



ADVISER
The magazine of LeadingAge New York | Winter 2019-20

RING IN THE NEW

NEW YEAR
NEW DECADE



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Our national partner, LeadingAge, is an association of 6,000 not-for-profit organizations dedicated to expanding the world of possibilities for aging. Together, we advance policies, promote practices and conduct research that supports, enables and empowers people to live fully as they age.

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leadingageny.org | p 518.867.8383 | f 518.867.8384

Editors: **Kristen Myers**, kmyers@leadingageny.org

Jeff Diamond, jdiamond@leadingageny.org

Designer: **Kathie Kane**

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Founded in 1961, LeadingAge New York represents more than 400 not-for-profit, public and mission-driven senior care providers, including nursing homes, senior housing, adult care facilities, continuing care retirement communities, assisted living, home care and community services providers which serve approximately 500,000 people across New York each year.

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New Year, New Decade, New Opportunities

The start of a new year is a time for reflection about the year ending and to set direction for what lies ahead. It can be a refreshing period of optimism. Achievements are reviewed, misfortunes are put aside, new goals are set and new ideas abound. We dream of possibilities, set limits and take control. The list is long, but the key is that people and businesses treat a new year like a clean slate; anything is possible. The start of 2020 is like the jackpot for optimists because it heralds both a new year and a new decade.

A new decade that promises opportunity alongside the significant issues facing the field. More people will need care and services, and the system is being pushed to accommodate them. The increased demand at a lower price point for payers is driving an abundance of innovation and new models of service delivery and collaboration as payers incentivize savings, efficiency and better quality of care.

There is even opportunity around the elephants in the room: the decreasing retirement savings of New Yorkers and the shrinking workforce. Medicaid is already straining at the limit, and housing, care and services at a rate the market can afford are scarce in many key areas of the state. How do we address an immense middle market who will have little to fund their care in their older years? Even more alarming, who will care for people of limited means?

The answer will come through new models, regulatory changes, collaborations, new business lines and more, all to address need while providing opportunity for members. LeadingAge New York assembles the leaders in long term care, housing and services at the Annual Conference and Exposition to present education, guidance, new ideas, new models, new products and services and to help build new relationships among attendees that can lead to a new start for the new decade. Take advantage of all the conference can offer. Talk to others during networking events, engage in discussion during panel and other presentations and talk to the exhibitors and business attendees who may have solutions.

Collaboration of resources may be the key to solving the looming issues, and non-profit providers have the natural advantage in their ability to form these relationships to solve problems. Use the resources and time provided at this conference as a springboard for planning for the new decade.

For specific information about the stories in this issue or to discuss future *Adviser* ideas, contact Kristen Myers at kmyers@leadingageny.org.

A handwritten signature in black ink, appearing to read 'James W. Clyne Jr.'.

James W. Clyne Jr.
President and CEO



Long-Term Care Workforce Strategies

Eliminate Regulatory and Administrative Barriers to Expansion and Effective Use of LTC Workforce

- » Enable aides to obtain and retain multiple certifications by aligning credentialing with experience and competencies and eliminating duplicative training requirements for CNAs, HHAs, PCAs.
- » Clarify that CNAs who work in nursing homes, like CNAs in hospitals, are eligible to complete a competency evaluation to be certified as HHAs, in lieu of the standard training.
- » Align HHA training program requirements with federal requirements by allowing LPNs to conduct training under general supervision of RN.
- » Align state requirements with federal regulations for nursing home feeding assistants training.
- » Support implementation of AHHA by reducing nurse supervision requirements.
- » Expand Patient Care Technician title to enhance career ladder for CNAs.
- » Reduce processing time and expand access points for criminal history record checks for aides.
- » Clarify that NPs and PAs are permitted to conduct the initial health history and physical and to sign nursing home admission orders for new nursing home residents initiating Medicaid stays.

(continued below)

Eliminate Statutory Barriers

- » Enable nurses to practice nursing in adult care facilities and assisted living (S.1788, Rivera).
- » Enable nurses in adult care facility and assisted living settings to provide influenza and pneumococcal immunizations to residents and staff.
- » Authorize Advanced CNAs (Medication Technicians) in nursing homes.

Invest State Funds in LTC Workforce

- » Fully utilize DOH Civil Monetary Penalties funds for workforce recruitment and retention program.
- » Fund adult learning/certification programs at BOCES and community colleges.
- » Expand financial aid available at community colleges for students engaged in LTC workforce programs.
- » Ensure dedicated LTC workforce funding through the DOH DSRIP program.
- » Provide funding and administrative relief for LTC apprenticeship programs.
- » Provide job-related supports and wage subsidies for LTC workers (e.g., transportation, peer mentoring, child care, training stipends).
- » Develop and launch a public relations campaign to encourage participation in LTC careers

INVESTMENT

WORKFORCE

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- » Permit NPs and PAs to conduct medical evaluations for assisted living program (ALP) residents.
- » Allow the nursing home medical director to issue orders for continued services in the adult day health care program, in lieu of a community physician.
- » Eliminate barriers to creating CNA/HHA/PCA apprenticeship programs.

NOW 4

Support Federal Legislation to Expand LTC Workforce

- » Nursing Home Workforce Quality Act (H.R. 1265) (Provides greater flexibility in imposing CNA training program lock-out and reinstating programs after lock-out).
- » Geriatric Workforce Improvement Act (S. 299) (Reauthorizes the Geriatric Workforce Enhancement Program for another five years, with authorized funding increased to \$45 million per year).

Curbing FMLA and NYS Paid Family Leave Abuse: A Cautionary Tale

Linette Williams-Grant had a week worthy of Judith Viorst's classic children's story Alexander and the Terrible, Horrible, No Good, Very Bad Day.

How bad was Linette's week? It started with her employer's surveillance of her activities and ended with her own minister confirming that she had been taking Family and Medical Leave Act (FMLA) leave once each week to attend a class at church that had nothing to do with her apparent medical condition.

It's not that Linette didn't bring this on herself, but her tale still is a sad one. Yet, it proves to be good fodder for employers considering whether to investigate suspected FMLA abuse.

The Facts

Here's the quick story: Linette worked for Wisconsin Bell as a telecommunications specialist, which largely is a sedentary position. She also suffered from a host of medical issues: back pain, hip pain, osteoarthritis, radiculopathy, anxiety, panic disorder and depression. You name it, and it sounds like Linette had it. These conditions apparently were particularly difficult during prolonged periods of standing or sitting. According to her doctor, Linette was unable to work when these conditions flared up, so he placed her on a generous intermittent FMLA leave cycle. In short, when she had these conditions, she couldn't work.

For years, Linette's FMLA leave didn't garner too much attention until her supervisor noticed this: Linette would stop calling in sick whenever she had exhausted her annual allotment, and she would resume calling in sick and requesting FMLA leave after her annual FMLA allotment was replenished. Interestingly, her supervisor also learned that Linette would often check in to determine when her annual FMLA allotment would replenish. The employer chose not to act now, but rather, it studied Linette's attendance patterns for about six months. In those six months, Wisconsin Bell found that Linette would often use FMLA leave in conjunction with days off or on a weekend (when she was scheduled to work).

