



Contact: Danielle Webb
Vice President Marketing & Community Relations
(513) 253-6742 | dwebb@community-first.org

Community First Solutions Celebrates First Anniversary of Award-Winning TouchPoint Sensory™ Memory Care Program

HAMILTON, OHIO, April 8, 2026 — One year ago, Community First Solutions embarked on a mission to transform the memory care experience for senior living residents living with Alzheimer's or other forms of Dementia. Today, the overwhelming demand for the TouchPoint Sensory™ Memory Care program across Community First's network of senior living communities demonstrates the significant difference it is making in the lives of residents and families throughout Southwest Ohio.

Megan Deaton, LPN, Memory Care Program Manager at Community First Solutions, has been named a **2025 Memory Care Innovation Award** winner by Senior Housing News. The Memory Care Innovation Awards program is designed to recognize passionate and innovative industry members who are shaping the future of cognitive care across behavioral health, home health and home care, hospice and palliative care, senior housing, and senior living.

“Too often, the focus is on what has been lost rather than on what still remains. Cognitive care should never be about simply keeping someone safe. It should be about helping them feel alive,” Megan explains. “Every resident deserves opportunities to connect, to belong, and to be understood in ways that go beyond words. When we see the person before the diagnosis, we create not just care, but meaning.”

Developed by Community First's Memory Care Program Manager Megan Deaton, LPN, TouchPoint Sensory™ is a pioneering, sensory-based approach to dementia care that combines touch, taste, sight, sound, and smell to foster meaningful connections among residents, their loved ones, and care teams. Inspired by her own family's experience with memory loss and backed by more than 20 years of clinical expertise, Megan created a program grounded in a simple truth that guides her work: although memories may fade, the ability to experience joy, love, and human connection never does. es everything she does: while memories may fade, the capacity for joy, love, and human connection never does.

A Program Built on Clinical Excellence and Human Connection

Drawing from two decades of experience as an LPN and Memory Care Program Manager, Megan has raised clinical standards across Community First's memory care communities through a comprehensive, person-centered framework that includes:

- Developing individualized sensory profiles for each resident that directly inform personalized care plans
- Implementing evidence-based interventions for all stages of cognitive decline, from early-stage engagement strategies to specialized approaches for non-verbal residents
- Creating structured daily programming that incorporates therapeutic elements, including cooking demonstrations, music therapy, and movement activities, while maintaining clear clinical objectives

The results have been impressive. Since its launch, TouchPoint Sensory™ Memory Care has increased overall occupancy across Community First's memory care communities to 100% — a strong sign that families are actively seeking a program



that respects the dignity, individuality, and full humanity of those living with cognitive decline. This rise in demand shows families choosing a program that sees their loved ones not just as patients, but as people with stories worth honoring. Community Support Fuels Innovation

Moved by the transformative power of the TouchPoint Sensory™ approach, residents and families have donated over \$100,000 to support the integration of advanced sensory technologies across Community First's communities. These contributions have funded Lucynt interactive projection tables that encourage cognitive stimulation through light and sound, and Crdl® care instruments that foster meaningful connections by translating touch into sound.

Megan's work clearly shows that innovation in memory care isn't just about new technologies. It is about fundamentally reimagining what is possible for those living with cognitive decline, and creating care systems that honor each resident's past, involve their present, and preserve their dignity every single day.

Shaping the Future of Memory Care

Megan's influence extends far beyond direct resident care. Through comprehensive staff training programs, family education initiatives, and industry presentations, she is actively shaping the next generation of cognitive care delivery across the region. Her work positions Community First Solutions as a true leader and innovator in memory care, not just in Southwest Ohio, but nationally.

"In just one year, TouchPoint Sensory™ has evolved from an idea into a movement of meaningful moments. Together, we've demonstrated that when every interaction is intentional, every resident experience can be exceptional. The first year was only the beginning — and the future offers even more chances to build connection, purpose, and joy through each TouchPoint." - Megan Deaton, LPN

As TouchPoint Sensory™ Memory Care celebrates its first anniversary, Community First Solutions is proud to honor not just the program's milestones, but the lives behind them — residents whose dignity is upheld every day, families who found the care they were searching for, and a care team whose compassion and dedication are redefining what memory care can and should be.

###

Community First Solutions is one of the region's largest not-for-profit organizations dedicated to providing comprehensive health and wellness services throughout Southwestern Ohio. Since 1918, the organization has served thousands of families through its integrated regional network of senior living communities, post-acute care, behavioral health services, pharmacy services, and community supports. Community First Solutions is committed to innovation, quality care, and community partnership in addressing the evolving needs of an aging population.

Guided by the mission of People First. Always, the organization remains committed to enriching the lives of individuals and families at every stage of life. For more information, visit community-first.org.