



CAMBRIDGE

Senior Housing & Healthcare Capital

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PRESS RELEASE

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WHAT ILLNESS DO AMERICANS FEAR MOST?

Some will find the answer to this question surprising. According to *Kaiser Health News* columnist Judith Graham, the answer isn't cancer, stroke or heart disease. Alzheimer's disease has this dubious distinction.

Graham points out that, time and again, "we're told that as this condition progresses, those who are affected fade away and are tragically robbed of their identities. But a sizable body of research suggests this narrative is mistaken," she says.

"What the research shows is that people with Alzheimer's and other types of dementia retain a sense of self and have a positive quality of life, overall, until the final stages of the illness. They appreciate relationships and value opportunities to express themselves.

"And they enjoy feeling at home in their surroundings," she points out.

Cambridge Realty Capital Companies Chairman Jeffrey A. Davis says the Benjamin Rose Institute on Aging has launched a new program that appears to be structured around these insights. The program allows early-stage dementia patients to participate in their own care planning, potentially easing the burden for both the person with dementia and their concerned family members.

Mr. Davis says the program outlines a care plan for loved ones to follow as the condition progresses. Known as SHARE, the program is based on two decades of research by the Institute.

According to information provided, the SHARE toolkit includes an iPad app that lists tasks in a set of color-coded circular diagrams. Under the guidance of SHARE counselors, duties can be assigned to caregivers, whether they're family, friends or professional service providers.

SHARE enables early-stage dementia patients to contribute to planning of daily activities such as finance management, food shopping, and preparation and personal hygiene. Planning these tasks is also a stress reliever for people who feel overwhelmed by a family member's diagnosis of Alzheimer's disease or other form of dementia.

An investigation conducted by the Benjamin Rose Center for Research and Education indicates that early-stage dementia patients benefit from active participation in their care plan. Ongoing communication increases knowledge about available services, and preempts difficult questions regarding care that may be embarrassing for the recipient, the Institute reports.

Privately owned since its founding in 1983 as a real estate investment banker specializing in commercial real estate properties, Cambridge today has three distinctive business units: FHA-insured HUD loans, conventional financing, and investments and acquisitions. The company is one of the nation's leading senior housing and healthcare debt and equity capital providers, with more than 400 closed senior housing transactions totaling more than \$4.5 billion since the early 1990's, when the firm began its specialization in providing senior housing capital.

Cambridge has consistently ranked among the country's top five FHA-insured HUD lenders (now HUD Lean) over the last 15 years and offers an array of conventional lending options, including permanent construction and interim loans on either a floating or variable rate basis. The company's principal investment strategy includes direct property acquisitions, joint ventures and sale/leasebacks. The company has acquired 16 facilities totaling approximately \$60 million.

Cambridge is the creator of *The Signature Experience*[™], a four-step process designed to transform the traditional lender/borrower relationship and identify "ideal" capital solutions for worthy projects. The company has a national origination office in Los Angeles, and numerous correspondent and brokerage relationships nationwide.

Cambridge publishes the bi-monthly Capital Wisdom(R) electronic newsletter, which delivers company news and feature stories via e-mail to corporate friends and clients as well as monthly updates of other relevant news and breaking trends. Additional information is available on the Cambridge website, www.cambridgecap.com, and Cambridge can be reached at (312) 357-1601 or via e-mail to info@cambridgecap.com. The firm also has embraced social media and networking via Twitter at <http://twitter.com/cambridgecap>, via Facebook at <http://www.facebook.com/cambridgecap>, via blog at www.cambridgecap.com/blog and via LinkedIn at <http://www.linkedin.com/companies/454232>, where information on the firm and its employees can be found.

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