



# What We Can Learn from The Hogeweyk®: The Dementia Village in Amsterdam

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# Why this Matters

## Growing Population of Individuals with Dementia

- Over 7 million Americans living with Alzheimer's Disease
- 1 in 3 older adults die with Alzheimer's or other form of Dementia
- The U.S. is seeing the largest population of elderly individuals in our history

## Caregiver Impact

- Nearly 12 million Americans provide care for people with Alzheimer's or other form of Dementia
- Caregivers provide more than 19 billion hours of care valued at \$413 billion



# How Do We Currently Approach Dementia Care?

# The Traditional U.S. Approach

Medicalized  
Model

Institutional  
Bias in Funding

Safety &  
Liability  
Culture

Family Care  
Burden as  
Default

Pharmacological  
Management of  
Behavior

Regulatory  
Compliance >  
Person-Centered  
Care

Separation from  
Broader  
Community Life

Socioeconomic  
Disparity in  
Care



# Our Experience

# Our Assumptions Going In

- It's a "Pretend Play" environment where people "feel" they are living a "normal" life.
- It's like an Independent or Assisted Living. They aren't providing Skilled Care.
- It's for people with early/mild Dementia.
- It could only work in Dutch/European Culture.
- It still segregates the resident population from the greater community.

# Life, Not Fiction



# The Hogeweyk®

Located in the Netherlands; founded 2009

Dementia “village” designed to resemble real life

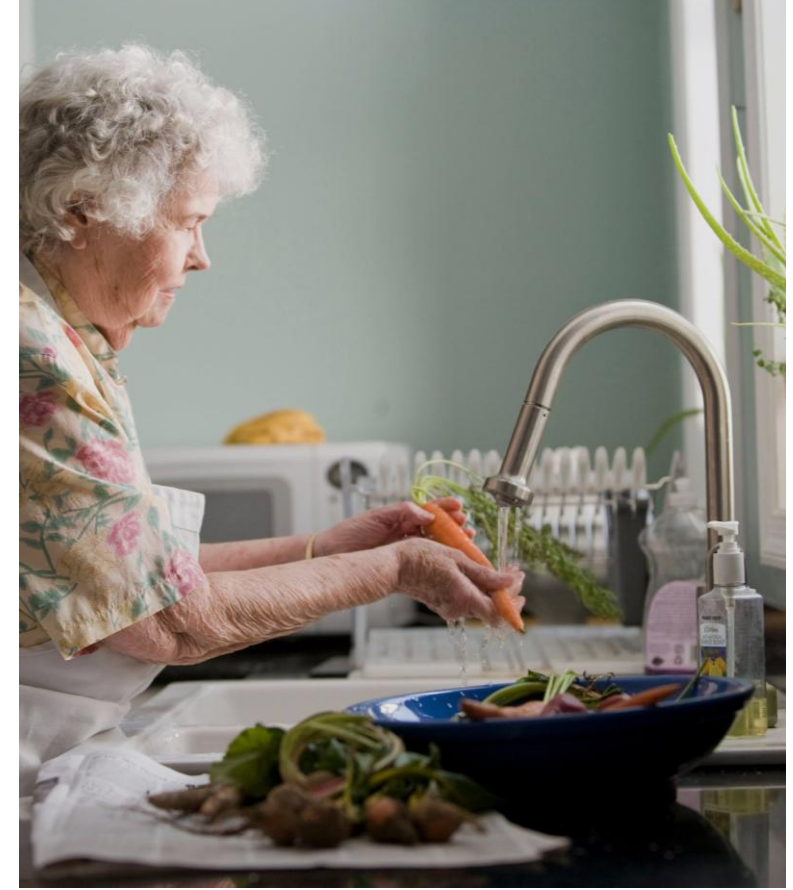
Structured as a Neighborhood

24/7 care in a community setting

188 Residents





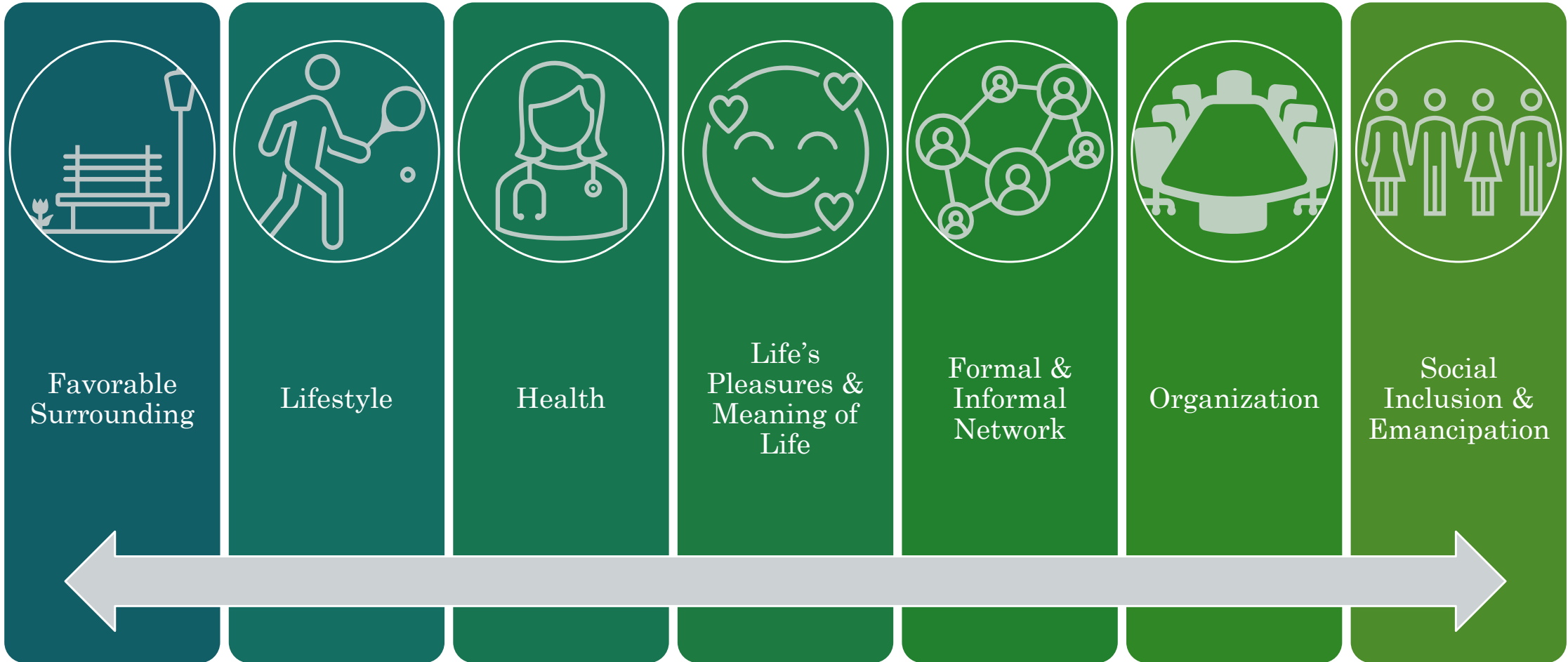


# The Hogeweyk®'s Core Principles

- Dignity and autonomy
- Normalcy and freedom of movement
- Lifestyle-based households
- Purposeful daily routines



# The Hogeweyk®'s 7 Pillars



# U.S. Dementia Care: A Comparison

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## The U.S. Model

Traditional Nursing Homes

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More Institutional/Clinical Setting

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Risk-Adverse Environment

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Focus on Liability/Potential for Harm

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## The Hogeweyk® Model

Neighborhood/Normal Lifestyle

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Home-Like Setting focused on Everyday Life

