

# Surfacing early sensory change before cognitive symptoms

Vi La Jolla Village • Brain Health Program • December 2025 – January 2026

**100%**

returned for all sessions

**100%**

want program to continue

**91%**

Recommended to others\*

**12 → 65**

organic sign-ups via word-of-mouth

## Pilot Program Results

We tested whether brain health could be surfaced years earlier than memory decline by measuring what changes first: the senses.

Twelve independent living residents completed guided, non-diagnostic baseline assessments across smell, taste, hearing, vision, and touch. **Instead of waiting for cognitive symptoms, participants were shown how sensory changes emerge, how to track them, and when action matters.**

The result was not passive education. It produced sustained participation, organic demand, and real follow-through, demonstrating a new, earlier visibility layer for brain health that does not exist in senior living today.

## RESIDENT AND OPERATOR FEEDBACK

*"Many of our residents were surprised by how strongly the senses influence brain health. The Know Your Senses program helped transform that awareness into proactive, preventative action."*

-Mellany Hanson, Lifestyle Director

*"If you get a chance to take this class, do not miss it."*

*"I hope you'll offer this to everybody."*

-Vi La Jolla Residents

### What they **FOUND**

Things they didn't know about:

- ▶ **Two residents** scheduled eye exams and updated glasses
- ▶ **One resident** pursued ear-wax removal, retested with improved scores
- ▶ **One resident** needed more support than anyone realized—caught early, handled with dignity

*In one instance, the group format surfaced a need for more individualized support, enabling appropriate follow-up through higher care pathways while preserving dignity and independence.*

### Why it **WORKS**

**Residents participated in 3 interactive class sessions** on the five senses: smell, taste, hearing, vision, and touch.

Each session connected everyday sensory experiences to brain health accessibly and non-clinically.

Hands-on interactive demonstrations drive engagement and continue to drive interest well after sessions ended.

*The sensory focus was more approachable and less intimidating than traditional brain health topics.*

## PARTICIPANT OUTCOMES

▶ Program Satisfaction: 5/5 overall

▶ 75% willing to pay for ongoing access

▶ Smell Training: 6 of 8 improved (avg +1.5 pts) one gained +5 pts

▶ Memory Tracking: Baseline established for long-term monitoring

## Turnkey Preventative Brain Health Programming

An operational layer for brain health built on early sensory signals.

✔ High engagement, no added staff burden

✔ Organic demand fuels community buzz

✔ Differentiation in tours and intake

✔ Extends existing wellness efforts

*Proactive risk identification disguised as your most popular programming.*