watercrest by visiting any of our world-class communities to meet our most impressive distinction, our people.

We look forward to welcoming, caring for and serving you, and appreciate your trust in us.

Sincerely,



Marc Vorkapich,
Principal and CEO



Joanie Williams,
Principal and CFO



06

A Tailored Residence

Purposefully designed Independent Living, Assisted Living and Memory Care Residences.



24

A Focus on Wellness

Continually promoting healthy lifestyles for seniors.



32

A Culinary Experience

Comfortably classy venues in which to drink, eat, and be merry!



44

A Unique Approach

Extraordinary activities for living an exhilarating life.



54

A Clear Distinction

A collective passion for serving others.





A TAILORED RESIDENCE



PURPOSEFUL DESIGN

Each Watercrest community is purpose built to provide security, comfort, health, and happiness. Identifying design opportunities to help residents maintain independence such as minimizing travel distances can significantly improve quality of life by helping engage in social activities more frequently.

We are grateful for our residents' perspectives and honor them by continually improving our design and amenities. By creating thoughtful, therapeutic environments for aging, our associates are uniquely equipped to offer unparalleled services. Fondly referred to as LifeBUILT environments, our focus is on fostering a sense of community and wellness.



All the Comforts of Home

- Welcoming verandas and outdoor living spaces
- Open floor plans with abundant natural light
- Multiple social gathering spaces
- Indoor and outdoor fireplaces
- Spacious walk-in closets
- Convenient in-room washer and dryer
- Luxurious designer finishes

Health & Wellness Amenities

- Spa W, our full-service salon and spa
- Resort style pool
- State-of-the-art Fitness and Physical Therapy Center
- Massage Room and Relaxation Lounge
- Meditation & Yoga Garden
- Beautifully landscaped and illuminated walking paths
- Therapeutic live moss walls

**Amenities vary by location*



Award Winning Design

- LifeBUILT design elements fostering a sense of community and wellness
- Multi-sensory therapeutic environments for aging
- Stimulating dining venues
- Circular indoor and outdoor walking paths
- Lushly landscaped internal courtyards
- Visual cueing to assist with orientation
- Abundant natural lighting
- Engaging Market Street Plaza featuring our bakery, salon and barbershop, art studio, post office and more
- Innovative person-centered technology enhancements



AWARD WINNING DESIGN





Silver Award Best Service Enriched Senior Community
and Best Commercial Project Over 20,000 Square Feet

INDEPENDENT LIVING

Watercrest communities revisit times of sophisticated simplicity. Days when ladies and gentlemen gathered in warm, relaxed, yet refined ambiance to experience service that enlivens the senses, instills well-being and fulfills even their unexpressed wishes and needs. We believe our residents deserve the elegance and luxury they have come to enjoy and expect. It's our pleasure to provide an exceptional living experience.

Community Features Include:

- Spacious apartments with plentiful natural lighting, individual heating and air conditioning, walk-in closets, washer/dryer, screened balconies and covered parking
- Beautiful designer kitchens featuring quartz countertops, glass mosaic backsplash, and stainless steel full-sized appliances
- Dining at your leisure with delicious, chef-prepared meals in our beautifully appointed restaurant, indoor and outdoor casual dining venues, or in the comfort of your home
- Comfortably classy Café Bistro to savor Watercrest private label wines, flatbreads, charcuterie, seasonal beers, coffee and desserts



- Exquisite social gathering spaces:
 - Well appointed community living rooms
 - Pool, verandas, and impressive outdoor living spaces
 - State-of-the-art Fitness Center
 - Outdoor Yoga Yard
 - Creative Kids Center
 - Art Studio and Gallery
 - Piano Lounge
 - Luxurious Salon & Spa
- Live Exhilarated[™] programming featuring our Get Active Coach
- Convenient, hassle-free maintenance, weekly housekeeping, and concierge services
- Pet-friendly community 🐾





ASSISTED LIVING

At Watercrest, you'll find more than a beautiful, luxurious residence to call your own, because our delivery of care is as unique as our resort style service. You'll discover outstanding caregivers and extraordinary care, tailored to your preferences. Indulge in all your favorites from our own private label Watercrest wines, to beer and brats, to fresh locally grown organic fare served to your liking. Cultural programs, engaging activities and extraordinary outings are simply a part of everyday life.



Our comfortably classy design welcomes you with a stunning promenade, fireplace, our signature water wall, pool, salon & spa, grand balconies, and Southern style outdoor living spaces. Replace uncertainty, worries and fears with an engaging lifestyle filled with outstanding dining, and unsurpassed personal care.

In Assisted Living, our care specialists tailor an Individualized Service Plan (ISP) to provide each resident with the help they need with activities of daily living, including: dressing, bathing, medication assistance, housekeeping, laundry, and other individualized services.

