



WHERE INNOVATION MEETS ENGAGEMENT

HOW TOTAL BRAIN HEALTH EMPOWERED RESIDENTS
TO LEARN, CONNECT, AND THRIVE

TOTAL BRAIN HEALTH INSIGHTS

In senior living, success isn't measured by how many chairs are set up for an activity. It's measured by how many people leave energized, connected, and eager to come back.

That kind of engagement doesn't happen by accident. It takes visionary leadership, evidence-based programming, and a real understanding of what keeps older adults learning, growing, and connecting. At Total Brain Health, that's exactly what we build our programs to deliver — and South Port Square in Port Charlotte, Florida, an LCS community, is a powerful example of it in action.

We sat down with Smita Shinde, Community Life Services Director at South Port Square, to hear how the Total Brain Health pilot took root — and why it's now an on-going part of life in her community. By the end of the pilot, residents weren't just learning about brain health — they were rethinking what aging even means.

A Champion for Whole-Person Wellness

Smita has spent more than 18 years at South Port Square helping residents. She's a NCCAP Certified Activity Director, Certified Dementia Practitioner, and holds certifications spanning wellness coaching, senior fitness, and aquatic fitness — a resume built entirely around one mission: helping people thrive.

"What I love most about my work is helping residents discover new interests, maintain independence, build meaningful relationships, and continue growing throughout every stage of life," Smita says. "Creating experiences that bring purpose, connection, and joy to our residents is not just my profession — it is truly my passion."



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— Smita Shinde, Community Life Services Director at South Port Square

That mission found new momentum when corporate leader Doug Oliver identified Total Brain Health as the right fit for South Port Square to pilot — a decision backed by Executive Director Brian Hess, whose commitment to resident wellness helped the program take off from day one.

Why Total Brain Health

For Smita, the appeal was immediate. *“The program aligned perfectly with our philosophy of whole-person wellness,”* she says. *“We were particularly drawn to TBH’s evidence-based approach and its focus on empowering individuals to take an active role in supporting their cognitive health.”*

That’s the heart of what we do at TBH: we don’t just tell people what to do for their brains — we show them why it works, and give them the tools to act on it.

Backed Every Step of the Way

Smita earned her Total Brain Health Trainer Certification through the TBH Trainer Education Program, deepening her grasp of the science and giving her the confidence to lead the program with her residents. *“Dr. Green and her team were always accessible, responsive, and supportive,”* she says. *“Whenever questions arose, guidance was only a phone call away.”*

She found the same quality throughout the program itself — trainer materials that explained not just what to do but why it works, participant materials that sparked real conversation, and a digital platform that made preparation simple.

A Program Residents Believed In

Residents didn’t just participate — they leaned in. *“One of the most consistent pieces of feedback was how much residents appreciated that the program was research-based,”* Smita says. *“Total Brain Health does an exceptional job of translating complex research into practical information residents could easily understand and apply to their daily lives. This helped build trust and increased engagement.”*

The shift Smita saw was profound. Many residents had equated brain health with memory alone. Session by session, they discovered a much bigger picture — one shaped by physical activity, social connection, lifelong learning, nutrition, sleep, and stress management.

Resident Don Gordon put it simply: *“I always thought memory loss was just something that happened as you got older. This program helped me understand that there are various strategies that I can practice every day to support my brain health.”*

“Moments like that reflected a growing sense of empowerment,” Smita says. *“Residents left inspired to take charge of their cognitive wellness — and kept the conversation going long after class ended.”*

A Joy to Facilitate

“One of the most rewarding aspects was seeing residents become more confident and engaged as the program progressed,” Smita says. “It was exciting to watch participants embrace new challenges, share experiences, and encourage one another.”

The sessions were enjoyable to facilitate because they sparked meaningful conversations and genuine enthusiasm among the residents. I was amazed to see how well the residents were excelling as they worked on the strategies that were introduced.”

What She'd Tell Other Facilitators

We asked Smita, what she would tell her peers about the TBH programming, and this was her response:

“As a facilitator, I found the program exceptionally well organized, engaging, and easy to implement. Most importantly, it empowers residents. Instead of focusing on the limitations of aging, it gives people science-based strategies to support their cognitive health. We saw increased engagement, curiosity, confidence, and connection throughout the pilot.”

What's Next for South Port Square

The momentum hasn't slowed. South Port Square has already brought Memory 1.0 into its weekly programming, with residents responding enthusiastically. *“Our goal is to create a culture where cognitive wellness is viewed as an essential part of healthy aging.”*

South Port Square shows what's possible when visionary leadership meets evidence-based programming

When passionate professionals bring it to life and residents are empowered with real tools to understand their own brains, the result isn't just a successful pilot — it's a community that keeps learning, connecting, and thriving together.

Learn more at totalbrainhealth.com

About Total Brain Health

Dedicated to helping all minds thrive, we empower adults 50+ with science-backed, experiential training programs to build better brain health. With products that support all levels of cognitive fitness, we are proud to be a top provider of brain training programs in the U.S.