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Autonomy-Supportive Model

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Focus on Choice

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# U.S. Regulatory Concerns



Zoning and licensing  
barriers

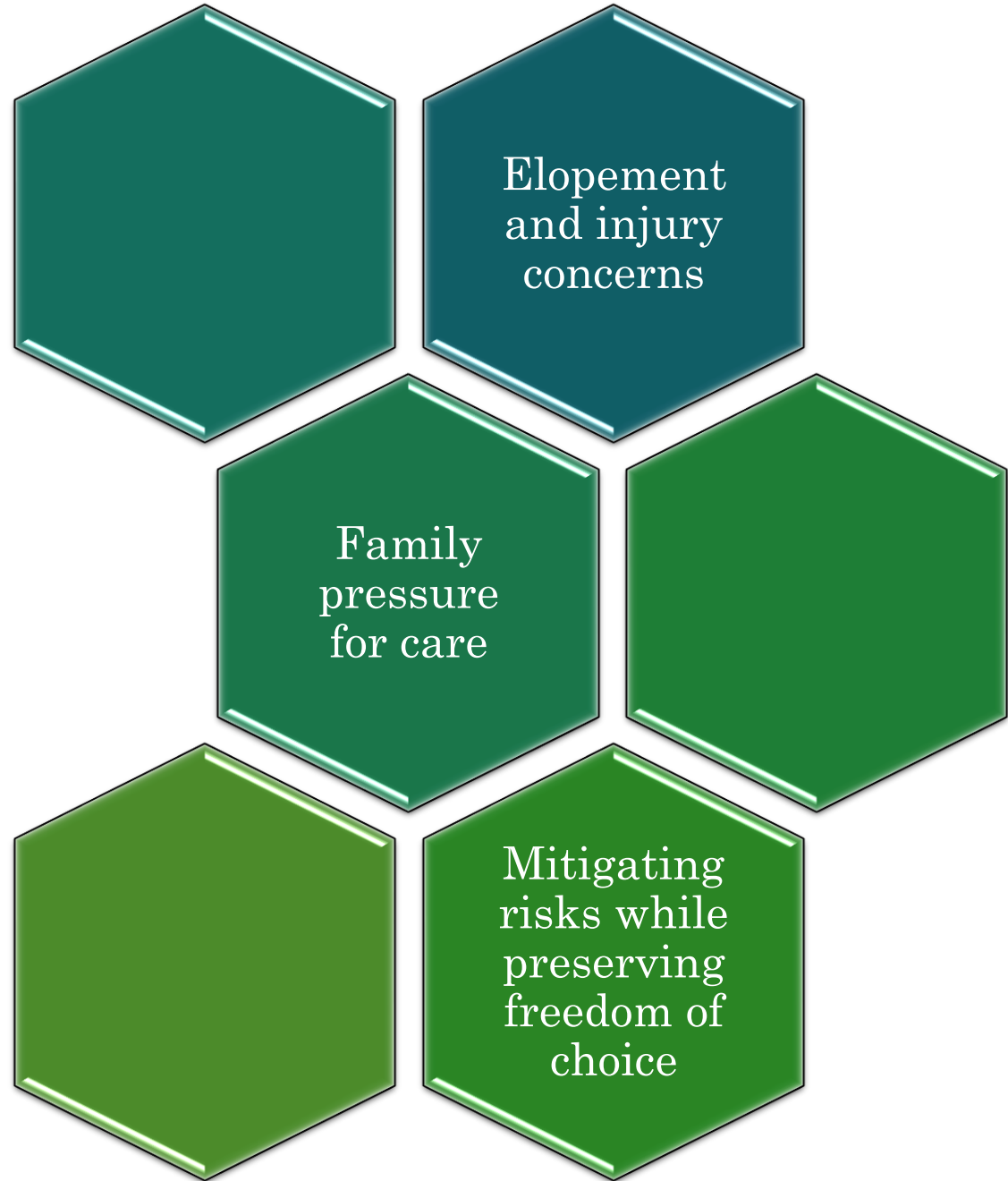


CMS and state long-  
term care standards

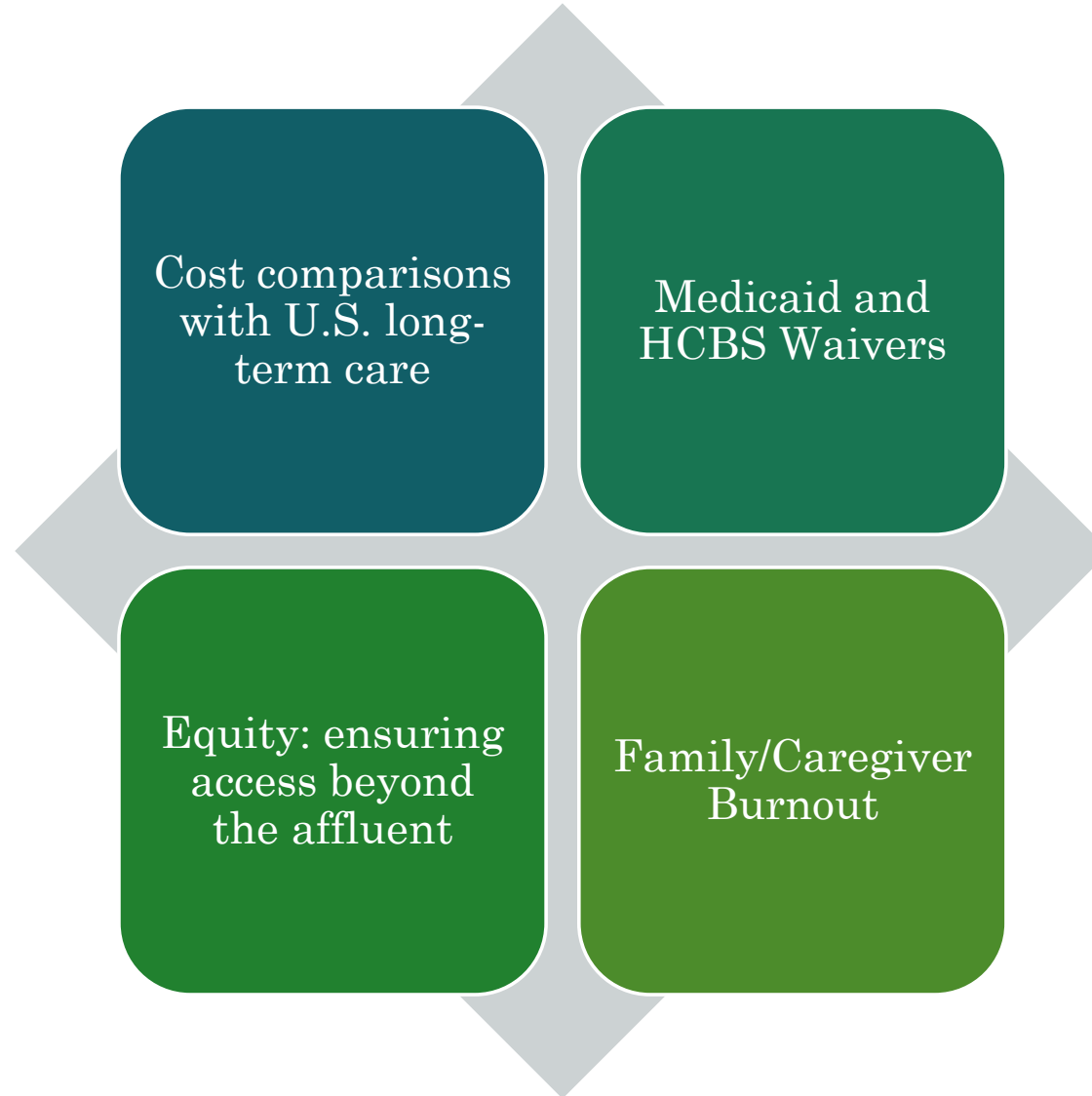


HIPAA compliance in  
open environments

# Safety versus Autonomy



# Funding & Accessibility



# Paying for Long-Term Care

## The Hogeweyk® Model

- Residents pay a portion of their income, but the overall costs are highly subsidized for all residents.
- Subsidized funding comes from the Long-term Care Act (Wlz scheme) in the Netherlands.
- The Long-term Care Act provides public funding for 24-hour care or constant supervision for vulnerable elderly, people with disabilities, and chronic mental health patients.

## The United States Model

- Primary payer – Medicaid
  - Covers roughly 60% of nursing home residents
  - Only for those who are eligible.
  - Large portion of Resident's income goes to "Co-Pay".
- Private pay \$\$\$\$
- Long-term Care Insurance



# The Hogeweyk® Homes

- 27 Homes, 6 or 7 residents per Home
- 4 Lifestyles
  - Traditional
  - Urban
  - Formal
  - Cosmopolitan
- Each Home has a Home Supporter.
- The Hogeweyk® also has individual healthcare professionals, nurses, practice nurses, doctors and psychologists.