Our Wellness Department is focused on prevention, healing, and care specific to the unique needs of each resident we serve. We are here to help our residents live life to their fullest. Our nursing team partners with our specialized practitioners to offer a host of wellness services on-site including but not limited to:

- Respite Care
- Physical, Occupational & Speech Therapy
- Primary Care Medical Services
- Dental Services
- Podiatry Services
- Family & Spiritual Support Services
- Pharmacy & Wellness Supply Services
- Daily Care & Medication Management



MEMORY CARE

We believe that a disease doesn't define you, your story does – and Watercrest's illuminate™ approach to memory care exists to celebrate your story. Our comprehensive memory care program is specifically designed to engage the senses, expand the mind and enhance the emotions of our residents.

Bringing our philosophy to life are uniquely designed spaces purpose built to ignite the human spirit by identifying personal connections to specific sights, sounds, tastes and smells. Our artfully designed memory care neighborhoods feature a safe and secure inviting environment for residents with cognitive needs, designed to maximize their strengths and minimize their limitations, including:

- Visual cueing to assist with orientation and navigation
- Abundant natural lighting
- Internal courtyards with lush gardens and relaxing fountains
- Therapeutic circular walkways
- Stimulating dining venues
- Spacious accommodations
- Innovative person-centered technology enhancements
- Multiple social gathering places



Exceptional Care

Raising the bar in service delivery through training, Watercrest’s innovative memory care programming offers unparalleled service to seniors living with cognitive impairment. Our memory care neighborhoods provide each resident with their own extensively trained interdisciplinary team delivering exceptionally coordinated clinical care, including:

- Individualized Service Plans focused on well-being, tailored to resident needs and history
- Nationally Certified Dementia Practitioners and Dedicated Memory Care Specialists
- On-site nursing staff available 24/7
- Dedicated engagement professionals on-site daily
- Medication distribution by licensed nurses
- Exceptional caregiver to resident ratios
- Multi-sensory dining venues that stimulate appetite
- Personalized enrichment programming, including Live Exhilarated™ and Watercrest Signature Programs

A Culinary Experience

Understanding the unique needs of those with memory impairment, our chefs celebrate how food stimulates the senses, a key to encouraging residents to eat and enjoy meals. This is why you will smell freshly brewed coffee, hear the cracking of eggs, and experience the aromatics of homemade bread baking in our communities. We strive to create dining venues that invoke memories, stimulate appetite, and invite conversation. Every detail is about expertly serving our residents and their unique needs while providing a culinary experience.

LifeBUILT
ARCHITECTURE

Watercrest’s Market Plaza is a highlight and central gathering place among residents, families and friends alike. The timeless charm of our Market Plaza is complete with fresh flowers, trees, tantalizing aromas, and an enticing, active streetscape. Residents enjoying the plaza can stop by the Newsstand or Post Office, browse the Art Gallery and Bakery, and visit the Salon and Barbershop for special pampering.



A UNIQUE APPROACH



At Watercrest, we pride ourselves on delivering an exceptional memory care experience for our residents by providing unparalleled service and personalized enrichment programming, connecting the hearts and minds of residents by stimulating their senses with the goal of re-experiencing memories. Honoring each resident's story, our dedicated memory care specialists utilize specifically designed spaces throughout our communities to stimulate the brain and spark meaningful connections.

Our approach to memory care focuses on offering programs that celebrate each residents' story, encourages their pursuit of new passions, and offers residents choice and independence while encouraging meaningful interactions. Our combination of small group, larger group, and specialty programming enhances participation and life experiences for our residents, their families, and caregivers while meeting the changing needs of those we serve.

Watercrest evidence based Signature Programs, including Live Exhilarated™ programming:

- Aprons and Appetizers – A small-plate snack program celebrating life lived in the kitchen and in the apron, featuring recipes curated by our own National Director of Culinary
- Artful Expressions – A creative arts program that explores the concept of expression, joy, and the therapeutic benefits of art for persons with dementia
- Personal Life Silhouettes – A digital resident profile reminiscing on memories held close to the heart, captured through technology
- Music Therapy – Musical interventions to soothe the soul and improve quality of life
- Pet Therapy – Guided therapeutic interaction with animals providing comfort and purpose



BOB & NANCY COTE

Nancy has been a resident since December 5th, 2016

"My plan, of course, was to keep Nancy at home! Realizing this may not be best for both of us, I did my research. Having been a healthcare administrator for a large hospital, I had the knowledge of what to look for in a memory care community, and found confidence in Market Street.

First was standard of care - following protocol to meet Nancy's needs. Next was quality of care – the care Nancy receives here exceeds my expectations. I also wanted quality of life for Nancy. This team keeps Nancy physically and mentally active. The sparkle in her eyes and her smile tells me she is comfortable and well cared for at Market Street."

