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Sterling Estates of West Cobb Opens New Memory Center

Center of Excellence “The Grande” utilizes unique approach to Alzheimer’s

Marietta GA (5 June 2019) -- [Sterling Estates of West Cobb](#) opened its new Memory Care Community, [The Grande at Sterling Estates](#), on June 3, 2019. The Grande, with 36 resident suites and one of only 30 certified [Centers of Excellence](#) in the country, employs caregivers trained on a unique evidence-based approach to caring for those with dementia developed by the Hearthstone Institute and Dr. John Zeisel. The [I’m Still Here®](#) approach is based on the belief that a person living with Alzheimer’s or dementia, is “still here” and can experience a high quality of life regardless of the degree of memory loss.

Mike Brown, managing partner of Sterling Estates Senior Living Communities, noted: “With the opening of The Grande at Sterling Estates, we are excited about giving hope on a daily basis to those living with this horrible disease. We designed this building and the grounds in consultation with Dr. Zeisel, implementing his evidence-based, proven philosophy of caring for those with dementia and Alzheimer’s. We want to prove that those with the disease can still connect with others and find happiness through thoughtful and meaningful daily activities and interactions with others. We are excited to bring The Grande at Sterling Estates to those who need it in the greater Atlanta community.”

The Sterling Estates team and its architects, [Rule Joy Trammel + Rubio, LLC](#), along with Dr. Zeisel, designed The Grande at Sterling Estates with strategically placed common rooms and resident suites, creating a natural flow for residents that fit their patterns of movement throughout the day. This purposeful layout allowed a maximum amount of natural sunlight throughout the community. A beautifully landscaped, secure courtyard allows for residents to take walks throughout the day and experience the outdoors as they always have throughout their lives.

“The goal of the I’m Still Here® programming,” Dr. Zeisel explained, “is for residents of The Grande to live with daily purpose, discovery and joy that they might otherwise not have. While the major drug companies have spent billions of dollars in unsuccessful attempts to find a cure, we tackle the disease from a different non-pharmacological angle - to connect to people with the disease on a daily basis through their skills and capabilities that haven’t diminished over time or at least has done so more slowly. Using Montessori-inspired methods, the care team at The Grande does this throughout the day by engaging residents in clubs, classes, and committees. Residents are active throughout the day in group activities centered around art, music, hobbies and passions that can be rediscovered and enjoyed.”

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“There is a new message to be heard,” Dr. Zeisel exclaimed. “People living with Alzheimer’s are still people. Alzheimer’s is treatable. Don’t give up. That’s the philosophy of those involved at The Grande at Sterling Estates and the philosophy we share with them.”

For more information about The Grande at Sterling Estates, please call 770.255.7000 or visit our website at TheGrandeatSterlingEstates.com.

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About Sterling Estates

We build with more than bricks and mortar - we build [Sterling Estates](#) senior living communities with a commitment to provide the finest lifestyle, services and care for our residents. Our desire to build and operate these communities came out of a need to offer our own family members better lives, and we strive to do the same for you and yours.

Current Sterling Estates are located in [East Cobb](#) and [West Cobb](#), with a future development in Cumming, Georgia, [Sterling Estates of Forsyth](#), to begin construction soon. Each of our communities offers exceptional living accommodations, myriad opportunities for continued happiness, and a warm, friendly environment conducive to making new friends and enjoying family.

At each of our communities, we uphold what we feel are life's most important values: service, faith, dependability, and the one special feeling that everyone in the world holds for the members of their families – hope. Hope is the common thread that, throughout the ages, has inspired people to pursue the best qualities of life. Family and hope--those are the qualities that make a life “Sterling.”

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