



**FOR IMMEDIATE RELEASE:**

SimpleC Companion restores family relationships through shared memories

Atlanta, Ga. (October 11, 2012)—The fun and laughter of vacations, the joy and closeness of holidays, and the simple, everyday moments of life together: Shared memories are the bedrock of meaningful family relationships. But for those diagnosed with Alzheimer’s disease and other memory-related dementia, the loss of these memories can be devastating to residents and their families.

At The Harbor Memory Care unit at Renaissance Marquis in Rome, Ga., family relationships are being restored through the *SimpleC Companion*, a therapy tool that promotes the recall of positive memories.

“The *SimpleC Companion* is like a digital ‘memory box’ that cues residents to remember their personal histories,” said Renaissance Marquis Executive Director Renita Chambers, LPN. “Residents are able to maintain their dignity, and the line of communication between parents and their children is reopened.”

“One resident recently moved from our assisted living community to the Harbor Memory Care unit, where she and her son started using the *SimpleC Companion*,” said Chambers. “Previously, they had both been upset by her memory loss, but now they share memories from the *Companion*. All the frustration is gone. The resident is calm and is

enjoying life again, and her son is so relieved to see his mother cheerful and happy. It's been a rebirth for their relationship.”

“The *SimpleC Companion* is the cornerstone of every memory care unit at our three current memory care facilities, with plans for inclusion in all new buildings we develop,” said Barry Ray, Renaissance Partner. “We knew that designing an Alzheimer’s facility the way it has been done in the past is just not appropriate anymore, and SimpleC’s technology offers the cutting-edge, personalized care we’re committed to providing for our residents and their families.”

“I’ve worked with memory care population for more than 20 years, and the *SimpleC Companion* is truly a breakthrough technology,” agreed Chambers.

The *SimpleC Companion* is an intuitive touch-screen that promotes memory, engagement, and better communication for seniors. During key times throughout the day, the unit is activated and delivers scheduling help, such as activities and mealtimes, and also behavioral interventions for under stimulation, sundowning and aggression - all without the use of medications. Users receive rich visual cues such as their own family photographs, and hear meaningful audio such as preferred pieces of music and personalized messages recorded by family members or a favorite caregiver, to stimulate positive memories and foster healthy daily routines. With *The Companion*, SimpleC has created a solution that improves the quality of life for those living with Dementia and Alzheimer's, while also focusing on caregivers and providers, and the ways they can save time and money.

For more information, visit [SimpleC.com](http://SimpleC.com) and [RenaissanceMarquis.com](http://RenaissanceMarquis.com).

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