~ Bob Cote, husband of Nancy Cote

RESPIRE CARE

Respite care is ideal when recovering from a hospital stay, your caregiver takes an extended vacation, or you simply wish to experience firsthand the benefits of our amenity-rich community and extraordinary standards of service, including:

- Private apartments with kitchenette, cable television and personal alert systems
- Benefit of all community amenities and services
- Chef-prepared meals with accommodations for special dietary requirements
- Live Exhilarated™ programming daily – our unique approach to healthy aging that focuses on individuals achieving personal wellness through their pursuit of programs aligned with the seven facets of wholeness
- illuminate™ – our unique approach to supporting individuals living with dementia, incorporating each resident’s own story into service
- Scheduled transportation for local appointments
- Weekly housekeeping, linen and laundry service
- On-site licensed nursing staff available 24 hours a day, 7 days per week





A FOCUS ON WELLNESS



SPA

Perfectly attuned to our seniors' lifestyles, Spa W offers a sanctuary of luxury and relaxation where nurturing therapies and pampering treatments instill a renewed sense of harmony and balance. Our serene spa environment creates a haven in which to indulge your senses as our therapists deliver personalized treatments centered to each resident's needs.



Studio Salon

Enjoy the tranquility while getting your hair styled or indulge in a luxurious manicure, pampering pedicure or an array of salon services.

Massage Room

Open pathways to heal and combat stress with a selection of restorative, re-energizing treatments designed for ladies and gentlemen.

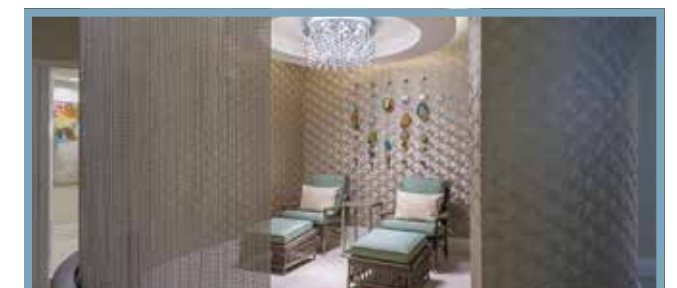


Spa Pool & Terrace

Refresh and renew the mind by relaxing on our beautiful terrace or immerse your body in the soothing waters of our heated spa pool.

Relaxation Lounge

Unwind in a calming environment with tranquil music and exquisite aromatherapies, such as refreshing Orange Blossom and enchanting White Jasmine.





Float doesn't insist upon itself. It is subtle and refined, suitable for man or woman, city or surf. The liquids in this light, spa-like line are specially formulated with certified Hawaiian deep sea water from Kona, Hawaii. Pulled from 3,000 feet below the water's surface, this pollutant-free ingredient is full of vitamins and minerals, leaving skin healthy and radiant.

This line also features a luxurious soap with oceanic clay for a mild exfoliating effect. Sourced from Wyoming, this clay has aged for millions of years and leaves skin vibrant and smooth.



FITNESS

At Watercrest, we continually promote healthy lifestyles for seniors. Better health, achieved through good nutrition, regular exercise and physical activity, is the key to helping residents maintain independence. Our instructor-led healthy aging program offers a full selection of wellness enhancing activities geared to strengthening your mind, body and spirit, ensuring each resident has the opportunity to reach their highest level of independence, such as:



Tai Chi

Tai Chi is considered an internal martial art because the progressive slow movements lead to moving meditation. Whether you view Tai Chi as a fighting art, exercise, or form of meditation, practicing these relatively slow and fluid movements is said to help achieve greater longevity.



Strengthening

Every individual has their own strengths and weaknesses. Incorporating resistance bands with varying degrees of resistance into your fitness routine allows you to challenge your muscles from different angles, which helps with the motions of everyday tasks.



Seated Exercises

Seated exercises combine physical exercise with focused breathing, improving flexibility and helping reduce the risk of falls. Lowered muscle tension and reduced inflammation helps reduce pain, improving respiratory and cardiovascular health.



Healthy Breathing

Lung strength is improved with exercise, like other functions of the body. This program walks residents through a series of lung exercises designed specifically for older adults.



Balance

Seniors often struggle with a variety of concerns that can have a negative impact on their mobility. Engaging in exercise with a focus on balance can help residents enhance their strength and coordination, decreasing their risk of falling and improving reaction time.



“Ever since we moved him into Watercrest, he is enjoying his morning walks again and thoroughly enjoys the pool. Watching his grandchildren share in these moments brings tears to our eyes”.

- Tom & Carole, Family of a Resident





ON-SITE PROFESSIONAL THERAPY SERVICES

Physical Therapy

Therapy for range of motion, gait training, transfer ability, strengthening, coordination, pain management, continence management, balance training, cardiovascular endurance, posture, safety, etc.

Occupational Therapy

Therapy for activities of daily living such as feeding, grooming, hygiene, dressing, wheelchair mobility, continence management, edema management, low vision, strengthening, use of adaptive equipment, energy conservation, etc.

