



Catherine & Skyler McDERMOTT BETTS

Town Square University Parkway Adult Day Center is revolutionizing senior care. Catherine and John McDermott worked tirelessly to launch the business in March 2023 to provide a one-of-a-kind interactive experience for seniors.

“When I started to see spouses separated because they couldn’t care for each other, I started searching for a solution and came across Town Square,” explains Catherine. “This concept allows patients to receive the care they need throughout the day but to go home at night, ensuring families stay in their home environment as long as possible.”

Catherine became a nurse practitioner in 1992, primarily in women’s health. Switching to chase her passion in 2009—caring for the elderly—she began focusing on geriatric psychiatry and treating patients with Alzheimer’s and dementia. Her vision culminated in the first medical model Town Square, integrating a senior center with an adult day program, offering resources and medical services designed to enhance comprehensive support

for seniors. This secure mid-century atmosphere caters to individuals living with cognitive or physical impairments or recovering from an injury.

“Cognitive impairments affect millions worldwide, yet remain overlooked in discussions about health. By highlighting these conditions, we can reduce the stigma, promote early detection and education, ultimately providing a greater sense of community,” said Skyler Betts, Director of Enrollment and Business Development for Town Square.

Skyler met Catherine in 2020. Her background in assisting seniors began in childhood through volunteer work. Leveraging her expertise in advertising and event planning, she plays a pivotal role in bridging Town Square’s resources to Manatee and Sarasota County. She educates caregivers and medical professionals, partnering with organizations such as The Ringling Museum, Sarasota and Manatee County Medical Society, national educators and so much more.

Honored to help the community, they encourage seniors to learn more, attend an event, or volunteer.