



MAKING MOMENTS MATTER

Azura Living helps residents rediscover their passions through personalized care.

It begins with getting to know their history, followed by an understanding of their routines, beverage preferences, and favorite sports team, among other characteristics. Then comes the tailored plan to reengage.

This is Azura Living's approach with each new memory care and aging resident. With more than a decade of memory care experience, 12 dedicated memory care residences, and two new combined assisted living and memory care homes, the team prioritizes the person over the disease. This philosophy has won Azura numerous awards, including the Best of Senior Living Award for 2021 by SeniorAdvisor.com.

"We want to transform the culture of care to serve our residents on a personal level," says Paula Gibson, regional director of communications and engagement. "Every moment matters, and every smile matters. We believe we can make those smiles happen every day."

A Personal MOSAIC

To provide an elevated level of personalized care, Azura follows its innovative MOSAIC philosophy, one that results in highly trained team members who understand the value of



treating residents as the unique individuals they are.

"We have our residents and their families complete a Quality of Life Profile from which we build a personalized care and engagement plan to tap into a resident's history, preferences, and routines. Our goal is to make sure their coffee is prepared correctly

and that they are listening to their favorite music—anything to help them find joy," explains Gibson.

In doing so, Azura helps strengthen residents physically, mentally, and spiritually through utilizing their remaining abilities. It's an approach, Gibson says, that benefits the entire community.

"If one resident enjoys sewing, we'll start a sewing group. If another loves a sports team, we'll start a fan club," she says. The MOSAIC Dreams program is an extension of this idea, in which Azura plans and realizes a resident's perfect day. "From helicopter rides to riding an old bus route to meeting beloved singers, we've been able to make some exceptional dreams come true," Gibson says.

Top-tier Care

Rekindling residents' joy begins with retaining high-quality team members. "Our team members receive 115 hours of training on aging and memory loss—that's three times what the state requires," notes Gibson. "We help them understand what's causing a resident to live with us and provide techniques and tools to engage with residents on a personal level."

Additionally, Azura's Household Model encourages residents to continue in their daily routines, though in a new space. Whether washing dishes, painting, or gardening, the Household Model allows for both independence and socialization to foster a community that becomes like family. Ingrained in the model, too, is a commitment to incorporating residents' existing families into care plans and maintaining communication to ensure loved ones feel supported.

"Our goal is to provide a personal MOSAIC of exceptional care," concludes Gibson. "Even though our residents have dementia or are getting older, there are still many magical moments to be had."

AZURA
ASSISTED LIVING • MEMORY CARE

MOSAIC
by Azura

1233 N. Mayfair Road, Suite 301
Milwaukee, WI 53226
855-995-3303
azuraliving.com