

## The Client

*Bill is a force of nature. A successful businessman and philanthropist, he's warm, smart, curious, and kind. Everyone from every walk of life adores him, and the feeling is mutual. A warm-hearted man known to cry at sentimental commercials, Bill has made significant contributions to local hospitals, landmark preservation, and inner-city youth programs. He loves life and lives it to the fullest. When he was diagnosed with dementia, he was determined to find the support he needed to continue living life on his terms. Accustomed to the best, he called Tender Rose.*



## The Challenge

Reaching out was a strategic and sound decision on Bill's part. At Tender Rose, our specialists know that dementia doesn't stand still. It's a journey, and the disease morphs as it progresses. To keep up, dementia care must evolve as well. Bill's need for support would change dramatically over time. And we would be ready.

## The Solution

When we first began working with Bill, he needed a driver with an understanding of cognitive challenges, not a traditional caregiver, so we matched him with Paul. Paul drove Bill to appointments, helped manage his social calendar, and set up sessions with his personal trainer. Most importantly, Paul supported him without infantilizing him because he understood when to be invisible and when to intervene.

When Bill couldn't remember what he'd had for breakfast, Paul prompted him. When Bill became incontinent, Paul discreetly dealt with the situation. When Bill had trouble with his fine motor skills at a restaurant, Paul covertly cut up his food. And when Bill's balance started to wane, he quite literally leaned on Paul.

As Bill's dementia gathered strength, Paul could no longer pretend to be just a "driver." Managing Bill's social calendar became managing his whole life—groceries, meals, medication reminders, doctors visits, board meetings, galas, vacations, and communications that go into being a pillar of the community with rapidly progressing dementia. Eventually, "driver" became "executive assistant," and "executive assistant" became the team of Tender Rose Memory Care Professionals Bill now needs around the clock.

## The Outcome

Despite his declining health and memory, Bill still lives at home. He still goes on fishing trips with his buddies (and Memory Care Professionals). He still travels between multiple homes, conducts business meetings, and maintains his considerable dignity. He's still living life to the fullest—he's just doing it with our specialists by his side. And although it's our job to help navigate the journey of dementia, with Bill it's also our pleasure.