Speech Therapy

Therapy to treat swallowing deficit, communication difficulty, memory problems, inability to follow direction, poor hearing, etc.

Aquatic Therapy

Services include treatments and exercises performed in water for relaxation, fitness, physical rehabilitation, and other therapeutic benefits.

Massage Therapy

Massage therapy manipulates the soft tissues of your body — using varying degrees of pressure and movement to attempt to relieve pain, anxiety, and other symptoms.

Pet Therapy

Interacting with a friendly pet can help many physical and mental issues, reduce blood pressure and improve cardiovascular health. It can also release endorphins that produce a calming effect, helping to alleviate pain and reduce stress.

Music Therapy

Music Therapy is used to address physical, emotional, cognitive, and social needs of individuals. Treatment includes creating, singing, moving to, and/or listening to music.



A CULINARY EXPERIENCE



Whether you choose to dine al fresco by the pool, in our wine bistro, or fireside in one of our inviting restaurants, we'll prepare your favorite foods while creating a culinary experience that enlivens your senses. Whatever your fancy, dining is at your leisure and our personal chef is just that... personal!

W ROOM

Providing choices and keeping things fresh means more than using a variety of the freshest ingredients. That is why we celebrate local and international fare not simply by serving different recipes, but also in changing the atmosphere to create ambiance. Enjoy candlelit fine dining or indulge family style like the good old days in little Italy – it is our pleasure to create an authentic culinary experience.



During our various Culinary Workshops, our chefs share their secrets and look to learn a few of yours along the way to refining our menus.



PRIVATE DINING

Whether it's a birthday, anniversary or the stars have aligned and your group of friends can finally gather in the same room – celebrate the moment at Watercrest's beautifully appointed private dining venue featuring expansive windows and an open-air lounge. Warm lighting welcomes your closest friends and family to relax and enjoy wine tasting, a multi-course meal, or a sampling of specialty desserts. It is our pleasure to create a personal culinary experience for you and your guests.

CAFÉ BISTRO & WINE BAR

We are an intimate bistro with a casual, yet decidedly classy feel. Here friends gather simply to enjoy good company. The relaxed, unpretentious atmosphere and personalized service inspire enthusiasm amongst guests who dine together at our restaurants. We specialize in flatbreads, charcuterie, private label wines, seasonal beers, coffees and desserts.



