2018 ANNUAL REPORT

MemoryCare
The SECU Center for MemoryCare
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2018 Annual Report Table of Contents

I. Director’s Perspective, pp. 3
II. Mission, Vision, and Values Statements, pp. 4
III. Board of Directors, pp. 5
IV. Program Summary, pp. 6-7
V. Detailed Clinical Activity Report, pp. 8-9
VI. Community Outreach and Education, pp. 10-11
VII. Income & Expense Pie Graph, pp. 12
VIII. Accountability Statement, pp. 13
IX. Staff Directory, pp. 14
2018 was a remarkable year for MemoryCare! The SECU Center for MemoryCare was completed and, in July, we moved into our beautiful new home with room to grow. When we first opened our doors in 2000, we could not have imagined all that was to come. MemoryCare is now a nationally recognized program for dementia care and serves over a thousand families each year.

There is a reason we are here. Western North Carolina residents are older than the rest of the state and nation. As a disease of aging, dementia is an issue many in our region face and there is a need for excellent dementia care. We are also here because, as a community-based, charitable nonprofit organization, the community has supported our work. Those whose lives have been impacted by dementia understand the importance of a program like MemoryCare, and we’ve seen over the years that the majority of our supporters have been touched in some way by the disease. Said one MemoryCare caregiver, “There will never be adequate words to thank you and your organization for your constant support and wisdom.”

For MemoryCare to operate, it costs on average $1500 per family per year for the comprehensive care we provide. For people living with dementia, having an engaged, educated caregiver with access to an expert team who provides support and care over time can truly make all the difference; however, in spite of being a “Best Practice” model, the majority of our cost is not covered by insurance. Every year, through grants, donations, and endowment income, we raise charitable funds for about 50% of our budget, and we also ask families to contribute with a fee that is waived for those unable to pay. We are dedicated to serving all with need and in 2018, 41% of clients were low income by federal poverty standards and 19% of family caregiver fees were waived. The charitable funds we raise make MemoryCare’s work possible.

Our staff is passionate about providing the best care possible and our leadership team is committed to making every effort to raise the funds necessary for us to be here for families. Our waiting list averages 4 months. In order to reach these families more quickly, we need to add a clinical team which will require additional financial support.

We are immensely grateful for the incredible support we’ve received over the years that allows us to be here and now have a permanent home with room for us to increase services. In 2018, we received operational support from the Community Benefit Investments Program of Mission Health, the Buncombe County Aging Coordinating Consortium, and the United Way of Asheville and Buncombe County for which we are deeply grateful. I am pleased to share that 100% of our staff, board of directors and volunteers contributed financially as well.

Throughout 2018, our satellite clinics in Burnsville and Waynesville reached families in these underserved areas and our home visit program served homebound individuals in Buncombe County. We continued Caregiver College, our 6-session caregiver education program, the MemoryCaregivers Network peer support groups, and our electronic newsletter which was sent to almost 2,400 individuals. Our Caregiver Consultation program was available for those in need of services before (or instead of) an appointment for enrollment. As long as there is a need, we plan for these programs to continue alongside any expansion of MemoryCare services. This year MemoryCare underwent a Strategic Planning process to guide us in the coming years.

I am pleased to present this report of our activities in 2018 and, on behalf of our board of directors, staff, and the families we serve, thank you for your interest.

With Appreciation,

Virginia Templeton, MD
Director, MemoryCare
VISION

MemoryCare will be the region’s leading organization for management of cognitive disorders and caregiving, and a model program for quality dementia care.

MISSION

MemoryCare is a nonprofit organization whose mission is to provide specialized medical care to older adults with cognitive impairment; to support caregivers with education, counseling, and improved access to services; and to provide community education.

VALUES

- EXCELLENCE
  Maintain the highest quality in clinical, supportive, and educational services.

- COMPASSION
  Provide a safe, caring environment that demonstrates respect for all individuals.

- COLLABORATION
  Work with patients, caregivers, staff, and other organizations to enhance services and share knowledge.

- INTEGRITY
  Act at the highest level of ethical behavior, fiscal responsibility, fairness and accountability.

