



*“What if we come up with one nugget, one essential practice that changes care across the industry? We believe it can happen here.”*

**Dennis Pollard,**

Executive Vice President and Chief Operating Officer,  
Froedtert Health



## *A Community in Need by the Numbers*

As our society ages, Alzheimer’s is one of our community’s most urgent health issues. That’s why Lutheran Home concentrates so much of its effort on excellence in memory care. We understand the special sensitivities these residents require. While many family members often believe their loved one may be better off at home, the progression of the disease will eventually overwhelm even the most dedicated family caregivers. The memory care assisted living (MCAL) community care team collaborates closely with residents’ families, helping them interact with their loved one in ways that are rewarding for both.



### Facts about Alzheimer’s disease:

- Alzheimer’s disease is the sixth leading cause of death in the U.S. and the only leading cause of death to which there is no effective treatment or cure
- Annually, more people die from Alzheimer’s disease than breast cancer and prostate cancer combined!
- More than 5 million people live with Alzheimer’s disease today
- Alzheimer’s deaths have increased 89% since 2000
- Today, one in three seniors will die from a Alzheimer’s or other forms of dementia
- Nearly 500,000 new cases of Alzheimer’s disease will be diagnosed in the US this year – one every 66 seconds
- Caring for someone with Alzheimer’s disease has been found to have a negative impact on the health, employment, income, and financial security of many caregivers
- Currently, over 5 million people are living with Alzheimer’s disease and by 2050 the number of people afflicted by this disease could reach 16 million

# The Need

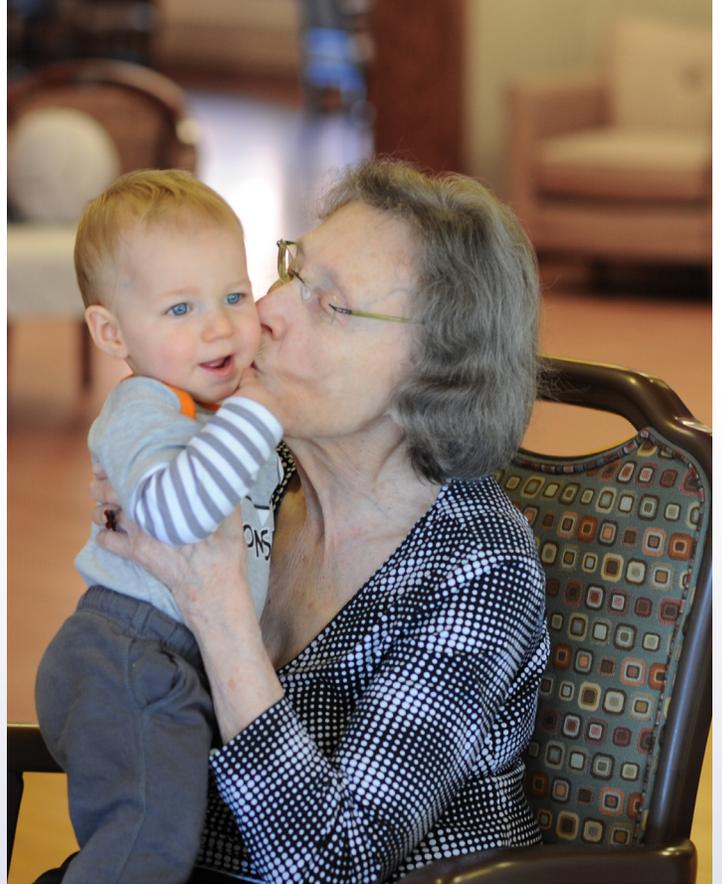
As the home to just 40 residents, our MCAL community is full. Every year we must turn away dozens of families. The demand is not surprising: a recent market assessment revealed Greater Wauwatosa is home to more than 1,000 potential memory care clients being served by facilities that can accommodate only 319 individuals. The same study projects a 30 percent increase in age and income-qualified individuals by 2021. Our mission compels us to expand rapidly so we can serve more needful residents and families.

# Our Vision

Embracing great aspiration and great responsibility, the Lutheran Home has undertaken a bold plan: to construct a new MCAL community. Our new space will be the catalyst to transform memory care and improve the lives of our residents and families. We will strive to define memory care and then teach others how to do it better!

# Our Plans

At a cost of approximately \$10 million, our state-of-the-art memory care campus will enhance the terrific care and programming we already provide. The new environment will remove physical elements like dead-end corridors, that confuse or frustrate residents, increase their comfort and happiness, and boost the engagement of residents and caregivers. Incorporating innovative technology and therapeutic design, our new facility will provide suitable spaces for treatment, meeting, socializing and learning, thereby meeting the needs to residents, families, clinicians and researchers. Most importantly, this project will increase our capacity for care by at least 50% - going from our current 40 rooms to as many as 72 rooms. The impact will be transformational for those on our waiting list and for the hundreds more family members and caretakers our care will help every year.



*“There is no question that Lutheran Home will set a new standard in memory care. They understand that when given an Alzheimer’s diagnosis, there are two patients – the person afflicted with Alzheimer’s and the caregiver. Their focus on programs for the caregiver is revolutionary and will set this project apart from all other memory care communities.”*

**Marty Schreiber,**  
Former Governor of Wisconsin & Honorary Chair,  
Love Remembers Campaign