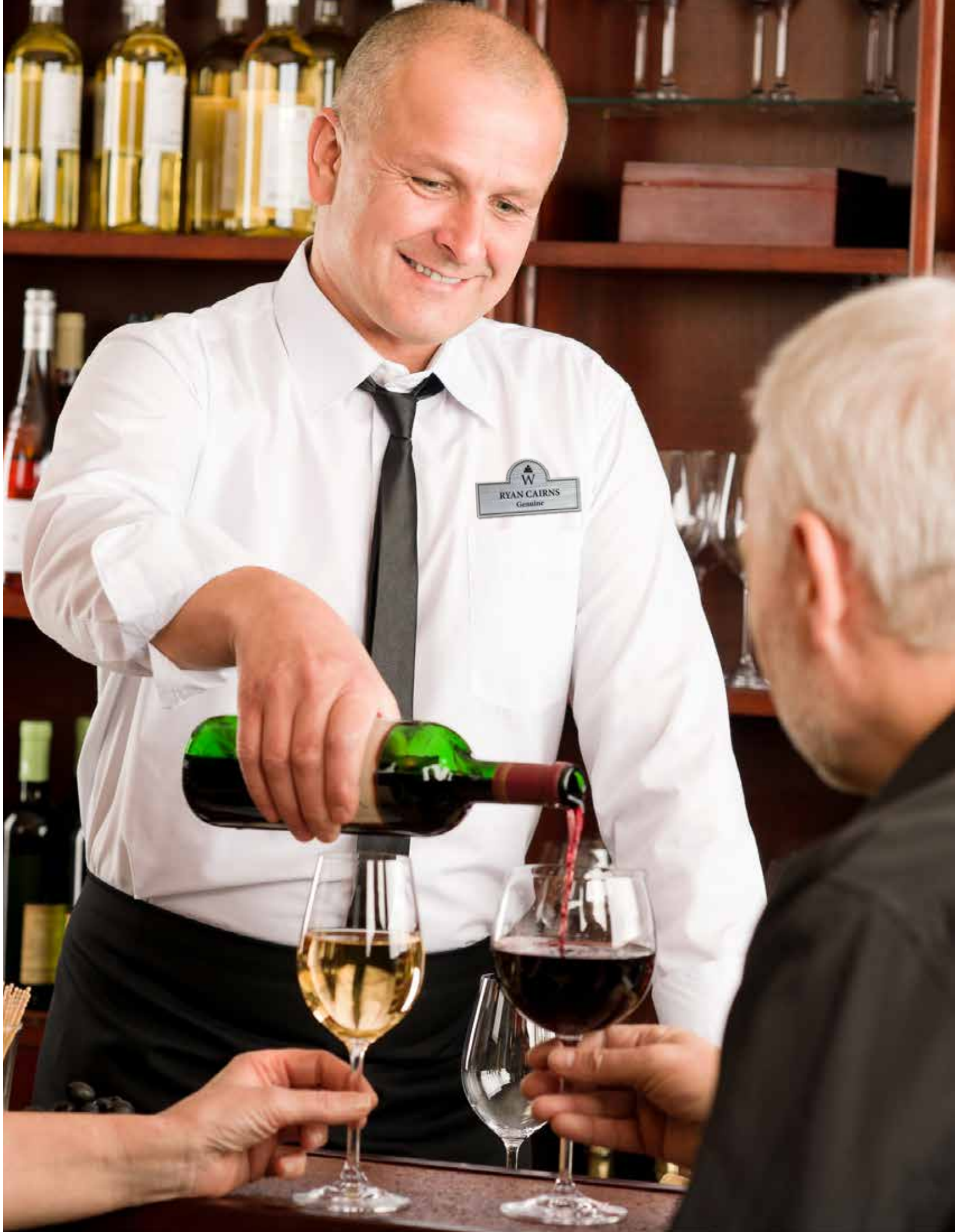
THE PATIO

Poolside or fireside, this al fresco dining experience offers residents lighter fare while enjoying the coastal living style of our outdoor eatery. Residents and families alike will enjoy the beautiful outdoor terrace set against the gorgeous backdrops for which Watercrest communities are recognized. Whether you wish to start your day at peace with nature or share good times with family and friends, this amenity sets the stage for quality living.



BOGEY’S CIGAR & SCOTCH LOUNGE

Offering premium cigars and scotch whiskey pairings reminiscent of southern high cotton living, Bogey’s Cigar & Scotch Lounge thoughtfully entwines the regal ambiance of grand hotels and the familiar comfort of your favorite country club. Personal preferences are explored and celebrated, housing your “vintage sticks and spirits” in private humidors and cabinets. Climate-controlled and well ventilated, aficionados and members alike enjoy settling in with a good book or socializing with friends.





MAGNOLIA AND BLOSSOM KITCHEN

Southern Living is about celebrating togetherness and the hospitality that comes naturally when caring for one another. Our kitchen uniquely offers residents of Magnolia and Blossom Houses a cozy setting to enjoy chef-prepared meals with familiar faces.



MARKET STREET BAKERY

Enjoy the aromatics of freshly baked hand-crafted breads or the sweet fragrance of glazed cinnamon rolls made daily in our bakery. Perhaps one of the most distinct aromas is freshly ground coffee beans beginning to brew. This vivid scent awakens the senses, and the bright, crisp flavor triggers immediate recognition of times spent laughing and loving over a warm cup of coffee or tea.



MARKET STREET SWEETS

The timeless indulgence of sweets treats connects us to seasons of life we enjoyed the most. Take a stroll into Market Plaza and partake in a variety of goodies that are thoughtfully selected to liven your senses. Reminisce while entertaining your taste buds with the creamy taste of hand churned ice-cream atop a sugar cone or a cup of one of our many vibrant flavors of Italian gelato. After all, satisfying one’s sweet tooth is akin to living well.

**Amenities vary by location*



SIGNATURE CULINARY OFFERINGS



Daily Flatbreads

As friends gather to sit back and relax in our intimate bistro, they have an array of appetizers from which to choose. Paired perfectly with one of our private label wines or seasonal beers, residents and visitors alike enjoy daily flatbreads made with the freshest ingredients. Our open-flame oven celebrates old world artisan flare, while our chefs indulge your senses introducing modern flavors.



Monthly Brunch

Celebrated domestically since the 1930's, brunch is a Sunday tradition reminiscent of decadent spreads of food, friendly conversation, and signature morning cocktails such as Bloody Marys, Bellinis and Mimosas. Whether it's reinterpreting classics, highlighting regional flavors, or simply churning out the most delectable comfort dishes around, at Watercrest, our chefs present abundant reasons to indulge in a mid-day occasion.



SIGNATURE CULINARY OFFERINGS



Mindful Choices!

Supported by educational and resident engagement activities designed to stimulate the brain, Watercrest's total nutrition lifestyle offers chef curated meals based on clinical research showing the MIND, DASH, and Mediterranean Diets can lower risk of dementia and slow cognitive decline associated with aging.



Wine Tasting

A variety of wines are part of the Watercrest experience to be enjoyed in our intimate bistro, while relaxing outdoors or while you dine. Whether sipping our exquisite private label wines or sampling wines paired with savory hors d'oeuvres or scrumptious desserts, your senses will be enlivened. In celebration of Watercrest's Platinum Service, we believe quality living should not be compromised upon taking residence in senior living.