At that point, Ma Bell felt she had enough to ratchet up the review. As a result, it conducted surveillance on Linette's activities on two separate days about one month apart. On the first occasion, she traveled to her church for one hour to "receive prayer," as Linette would later explain. (A quick search of a local blog also uncovered that Linette had been attending weekly classes there at the same time she should have been at work.) On the second occasion, Linette traveled two hours from her home to a vacation home where she spent the day.

The Investigation

After surveilling her, Wisconsin Bell confronted Linette with the video surveillance. When the video showed her walking into the church building, Linette denied any affiliation with the church or that she attended classes there.

However, after being confronted with the blog entry, she then acknowledged that she went there on one occasion to "receive prayer." As to the video of her trip to the vacation home, Linette claimed she "had no memory" of the trip, which was just a few weeks earlier.

(See *Curbing FMLA* on page 6)

Curbing FMLA ... (Continued from page 5)

After the investigatory meeting with Linette, her employer was convinced it needed to close the loop on Linette's church meeting, so it went right to the source: her minister. Linette's pastor sung like a church canary, as he eagerly confirmed that Linette had been attending classes there every week for the past three months — all at a time when she should have been at work. It turns out that Linette called in sick or used FMLA leave on these occasions.

The Conclusion

The dismissal of Linette's FMLA lawsuit was a foregone conclusion. Indeed, the court quickly disposed of her FMLA interference and retaliation claims, finding that Ma Bell clearly had an honest suspicion or belief that she had abused FMLA leave on several occasions, thereby supporting her termination.

FMLA and NYS Paid Family Leave (NYS PFL) protect employees who are dealing with a serious health condition or managing care for a loved one.

FMLA applies to private and public sector companies with 50 or more employees. NYS PFL applies to all NYS private sector employers and those public sector employers who elect to participate.

FMLA affords qualified individuals up to 12 weeks of unpaid leave each year for family and medical reasons (26 weeks for taking care of a person injured in battle) without the risk of losing their job. NYS PFL provides a job guarantee for 10 weeks of paid leave for 2020 and 12 weeks starting in 2021. This leave can be taken in one lump sum (i.e., taken all at once) or be used intermittently (i.e., used as the need arises) for both leaves. FMLA and NYS PFL must be taken concurrently and cannot be stacked.

It's the latter situation, intermittent leave, that increases the prospects for FMLA and NYS PFL leave abuse. In this article, we emphasize FMLA abuse, but the same strategies may be used for NYS PFL.

What Is "FMLA Leave Abuse?"

Since FMLA leave may be used intermittently, it can be difficult to accurately track how those 12 weeks are being spent. For instance, an employee may use some FMLA leave for chemotherapy appointments or prenatal doctor visits—stretching their allotted time over several months.

If you're not careful, an employee using intermittent FMLA leave might abuse their allotted time—for example, misleading you about why they're taking time away from work or not providing sufficient FMLA documentation, yet taking time off regardless.

What Does FMLA Leave Abuse Look Like?

While FMLA leave abuse is inherently tricky to identify, it most commonly happens when FMLA leave is used intermittently. Here are some examples of what it may look like:

- Taking FMLA leave without actually having a legitimate, qualifying reason
- Falsifying health records to indicate FMLA compliance

Given the sensitive nature of FMLA leave abuse, it's important to have an established system for enforcing FMLA leave policies. This includes methods for curbing potential abuse.

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(See *Curbing FMLA* on page 7)

Curbing FMLA ... (Continued from page 6)

Strategies for Curbing Abuse

The most effective way to protect against FMLA leave abuse is establishing well-thought-out policies, including specific requirements, detailed investigations when warranted and clear penalties for violations. Consistent enforcement is also key, as that will help your case if FMLA leave must be denied or disciplinary action is required.

Here are some strategies for curbing FMLA leave abuse:

1. Require employees to submit *medical certification* – or a form drafted by your organization – to corroborate their need to take FMLA leave to care for a covered family member with a serious health condition or for the employee's own serious health condition. Scrutinize the internal form or medical documentation to ensure it is fully and accurately completed. If the submitted materials are incomplete or insufficient (as established by the policy above), send the employee a written request for additional information and specify a time period for its return to you. Train managers to watch for trends, like frequent Monday and Friday absences, that may indicate FMLA leave abuse. Identifying such a pattern could necessitate that the employee resubmit medical certification for those absences.
2. Empower managers to ask reasonable questions when an employee reports an absence. Managers should be trained to identify whether the conditions of an absence would qualify an employee for FMLA leave. Prior to acting, legal counsel should be consulted.
3. Depending on state law, consider prohibiting, in writing, the ability of employees on FMLA leave to work other jobs and still qualify for leave.
4. You do have the option, if you suspect abuse of FMLA due to a serious health condition, to require the employee to submit to an independent medical exam at the employer's expense.
5. Although you may not ask the employee to provide a medical note each time he/she is absent due to FMLA intermittent leave, you may require the employee to provide recertification within the bounds of the law. As part of the recertification process, an employer may provide the health care provider with a record of the employee's absence pattern and ask the provider if the serious health condition and need for leave is consistent with such a pattern.
6. Update your FMLA policy to include that when an employee requests intermittent leave, he/she must advise you of the reasons why the leave schedule is necessary and the schedule of treatment. Under the new federal regulations, the employee must consult with you and make a reasonable effort to schedule the leave so as not to unduly disrupt operations.
7. For intermittent leave, the employer may transfer the employee temporarily to an available alternate position for which the employee is qualified, provided the position has equivalent pay and benefits, and which better accommodates recurring periods of leave than the employee's regular employment position.

Legal Considerations

FMLA leave abuse is a difficult subject for employers, since many rightfully fear triggering costly settlements or judgments. Employers may be wary of pursuing FMLA leave abuse and disciplining employees when there's a chance of being hit by litigation.

(See *Curbing FMLA* on page 8)

Curbing FMLA ... (Continued from page 7)

However, such possibilities shouldn't deter you from taking action against employees who abuse FMLA leave and your internal policies.


You should consult with legal counsel regarding your FMLA and other applicable leave policies before acting on a suspected FMLA leave abuser. Above all else, document every interaction with FMLA leave requestees and retain those records indefinitely.

Summary

Curbing FMLA leave abuse may seem like an uphill battle, but having a clear policy can set you on the right path before any leave is taken. Once you have a policy, ensure managers and employees understand their rights and what is expected of them. Doing so will give you and your employees one less thing to worry about during their leave.

For more information or if you have questions, please contact the insurance or HR professionals at Cool Insuring Agency.

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Meeting the Needs of an Inclusive Setting

Kristina Labaty, Lead Advocate, Camphill Ghent, Inc.

Last year, Camphill Ghent was honored with the Hobart Jackson Award for Inclusion from LeadingAge. Inclusion is a way of life to which we are very much committed. We find ourselves finding ways to meet the needs of our developmentally different elders. Likewise, we find ways in which we might engage those residents who benefit increasingly from one-on-one attention. One way in which we strive to meet these challenges is through a new, innovative approach to in-service training sessions. Another way to meeting increasing emotional needs is through developing social connections.

This year, we launched a series of in-service trainings that are mandatory for the home health aides we have on staff. These trainings both satisfy the obligatory content required by New York State for individuals to maintain their home health aide certification and help us generate new content to bring the specific approaches we value in Camphill Ghent. The trainings that encompass our special way of approaching elders are held under the auspices of The Camphill Academy, a national organization that brings about educational experiences for those who work in Camphill settings. So far, we have received much positive feedback regarding these new trainings.