- SUSTAINABILITY
  Ensure that our services remain available to the region as an independent, non-profit organization and a well-established model for others to follow.
# 2018 BOARD OF DIRECTORS

<table>
<thead>
<tr>
<th>Board Member Name</th>
<th>Officers/Committee Membership</th>
<th>Profession/Community Affiliation</th>
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<tbody>
<tr>
<td>David Key, CPA</td>
<td>President/Executive, Governance, Finance, Strategic Planning</td>
<td>CPA</td>
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<tr>
<td>Jerry De Land</td>
<td>Vice President/Executive, Development, Strategic Planning</td>
<td>Community Volunteer</td>
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<tr>
<td>Rebekah Lowe, CLC ACC</td>
<td>Treasurer/Finance, Strategic Planning</td>
<td>FizzyWork Executive Coaching</td>
</tr>
<tr>
<td>Andrew Atherton, Esq</td>
<td>Finance</td>
<td>Attorney At Law, McGuire, Wood and Bissett, PA</td>
</tr>
<tr>
<td>Becky Anderson</td>
<td>Development</td>
<td>Community Volunteer</td>
</tr>
<tr>
<td>Mark Bailey</td>
<td>Development</td>
<td>Director of Development, Givens Estates</td>
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<tr>
<td>Caroline Knox, Esq.</td>
<td>Personnel, Strategic Planning</td>
<td>Attorney At Law, Knox Law</td>
</tr>
<tr>
<td>Carol Lawrence</td>
<td>Development, Strategic Planning</td>
<td>Community Volunteer</td>
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<tr>
<td>Tom Owens</td>
<td>Finance</td>
<td>Financial Advisor First Citizens Bank &amp; Trust Company, Hendersonville</td>
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<tr>
<td>Claire Smith</td>
<td>Development</td>
<td>Community Volunteer</td>
</tr>
<tr>
<td>Virginia H. Templeton, MD</td>
<td>Executive, Finance, Development, Personnel, Strategic Planning</td>
<td>Executive Director, MemoryCare</td>
</tr>
<tr>
<td>Margaret A. Noel, MD, ex-officio board member</td>
<td>Governance, Finance, Personnel, Strategic Planning</td>
<td>Physician, Founder &amp; Director Emerita, MemoryCare</td>
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*Non-board, community members who served on committees in 2018: Mary Donnelly (Development), Eleanor Owen (Finance), Robert Patterson (Development), and Pam Turner (Finance). We gratefully acknowledge their time and assistance.*
Who Are We?

- MemoryCare is an independent, community-based, charitable organization established in June of 2000 in western North Carolina. We serve adults with cognitive impairment and their families with a model that *integrates* education and support of caregivers with medical care of those living with dementia. We also provide community education. Specifically, our services include:
  - Accurate diagnosis (through cognitive testing and focused physical examination)
  - Caregiver training, counseling, and support.
  - Disease planning (respite and in-home care options, long term care planning, prompting to address necessary financial/legal issues and safety issues unique to the disease)
  - Behavioral management
  - Coordination of services provided by other agencies
  - Prescriptions for dementia-related medications
  - Help filing for assistance for low income families
  - Assistance with end of life decision making/advance directives
  - Provision of written care plan to families in coordination with primary care physicians
  - Guided introduction to our lending library of caregiver resource materials
  - Education on aging issues to the community and dementia-specific training for health care professionals
  - Home visitation program in Buncombe County for clinical assessment when needed