57th Annual PCBC

Gold Nugget[®]
AWARDS

Best Service Enriched Senior Living Community
for innovative design, planning & development



A UNIQUE APPROACH



Watercrest's unique approach to healthy aging focuses on individuals achieving personal wellness through their participation in programs aligned with the seven facets of wholeness. Our Live Exhilarated™ Programming provides the framework that goes beyond the traditional to deliver the extraordinary.

GET ACTIVE

Regular exercise and movement is the key to achieving greater personal independence and health goals. Get Active focuses on moving through fun, playful, and active pursuits.

Stay strong. Live healthily.

BE CURIOUS

Lifelong learning and the pursuit of knowledge is a proven way to keep the mind active as we age. Be Curious introduces a variety of programs and classes designed to stretch and grow the mind. **Stay inquisitive. Embrace surprise.**

GET CONNECTED

Continued societal contribution and the use of one's talents and skills provides for a more fulfilled life. Get Connected offers a variety of opportunities to use one's talents and abilities to inspire and enrich the lives of others. **Give back. Inspire others.**

BE UPLIFTED

Caring for one's mind and soul through spiritual pursuits may improve mood, the ability to cope with stress, and improve one's life satisfaction. Be Uplifted feeds your soul through faith-based programs, meditation, and mindfulness activities.

Strengthen your mind. Lift your spirit.



GET CREATIVE

Artistic expression and creative activities may foster a sense of purpose and encourage continued personal growth. Get Creative explores the arts through music, acting, fine arts and more. Use your artistic talent or spark a new passion. **Discover your inner artist. Find your voice.**

BE SOCIAL

Nurturing and developing social relationships may improve our health. As innately compassionate beings, we can all benefit from flourishing relationships. Be Social invites you to get out and mingle, cheers to a new friend, and light up the dance floor as you live a connected and playful new life. **Meet new pals. Discover great entertainment.**

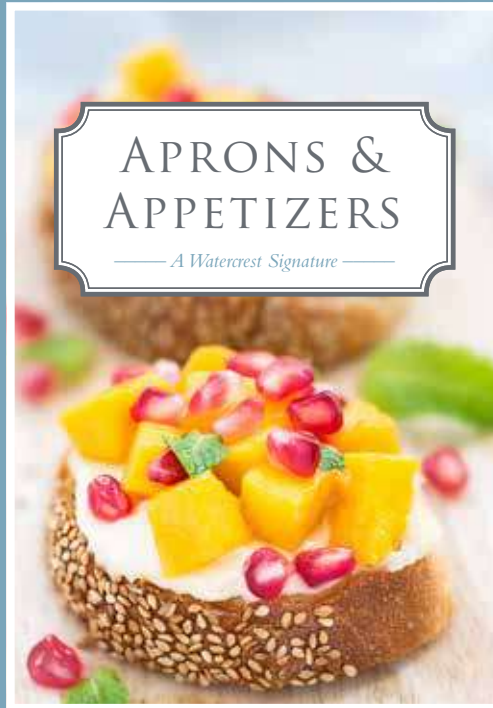
BE ADVENTUROUS

Seeing new places, exploring new opportunities, and pursuing adventure can relieve everyday stress and ignite joy. Be Adventurous feeds your dreams, challenges you, and helps you embrace your wanderlust. **Push your boundaries. Create new moments.**



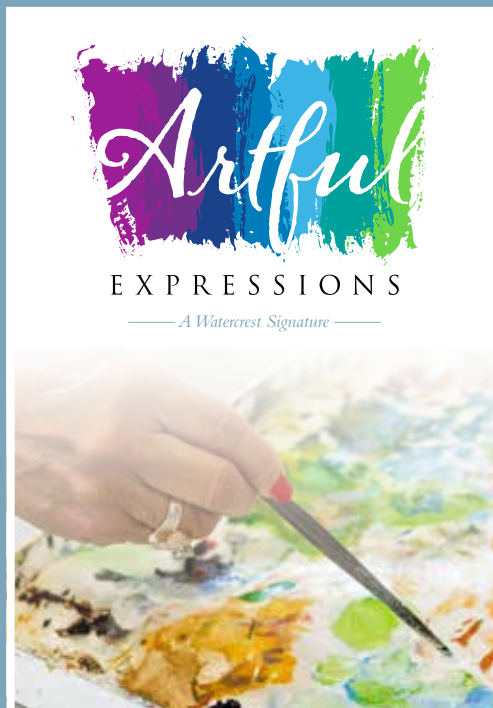


SIGNATURE PROGRAM OFFERINGS



Aprons & Appetizers

Our curated small plates program was designed by a registered nutritionist and our national award-winning dementia expert. The menu features a wide array of decadent desserts, delicious drinks and delectable bites. Each handcrafted item maximizes nutrition while satisfying even the most discerning palate. Residents work alongside our trained culinary team to craft these delicious small plates to share with family, friends, and guests alike. Bringing purpose and igniting passion in residents one recipe at a time.