In addition to providing trainings specific to our approach, we have made it our task to recognize and create solutions to the increasing social needs of our elders. For example, for those who do not have any family nearby, we make special trips and outings possible. Our executive director, Onat Sanchez, recently took a trip to Boston, Massachusetts with one of our residents, Bill Rosecan, and another staff member. While Bill's older family members are no longer able to take him on vacation, he still loves to get away every now and then. Everyone had a great time!

Another example is that a couple times a year, Nick Francaschelli, one of our care




providers, takes one of our residents to the train station in Brooklyn. This is an event that the resident enjoys very much. Meeting the emotional needs of our developmentally different friends does indeed require openness and innovation.

It is not only the individuals from Camphill Ghent's assisted living home who benefit from this inclusive setting – our independent living residents also benefit from the new social forms we bring about.

We have fun groups like a hand chimes choir and a

German Language group, which are open to all. Some of these are even hosted by independent residents. This kind of social innovation is crucial in helping the community to develop its identity as a whole. After all, Camphill Ghent is an inclusive community, and we like to celebrate both the differences and the capacities of everyone who chooses to make it their home.

As we move into 2020, we want to thank LeadingAge for recognizing the uniqueness of our inclusive setting and hope to learn from other members and what they have been doing that is new. 

We find ourselves finding ways to meet the needs of our developmentally different elders.



A Whole New Ballgame

The crack of the bat, the cheers of the fans, the smells of the stadium – there’s nothing like taking in a baseball game with good friends, but when your very existence hinges on the reliability of a life support ventilator, a trip to “the old ballgame” can be a mere pipe dream. For residents utilizing ventilators in long-term care settings, venturing outside their room, much less their facility, is a formidable task. The tethering to a power outlet and cumbersome devices needed to manage often numerous medical needs can make a road trip to the ballgame – or anywhere for that matter – unfeasible. Until now.

Cutting-edge, multi-function, portable ventilators rolled out at the Gurwin Jewish Nursing & Rehabilitation Center recently provided the opportunity of a lifetime for four residents on Gurwin’s ventilator unit. With their new 5-in-1 ventilators and a team of Gurwin clinicians in tow, the residents were whisked by ambulance to Citi Field to enjoy a night out at a New York Mets game with their loved ones.

The partnership between Seattle-based Ventec Life Systems, creator of the innovative VOCSN critical care ventilator, and Gurwin has opened up new



possibilities for residents on the facility’s 28-bed ventilator unit. The Citi Field road trip marked the first time in three years that 65-year-old Janie, paralyzed from a stroke, and 39-year-old Scott, living with ALS, were able to leave Gurwin’s facility. The new VOCSN units also enabled 82-year-old Gus, a lifelong athlete recently diagnosed with ALS, to cheer on the Mets from a stadium seat, flanked by his son and two grandsons, and 72-year-old James, recovering from a TBI, to enjoy a luxury suite view of the game with his wife and son.

“This technology truly is a home run for residents on our ventilator unit,” said Shua Sauer, Gurwin’s chief operating officer. “The integrated ventilation, oxygen, cough assist, suction and nebulization – all at the touch of a button – enhances their well-being and makes life outside the confines of their room a real possibility. In particular, the seamless cough assist technology has been a game changer. Able to be activated in seconds – rather than minutes – it can trigger a cough at a natural point in the breathing cycle, which

(See *A Whole New Ballgame* on page 12)





A Whole New Ballgame (Continued from page 11)

is much more comfortable for our residents and will help to keep them healthier and feeling better.”

Success of the new technology has been measured in two ways: using preliminary data regarding hospitalizations and using patient and family feedback. Preliminary data from the first two months following the transition to VOCSN reveal a significant reduction in the number of hospitalizations, with only one resident transferred out in 60 days. In addition, two residents have been successfully weaned from the ventilators in that time. In terms of health outcome improvements, VOCSN’s integrated cough assist/nebulizer treatment functionality has helped maintain the condition of at least two additional residents. And, perhaps best of all, Gurwin’s VOCSN users report feeling and breathing better.

“We were thrilled to be able to demonstrate the quality of life the VOCSN units provide and celebrate our residents’ newfound mobility with a night at the ballpark to see the Amazin’ Mets!”

Shua Sauer, chief operating officer
Gurwin Jewish

“We were thrilled to be able to demonstrate the quality of life the VOCSN units provide and celebrate our residents’ newfound mobility with a night at the ballpark to see the Amazin’ Mets!” added Sauer. “As a facility, we are committed to creating moments that will be meaningful to our residents and often their families as well. Investing in the VOCSN technology for the 28 residents on our ventilator unit has enabled us to provide state-of-the-art care and also has provided increased mobility and the freedom to venture beyond the vent unit, with the potential for many magical moments to come as we ring in the new year: group social activities in a common area, a visit with family members on the patio this spring or perhaps even another trip to a ballgame on opening day. These are the moments that fuel Gurwin’s mission.”

For more information about the transition of Gurwin residents to the new VOCSN ventilators, visit www.gurwin.org/skilled-nursing/respiratory-ventilation/. For a video highlighting the Mets game trip, visit bit.ly/GurwinMets. 📺





Dominick Manfredo

New Paths and New Eyes: The Community at Sunset Wood Rings in 2020 with Wellness Program and Leadership Change

By Jeff Diamond

For not-for-profit aging services providers, 2020 and the coming decade are almost certain to be a time of significant change and innovation. This reality is perhaps most evident in the case of The Community at Sunset Wood, where plans are well underway to develop new programming and services in the new year – under the watch of a new set of eyes.

With the departure of Rev. Carol Jubenville after 24 years of leadership, Dominick Manfredo is set to assume the role of executive director of the New Hartford senior living community on Jan. 1st. For Manfredo, who joined Sunset Wood in 2016 as director of operations, working in partnership with Rev. Jubenville has helped foster a deep appreciation for the community's mission and a desire to keep building on it in the future.

"Training under Carol, I have been able to learn about who we are, what we do and, most importantly, why we do it," Manfredo shares. "While we are a small organization with only 66 units, our mission is to take care of each one of our tenants each and every day and make them become a little more like family."

Providing tenants with a high quality of life and taking a creative approach to help them maintain that quality of life are chief among

"We're going to take a look at each individual person and try to help them with whatever they might be interested in – or with what they thought they would never be interested in, introducing them to something new..."

Manfredo's goals as executive director. To accomplish those goals, the community plans to introduce a comprehensive Wellness Program next year that will aim to



help tenants achieve a sense of wholeness.

"We're going to take a look at each individual person and try to help them with whatever they might be interested in – or with what they thought they would never be interested in, introducing them to something new," explains Manfredo, who co-managed a New Hartford wellness company and authored a book on the subject prior to arriving at Sunset Wood.

Beyond the traditional physical elements of wellness like movement and exercise, the program will place a large focus on spirituality, asking tenants questions such as: *Who are you as a person? How can you self-reflect on things? How can you become more comfortable with who you are in this stage of your life?* The introduction of new technology to connect tenants to the digital space of wellness will also be critical. Plans are in the works to install building-wide Wi-Fi, Manfredo notes, enabling tenants to utilize services like Amazon's Alexa that can provide medication and appointment reminders and assist with other tasks. Lastly, virtual reality and livestreams will also be important pieces of the program, bringing tenants to their church services or even faraway locations from the comfort of their own environment.

