



EAGLE CREST COMMUNITIES

Caring Since 1946

SUMMER EDITION 2024



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OUR MISSION

Rooted in Christian Faith
Caring for Each Other
Serving the Community

OUR CORE VALUES

Teamwork
Respect
Integrity
Commitment
Love

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Todd Wilson - *CEO*

OUR COMMUNITIES

Eagle Crest South
608.791.2700

Eagle Crest North
608.779.1700

Riverside
608.406.3900

The Willows
608.406.3978

Cass Street
608.796.1091

The Heights
608.526.2635

Hearten House I
608.784.4521

Hearten House II
608.784.4523

Hearten House III
608.526.6796

Heights Town Homes
608.791.2709

Connections

Eagle Crest Communities is known for our exceptional memory care facilities and programs. Eagle Crest Communities is one of the largest memory care providers in the State of WI and ranks as the 57nd largest non-profit assisted living and memory care provider in the country.

Eagle Crest Communities continues to be a leader in memory care, with all of our memory care managers being certified or seeking memory care specialist certification. We strive to be the leader so training and education are top of mind regarding everything we do.

It's not widely publicized, but Bethany Lutheran Homes/Eagle Crest Communities is where memory care as we know it today all started.

The first Hearten House for memory care was built in 1990. Hearten House was the first memory care in the United States designed to provide memory care in a non-institutional, homelike setting. The original idea for Hearten House started when "Linda O'Connor", a social worker at Bethany Riverside, now Riverside Transitional Care, developed a unique program just for memory care patients. Linda believed it would be even more successful if provided in a homelike setting. The first Hearten House was built in 1990 and it was so successful, it received a major grant for college interns to collect data on the program, which would be published nationally.

The data and information regarding the success of Hearten House was published nationally and served as a national model for memory care. Linda O'Connor, Linda Erickson and several other staff from Bethany Lutheran Homes were asked to speak at the national memory care convention. Memory care as we now know it, all started at Bethany Lutheran Homes in La Crosse.

I would like to thank everyone for your support. Donations for staff appreciation and our tuition reimbursement program help us attract and retain the staff needed to provide care. Donations to Eagle Crest Communities are a great investment in the community.

Thank you for allowing us to serve as an extension of your family when you have a need.

Have a wonderful summer!

~ Todd D. Wilson, *Chief Executive Officer*



“Great group of staff, great group of residents, and all very supportive of your goals and wish for you to succeed.” ~ Kara F

Community Connections

WHY IS SPIRITUAL CARE FOR PEOPLE WITH DEMENTIA SO IMPORTANT?

Many elders in our midst went to church regularly at some point in their lives — but, as they move into assisted living communities or struggle with dementia, many are no longer able to attend. Many served in their churches for decades and desperately want to know that God has not forgotten them. These elders are not “gone” — even if they live with the ravages of dementia. Their lives still have meaning, beauty, and purpose.

In my experience, elders with dementia still want to know more about God, how to be faithful servants, and what their purpose is today. Familiar faith rituals, words, and songs bring back hopeful, comforting long-term memories. Even those who can no longer speak or seem lost to the fog of dementia respond profoundly — even miraculously — to familiar prayers, old-time hymns, loving touch, eye contact, and conversation about spiritual things.



According to research, there are some amazing benefits of spiritual care with dementia patients. Studies have shown that cognitive decline is slower for people with higher spirituality and religious practices and a person's level of spirituality does not decrease in the early stages of dementia.

As a chaplain, my biggest question is often: how do I practically minister to residents with this difficult disease? Identifying the person's disease stage is the key to answering this question. Is the disease in its early stage, middle stage or late stage? Once that is determined, then I try to identify secondary markers. Can the person verbalize, recognize or rationalize? While typical methods of spiritual care may not be as helpful, there are some other connecting points that may prove useful.

Gentle Touch - I have found that many residents enjoy a gentle touch on the shoulder or hand holding. It can be a holy moment for that person. Conversely, I recognize and watch for signs that that touching may bring about agitation.

Worship music - I carry a small Bluetooth speaker with me into each facility and unit and often play music from my phone. I find that even a non-verbal resident will respond in some way to a life-long song like, “Jesus Loves Me,” and old hymns such as “Amazing Grace,” “Old Rugged Cross,” or “What a Friend We Have in Jesus.”

Stories – I tell stories about animals, growing up, jobs, family, friends, failures, challenges, joys, and blessings. It opens older adults up to memories, encourages verbalization and promotes self-esteem.

Popular scripture verses – 23rd Psalm and John 3:16 seems to be top of the list. Popular Bible stories and selections like the Beatitudes will often evoke tears of comfort and smiles alike. I am always mindful to how someone reacts to what's being read to them and continue or stop accordingly.

Objects – I carry with me several crosses, flameless candle, a Bible and will often find pictures or symbols to use as a lead in reflection.

Silence - One should never underestimate the ministry of presence. An older minister once told me early in my ministry: “people will not remember what you preached a few years from now, but they will NEVER forget the time you were there for grandma when she died.” Sometimes words are not necessary to make spiritual deposits into people. Holy conversations don't always need words.

