

## **Purple Flag Partnership FAQ**

### **What is Purple Flag accreditation?**

Purple Flag for Dementia Care™ is an accreditation program developed to recognize excellence and promote continuous improvement in the quality of life for individuals living with Alzheimer's disease and other dementias. Purple Flag was created through a collaboration between the Institute for Senior Living Education (ISLE) and the Connecticut Assisted Living Association (CALA).

### **How many communities are currently accredited?**

Presently, there are 31 senior living communities accredited by the Purple Flag program with many additional submissions pending. Purple Flag has seen tremendous growth in 2023 and 2024.

### **What do communities receive as part of accreditation?**

Accredited communities receive a distinctive Purple Flag symbolizing their commitment to the highest standards in memory care. Communities also gain access to best practices, ongoing support, resources to maintain and improve care quality, promotional assets and networking opportunities.

### **Is the accreditation only for memory care settings?**

No, Purple Flag accreditation is not limited to memory care settings. It is applicable to various care environments including traditional assisted living communities, memory care specific assisted living settings, hospice, and home care agencies.

### **Is training available?**

Yes, the program includes a curriculum for communities to ensure providers are equipped with the best practices in dementia care. Purple Flag will provide support and assistance as needed through the entire accreditation process.

### **Is this only for organization members?**

No, accreditation is available to any qualifying organization that meets the necessary standards and criteria.

### **Who awards the Purple Flag accreditation?**

The accreditation is awarded by the Purple Flag for Dementia Care accreditation program and its parent organization, the American Institute for Dementia Care.

**What are the eligibility criteria?**

Eligibility criteria include demonstrating conformance with a range of elements across 10 program standards or themes, which cover various aspects of person-centered dementia care and resident support.

**What standards and benchmarks must be met?**

Communities must meet the requirements as described in 10 program standards or themes that cover cognitive and physical evaluations, individualized resident care, specialized dementia treatment, and inclusive educational support for residents and families.

**What is the application process?**

The application process involves a thorough audit and review of care practices to ensure compliance with the program's standards. Details on the exact steps can be found by contacting the Purple Flag program directly.

**What documentation and evidence are needed?**

Applicants must provide comprehensive documentation that demonstrates their adherence to various elements contained in the 10 practice standards. This includes evidence of cognitive and physical evaluations, staff training records, and individualized care plans.

**What are the costs involved?**

The costs associated with the accreditation process vary according to the number of settings in a corporate network. Additional information regarding fees and expenses may be obtained by contacting the Purple Flag team directly.

**How long does the review process normally take?**

We estimate around a month depending on the number of pending submissions.

**What are the benefits of Purple Flag accreditation?**

Benefits include recognition of excellence in dementia care, access to a network of accredited communities, ongoing support and resources, enhanced trust and credibility with residents and their families, staffing retention, improvement in quality, additional interest from

potential residents and families, and proactively accessing industry best practices to stay ahead of the curve.

**Are there examples of successful accredited communities?**

Yes, the Purple Flag website features each Purple Flag accredited community which includes the first two organizations to adopt Purple Flag accreditation corporate-wide in each of their communities - Senior Living Residences and Epoch Senior Living. Each accredited organization featured on the Purple Flag website has demonstrated great leadership in memory care.

**What support and resources are available?**

Accredited communities receive ongoing support, resources for continuous improvement, and a curriculum to implement any needed training to maintain high standards of care. Communities are also provided access to a vast amount of marketing assets and tools on the media kit webpage, along with promotional items.

**How is the assessment conducted, and by whom?**

Assessments are conducted by qualified auditors from the Purple Flag program, who evaluate compliance with the practice standards and provide feedback for improvement.

**How often must a community be reaccredited?**

Communities must undergo the reaccreditation process every three years.

**What common challenges do applicants face?**

Common challenges include meeting the comprehensive standards, ensuring all staff are adequately trained, and maintaining consistent documentation and care practices.

**How can communities address issues identified in the submission review?**

Communities can address issues by implementing the recommendations provided by the auditors, enhancing staff training, and continually improving their care practices to meet the accreditation standards. The Purple Flag team is available to provide assistance to applicants as needed.