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FOR IMMEDIATE RELEASE

**ONTARIO LONG-TERM CARE PROVIDER IS FIRST
WITH TWO FULLY ACCREDITED BUTTERFLY MODEL OF CARE HOMES.**

Primacare Living Solutions™ has become the first and only long-term care provider in Ontario with two Homes receiving the distinguished Butterfly Model of Care accreditation for dementia care.

Primacare's Henley Place Home in London, Ontario received its Butterfly Model of Care accreditation on December 18, 2020. It joins Henley House in St. Catharines, Ontario that received its accreditation in December 2019. Primacare also has a third home (Burton Manor in Brampton, ON) currently undergoing Butterfly accreditation that should be completed in fall 2021.

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 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 transformational," says Knowlton. "Despite the delays and difficulties faced due to the COVID-19 pandemic, we intentionally continued this work given the importance of emotion focused care. It was a lot of hard work but, in the end, when



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you see the impact it has on our residents and the joy it gives family members and staff, it's all worth it."

"This cultural shift was a major challenge, especially during the pandemic," 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."

Henley Place is situated in London, Ontario and features six unique neighbourhoods named after well-known parks in London. 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 a reduction in the use of anti-psychotic medications and improved social engagement.

The accreditation process supervised by Meaningful Care Matters is a rigorous procedure that entails regular observation and consultancy by experts from Meaningful Care Matters. "We're proud to be the first long-term care provider in Ontario to have two locations accredited as Butterfly Model of Care homes," 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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