- Each house has a living room, kitchen, private bedrooms, 2 bathrooms, storage, laundry room and private outdoor space.
- The Hogeweyk® employs approximately 200 full-time employees.

# Person-Centered Dementia Care

- The Person-Centered Dementia Care Model is not unique to The Hogeweyk®. It stands as example of a proof of concept, but they do not stand alone.
- Innovative U.S. based applications of Hogeweyk® like-care.
- Organizations that help change the conversation about how we talk about care for individuals with Dementia and their families.
  - Teepa Snow, Positive Approach to Care
  - Dementia Friendly America
  - National Council of Certified Dementia Practitioners
  - Alzheimer's Association
  - Be Advice
  - Care Navigation



# Real Life Innovations in U.S.

- Milton Adult Day Services, South Bend, Indiana
  - The environment provides a home and town-like setting where individuals have more regulated independence and less institutional style programming.





LIVASU

# Real Life Innovations in U.S.

- Livasu Village, Sheboygan, Wisconsin
  - Stands for “Living as Usual”
  - A nonprofit-led project aiming to create a scaled-down dementia village (124 homes on donated land) that incorporates Hogeweyk’s ethos—community integration, natural elements, and incremental design improvements—to lower costs and initiate change slowly.
  - Currently under construction
  - Expected to be ready for 20 homes in July 2026
  - STAY TUNED

# Real Life Innovations in U.S.

- Ellen & Peter Johnson Dementia Village at Agrace, Madison, Wisconsin
  - Expected to break ground Spring 2026
  - Both Residential and Day services anticipated
  - Room for 65 residents
  - Hogeweyk- inspired model
  - Village residents will live in small households and supported by specialty trained care staff.
  - Designed to support everyday activities as if in everyday life.
  - STAY TUNED





# Big Changes Begin With Small Steps

- We can't fix the U.S. long-term care system overnight, but we can change small things that can have larger impacts.
- Change the way we talk about dementia care to focus on person-centered lifestyles, autonomy and dignity.
- Encouraging discussion with clients and families on lifestyle quality and what that means to them.
- Supporting autonomy and dignity in care planning and in Communities.
- Education families about “Informed Risk”
- Advocating during placement decisions
- Support Local Innovation



# Key Takeaways

- The Hogeweyk® reimagines dementia care with dignity.
- Elder care advocates can be a powerful force for change.
- Opportunities exist for advocacy, training, and culture change in care settings.
- Even something as simple as just changing the way we talk about people living with dementia is a step forward.



# Caregiver Trust