For Manfredo, utilizing technology and other services to keep tenants at home, happy and social for as long as possible – what he anticipates will be the top focus of

(See New Paths and New Eyes on page 14)

New Paths and New Eyes ... (Continued from page 13)

aging services providers in the next decade – is a trend that encompasses the sense of wholeness underlying Sunset Wood's Wellness Program.

"If someone is forgetful, it doesn't mean that they need to go to memory care," states Manfredo. "It means, 'How can we take advantage of the technologies that are out there to keep them where they are and keep them safe?' If Alexa can tell you, 'It's 10:00, and it's time to take your medication,' it's a lot better than having the person go to the next stage of care or even bringing in care."

As providers prepare to welcome what is sure to be a transformative decade, Manfredo is eager to hit the ground running on Jan. 1st – equipped with a new appreciation for the community's who, what and why as well as a desire to explore new paths.

"Everyone at Sunset Wood is very excited for what the future holds," Manfredo reveals. "It's probably the most exciting time to be in senior living – not just here, but in the industry all over." 🌱

"If someone is forgetful, it doesn't mean that they need to go to memory care...It means, 'How can we take advantage of the technologies that are out there to keep them where they are and keep them safe?'"



Community Wellness Partners Pedals Forward with Parkinson's Cycling Program

By Jeff Diamond

As aging services providers turn their attention to 2020 and the new decade, one of the most significant issues they will need to address is how to meet the increasing need for services and supports for individuals with Parkinson's disease.

At Community Wellness Partners – a faith-based, not-for-profit affiliation of LutheranCare® and Presbyterian Homes & Services in Central New York – efforts in this area have been long-standing. In 2001, amid a push to expand its Parkinson's-related programming and bring more patients into its care, Presbyterian Homes & Services launched an innovative telemedicine program, enabling community members to connect with neurologists



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from the University of Rochester free of charge and without the inconvenience of travel. Soon after, the organization opened the doors to its dedicated Parkinson's unit, which then underwent renovation and expansion in 2011 to accommodate the needs of additional patients. Finally, in 2017, Presbyterian Homes & Services initiated the Rock Steady Boxing program on its campus as a way to assist patients in slowing the progression of their Parkinson's and improving their cognitive skills.

(See *Community Wellness Partners* on page 16)



Community Wellness Partners ... (Continued from page 15)

Heading into 2020, Community Wellness Partners plans to complement its existing services – and continue to make an impact in the lives of Parkinson’s patients – with the introduction of an innovative cycling program, Pedaling for Parkinson’s. First brought to the organization’s attention by the spouse of an independent living resident with Parkinson’s, Pedaling for Parkinson’s is a form of forced exercise on stationary bikes that is designed to encourage patients to push the limits of their physical capabilities in order to achieve improved mobility and health. The program will be housed at the Wellness Center on the Presbyterian Homes & Services campus, with an initial equipment inventory of 10 stationary bikes, two Theracycle bikes and individual heart monitors, as well as a Smart TV, iPad, DVD player and speakers. Renovations on the Wellness Center are slated to begin in January, with classes, to be facilitated by a trained spin instructor, expected to kick off in the spring.


“We have always considered ourselves fortunate to be viewed as a leader in providing resources and advancements in combating Parkinson’s disease.”

Mike Sweeney, president and CEO
Community Wellness Partners

“We have always considered ourselves fortunate to be viewed as a leader in providing resources and advancements in combating Parkinson’s disease,” said Mike Sweeney, president and CEO of Community Wellness Partners. “We fully realize that with that leadership comes the responsibility to maintain delivery of high-quality, cutting-edge services. I feel we have done an exemplary job in doing just that for Parkinson’s patients.”

Among the family members, friends and other individuals with an interest in Parkinson’s in the Community Wellness Partners network, the enthusiasm for the Pedaling for Parkinson’s program was palpable. With their assistance, as well as a match from the Mele Family Fund of The Community Foundation of Herkimer & Oneida Counties, the organization was able to raise more than \$128,000 for the project over a five-month period. For Lenora D’Apice, vice president of development and marketing, this level of mobilization was an early sign that the concept had lit a spark in the community – and could evolve from a simple idea brought to the organization’s development office into a potentially life-changing service for Parkinson’s patients.

“When you find people who are passionate about something, they’re going to find a way to make it happen,” said D’Apice. “We’re the ones who communicate it to the public and get everybody involved, but it’s with the people who have the passion and the drive – in this case, the spouse of someone who has Parkinson’s – where you see the ignite take place.”

For more information on the Pedaling for Parkinson’s program or any of Community Wellness Partners’ related services, contact Lenora D’Apice at 315-235-7110. 

The Wesley Community Builds the Future with Springs Residence Transformation Project and Capital Campaign

Fifty years ago, at the groundbreaking ceremony for Embury Apartments, Rev. Roger U. Day, board vice president, stated, “This is not an institution for the aging, but a home for our friends.” Embury Apartments soon rose up as the start of Saratoga Retirement Center, and not long after, Wesley Nursing Home opened its doors, making the campus one of the first in New York to offer housing and health care in one setting. Today, the campus in Saratoga Springs is known as The Wesley Community – home to Wesley Health Care Center, Embury Apartments, Woodlawn Commons and Wesley Outpatient Therapies.



THE WESLEY COMMUNITY

for the second phase – renovating the second, third and fourth floors – is expected to take place in late 2020. The project will add approximately 5,500 square feet to the building’s existing footprint, create an additional 19,500 square feet within the building and increase the number of private rooms available to residents by nearly 30 percent, all while creating a more home-like environment. Additionally, the project will allow The Wesley Community to update the dining rooms with more natural light and establish inviting and contemporary common spaces with electric fireplaces. The improvements will also enhance resident amenities with the installation of a shower in each room.

“This is an exciting time for The Wesley Community. This project will allow us to better serve aging adults who need our services,” said J. Brian Nealon, CEO of The Wesley Community. “The generous philanthropic support of businesses, organizations and individuals in our community will allow The Wesley Community to continue to evolve and bring high-quality care to our families and friends for generations to come.”

To date, the organization has raised over \$3.3 million toward its \$5 million goal for the “Campaign for Springs,” including a \$500,000 donation from the Dake Family and Stewart’s Shops; a \$500,000 contribution from the Alfred Z. Solomon Charitable Trust; and a

... the project will allow The Wesley Community to update the dining rooms with more natural light and establish inviting and contemporary common spaces with electric fireplaces.


Over the years, The Wesley Community’s mission has remained steadfast, and its services have grown to meet the needs of the Saratoga Springs community. In keeping with Rev. Day’s philosophy and its vision of a premier, personalized experience that brings the comfort and confidence of home to those it cares for, as well as their loved ones, the organization is embarking on a \$20 million project to transform the Springs building at Wesley Health Care Center – and launching its first capital campaign in more than 40 years to assist in the effort.

A first phase of the renovation was completed in 2016, transforming the building’s fifth floor. Initial construction

(See *The Wesley Community* on page 18)

The Wesley Community ... (Continued from page 17)

\$250,000 donation from Adirondack Trust Company. Additional major donations for the campaign include \$100,000 commitments from Angerame Architects, P.C.; The Hedbring Foundation/Fort Miller Group; Marshall and Sterling Insurance; Raymond Martin; Elliott and Cathy Masie; Ruth Pouliot; and John and A.C. Riley.