As a chaplain, it can be a challenge to meet people where they are spiritually with regard to dementia residents. Thinking outside of the box can bring much needed spiritual nourishment to someone who needs it. It is never important to me that they remembered I visited, but they carry a feeling of belonging and love long after I leave that day.

For Everything a Season,

~ Pastor Linda McPeak

Elevating Quality of Care

Eagle Crest North was the first community within Eagle Crest Communities to achieve the Dementia Specific™ certificate from Leading Age!

I first learned about the assessment at the Leading Age Wisconsin spring conference in 2023. The goal of the new tool is to raise the standard of what it means to be a “dementia care community.” Recognizing the opportunity to highlight the level of dementia service my team provides, I took the assessment as soon as I could. Earning the Dementia Specific designation allows us to market our supports and services as quality dementia care with measured objectivity.

At the fall conference, I attended a session called “Champions 1” by Shari Fairman. Excited by its benefits for our Resident Care Assistants, I immediately shared my enthusiasm with my Campus Administrator, Marissa. After the conference, I gathered information and worked on making this training accessible to my team, with the hope of eventually extending it throughout Eagle Crest Communities. To my surprise, the grant we received for completing the designation assessment included the training provided by Shari Fairman with Dementia Care Solutions, encompassing all four modules of the Champions Course.

Upon learning this, I scheduled a meeting with Marissa and Kris Kameya, RN, BSN, Director of Quality and Education, to inform them of this achievement and to encourage all managers to pursue this opportunity for their teams. Our entire organization will benefit from this training. We now have multiple communities working to complete the assessment and obtain grants for this valuable training.

~ Shelby Burton, Program Coordinator, Eagle Crest North Memory Care



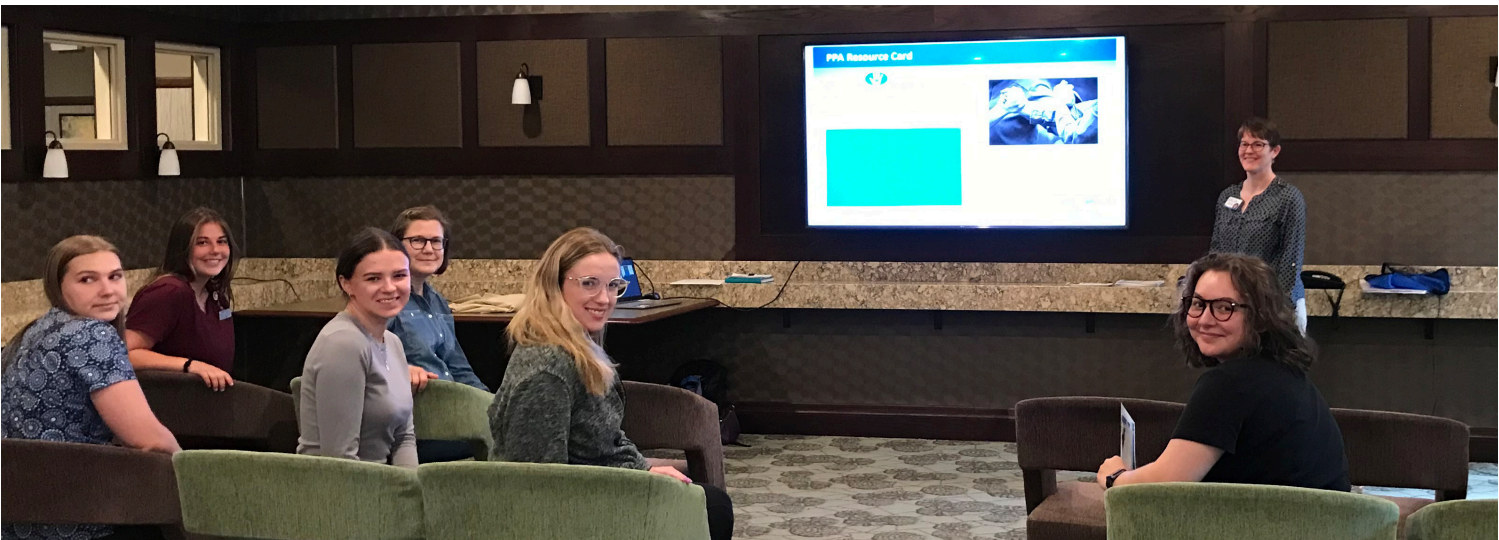
What is the Dementia Care Designation System?

The Dementia Care Designation System™ is an assessment tool that provides Facility Dementia Care Score, indicating the level of dementia care a facility offers.

The levels of care areas:

- Dementia Supportive™:** The community understands and supports individuals with dementia.
- Dementia Capable™:** The community uses specific methods to support and care for individuals with dementia.
- Dementia Specific™:** The community offers comprehensive, personalized care and support tailored to individuals with dementia.

