



The Parks Family's Story

When Mayo Clinic diagnosed Jerry Parks, a former VP at a large Minneapolis construction company, with Younger-Onset Alzheimer's at age 56, it provided some answers for the chaos the Parks' family had been experiencing. It did not provide a template for what comes next.

"Every day spouses are being thrust into the new role of caregiver as they deal with the impact of this disease, but it is not every day you see the children of those affected by the disease spurred to action to change the face of memory care," says Karen Parks, Jerry's wife.

After the initial shock and grief that came with the Alzheimer's diagnosis, it was Jerry who set the tone of action for his family. "We can spend our time mourning or be proactive and fight to make a difference," his children remember him saying. Jerry immediately participated in drug trials and cognitive research at both Mayo Clinic and the University of MN. He served on the Alzheimer's National Advisory Board and he and Karen testified before the Social Security Administration to expedite disability benefits for those affected by the disease. They traveled to Washington DC with the MN chapter of the Alzheimer's Association six years in a row; their advocacy contributed to the effort that led to prioritized research funding proposed in the National Alzheimer's Project Act (NAPA), signed into law in January 2011.



When Jerry's family began to explore long-term care communities, they were unsatisfied with options available for their husband and father. The Parks' family began to envision a family-centered, positive caregiving community where friends and family would be excited to visit their loved one. With the support of spouses and other friends and family members they leveraged their extensive Alzheimer's network to put their passion project in motion.

"Most care communities offer memory care as an afterthought, tucked away in a separate wing with outsourced caregivers," says Jerry's youngest daughter. "We had a vision of what we wanted our father's care to look like. We sought to create a beautiful environment where family members could enjoy time with loved ones with dementia who, with the support of a caring community, would be recognized as individuals with capabilities despite limitations."

"This disease takes a village; we needed something different and were fortunate to find partners inspired by our story to help us create it," added Jerry's oldest daughter.

The Parks' family purposefully acquired land near school and church neighborhood resources; they will leverage Augustana Care's (now Cassia) 150-plus years of experience in eldercare to deliver their vision. Parks' Place will accommodate 36 residents and has been designed very specifically from the ground up, with well-organized spaces and natural light for those who want an elegant home environment with highly personalized care. In addition to the meaningfully planned environment, an occupational therapy-based memory care program aims to focus on abilities rather than disabilities to help residents experience success.

The Parks' family is excited to launch their vision for memory care *Redefined*, a long-term care community that will open doors to families in the Twin Cities in the fall of 2019.

A family affected by Alzheimer's disease was inspired to develop Parks' Place, a memory care community uniquely focused on residents, families and community.



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– the Parks family



About Parks' Place: By our family for your family

Founded in 2018, Parks' Place was created by a family directly touched by Alzheimer's disease. Their experience moved them to redefine memory care and create a community where families and residents can feel at home. Parks' Place offers a meaningfully planned environment and programming that focuses on abilities rather than disabilities—and staff members who are passionate about providing highly personalized care to the people they serve.

Opening October 2019

18040 Medina Road
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ParksPlaceMemoryCare.com

Parks Place Memory Care is locally owned by family who are invested in improving senior care.

About Cassia

In 2018, Augustana Care and Elim Care voluntarily joined together to form Cassia, to foster fullness of life for older adults. With over 200 years of combined experience, the affiliation augments our service to people of all faiths by strengthening our focus on resident, patient and client care. Cassia provides independent and assisted living communities, memory care, health care centers, short-term rehabilitation centers, adult day programs and a variety of community-based services across five states. Looking to the future, Cassia will continue providing healing, compassion and renewal to all those we serve.

In partnership with Cassia, an Augustana/Elim affiliation. A nonprofit organization, Cassia brings a long history of healing, compassion and renewal to residents.

Cassialife.org

