



PURPLE FLAG EXCELLENCE IN DEMENTIA CARE™ ACCREDITED COMMUNITY

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WHO WE ARE

Achieving Purple Flag Excellence in Dementia Care™ accreditation means your care setting has successfully demonstrated excellence in the area of memory care. Our standards assess an organization's ability to provide collaborative care in a safe, functional and respectful environment, ensuring not only quality of care but also quality of life. Purple Flag accreditation is the perfect tool for improving internal processes, instilling trust, and building relationships—not only with those seeking care but also with their families, staff and healthcare providers.



CONFIDENCE

Purple Flag Excellence in Dementia Care™ accreditation provides an extra level of confidence for care providers, seniors, residents, and their families in the quality and safety of care, treatments, and services provided to individuals living with dementia. It offers peace of mind to loved ones and families, knowing their loved ones are in good hands and that the team is committed to ensuring the highest quality of life.



PRIDE

Purple Flag Excellence in Dementia Care™ accreditation cultivates an environment of continuous improvement. Purple Flag provides care settings with practical tools to strengthen performance and maintain consistency in delivering high-quality care using effective, data-driven performance improvement methodologies. Together, Purple Flag-accredited providers set the gold standard for memory care.



INNOVATION

Purple Flag Excellence in Dementia Care™ accreditation promotes a culture of excellence across the organization. It creates a loyal, cohesive team and attracts high-quality staff through its commitment to quality. Purple Flag supports organizations in building trust and nurturing authentic, caring relationships among team members, and the individuals they care for. Through education and resources, it prepares teams to be even more successful in the future.



COMMITMENT TO EXCELLENCE

Purple Flag Excellence in Dementia Care™ accreditation improves the quality of resident care by helping organizations establish a consistent approach to adhere to best practices and safety efforts, reducing the risk of error. Accredited organizations undergo a thorough evaluation process, demonstrating excellence in 10 best-practice program standards. This ensures staff members excel in their duties and that standards and policies are up-to-date and compliant. Accreditation requires the adoption and implementation of person-centered memory care plans to improve the quality of life for individuals living with dementia.