- Our clinical and care management services are provided by our team of six physicians, one registered nurse, and three social workers. We have thirteen full time and seven part time staff members.
- A dedicated Board of Directors comprised of community volunteers governs MemoryCare.
- So that services are accessible in more rural areas, MemoryCare has two satellite clinics- one in Burnsville serving Yancey, Madison, & Mitchell counties & another in Waynesville serving Haywood & counties farther west.
- To address our waiting list for enrollment, MemoryCare expanded services in 2002, 2006, 2008, 2012, and 2015 and established a home visit program in Buncombe County. With support we will grow again to address the need.
- In 2018, to facilitate future expansion of our clinical and educational services, we moved into our facility, the SECU Center for MemoryCare, with room to grow as resources become available.
- We offer a Caregiver Consultation for caregivers who need resources prior to (or instead of) enrollment.
- MemoryCare’s model of care incorporates best practice guidelines outlined by The Alzheimer’s Study Group, National Alzheimer’s Plan, and a DHHS review of dementia programs and Medicare’s Dementia Quality Measures.
- We are a non-profit, charitable organization because of adequate reimbursement for comprehensive dementia care and to ensure that all with need have access to our program.
  - It costs on average $1,500 per family per year for the comprehensive care MemoryCare provides.
  - Almost half of MemoryCare’s annual income comes from charitable funds through grants, donations, and investment income. *Per our most recent audit (2017), 88 cents of every dollar raised goes directly to services.*
  - In additional to charitable funds, our program has income from patient insurance reimbursement and a cost-sharing caregiver fee from enrolled families that is waived for those unable to afford it.
  - In 2018, *nineteen percent* of caregiver fees were waived due to an inability to pay the cost.
  - MemoryCare would not exist without the generous support of individuals, foundations, and community agencies who have supported our program over the years.

Who Do We Serve?

- In 2018, we served 1,034 people living with dementia and 3,527 of their caregivers through our clinical program.
- Patients ranged from 49 to 102 years of age with an average age of 80.
- 54% of enrolled patients come from Buncombe County with the remainder from 18 other counties in WNC (45%) and from out of state (1%).
- 43% of MemoryCare’s primary caregivers have a spousal relationship, 50% are children of the person living with dementia, 5% are other family, 1% have a non-familial relationship, and 1% are paid caregivers.
- 87% of the individuals MemoryCare sees who are living with dementia are living in their homes.
- 41% of our patients are considered low income by HHS Poverty Guidelines.
- Professional education is provided to medical students, physicians in training, geriatric and hospice fellows, nursing, social work, dental and other students. We also provide training for dementia care specialists.
- MemoryCare staff gave 48 presentations, participated in 14 community educational events and reached 2,077 individuals with dementia-related education.
- We held 4 cognitive health screenings in the low income minority community reaching 23 individuals.
Why Are We Needed?

- **Dementia is common:** One in 10 people 65 and older in the USA has Alzheimer’s or other type of dementia, and 1 in 3 seniors dies with Alzheimer’s or another dementia (2018 Alzheimer’s Disease Facts and Figures).
- **There is no cure for the disease:** Intensive research is being done but until there is a cure, families need expert guidance and support to manage the disease as well as possible.
- **Age is the number one risk factor for dementia:** Our WNC community is older than the rest of the state and country. Of the 19 counties in NC served by MemoryCare in 2018, on average 23.5\% of the population is age 65 and older compared to 15.9\% in the rest of the state. (U.S. Census Bureau, 2018).
- **Dementia is a chronic, progressive illness that can take years to progress:** Studies consistently show that active management of the disease with routine engagement of caregivers such as MemoryCare provides can improve quality of life through all stages of the disease both for the person living with dementia and their caregivers.
- **Dementia is the costliest of diseases of aging:** In 2018, the cost of caring for those with dementia in the US was estimated at $277 billion (Alzheimer’s Association).
- **MemoryCare helps save healthcare costs:** MemoryCare offers an affordable alternative for the medical care of those living with dementia that saves healthcare dollars by facilitating accurate diagnosis and by educating families about potential safety risks appropriate utilization of the acute care system. Early and accurate diagnosis could save up to $7.9 trillion in medical and care costs (Alzheimer’s Association).
- **MemoryCare is a model program for dementia care:** Our work over the past 18 years is a testament to the possibility of providing best practice care for those with dementia in spite of a lack of reimbursement.

Who Are Our Supporters?