Individuals interested in supporting the “Campaign for Springs” are invited to make a donation at campaignforsprings.org. For more information about the project or the campaign, contact The Wesley Foundation via email at foundation@thewesleycommunity.org or by phone at 518-691-1420. 

“This is an exciting time for The Wesley Community. This project will allow us to better serve aging adults who need our services.”

J. Brian Nealon, CEO
The Wesley Community





Meet David Watkins

Director of Dining and Hospitality, Episcopal SeniorLife Communities
Coach, LeadingAge New York IGNITE Leadership Academy

What strengths do you feel you bring to your new role as a LeadingAge New York IGNITE Leadership Academy coach?

Collaborative work experience, a sense of humor and a different perspective, being in food service.

What made you want to pursue this role?

I had such a positive experience during my own IGNITE journey. I was really honored when I was asked to be a coach, knowing the team and what they bring to the experience. I felt that it could only improve my management style and further strengthen my abilities.

How has your experience as an IGNITE Leadership Academy Fellow influenced your leadership style?

I feel that I am much better at listening and having a more tempered reaction to things. I am the type of person who is going at full speed most of the time and really have worked on taking that ever-so-important pause before reacting.

What would you say to others who are considering applying for the IGNITE Leadership Academy?

Do it. It is a rewarding process, and while it certainly can be uncomfortable, you WILL grow as a leader.

Who have been the influencers in your life, and why?

My first boss was the biggest influence on me by far. He showed me an unmatched work ethic, a drive to succeed and a genuine, humble demeanor that treated everyone with respect. I started working for him as a teenager while he was in his 70s. He would still work the floor in the dining room in a very large restaurant, running circles around the group of us kids. We were all in awe of his drive, and I can say confidently that he had a lasting impact on us; we still speak of him to this day.

What's the best advice you ever received?

There are two that I use in my regular management of my team. They are very cheesy, and I am sure that my team would all roll their eyes to hear them:

1. The five Ps of success: Proper Preparation Prevents Poor Performance. This was beaten into my head by my Executive Chef as I was learning as a teenager. His voice haunts me to this day!
2. AGB: Always Getting Better. Whether it is a recipe, management style or the way an event is managed, there will always be room for improvement.

What would surprise readers about you?

While I am that cliché guy who loves watching his sports teams (Go Bills!), I really enjoy watching kids' movies with my four-year-old daughter just as much. 🍿



For more information about how you can be part of the LeadingAge New York IGNITE Leadership Academy contact Diane Darbyshire at 518-867-8383 ext. 162 ddarbyshire@leadingageny.org or visit the [website](https://www.leadingageny.org).

Meet Triciajean Jones

Director of Life Enrichment, St. Ann's Community
Coach, LeadingAge New York IGNITE Leadership Academy

What strengths do you feel you bring to your new role as a LeadingAge New York IGNITE Leadership Academy coach?

As a LeadingAge New York IGNITE Leadership Academy coach, I bring my passion for elder care culture change, employee connectedness and servant leadership style.

What made you want to pursue this role?

As leaders, I believe it is our duty to empower our colleagues to cultivate their own leadership skills. I pursued a coaching role because I am thankful for the lessons learned and skills gained while participating in the IGNITE Leadership Academy, and I wanted to give back to a program that gave me so much. I would not be the leader I am today if I had not been given this amazing opportunity.

How has your experience as an IGNITE Leadership Academy Fellow influenced your leadership style?

My experience as a Fellow gave me not only an awareness, but also an opportunity to expand my emotional intelligence and leadership legacy. The experience opened my eyes to the aptitude needed to be an authentic and effective leader.

What would you say to others who are considering applying for the IGNITE Leadership Academy?

Apply! This program will open your eyes and help shift your paradigm to a new way of leading. The skills you will learn and friendships you will make will better not only your professional life, but your personal life as well.

Who have been the influencers in your life, and why?

My grandparents have been great influencers in my life. Being first-generation Americans and living through the Depression, war and so many life events, they taught us the power of persistence and tenacity. My grandparents made their dreams come true and set us up for a life that their parents could never have imagined. I am forever grateful for the lessons each of them taught me.

I have also had some amazing mentors and friends who have influenced my leadership journey. Bob Bourg and Sue Murty, senior leaders at St. Ann's Community, have taught me so much through humility, hard work and humor. Both are able to lead with passion and transparency, which has inspired me to begin and continue this leadership pathway.

What's the best advice you ever received?

"Put some elbow grease in it." My father taught me from a young age that if you're going to do something, give it your all, or it's not worth doing. This lesson helped shape my educational path, my career and my journey as a parent.

What would surprise readers about you?

In my free time, you'll find me in my 97-year-old barn refinishing old furniture and antiques. Give me a paint scraper and staple gun, and I'll be lost for hours! 🪵



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Innovative Improvements in Quality of Life for Aging New Yorkers

By: Dana Walsh Sivak, Sr. Associate, Genser Cona Elder Law

The past decade has offered new opportunities for aging New Yorkers to improve their quality of life using outside-the-box thinking. Seniors have sought to take control of their own health and explore new and innovative treatments to address their medical conditions while minimizing side effects and optimizing their quality of life.

No greater evidence of this can be found than in the increasing number of seniors enrolling in New York's Medical Marijuana Program as certified patients, taking advantage of the opportunity to treat their maladies with medical cannabis. With the 2014 passage of the Compassionate Care Act in New York, patients can now avail themselves of a natural, gentler treatment that has been shown to have great efficacy in the older population to address serious health conditions such as chronic pain, neuropathy, multiple sclerosis and cancer.

Since the Compassionate Care Act was implemented, more than 98,000 patients have signed up to partake in medical cannabis treatment, with patients in the 51-60 age group accounting for the largest demographic of medical cannabis users in the state and substantial numbers of users represented in the 61-70 and 71+ demographics as well. Additionally, the number of new participants has increased each quarter, suggesting that the program will continue to expand to reach more and more New Yorkers as the years go on.

One landmark medical marijuana program for residents of a skilled nursing facility continues to thrive at the Hebrew Home at Riverdale, where Medical Director Dr. Zachary Palace oversees and facilitates medical cannabis treatment to patients suffering from medical conditions identified as "qualifying conditions" under the law. Dr. Palace has shared anecdotal evidence to support the success of the program, including a reduction in residents' reliance on opioids for chronic pain and a marked reduction in seizure activity due to medical cannabis treatment. The results are encouraging, and it is not surprising that more seniors are expressing interest in using medical cannabis – especially in health care facilities.

Will more skilled nursing and assisted living facilities take note and offer similar programs? One can only hope that in the next 10 years, this will become the norm rather than the exception, in light of the benefits derived by residents participating in the program at the Hebrew Home. Of course, even where health care facilities may be supportive of creating a medical marijuana program, the true barrier to access to medical cannabis lies in its unaffordability due to the lack of insurance and Medicaid coverage for medical cannabis. Marijuana's federal Schedule I designation is

to blame for this – signifying that cannabis is a substance that offers no currently accepted therapeutic benefit in the U.S., with a high likelihood for abuse, despite the fact that this is contradicted by research which supports the efficacy of cannabis as a medical treatment.

Since the Compassionate Care Act was implemented, more than 98,000 patients have signed up to partake in medical cannabis treatment, with patients in the 51-60 age group accounting for the largest demographic of medical cannabis users in the state and substantial numbers of users represented in the 61-70 and 71+ demographics as well.