Artful Expressions

Residents celebrate their originality through a series of imaginative classes and experiences. Being creative encourages expression and provides opportunities to explore new ideas. We believe that everyone is creative in different ways and to different degrees, and we strive to create opportunities where our residents can freely explore using a variety of mediums and outlets. We invite you to join us as we journey to discover how the arts can feed our souls and fill our hearts.



SIGNATURE PROGRAM OFFERINGS



Personal Life Silhouettes

Prior to taking residency, our care team connects with family and friends to discover each resident's life story. This may include photographs, favorite genre of music, personal interests and talents, treasured memories, beloved holidays and more. This information is the foundation of our programming as we incorporate what is cherished by each resident into day to day living.



Herb Gardening

At each of our communities, residents harvest their own herb garden experiencing the fresh aromas of sage, lavender, rosemary, thyme, mint, basil, oregano and more. These hand selected herbs are transformed into fresh flavor by our chefs during meal preparation or one of our engaging culinary demonstrations. Residents benefit not only physically through therapeutic gardening but also emotionally as they experience a sense of purpose throughout the day.

TECHNOLOGY ENHANCEMENTS

Watercrest’s innovative programming encourages residents to pursue new interests, reignite passions, and discover a renewed sense of excitement for lifelong learning through the latest technologies and educational tools, such as:



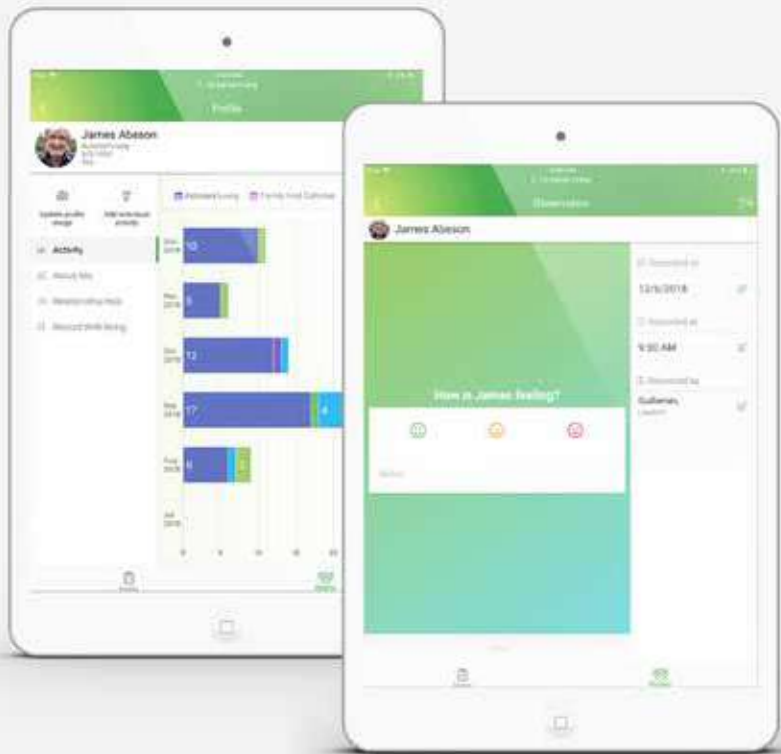
Sagely allows programming professionals to gain a deeper understanding of their residents, and how to best engage them on their journey to well-being. As Watercrest’s exclusive provider of calendars, digital displays, family communication, and program-related tools, Sagely offers data to measure and improve program delivery, strengthening family engagement and improving the quality of life for residents.



Resident Profiles

CAPTURE EACH RESIDENT’S UNIQUE STORY

- Your residents’ valuable information in one place
- Facilitate resident onboarding
- Create meaningful relationships and interactions with your residents
- Organize activities that match your residents’ preferences and hobbies



iN2L is a technology system that integrates the hardware, software, media and various components necessary to allow virtually any person with interest in using a computer – regardless of background, physical or intellectual abilities – to do so pleurably, engagingly, and without frustration. Engagement in the platform may reduce anxiety, provide entertainment, or stimulate reminiscing conversations. iN2L has content designed by experts in the field of dementia care to reach a range of function levels and interests to help engage people with dementia. The iN2L engagement platform focuses on desired outcomes for individual or group engagement, with purpose-driven content to help someone with dementia live an engaged life.





