

## People in the news



W. Major  
Chance

• La Jolla resident **W. Major Chance** pioneered the ActivCare residential-care community, a residence designed and built exclusively for individuals experiencing memory loss.

Operated by Health Care Group, of which Chance is the founder and CEO, ActivCare opened at Bressi Ranch in Carlsbad on Nov. 8. The residential care community will do more than meet the needs of those with memory loss; it will also offer a new life to affected individuals.

Chance has been developing programs for individuals with memory loss for more than 25 years. He was instrumental in changing legislation for care facilities to meet the needs of those with Alzheimer's and related dementia, and he founded ActivCare residential memory care, which has served more than 4,000 residents since its inception in 1988.

His vision for memory care came to light when years ago he toured one of his skilled nursing-care communities. He was uncomfortable seeing patients with Alzheimer's and dementia physically or chemically restrained due to their tendency to wander. Existing nursing home regulation did not allow for special treatment of these individuals. In his view, this was an unacceptable way for a person to spend his or her life. The ActivCare proprietary memory care program was founded to address the issue.

Since founding ActivCare, Chance has seen remarkable results. Residents who had previously been restrained or heavily sedated at other facilities became engaged in ActivCare's structured programs. They became more social, interacting with each other and staff, and found freedom to explore new areas in a secure setting that promoted independence. The activity program has been able to restore feelings of usefulness, socialization and the capacity to celebrate life, which is critical to the disease that has no cure.

Chance's newest endeavor, ActivCare at Bressi Ranch now offers accommodations for up to 80 individuals suffering from memory loss, from mild cognitive impairment to late stages of memory loss resulting from Alzheimer's disease or related dementia.

"This is the next generation of memory-care communities. Every part of this building is purposefully built for individuals experiencing memory loss," Chance said. "ActivCare at Bressi Ranch will do more than just meet the needs of those with memory loss; it will also offer a new life to affected individuals, giving them purpose and enhancing self-esteem and providing peace of mind for their families."



Ellen Beck

• **Dr. Ellen Beck**, clinical professor of medicine in the UC San Diego School of Medicine's Department of Family and Preventive Medicine, has been named a

2011 Health Hero by *WebMD Magazine*. Each year, the magazine "celebrates visionary Americans who have overcome daunting health challenges to give back to others in truly