



MEDIA RELEASE

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FOR IMMEDIATE RELEASE

TORONTO COMPANY BECOMES THE FIRST PRIVATELY HELD LONG-TERM CARE PROVIDER IN ONTARIO TO RECEIVE RENOWNED BUTTERFLY ACCREDITATION.

primacare Living Solutions™ has become the first privately held long-term care provider in Ontario (and only the second Home overall) to receive the distinguished Butterfly Model of Care accreditation for dementia care. The Butterfly model focuses on delivering emotion-focused care that connects with people in a dignified, human way. It addresses the holistic needs of the individuals and supports quality of life for each person living with a dementia across the whole of their lived experience.

According to Jill Knowlton, COO of primacare, “The Butterfly Model changes the way we relate to people and the way we deliver care. It challenges staff to connect with people on an emotional level. Doing so helps us improve the quality of life of our residents who experience dementia. And when their family members see what the Butterfly Model does for their loved ones, it improves their quality of life as well.”

The Butterfly Model of Care was developed by Dementia Care Matters™, an international transformative support and culture change organization based in the United Kingdom with more than 24 years of experience in this field. The introduction of this model requires radical changes in staff roles, training, day-to-day operations as well as to the physical design of the Homes - a process that takes more than a year to plan and implement.

“This was truly a transformative experience from the inside out,” says Knowlton. “We experienced a complete cultural change in our organization that affected all of us very deeply. It was a lot of hard work but, in the end, when you see the impact it has on our residents and the joy it gives family members and staff, it is all worth it.”

“This cultural shift was a major challenge,” says Matthew Melchior, President & Co-Founder of primacare Living Solutions. “But our care team met that challenge head on. All the credit for this accomplishment belongs to them. They really went above and beyond and I couldn’t be more proud of them.”



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primacare Living Solutions implemented the Butterfly Model of Care in their Henley House long-term care home. Henley House is located in St. Catharines Ontario (about 115 km from Toronto) and features six unique "neighbourhoods" each named after well-known parks in the area. One of the neighborhoods that houses residents with dementia was transformed using the Butterfly model. It includes colourful wall murals, brightly coloured furniture and many sensory accessories that help stimulate brain activity in people with dementia. In addition, staff were trained on how to take a more relational approach to meeting the needs of their residents. As a result, they have seen positive change in resident-centred metrics including a significant reduction in the use of anti-psychotic medications, a reduction in responsive behaviours, weight gain and improved social engagement.

The accreditation process supervised by Dementia Care Matters is a rigorous procedure that takes more than a year to implement. It entails regular observation and consultancy by experts from Dementia Care Matters and is resource intensive. "We're proud to be the first privately-owned long-term care provider in Ontario to be accredited as a Butterfly Model of Care home," says Melchior. "We wanted to do this because we believe delivering the right care the right way is all that matters. We're a family run operation and we see our residents as part of our extended family. So we look after them the way we would our own."

For more information on primacare Living Solutions and/or the Butterfly Model of Care accreditation, please contact Jill Knowlton at:

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BACKGROUNDER FOR PRIMACARE LIVING SOLUTIONS™ INC.

primacare Living Solutions Inc. is a privately held long-term care provider based in the province of Ontario. It is committed to providing seniors with a myriad of innovative, sensitive and inclusive living solutions and support services, whatever their individual needs may be. primacare's demonstrated leadership in the area of diversity, both in terms of policy (resident's rights) and as reflected in the mosaic of its employees, is ground-breaking within the long-term care sector.

Established in 2010, primacare now operates 480 beds across 3 residences located in Brampton, St. Catharines and London, Ontario; each of which is an RNAO Best Practice Spotlight Organization (BPSO) designate. In 2018 it was awarded a major research grant by CABHI (Centre for Aging + Brain Health Innovation/Baycrest) to study how virtual reality technology can be used to better care for residents with moderate to severe dementia. And in 2019 primacare became the first privately held long-term care provider in Ontario to receive the distinguished Butterfly Model of Care accreditation.

Together with its affiliates Ram-land Limited and Coram Construction Solutions Inc., primacare helps seniors enjoy their golden years by delivering innovative, sensitive and inclusive living solutions and support services.

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