

Memory Care Communities of Illinois Announces Grand Opening of Lincolnshire Place- a dedicated Alzheimer's and Dementia Care Assisted Living Facility in Illinois

Greenbelt, Maryland
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Memory Care Communities of Illinois (MCCI), LLC, proudly announces the opening of its first dedicated Alzheimer's and memory care assisted living community in DeKalb/Sycamore Illinois, called Lincolnshire Place. "The demand for dedicated Alzheimer's care in a long term assisted care facility setting far exceeds supply in the Sycamore, Illinois area. We are pleased to be able to offer local residents the availability of this state of the art facility for individuals living with memory impairment and their families," said Jeffrey Hausfeld M.D., M.B.A., President of MCCI, a former Ear Nose and Throat surgeon, now entrepreneur and business operator.

MCCI has partnered with TriCom Development Corporation and Senescent Healthcare, a premier regional developer and management company of senior living facilities in the Midwest. Steve Lirtzman, J.D., one of the principals of these entities stated, "Lincolnshire Place is the culmination of our 15 years of experience in dementia care and related facility design development resulting in an environment that provides optimum comfort and dignity to its residents while simultaneously providing for operational and cost efficiencies."

"We develop our communities with the goal of providing a secure, home-like environment, always seeking to improve our residents' quality of life through appropriate building design, innovative programs and therapies, extensive opportunities for social interaction, and a staff trained not only in the aging and disease process, but in how to communicate with our seniors on a very personal level," said Steven Kaufman, principal of TriCom and Senescent Healthcare.

Lincolnshire Place is a six million dollar facility, with 34,000 square feet built on a single level to promote physical activity of our residents while maintaining a safe and secure environment. It can house 40 residents and features a large Town Hall Center complete with a Hobby Shop, Pet Shop, Five and Dime, Hair Salon, Movie Theater, and a Retro 50's/60's Diner. It boasts a large outdoor fenced in garden with walking paths, porches, and gardens that residents help to plant. Nursing staff supervises each resident's medication management program and staff members encourage independent choice, while providing comprehensive assistance with daily living activities.

"It is clear in the industry that there is an architectural makeover in progress in the design of senior assisted living facilities, highlighting open corridors, non-obstructed walkways and activity based spaces," said Dr. Hausfeld, "but the uniqueness of the Memory Care Communities of Illinois model is also the cultural makeover instilled in each member of our staff emphasizing the compassion, encouragement, and the commitment to maintain the dignity of life that each of our residents so richly deserves."

For more information please visit our website at www.lincolnshireplace.net

About Alzheimer's disease

The elderly segment of the population is the fastest growing segment of the US. population on a percentage basis. Approximately 1 in 10 Americans over age 65 and almost half of Americans over 85 have Alzheimer's disease.

The odds of developing Alzheimer's or a related dementia double every five years after age 65. There are currently more than 5.1 million Americans with Alzheimer's, more than double of that in 1980, with over 210,000 living in the State of Illinois. As baby boomers age, this number is set to triple in little more than a generation.

The cost of Alzheimer's disease is over \$100 billion in the U.S., making it the most expensive disease after heart disease and cancer. There is no cure for Alzheimer's Disease or memory loss caused by aging (for every dollar the government spends on treatment, it devotes less than a penny toward research), so the focus of memory care is treatment of the symptoms and helping residents experience quality of life by stimulating the senses.

Memory Care Communities of Illinois LLC

Memory Care Communities of Illinois LLC (MCCI) is a recently organized Maryland Limited Liability Company. The Company's purpose and business is to acquire, develop, and manage up to 10 Alzheimer care facility centers in the State of Illinois and adjacent states. Jeffrey N. Hausfeld M.D., M.B.A., acts as the President of MCCI and has successfully raised equity capital for the first round of construction financing to complete five of these structures. Additional capital raising will take place in 2011 and 2012 for completion of the remaining project. Dr. Hausfeld is integrally involved in the development and marketing of each facility in alignment with the goal of creating "centers of excellence" that will act as a resource to the families and medical communities which they serve. For investment information please email jhausfeldmd@gmail.com



Our Approach to Care

Our mission is to provide for the wellness, safety and improved quality of life for each Alzheimer's and dementia resident through personalized service in a state of the art

residential environment. Optimal service to those we care for is our paramount concern, every day and year after year. Our free-standing communities will be specifically designed to provide professional, progressive and individualized care in an atmosphere of comfort and amenities. This includes a unique living concept based on household units that surround spaces for common activities. Common areas will be appointed with fixtures, furniture and casual spaces that feel like home, providing relaxation and comfort. Activity focused care programs will be customized to each resident's ability to participate so they may enjoy a sense of accomplishment, but never feel overwhelmed. The goal is to provide activities that give our residents a sense of purpose. Resident activities will include music therapy, word games, pet therapy, movies, interfaith chapel, ice cream socials, and barbecues in the courtyard, together with support groups and counseling for resident family members and friends. Our objective is to serve the residents and their families so that they are not just systematically cared for, but provided for in a manner that allows them to experience a sense of belonging and pride in the facility so that it actually becomes "home."

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View of Town Square at Lincolnshire Place



Steve Lirtzman and Steve Kaufman, Principals, Senescent Healthcare LLC (Left and Right).
Jeffrey N. Hausfeld M.D., M.B.A., President MCCI (Center)