(See Innovative Improvements on page 22)

Innovative Improvements ... (Continued from page 21)

Moreover, New Yorkers may have legal access, but practical barriers to access still exist, especially when it is cost-prohibitive for many. Where seniors may benefit the most from this treatment, and so many are on a fixed income, we must hope that in the next decade, there is a concerted effort to address this problem and help eligible seniors access medical cannabis treatment if they wish to do so. The most important change that can happen for medical cannabis users is the de-scheduling of marijuana under the Controlled Substances Act, which will lead to increased research, increased access and, hopefully, increased coverage of medical cannabis under traditional health insurance and Medicaid. While we appear to be getting there on a state-by-state basis ever so slowly, meaningful change appears to be necessary at the federal level to make a real difference in enabling people of different socioeconomic levels to access this breakthrough treatment.

The Changing Landscape of “PRUCOL” for Medicaid Applicants

Another area of tremendous change over the past decade can be seen in the attitudes toward immigrants in this country, and in New York, and the impact of these political changes on undocumented immigrants’ access to health care in New York.

While 10 years ago the federal government and New York were more closely aligned in policies regarding access to health care for undocumented immigrants, there has been a substantial change in federal policy regarding both immigration and health care. In the past couple of years, in particular, the federal government has moved to label more individuals a “public charge” due to their receipt of public benefits, including Medicaid, which could now disqualify them from securing a lawful immigration status in the U.S. Though implementation of this “public charge” rule has been temporarily blocked by the courts, the development of the rule in and of itself marks a dramatic change from 10 years ago, when there was specific guidance issued by the Department of Homeland Security urging discretion in enforcing immigration laws and deportation

New York has doubled down on its commitment to extending public benefits to undocumented state residents and protecting them from adverse consequences from the federal government, especially with regard to deportation.

against the elderly, infirm and needy among our undocumented immigrant population.

Meanwhile, New York has doubled down on its commitment to extending public benefits to undocumented state residents and protecting them from adverse consequences from the federal government, especially with regard to deportation.


Additionally, New York has created a

loophole whereby Permanent Residence Under Color of Law (PRUCOL) individuals would not be subject to the federal “public charge” designation because the institutional Medicaid coverage provided to PRUCOL recipients is covered entirely by New York, with no federal financial contribution.

Once again, the different goals and policies of the federal government and New York State create confusion and fear among the individuals most directly impacted by these policies. In the next 10 years, it appears that politics will continue to weigh heavily on these important matters and that, if necessary, New York will lead the charge on expanding access to health care, in general, if the federal government falls short.

About Genser Cona Elder Law

Genser Cona Elder Law is a leading law firm in the area of health care facility reimbursement and recovery, elder law, litigation and collections. Our firm handles all aspects of complex Medicaid eligibility matters and applications, Fair Hearings, Article 78 proceedings, guardianships, PRUCOL and the resolution of all issues related to resident financial accounts, including litigation in all counties throughout New York State. Voted the #1 Elder Law firm for eight consecutive years, we successfully resolve 90 percent of the most complex cases in favor of the facility, and we understand the particular concerns of non-profit health care facilities. Many of our non-profit clients have been with us for decades as we significantly improve their bottom line.

Ms. Walsh Sivak can be reached at 631-390-5000 or via email at Dana@genserlaw.com. 

Syracuse Jewish Family Service at Menorah Park Celebrates First Art Show with Work by Artists with Early Memory Loss and Dementia

Does having a diagnosis of early memory loss or dementia negate creativity and self-expression? Can a person still be creative in their later years? A resounding “NO” and “YES,” says Syracuse Jewish Family Service (SJFS) at Menorah Park, as it celebrates its first art show featuring the work of residents and community members with early memory loss and dementia.

Creativity, growth, relationship and personhood: these are the core values that arts programming at Menorah Park aims to realize for older adults experiencing memory concerns as well as their families and other caregivers. On Sept. 27th, SJFS at Menorah Park launched its first art show featuring work by 16 artists of two programs: (1) M-Power U: Arts and Minds Community – individuals in the community living with early memory loss; and (2) Opening Minds Through Art (OMA) – residents of Menorah Park. Guests who came out in celebration of this inaugural achievement included staff, volunteers and community leaders.

“With our first public art show, we are proud to celebrate the creative capabilities of people with memory loss and dementia,” said Judith Huober, executive director of SJFS. “All the while



M-Power U: Arts and Minds Community

Some of the art on display had been created over the past several months by the Arts and Minds section of M-Power U: A Learning Community for Early Memory Loss. A year-long program, participants from the community meet weekly. Using a variety of creative arts modalities to stimulate learning, self-expression and social engagement, the four-hour sessions empower individuals to be active participants – no matter the degree – in their emotional, cognitive and physical wellness.

Opening Minds Through Art

This year, as a result of the financial generosity of Menorah Park’s Legacy Foundation, SJFS staff became certified in and piloted OMA. The mission of OMA, a Scripps Institute at Miami University intergenerational art-making program for people with dementia, is “building bridges across age and cognitive barriers through art.” The pilot consisted of 10 Jewish Home residents participating in weekly group art-making sessions. Each resident was paired with a trained intern or volunteer who supported their creative expression. The next series of OMA launched in October.

OMA received a Best Practice award from LeadingAge Ohio, is featured as a model program by the National Center for Creative Aging, was recognized as

(See *Syracuse Jewish Family* on page 24)

The mission of Opening Minds Through Art (OMA), a Scripps Institute at Miami University intergenerational art-making program for people with dementia, is “building bridges across age and cognitive barriers through art.”

demonstrating how creative people remain – or become – in later stages of life, and how much growth, learning and pleasure they and their loved ones continue to enjoy.”

Syracuse Jewish Family ...

(Continued from page 23)

a Program of Distinction by Generations United and is listed as a Quality Improvement Project by the Ohio Department of Aging.

Intergenerational and Community Reach

OMA's impact is due in large part to its intergenerational component. SJFS is currently exploring a modified version with high schoolers as volunteers as well as expanding the program to include other locations besides the Jewish Home, such as independent and assisted living (on and off campus), nursing homes and community senior centers.


Arts and Minds Encounters

In addition to OMA and Arts and Minds, SJFS is developing creative arts consultation and training in the region through its Arts and Minds Encounters. These programs will emphasize workshops in senior centers, faith communities, senior fairs and other settings in order to support other aging services providers by offering creative arts experiences to seniors and their care partners.

Far-Reaching Impact

Speaking to many of the artists and their families and caregivers, what emerged was not just the power of creativity, but also the belief in one's ability – at any age – to create. Liz, one of the OMA artists, shared her story. When Liz was a young girl, her mother discouraged her from drawing, telling her she wasn't good enough. Fast-forward to today, and Liz's works – which included poetry, paintings and drawings – figured prominently in the show.

Looking ahead to 2020, the ongoing support and development of arts programming is a key strategic initiative for both SJFS and Menorah Park, according to CEO Mary Ellen Bloodgood. "When you look at this artwork, you realize that despite a change or decrease in cognitive abilities, these artists continue to communicate and contribute to their world in a meaningful and profound way," said Bloodgood. "It is imperative that we continue to support and grow these types of programs."

Learn more about M-Power U, OMA and arts programming through SJFS at Menorah Park at www.sjfs.org/page/view/mpu-36.html. 



