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ST. LOUIS BUSINESS JOURNAL HONORS PARC PROVENCE WITH 2004 INNOVATION AWARD AS A “HEALTH CARE HERO”

ST. LOUIS, MO.: Parc Provence has been named the recipient of the 2004 Innovation Award by the distinguished *St. Louis Business Journal* as part of its ceremony honoring the region’s “Health Care Heroes.”

The first ever honoree in this category, Parc Provence was chosen from a field of more than 200 worthy area nominees. The Innovation Award celebrates “individuals or organizations for the development of a new or unique medical service, technique or technology, ranging from research to a new procedure device or service.”

“This was a tough choice, but the winner is Parc Provence,” said Ellen Sherberg, publisher of the *St. Louis Business Journal* in announcing the award. “Built around a social model, Parc Provence encourages residents to undertake activities that help them stay active and self-sufficient to the fullest extent possible.

“The environment relies heavily on the concept of grouping residents according to cognitive skill levels and triggering and preserving memory,” she explained.

Sherberg said the “Health Care Heroes” awards were created to recognize exemplary performance that makes St. Louis “truly a healthier place because of their work.”

“This is a great honor for all of those who have spent years fashioning a new approach to assisted living and skilled care for those with dementia, and our staff that works miracles everyday,” said Charles Deutsch, co-owner of Parc Provence. “To receive this award for innovation, only a few months after opening our doors and welcoming our first residents, indicates how exciting and advanced our design and programs really are.”

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Designed by internationally-acclaimed architects and memory care specialists, Parc Provence is a first-of-its-kind senior residential environment that creates a true community of well being, promoting the physical and cognitive abilities of each resident. More than seven years of research and development are embodied in the Parc Provence project.

Parc Provence, in suburban Creve Coeur, MO., was created under a special state license aimed at fostering a demonstration project that would use a social care model to enhance the lives of seniors with Alzheimer's Disease and other forms of dementia. The \$44 million facility for 120 residents opened on May 23, 2004.

“The reward for those of us involved with Parc Provence goes far beyond any single recognition or tribute,” Deutsch said. “We are rewarded everyday by witnessing the accomplishments of our residents as they continue to lead quality lives and improve their overall functioning.”

Parc Provence is owned and managed by the same company which operates The Gatesworth at One McKnight Place, McKnight Place Assisted Living and McKnight Place Extended Care, also in suburban St. Louis. The luxury residential community for seniors that comprise The Gatesworth campus has won many national awards for excellence in senior care and design.

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