

Preventing Social Isolation of Residents

At Brightview Senior Living, we are committed to empowering residents to live with purpose, connection, and joy. Our goal is to create a dynamic environment where residents build meaningful relationships, explore their passions, stay active, and remain connected to the larger community. Our Vibrant Living team employs a variety of strategies and tools to prevent the isolation of residents living in the community.

Brightview's Flourishing program is specifically designed to help new residents integrate into the community and make connections with neighbors and associates. Every director in the community plays a part in this process to help new residents fully acclimate to their new home. The community's Resident Ambassadors help greet new residents and may escort them to and from the dining room and programs for the first few days as needed.

The community offers 1:1 technology support to facilitate communication and connection with family, friends, and others through emails, phone calls, video conferences, and more. The community phone number is prominently displayed on our website and social media pages for those looking for information and updates. We also display activity calendars in our community and via monthly resident and family newsletters for information on upcoming events. Family and friends may follow our Facebook page to view photos of recent events and their loved ones.

For residents living in Assisted Living or Wellspring Village, associates communicate with families through the Bright Moments program. Associates routinely input notes, photos, and other information about residents to share with their loved ones.

Brightview Eatontown
COVID-19 Outbreak Response Plan

Communities will notify residents, families, and associates no later than 5PM the next calendar day after learning of a positive case in writing by email. Any questions should be directed to the Executive Director at 848-377-3600. If this positive case impacts the community's ability to conduct communal dining, activities or operation of the hair salon, residents, families, and associates will be notified in this communication, in addition to any other mitigating actions to be taken. Any positive residents will be isolated to their apartment homes per current Department of Health guidelines. Any positive associates will be required to remain out of work until symptoms are resolved and/or the appropriate amount of quarantine time has passed based on current Department of Health guidelines, as well as consultation with local public health officials. Contact tracing will also be executed upon the notification of any positive associate or resident, and our associates will monitor residents daily for any change in status where a potential presence of communicable disease may be indicated. Regular updates will be distributed to families as well, sharing any changes to restrictions, visitation, or general community happenings. Visitors will continue to be screened upon entry to the community. Should both indoor and outdoor visitation restrictions be necessary due to an outbreak in the community, we will revert to our quarantine resident communication system, involving scheduled FaceTime visits, in-person compassionate care visits, and phone calls with residents by appointment to stay connected during this difficult time. Should an outbreak occur in Assisted Living or Wellspring Village, our community's associates are trained through in person PPE training by the community's Infection Preventionist at minimal annually and as needed, to safely execute all aspects of the isolated individual's care including meal delivery, personal care, Face Time visits with family, 1:1 activities, and anything else the individual needs. Should there be a staffing shortage, the community has secured contracts with outside staffing agencies who will supplement their needs as appropriate. Please contact our community's Executive Director for any urgent questions, comments, or complaints at 848-377-3600.