Start 2020 off with a Bang – And a Health Benefits Plan – to Reach Your Recruitment and Retention Goals

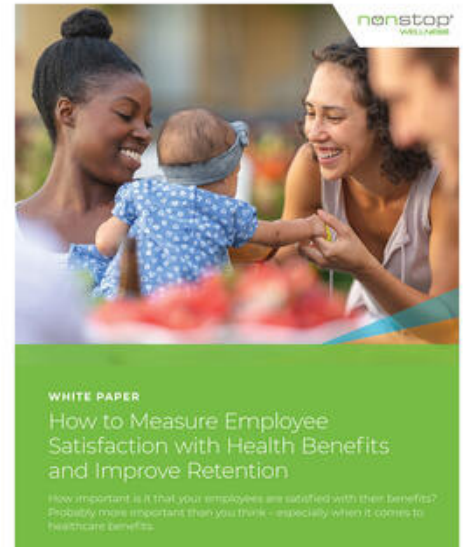
Nonprofit organizations are acutely aware of the direct and indirect costs of having employees who are disengaged from their work because they are unhappy. Dissatisfied employees can undermine your recruitment and retention strategy and divert precious resources from your mission. That's why we strongly recommend that you measure staff satisfaction and attitudes toward your work environment and take action based on the outcomes.

Learn about the power of employee satisfaction in this new guide, created by LeadingAge New York Silver Level Sponsor Nonstop Administration and Insurance Services, Inc., and see how you can measure your employees' satisfaction to influence turnover and recruitment efforts.

Download Nonstop's *Measuring Employee Satisfaction to Improve Retention* guide to:

- Explore how to best measure employee satisfaction
- Learn the importance of responding promptly to survey outcomes by making clearly communicated improvements to the work environment
- Read a case study from Unity Health Care on how measuring employee satisfaction impacted retention of key staff and reduced turnover cost

Measuring employee satisfaction can yield eye-opening results. Make 2020 the year you take a proactive approach to combat your recruitment and retention challenges and better understand your workforce. 🌱



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Predictive Analytics Tools Key to Quality Improvement Activities

With reimbursement and referral relationships increasingly tied to performance on quality measures, many nursing homes are looking to information technology to help them strengthen their quality improvement efforts. Software applications that enable facilities to identify residents at risk for negative outcomes can be valuable tools in improving the facility's resident care, 5-Star Ratings and financial position.

Nursing homes with high Centers for Medicare and Medicaid Services (CMS) quality scores can reduce empty beds through increased referrals and consumer demand. Performance on quality measures impacts not only census, but also reimbursement. Nursing homes can earn incentive payments through Medicare's nursing home Value-Based Purchasing Program if they perform well on the 30-day readmission measure and can receive rewards through New York State's Nursing Home Quality Initiative based on their performance on an array of quality and compliance measures. In addition, many Medicare Advantage plans and commercial insurers are offering bonuses or imposing penalties based on quality.

Predictive analytics tools harness resident-specific data to help nursing homes to target and strengthen their quality improvement efforts, while improving their bottom line. These tools help to identify those residents in a facility with a greater likelihood of experiencing an adverse outcome, such as an unplanned hospital readmission, a serious fall or pressure ulcers. The Minimum Data Set (MDS) assessment provides a rich data source for resident demographic data, diagnoses, treatments and medical histories. Using MDS data, predictive analytics tools deploy statistical models that identify the resident conditions and characteristics that are strongly associated with selected negative outcomes. A properly developed, robust model, built from a large data set, can enable nursing homes to stratify their residents based on their risk of negative outcomes and develop targeted strategies for reducing those risks. Residents benefit from more focused care planning, while the facility's census and revenues grow as a result of better scores on quality measures.

Quality Apex®, an MDS analytics tool developed by LeadingAge New York Technology Solutions, LLC, will launch a predictive model in 2020 that will flag residents who present conditions or characteristics on the MDS that are associated with a higher risk of negative outcomes related to quality. Currently, Quality Apex® offers the ability to scan and "scrub" MDS submissions for completeness, internal logic and consistency and the presence of assessment elements that impact care planning and reimbursement. It also provides real-time insight into a facility's performance on CMS quality measures. Quality Apex® will incorporate its own predictive model, built from national MDS data, to support proactive and targeted interventions that optimize quality. Although no predictive model is 100 percent accurate, the Quality Apex® tool will enable facilities to identify those residents who present a statistically significant higher likelihood of experiencing a negative outcome and put in place care plans that reduce that risk.

Through predictive analytics tools, nursing homes can gain real-time clinical insights into their residents' risk of rehospitalization or other poor outcome and take action to drive optimal quality 

Quality Apex® MDS analytics software will be able to flag residents at risk of negative outcomes in 2020.

Living Better with Successful Aging at Peconic Landing


Aging is inevitable, but society's views on aging aren't always positive. It's a common belief that as people age, they lose their abilities or become unable to do the things they love. Yes, aging comes with its adversities, but there are plenty of wonderful things that can come with age when you change your mindset. At Peconic Landing, there are a plethora of innovative programs in place, but what sets it apart is the mindset it takes. Its main initiative as a Continuing Care Retirement Community is to be a Center for Successful Aging (CSA).



process with four major pillars: physical, spiritual, intellectual and social. Making each piece a priority helps members create a better lifestyle, which in turn improves their quality of life.

Every day, Peconic Landing members excel in forging their path toward better living. One example is Peter Zwerlein, who started the Peconic Landing Ukulele Club. He created this group with no knowledge of the instrument, only a love for music and an open-minded approach to learning. Using online resources, he taught himself how to play and then went on to pitch his idea for a ukulele club to Peconic Landing's directors. Peter's passion turned a small idea into a rewarding hobby for himself and others, one which encompasses three pillars of successful living: intellectual, spiritual and social. Today, the club meets twice weekly and travels around the greater community performing for local audiences.

Jean Mellano is another Peconic Landing member who continues her growth in the face of hardship. As an avid athlete, Jean's recent diagnosis of Parkinson's disease could have meant quitting what she loves most. Instead, Jean has turned her diagnosis into an opportunity to push herself even further. She continues to be a devoted kickboxer and also writes about her struggles and achievements in various local media outlets. By incorporating both intellectual and physical practices in her life, Jean is a true example of empowerment.

Peconic Landing offers programs in all four pillars of Masterpiece Living so that its members have endless options to grow every day. By being proactive and exploring new opportunities, we can all live a more rewarding life. 

As a Center for Successful Aging (CSA), Peconic Landing uplifts its members and gives them the tools they need to continuously grow and achieve new goals.

As a CSA, Peconic Landing uplifts its members and gives

them the tools they need to continuously grow and achieve new goals. It believes that age is just a number, not a definition of what you can accomplish. Partnering with Masterpiece Living, an organization dedicated to successful living research, helps Peconic Landing promote healthy lifestyle choices to its members and the greater community.

As we age, why slow down when we can continue our growth? What is keeping us from doing what we love and more? Is it that we can't do the things we were once able to when we were young? Or is it just what society is making us believe? Thirty percent of how we age is hereditary, but 70 percent is up to us. It's about making positive lifestyle choices. As a CSA, Peconic Landing empowers its members to maximize their potential by applying the latest research on living better.

