



# DISCOVER THE KENSINGTON BETHESDA

A LOVE LIKE NO OTHER THIS WINTER SEASON



## A SEASON OF NEW BEGINNINGS AS WE PREPARE TO OPEN OUR DOORS IN BETHESDA

As we welcome embrace the serene beauty of winter, I am filled with excitement and gratitude for the journey ahead. **The start of a new year brings fresh opportunities and renewed hope—and for us at The Kensington, it marks a pivotal moment as we prepare for the highly anticipated opening of The Kensington Bethesda in Summer 2025.**

**The Kensington Bethesda is being thoughtfully designed to embody our Promise: to love and care for your family as we do our own.** This commitment has always been at the heart of our mission, and we are thrilled to extend it to the Bethesda community. With every detail, from the warm and inviting interiors to the personalized care programs, we aim to create a place where seniors thrive and aging adults find peace of mind.

Stop by our Welcome & Information Center at 5272 River Road, Suite 100 in Bethesda, MD to learn more about our soon-to-open community. **We are also thrilled to invite you to explore our beautifully designed model rooms, available for tours this February.** Let us guide you in embracing the winter season with your loved ones. We invite you to explore our cozy lineup of complimentary events, resources, and support groups, tailored just for you!

Together, let's make 2025 a year of new beginnings and meaningful connections. I look forward to sharing updates with you as we approach the opening of The Kensington Bethesda.

Warmest regards,

*Dezy*

Executive Director



# OUR TEAM



## MEET OUR TEAM: BRINGING OUR PROMISE TO LIFE



### **Dezy Ikeotuonye , Executive Director**

*"The Kensington Bethesda is here to provide companionship and unwavering support for those caring for an older loved one."*



### **Anne Buckley, Director of Sales**

*"At The Kensington, we foster meaningful relationships built on trust, and it's this sense of connection that I truly value."*



### **Brooke Orcino, Director of Community Partnerships**

*"At The Kensington, we're all about family. Our Promise to love and care for your family as we do our own makes residents feel right at home."*



### **Ava Barberena, Team Member Services Manager**

*"At The Kensington Bethesda, Love and Care are the nucleuses of our community."*



### **Bianca Sauro, Move-In Coordinator**

*"The Kensington Bethesda team is eager to welcome you and your loved ones into our community and family."*

## MEET OUR MEDICAL DIRECTOR: DR. AMANDA GOLDFARB

Dr. Goldfarb is a compassionate and experienced Geriatric Physician with 13 years of expertise in managing highly complex health issues of elderly patients. She has a strong background in both inpatient and outpatient settings, with a focus on geriatric syndromes, chronic disease management, and preventive care. She has shown leadership in developing and implementing comprehensive care plans, enhancing patient quality of life, and leading multidisciplinary teams. Dr. Goldfarb expertly guides patients and their families through complex decision-making, ensuring that care plans align with individual values, preferences, and goals of care. Welcome to our Kensington Family, Dr. Goldfarb!







# OUR COMMUNITY



Scan or click [HERE](#)  
to view our live  
construction cam!

## WHAT MAKES US DIFFERENT: AGING IN ONE PLACE

**Exceptional Assisted Living:** With a high degree of sensitivity, care partners respect residents' need for independence, while carefully watching for cues when they need to lend additional support.

**Personalized Memory Care:** Memory care is most effective when the resident's degree of memory loss is considered in designing their unique memory care program. Differentiated memory care is achieved through our three distinct "neighborhoods," where our residents call home:

- **The Kensington Club, Early Stage:**

Our unique early-stage memory care program is designed for residents experiencing mild changes in cognition. It features a strong relationship-based focus, peer support, sensory movement and family participation.

- **Connections, Early to Middle Stage:**

We help residents remain engaged in activities that give meaning and purpose to their lives. Connections provides a fully-secured environment to maximize safety, in an intimate, elegant, yet comfortable living space.

- **Haven, Middle to Late Stage:**

In a soothing, familiar, and peaceful environment, resident comfort is maximized while they receive a higher level of care and assistance. Residents are given opportunities to be involved in meaningful ways.

**Couples Care:** The Kensington Bethesda keeps couples together, even when care needs differ. With a variety of suite styles offered across our personalized assisted living and three tiers of memory care, couples are able to reside together.

**Engagement Through Life Enrichment:** Our full-time dedicated team is proud to offer a wide variety of programming seven days a week, including Expressive Art Therapies including Music Therapy, Art Therapy & Brain Wellness.



*Our promise is to love and care  
for your family as we do our own*

**Love for Seniors • Respect for Each Other  
Passion for Excellence • Spirit to Serve**



A Love Like No Other This Winter Season  
Follow Us On Instagram:  
**@KensingtonSeniorLiving**



Don't Miss A Beat!  
Follow Us On Facebook:  
**@TheKensingtonBethesda**



Join Our Kensington Bethesda Team!  
Click [HERE](#) or Visit Our Careers Page

## UPCOMING EVENTS

**February 19th  
5:30pm-6:30pm**

**Monthly Caregiver  
Connect Support  
Group**

Pamela Mills,  
Associate Director of  
Care Management  
at Corewood Care

**February 26th,  
11am-12pm**

**Kensington  
Memory Café**

A Gathering for  
Caregivers & Loved Ones  
with Mild Memory Loss

**March 15th & 16th,  
10am-1pm**

**The Kensington  
Bethesda Open  
House**

Join Us for a Tour &  
Explore our Model Rooms

## VISIT OUR WELCOME & INFORMATION CENTER

5272 River Rd, Suite 100,  
Bethesda, MD 20816

**[www.TheKensington  
Bethesda.com](http://www.TheKensingtonBethesda.com)**