- 100\% of MemoryCare’s staff, Board and volunteers contribute financially in support of our program.
- The majority of donors have been touched by to MemoryCare services.
- We have received significant grant assistance from the following foundations in the past three years: The SECU Foundation, The Duke Endowment, Mission Health, CarePartners Foundation, The Fullerton Foundation, Peoples in Need grant from the Community Foundation of WNC, Cannon Foundation, Perry Rudnick grant of the Community Foundation of Henderson County, Deerfield Episcopal Retirement Community, the Buncombe County Aging Coordinating Consortium, and the United Way of Asheville and Buncombe County, alongside support from other smaller foundations, charitable trusts, corporations, and churches.
- Givens Estates generously provides a long-term land lease for The SECU Center for MemoryCare and assistance with the cost of building maintenance. Fewer than 5\% of MemoryCare clients are from the Givens Communities.
- Space for our satellites are provided by the Haywood County Senior Resource Center for our Haywood County Satellite Clinic and Yancey County Hospice for our Yancey/Madison/Mitchell County Satellite Clinic.
- Cognitive screenings and peer support groups are held in churches, senior lunch sites, low income housing apartments, and other locations provided by the community.
- In 2018, MemoryCare received charitable donations from 741 individuals, 6 foundations, and 45 community partners/sponsorships allowing MemoryCare to provide $633,779 in charitable services.
- MemoryCare appreciates the dedicated volunteers who commit their time in support of our program.

Who Are Our Collaborators?

- MemoryCare enjoys collaborative relationships with the Givens Communities, the Senior Resource Center of Haywood County, and Yancey County Hospice.
- We provide education to healthcare professionals from a variety of disciplines and have collaborative agreements with Mountain Area Health Education Center and Western Carolina University.
- MemoryCare has strong working relationships with numerous other organizations serving the geriatric population in WNC including Buncombe and Henderson County Councils on Aging, Land of Sky Regional Council, Black Mountain Neuro-Medical Treatment Center, adult day programs, local retirement communities, and the Alzheimer’s Association.

“When you come to MemoryCare, you know that you are doing all you can, and will get the best care… that is priceless.”

Focus Group Participant
2018 Clinical Activity

Client Overview
Number of Patients Enrolled in MemoryCare in 2018: 1,034 (293 were new patient evaluations)
Gender of Patients: 63% female, 37% male
Percentage of Patients Living in Home Setting: 87%
Total Number of Caregivers Enrolled in 2018: 3,527
Ratio of Active Caregivers to Active Patients: 3.35:1

Clinical Efficiency
Number hours filled with actual patients/hours available for appointments: 92.7

Counties:
- Avery (0.19%)
- Buncombe (53.89%)
- Burke (0.27%)
- Caldwell (0.15%)
- Catawba (0.15%)
- Clay (0.38%)
- Cleveland (0.15%)
- Haywood (8.87%)
- Henderson (15.82%)
- Jackson (3.95%)
- Macon (1.77%)
- Madison (1.90%)
- McDowell (1.14%)
- Mitchell (1.37%)
- Polk (0.95%)
- Rutherford (0.64%)
- Swain (0.61%)
- Transylvania (4.07%)
- Yancey (2.62%)
- Out of State: (1.10%)

Income Levels:
41% of MemoryCare families are considered low income by Federal Poverty Standards

Medicaid: 2.9%

Enrollment Information
Fee waivers: 19% of caregiver fees were fully or partially waived in 2018.

Transition to Inactive Status: 372 (36%) of enrolled families chose to go inactive during 2018

Reasons provided for going Inactive:
- Stable: 102
- Facility Placement: 61
- Moved out of area: 21
- Not able to transport: 3
- Patient refusal to return: 29
- Patient declining/Family coping: 38
- Hospice Enrollment: 21
- PACE Enrollment: 7
- Death: 61
- Transition to other provider: 4
- Unable to meet expectations: 1
- No response to letter/calls: 19
- Other: 5

Givens Residents: 4.3%
**Caregiver College 2018**
Number of 6-week sessions: 3 (18 modules)
Total number who attended course: 76
Number of participants not enrolled in MemoryCare: 14
Number of participants of online course: 53

**MemoryCaregivers Network Stats**
*Groups:*
Total number of meetings held in 2018: 36 caregiver groups
Total number of caregivers attending two or more meetings in 2018: 85
Number of caregivers attending two or more meetings who are enrolled at MemoryCare: 49
Average # of participants per meeting (all locations): 14.0 individuals per group (range 8-21)
  - Average # of participants per meeting (Fletcher): 12.8
  - Average # of participants per meeting (New Hope): 14.6
  - Average # of participants per meeting (Woodfin YMCA): 14.5

