



For Immediate Release

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Brooklyn Care Setting Earns National “Excellence in Care” Distinction from Alzheimer’s Foundation of America

The Watermark at Brooklyn Heights is the Only Care Setting in New York State to Currently Hold This Distinction

September 30, 2025— The Alzheimer’s Foundation of America (AFA) announced that The Watermark at Brooklyn Heights has been named a national “Excellence in Care (EIC) Dementia Care Program of Distinction.” Dementia care settings are eligible to achieve this national recognition after successfully undergoing an extensive evaluation of staff, procedures, and environment, ensuring best practices in dementia care. This is the first time that the Watermark at Brooklyn Heights has received this distinction, and it is the only care setting in the state of New York currently designated as an EIC site.

“The Watermark at Brooklyn Heights is one of the only care settings in the country to meet the national standard of excellence in dementia care set forth in the EIC program,” said Charles J. Fuschillo, Jr., AFA’s President and Chief Executive Officer. “Their commitment to high quality, person-centered dementia care, and promoting and protecting the health, safety, and well-being of individuals living with dementia is impressive. Congratulations to The Watermark at Brooklyn Heights on attaining this national level of excellence.”

To earn this distinction, EIC sites must meet certain standards set forth by AFA focusing on the following three areas: facilitating meaningful living, promoting safety and security in the

environment, and overall health and wellness of the care community being serviced. Assisted living residences, skilled nursing facilities, continuing care residential communities, adult day programs, group homes, and senior centers that provide care to individuals living with dementia are eligible to participate in AFA's Excellence in Care Dementia Care Program of Distinction.

Jennifer Tapner, Executive Director of the Watermark at Brooklyn Heights, said, "We are proud to be the only senior living community in New York State to earn this prestigious distinction from the Alzheimer's Foundation of America. This certification reflects the expertise and commitment of our Memory Care associates and affirms our promise to provide seniors living with dementia a safe, supportive environment where they can continue to live with dignity and purpose."

The Watermark at Brooklyn Heights is a luxury senior living community in Brooklyn dedicated to providing high quality daytime care to older and impaired adults and to help improve the quality of life for them and their caregivers by offering support, relief, respite and counsel. They provide independent living, assisted living, memory care, and short-term respite care. They have 24/7 caregiver support; wellness programs; preventive health screenings; and holistic/wellness offerings.

For more information on AFA's Excellence in Care program, along with information about Alzheimer's disease and caregiving support, visit www.alzfdn.org or contact AFA's Helpline at by phone (866-232-8484), text message (646-586-5283), or webchat (www.alzfdn.org).

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About Alzheimer's Foundation of America (AFA)

The Alzheimer's Foundation of America (AFA) is a non-profit organization whose mission is to provide support, services and education to individuals, families and caregivers affected by Alzheimer's disease and related dementias nationwide and to fund research for better treatment and a cure. Its services include a National Toll-Free Helpline (866-232-8484) staffed entirely by licensed social workers, caregiver support groups, educational programs and publications for caregivers, dementia-care training for healthcare professionals, the National Memory Screening Program, and more. For more information about AFA, call 866-232-8484, visit www.alzfdn.org, or connect with us on [Facebook](#), [X \(Twitter\)](#), [Instagram](#), or [LinkedIn](#). AFA holds Charity Navigator's top 4-star rating.

