

Rachelle Blough

Having worked in the senior living world since 1995, Rachelle L. Blough is a Certified Recreational Therapist, a Certified Dementia Practitioner and a Certified Alzheimer's Disease and Dementia Care Trainer for the National Council of Certified Dementia Practitioners (NCCDP).

Rachelle is passionate about teaching and has shared her vast knowledge regarding memory care and life enrichment to over 1000 participants in various classrooms, conferences, etc over the years. But she is not just a lecturer - with an interactive style, she engages participants to share their own stories and experiences in a manner that is fun and approachable.

Rachelle most recently served as Vice President of Life Enrichment and Innovation for Bay Bridge Senior Living, where she established progressive and innovative assisted living and memory care programs for this quickly growing company.

But her way there included a variety of community level positions including Activities Director, Program Director, Associate Executive Director, and Director of Community Relations. With Sunrise Senior Living, she was promoted to Regional Director of Memory Care/Program Manager, supporting over 100 communities in the Midwest and Canada. In this position, she trained and coached Assisted Living Coordinators, Activities and Volunteer Coordinators, and Alzheimer's Program Directors throughout North America.

Rachelle continued to broaden her experience by becoming Assistant Vice President of Quality of Life Programs and Corporate Director of Memory Care Services for a Chicago based skilled nursing group. Here she led the charge in the creation and standardization of memory care services for 10 skilled nursing communities in the Chicago area. She also served as National Director of Assisted Living and Memory Care Resident Enrichment Programming for another well known senior living company.