*Communications:*
6 e-newsletters sent to 2,392 addresses

**Low Income/Minority Screening Program**
4 screening sessions with 23 individuals screened

**Geriatric Caregiver Consultation**
Number of caregivers receiving service: 13

**Volunteer Hours (by non-Board members)**
19 volunteers provided 603.83 hours of service in 2018
  - Administrative – 160.33 (27%)
  - Development – 102.25 (17%)
  - Events – 0 (0%)
  - Resource Center – 307.25 (51%)
  - Packing – 34.00 (6%)

**Staff:**
Physician: 4.8 fte of which 4.1 is clinical (0.2 is devoted to the Yancey County satellite, 0.2 to the Haywood County satellite, 0.5 to the home visit program, 0.7 to development/management)
RN Care Manager: 0.8
SW Care Manager: 2.9
Fundraising/Community Outreach: 1.1
Office Administrator: 0.9
Program Assistant: 1.9
Data Coordinator/Billing Assistant: 1
Network staff: 0.26
Presentations


Margaret Noel, MD: “Steering Into the Skid,” a play reading for the Four Seasons Palliative Care Immersion Course, MAHEC, Asheville, 4/18/2018 (attendance: 24); “Steering into the Skid,” Four Seasons Palliative Care Immersion Course, MAHEC, Asheville, 7/18/2018 (attendance: 30); “Community-Based Dementia Care: Integrating the Needs of Patient and Caregiver,” Alzheimer’s Association National Board of Directors meeting, Chicago, IL, 7/24/2018 (attendance: 80); Presentation of the Georgia Crump CNA Award, MAHEC, Asheville, 9/10/2018 (attendance: 150); “What You Need to Know About Dementia,” SUPER Saints Luncheon, Arden Presbyterian Church, Arden, 9/27/2018 (attendance: 70); “Overview of Dementia” and “Panel Discussion: Imagining a Better World for Dementia Care,” Conference for Multi-Disciplinary Healthcare Professionals Caring for People Living with Dementia, Blue Ridge Community College, Flat Rock, 10/16/2018 (attendance: 150); “Steering into the Skid,” Four Seasons Palliative Care Immersion Course, MAHEC, Asheville, 10/17/2018 (attendance: 32).

Virginia Templeton, MD: “About MemoryCare”, NTCA Staff, Asheville, 5/18/2018, (attendance: 46); “Understanding Cognitive Impairment in Those with Parkinson’s Disease,” Asheville Parkinson’s Support Group, Groce United Methodist Church, Asheville, 9/4/2018, (attendance: 44); “Overview of Dementia,” “Dementia Treatment Options and Risk Reduction,” and “Functional and Behavioral Changes of Dementia,” Family Nurse Practitioner students at Western Carolina University School of Nursing, Asheville, 9/25/2018 (attendance: 42); “Understanding Goals of Care with Progression of Dementia” and Q&A with Presenters, Conference for Multi-Disciplinary Healthcare Professionals Caring for People Living with Dementia, Blue Ridge Community College, Flat Rock, 10/16/2018 (attendance: 150).


Caregiver College: Spring Session – Haywood, Modules 1-6, Instructors: Lisa Verges, MD, Mary Donnelly, and Brian Schaefer, Esq. (attendance: 10); Summer Session – Asheville, Modules 1-6, Instructors: Margaret Noel, MD, Lisa Verges, MD, Mary Donnelly, and Caroline Knox, Esq. (attendance: 38); Fall Session – Asheville, Modules 1-6, Instructors: Margaret Noel, MD, Lisa Verges, MD, Mary Donnelly, and Caroline Knox, Esq. (attendance: 30); Online version (51 received).