The Live Living Network with Eversound offers engaging livestreams designed by subject matter experts, further enhancing the lives of our residents. Whether an exploration of the history of jazz, or a visit to the Grand Canyon, we are dedicated to improving socialization and engagement through live chat and polling features, making lifelong learning a reality.



olfactory memory reminiscence storytelling

This Eversound program takes aromatherapy activities to the next level. This program provides residents with the opportunity not only...



whole world in his hands

In this Eversound music and reading activity, residents discover some background about Laurie London, and his hit He's Got...



balance and the vestibular system

In this Eversound Program, residents learn more about how the vestibular system and balance work.



a history of flight

This Eversound Program is an enjoyable introduction to the world of flight.



fast friends

Social connection is critical. Fast Friends helps residents make connections with others quickly to remove barriers, especially with new...



the science of happiness

This Eversound program walks through the Science of Happiness, what makes people happy and why.



Spiro100 provides innovative streaming wellness and fitness classes for Watercrest residents, catering to heal and grow the Mind, Body, and Spirit at any level of ability. Known as the "Netflix of Active Aging" featuring hundreds of full-length exercise and meditation sessions, each class is created and led by nationally recognized senior wellness experts to provide our residents with purposeful, results driven fitness tools.



MIND

Support and maintain memory and brain wellness with cognitive stimulation



BODY

Improve balance, strength, endurance and flexibility for all ages and abilities



SPIRIT

Reduce stress, alleviate pain and anxiety, and improve sleep through mindfulness exercises



MEMORY CARE

Enable positive social interactions and new learning experiences by supporting physical, cognitive and emotional well-being in a safe memory care environment



BINGO100

Increase wellness attendance by combining movements with one of the most popular games in senior living. Bingo!





A CLEAR DISTINCTION



OUR PEOPLE

“The difference is our people.” – Marc Vorkapich, CEO

Watercrest associates answer a calling to serve seniors and their families everyday. They champion a culture which nurtures relationships in the interest of acting as trusted advisors. By continuously investing in these servant hearts, we develop value-centered leaders who deliver personalized service.

Our mission “To Welcome, To Care, To Serve” derives from four primary points of view which inspire our associates to recognize and celebrate one another’s gifts through service.

Purpose

You are equipped, prepared and directed by God for specific and significant things.

Passion

A commitment to reclaim and nurture a sense of wonder, which God placed within you.



Platform

Your life-work, friendships, family, and accomplishments elevate you to a position of prominence in the lives of the people all around you. They trust you and assign value according to your values.

Potential

God’s gifts equip us to uniquely serve and impact our world, leaving an imprint that none before or after can match. Each one of us brings our own uncommon and unique potential to the cause.





OUR CALLING

BE THE BEACON

We believe wholeheartedly that a company’s real value is in its people. Together we strive to be the best-in-class senior living provider by fostering a culture where our fellow associates are appreciated for their unique contributions. “Be The Beacon” is our call to action, insuring our steadfast focus on hiring for character and consistently developing each associate’s competencies. Believing in the integrity of every team member and having confidence in each of our abilities to serve in excellence, we inspire a culture built on trust.



Hiring for Character

At Watercrest, we deploy a rigorous behavioral based interview process and are determined to discover how prospective associates’ values align with our mission and vision prior to joining the team. Selected candidates proudly display their core value on their name badge honoring a call to serve seniors. Together we celebrate what brings us together, the personal gifts of our people, and the good works ahead.



Developing and Training Competency

We believe best-in-class companies invest in developing their associates’ capabilities. That’s why we partner with Franklin Covey, a world-class leader in enabling greatness in people and organizations, to deliver an extraordinary training and development experience throughout our associates’ careers at Watercrest. Well-equipped, we serve with a genuine sense of pleasure and our residents’ loved ones can take comfort in knowing they are receiving the highest quality of care.



OUR HEARTS

Watercrest associates share a purpose and passion for serving others. As neighbors, family members, and friends, we share the emotional connection that inspires a sense of community at each of our locations. We are committed to doing our part to positively influence the fulfillment of needs in our home towns, while supporting residents in staying connected in meaningful ways.

Supporting Volunteerism

- We create opportunities for our residents to volunteer locally in their areas of interest
- Each associate receives paid time off to volunteer locally

Connecting People

- Residents enjoy continuing education courses and lecture series through our partnerships with local universities
- Local dynamic spiritual leaders offer Bible studies and other enriching experiences from a broad spectrum of religious traditions
- Our experienced team coordinates local family and caregiver support groups
- Watercrest offers company sponsored internships and externships in Senior Living to local high school and college seniors

We Think Green

- At each location, our team of developers, architects, designers, builders, and operators come together to THINK GREEN

Family Care Fund

- At Watercrest, our family of communities comes together to support one another in times of need. With this in mind, we have established the Watercrest Family Care Fund to offer financial relief to associates who experience economic hardship



OUR VISION

Annually certified as a Great Place to Work, Watercrest stands as a beacon of quality senior living by creating a sense of family in a company where servant leaders collaborate to honor our elders.

OUR MISSION

To Welcome, To Care, To Serve.