Eagle Crest Communities now proudly provides the **highest quality dementia care services** and is certified “**Dementia Specific.**” We offer care communities dedicated to a **holistic philosophy that embraces and fosters individualized dementia-centered care and support.**





Meet Brynna

Hi, I'm Brynn and I'm your ECC Recruiter!

Summer is here and happening! Heat up your career with a fresh opportunity at Eagle Crest Communities



Tuition Investment - Flexible Schedules - Growth Opportunities

CHECK OUT THE HOT JOBS AVAILABLE!

We are always looking for top talent to join our dedicated staff of healthcare professionals, but the following are our most critical openings.

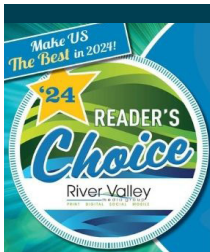
Openings At All Locations

- Lead Groundskeeper
- Certified Nursing Assistant (CNA)
- Resident Care Assistant (RCA)
- Nurses (LPN/RN)
- Phlebotomy Technician



<https://eaglecrestcommunities.hcshiring.com/jobs>

To chat about your next career opportunity or to share a referral, please reach out to me at: bstuhr@eaglecrestlife.org.



WE'RE NOMINATED!

VOTE Eagle Crest Communities
for *The Best* of La Crosse 2024!

VOTE FROM
AUG 7 - AUG 28

We're honored to be nominated for Best Of La Crosse 2024 in several categories! Show your support and **VOTE** for **Eagle Crest Communities** as the premier senior living choice in the following categories:

- **Best 55+ Apartment Community** - Eagle Crest Communities
- **Best 55+ Housing Community** - Eagle Crest Communities
- **Best Assisted Living Facility** - Eagle Crest Communities
- **Best Retirement Community** - Eagle Crest Communities
- **Best Nursing Home** - Riverside Transitional Care



To vote, please visit the link or scan the QR code:
<https://lacrossetribune.com/exclusive/readerschoice/ballot-2024/>

Donations & Support



Capital Fund



Legacy Fund



Employee Recognition Fund



Tuition Incentive Program

Legacy Fund

In Memory of June Benton

Bellin Health
Carol Brewer
William & Sharon Budd
Victoria & Gerald Danielson
Kelly & Loretta Dunn
Todd & Ruth Fuller
Monica & Steven Holman
Thomas Knobloch
Chris & Jody Larson
Laura Moriarty
Robin & Catherine Wernberg

In Memory of Delores Helwig

Jerome & Sherry Haines

In Memory of Libia Reynolds

Erin Esser
Mark & Melissa Mergenthaler
Ron & Rosario Reynolds
Joseph & Lisa Skemp
Kevin & Ellen Vossler
Trane Airside Team

Tuition Incentive Fund

Mike Porter

Capital Fund

In Memory of Libia Reynolds

Prince of Peace Lutheran Church

Employee Appreciation Fund

In Memory of Tom Knox

Wayne & Ardis Meitrodt

In Memory of Libia Reynolds

Louis Brady
Dennis & Eloise Dorman
Jessamne & Benjamin Langston
Eugene & Carolyn McNurlen
Todd & Inger Michael
Brian Reynolds
William Smiley

In Honor of Kevin Reynolds

Louis Brady

In Memory of Nora Starcher

Pamela Starcher

Employee Giving Club

Donna Brogan
Cindy Craig
Hannah Fort
Todd Garves
Cathleen Grinde
Haley Martin
Carin Myhre
Shelly Olson
Patrick Senzig
James Stenulson
Vickie Stevens
Todd Wilson



PAYPAL IS AVAILABLE!

Please visit us at:
www.eaglecrestlife.org

Eagle Crest Communities Donation Form

Helping Eagle Crest Communities continue to provide quality, compassionate care in the Coulee Region. Donations are gratefully received and tax deductible to the extent allowed by law.

Name _____

Address _____

- ☐ This gift is in honor of _____
- ☐ This gift is in memory of _____
- ☐ Capital Fund - supports major projects such as Eagle Crest developments.
- ☐ Legacy Fund - supports activities and special events, and enhances amenities & technology for residents.
- ☐ Tuition Incentive Program Fund - supports our recruitment and retention program.
- ☐ Employee Appreciation Fund - promotes employee appreciation.

Special requests are always welcome!

Payable to:
Eagle Crest Communities

Mail to:
Eagle Crest Communities
PO Box 2468
La Crosse, WI 54602-2468





EAGLE CREST
COMMUNITIES

Caring Since 1946

2575 South 7th Street
La Crosse, WI 54601

Bethany Lutheran Homes, Inc.

Transforming Long-Term Care: Join the Conversation

Senator Brad Pfaff, Representative Jill Billings, and Representative Loren Oldenburg recently toured our Riverside Transitional Care community. They met with residents and staff and discussed long-term challenges with Leading Age WI Region III members. Their visit highlighted the importance of improving care for all.



**We look forward to forging enduring
partnerships to enhance care for residents
and staff in the years ahead!**

608-791-2702
eaglecrestlife.org