



## FOR IMMEDIATE RELEASE

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## Purple Flag for Dementia Care™ Announces Partnership with LifeSpan Network

(OLD LYME, CONN., May 28, 2024) - Purple Flag for Dementia Care™, a dementia care accreditation program adopted by senior living communities throughout the Northeast announced today a strategic partnership with Lifespan Network, the largest and most diverse senior care provider association in the Mid-Atlantic.

This collaboration will elevate the region's level of excellence in senior care and quality of life.

"This partnership provides an opportunity to combine our industry knowledge and expertise to deliver unparalleled excellence in memory care to the senior living world," said Christopher Carter, President of the Connecticut Assisted Living Association (CALA) and Purple Flag CEO. "LifeSpan's innovative approach and commitment to excellence is a perfect match for Purple Flag for Dementia Care to grow its network of accredited senior living and memory care communities."

Lifespan Network represents more than 400 senior care providers in Maryland, Delaware and the District of Columbia. LifeSpan's members include not-for-profit and for-profit organizations providing services to seniors across the continuum of care, including independent living, assisted living, skilled nursing, continuing care retirement, subsidized senior housing, community-based and hospital-based programs.

"As the business of assisted living continues to evolve, LifeSpan's collaboration with Purple Flag for Dementia Care provides a framework to ensure exceptional senior care for all network residents," said Cierra Derato, Marketing and Communication Manager, LifeSpan Network. "Together, we will drive excellence and innovation across all senior assisted living communities. We can't wait to partner with such a leader in groundbreaking memory care."

More than six million Americans currently live with Alzheimer's disease, and 11 million more are providing unpaid care for those with dementia (*Alzheimer's Association, 2023*). The need for high-quality, dependable, trustworthy memory support options has never been greater. The Purple Flag for Dementia Care™ Accreditation standards, which include a quality framework

and specific required elements, are considered essential and valuable in making a difference in the care of a person living with dementia.

“This will be a fascinating partnership, and we look forward to working with LifeSpan to further drive excellence in dementia care throughout both of our organizations,” said Carter. “Our combined resources provide an opportunity to set an even higher standard of excellence for Alzheimer’s and dementia care quality of life.”

#### **ABOUT PURPLE FLAG FOR DEMENTIA CARE™**

*Purple Flag for Dementia Care™ is an accreditation program developed to recognize excellence and drive continuous improvement in the quality of services provided by those who care for individuals living with Alzheimer’s Disease and other dementias. Purple Flag for Dementia Care™ originated through a collaboration between the Institute for Senior Living Education (ISLE) and the Connecticut Assisted Living Association (CALA). Upon approval, providers receive the distinctive Purple Flag as a symbol that communicates their commitment to leadership in the field of memory care. To learn more about Purple Flag and for media inquiries, please contact Christopher Carter at [cpcarter@ctassistedliving.com](mailto:cpcarter@ctassistedliving.com) or (860) 434-5760.*

#### **ABOUT LIFESPAN NETWORK**

*The LifeSpan Network is composed of LifeSpan, The Beacon Institute, and LifeSpan Products and Services (LPS). Lifespan Network represents more than 400 senior care providers in Maryland, Delaware and the District of Columbia. Providers and professionals involved in senior care in Maryland, Delaware and the District of Columbia turn to LifeSpan to keep informed of the latest legislation and trends in senior with a team of dedicated lobbyists representing their interests in Annapolis, as well as to have opportunities to network with colleagues in the field. In addition, LifeSpan's Beacon Institute provides clinical and administrative education and training for senior care providers, both in its Columbia, Maryland classrooms and online. Finally, Lifespan's Products and Services group (LPS) provides discounts on products and services that senior care providers use every day.*

#### **LifeSpan's Mission Statement:**

*Through leadership, education and advocacy, we are the voice of all senior care service organizations.*