Community Outreach
Alzheimer’s Association WNC Annual Conference, Asheville, Elizabeth Stavish/McKenzi Wallin, educational table 4/25/2018 (participation: 85); World Elder Abuse Day, Carrier Park, Asheville, McKenzi Wallin, Ripley Hotch, educational table, 6/12/2018 (participation: 25); Prime Time Living Health & Retirement Expo, Lelia Patterson Center, Hendersonville, McKenzi Wallin, Pat Hilgendorf, and Mary Donnelly, educational table, 7/12/2018, (participation: 50); Alzheimer’s Association 2018 Walk to End Alzheimer’s, Pack Square Park, Asheville, McKenzi Wallin, educational table, 9/15/2018 (participation: 60); Givens Ministries and Partnerships (GMAP) Bus Tour, Givens Estates, Asheville, McKenzi Wallin and Virginia Templeton, MD, 9/26/2018 (participation: 30); “About MemoryCare,” NTCA Chili Cook-Off, NTCA Offices in Biltmore Park Town Square, McKenzi Wallin, Asheville, 10/31/2018 (attendance: 100); “About MemoryCare” and educational table, Ladies Night Out, B.B. Barns Garden Center, McKenzi Wallin, Asheville, 11/1/2018 (attendance: 150); “About MemoryCare” presentation and educational table, Ladies Night Out, B.B. Barns Garden Center, McKenzi Wallin, Asheville, 11/8/2018 (attendance: 150); Educational table, Givens Gerber Park Health Fair, Givens Gerber Park Community Room, McKenzi Wallin, Asheville, 11/9/2018 (attendance: 150); National Philanthropy Day, Renaissance Hotel, McKenzi Wallin, Asheville, 11/15/2018 (attendance: 15); Educational table, Second Annual Dr. Suzanne Landis Geriatric Summit, MAHEC, McKenzi Wallin, Asheville, 11/16/2018 (attendance: 60).

Special Events
Conference for Multi-Disciplinary Healthcare Professionals Caring for People Living with Dementia, Blue Ridge Community College, Flat Rock, 10/16/2018 (attendance: 150); MemoryCare Education Series: “Bearing the Burdens of Grief,” presented by Bill Smutny, The SECU Center for MemoryCare, Asheville, 12/6/2018 (attendance: 35).

Cognitive Health Screening
Senior Opportunity Center, Asheville, 1/23/2018 (individuals screened: 1); Weaverville First Baptist Church, 2/21/2018 (individuals screened: 9); Shiloh Recreation Center, 4/13/2018 (individuals screened: 6); Marshall Senior Center and Nutrition Site, 4/23/2018 (individuals screened: 7).

Clinical Observation/Students

Total of 48 presentations, 14 community events with 2,077 individuals reached.

NOTE: Attendance and presentations are counted only once in shared presentations.
MemoryCare 2018 Operating Income
Total Operating Income: $1,465,931*

- Medical Insurance Fees - 32%
- Donations/Investment Income - 36%
- Caregiver Fees - 25%
- Grants - 7%

MemoryCare 2018 Operating Expenses
Total Operating Expenses: $1,462,696*

- Clinical/Care Management Services, 86%
- Development, 6%
- Other, 3%
- Supplies, 3%
- Rent/Occupancy, 1%

*amounts are based on pre-audit, modified cash basis and do not include capital income/expense
ACCOUNTABILITY STATEMENT

- MemoryCare is a 501(C)(3) non-profit, charitable corporation (Federal Tax ID: 56-2178294) governed by a board of directors who are members of our community.

- We are licensed by the state of North Carolina to do charitable solicitation.

- The program has received significant grant support from The Duke Endowment, The Fullerton Foundation, The Community Foundation of Western North Carolina, The Janirve Foundation, The Kate B. Reynolds Charitable Trust, Deerfield Episcopal Retirement Community, The Community Foundation of Henderson County, The Cannon Foundation, The Buncombe County Aging Coordinating Consortium, Mission Health, and United Way of Asheville and Buncombe County. We have received in kind assistance with occupancy costs from the Givens Estates, Yancey County Hospice, The Haywood County Senior Resource Center, and South College.

- MemoryCare completes a certified audit annually.

- MemoryCare works with community organizations (the Western North Carolina Chapter of the Alzheimer’s Association, Mountain Area Health Educational Center, Adult Day Care programs, Buncombe and Henderson County Councils on Aging, Land of Sky Regional Council, Mission Health, and Project C.A.R.E.) to provide education, avoid duplication of services and promote collaboration.

- MemoryCare’s Board of Directors monitors service activity and financial statements on at least a quarterly basis and authorizes a yearly Caregiver Outcomes Survey.

MemoryCare is a community-based, charitable nonprofit organization providing expert medical care to those living with dementia and support, education and training for their caregivers. Insurance does not cover the cost of our best practice care. We serve all with need.
Staff Directory 2018

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Visit our website for additional information: www.memorycare.org
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