Masterpiece Living is a direct descendant of the MacArthur Foundation, which helps with tools and ongoing research to better understand the successful living process. With their help, Peconic Landing reinforces this



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United Hebrew and Feeding Westchester Team Up to Promote Senior Nutrition

For many, food inspires fun and enjoyment with family and friends. For others, thinking about food may stir up feelings of hunger and insecurity. Far too many seniors are “food insecure,” which means that they lack reliable access to nutritious food for a healthy, active life.

Food insecurity is a growing problem. The rate of hunger among seniors aged 60 and older has increased by 45 percent since 2001, according to Feeding America, a network of 200 food banks across the country. As the population ages, the number of food insecure seniors may grow to more than 8 million by 2050.

The rate of hunger among seniors aged 60 and older has increased by 45 percent since 2001, according to Feeding America, a network of 200 food banks across the country.

To help residents of its independent senior housing, United Hebrew of New Rochelle reached out to Feeding Westchester, a member of Feeding America which aims to eradicate hunger across the county. As a result, the organization’s “Senior Grocery” program was recently launched on



United Hebrew’s campus, bringing a monthly delivery of fresh produce to over 90 residents of its Meadow Lane and Soundview Senior Apartments.

For United Hebrew’s part, the program helps to fulfill its mission to “care for residents like family” so that they may remain independent for as long as possible.

“We spend a lot of time ensuring our residents access the benefits available to them, including SNAP, Medicare and Medicaid,” says Joanne Russo-Lanza, vice president of housing at United Hebrew of New Rochelle, where skilled nursing, assisted living and dementia care are also offered. “This is another invaluable resource for our residents, and it brings a lot of joy, too.”

(See *United Hebrew* on page 30)



United Hebrew ... (Continued from page 29)

Seniors face particular challenges that make hunger a more painful experience:

- 63 percent of seniors served by Feeding America are forced to choose between food and medical care.
- Seniors served by Feeding America are at an increased risk of having chronic health conditions like diabetes and high blood pressure, which can be improved with healthy food options.
- Only 45 percent of eligible seniors are enrolled in the Supplemental Nutrition Assistance Program (SNAP), which provides federal food assistance benefits.

(Source: Feeding America website)

These are the very issues that Feeding Westchester aims to address via the Senior Grocery Program, says Danice Tatosian, senior manager of nutrition and public health initiatives at Feeding Westchester.

“Over 33,000 seniors are hungry in Westchester County. Their reasons for being food insecure may include living on a fixed income or having to buy costly medications. The produce these residents receive through our program is nutritious and enough to last a senior for a few weeks.”

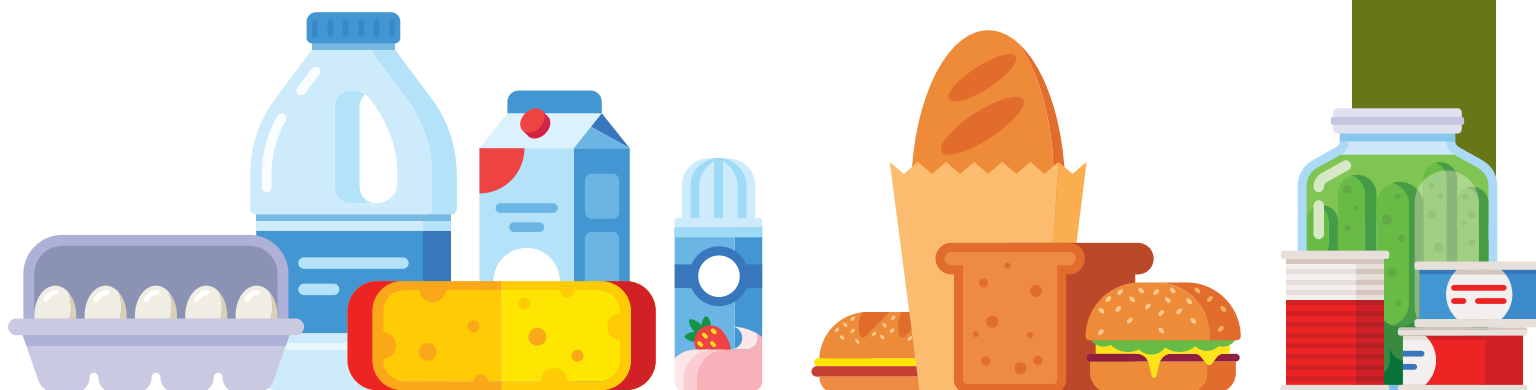
Each bag includes a balance of nutritious foods such as fresh fruits and vegetables, low-fat dairy and grains. For residents who have limited mobility and are unable to visit food pantries, the delivery brings the ingredients necessary for a healthy meal right to their front door.

“We want to help provide food for Westchester seniors so they never have to choose between medical care or other expenses and living a healthy, happy life,” adds Tatosian. 🌱



Tenants of United Hebrew's Soundview Senior Apartments, Michael Morales and Mary Nazzaro.

“Over 33,000 seniors are hungry in Westchester County. Their reasons for being food insecure may include living on a fixed income or having to buy costly medications.”



At St. John's Home, New Dementia Program Focuses Less on Deficits and More on Joy

We all know the crippling toll that dementia can have on family caregivers. “When families are taking care of a loved one with dementia at home and they bring them to a nursing home to live, the thing they say the most to us is, ‘I just want her [or him] to be safe,’” says Terri Abrams, RN/clinical coordinator at St. John's Home. “We are certainly aiming higher than that.”

In November 2019, St. John's launched a new take on dementia-focused long-term care that goes well beyond simply providing a safe place for residents to exist. *Beyond Memory* focuses on the idea that people



another form of dementia. St. John's saw a 66 percent decrease in the rate of high-risk behaviors among residents with dementia and a 45 percent increase in family satisfaction.

“We have been working with the staff a lot, particularly on their approach,” says Mimi DeVinney, St. John's dementia/quality of life specialist. The implementation of dementia-specific trainings began in new employee orientation, as the high rate of dementia throughout most senior communities means that every employee in every department will interact with residents with dementia at some point. “We try to catch new people as they come in and provide training, but we also work with our clinical staff as challenges arise,” adds DeVinney. Thus, additional coaching and brainstorming help employees develop a different, more successful approach to care.

(See *At St. John's Home* on page 32)

Beyond Memory focuses on the idea that people living with dementia have the right to live a life filled with joy.

living with dementia have the right to live a life filled with joy. This holistic approach to caring for skilled nursing residents will ensure the safety and security of residents while also honoring their individual histories and personal preferences for how they live their lives.

Beyond Memory is the logical next step for St. John's following the completion of the Dementia Quality of Life program, a three-year, multipronged intervention funded through the Greater Rochester Health Foundation. The grant program resulted in impressive advances in the care and support of the nearly 80 percent of St. John's residents who live with Alzheimer's disease or



At St. John's Home ... (Continued from page 31)

Beyond Memory takes the lessons learned at St. John's over several years and promises to create a more enjoyable setting for those navigating through the later stages of dementia. That starts with a more proactive approach to adverse behaviors. As DeVinney explains, "residents who are considered 'combative with care'

usually are going through some type of distress. We don't have behavior plans; we have well-being plans, because we want to address those things that elders need."

In addition to well-being plans, each resident living in one of the two Beyond Memory neighborhoods has a J.O.Y. plan (short for "Journey of You").

In addition to well-being plans, each resident living in one of the two *Beyond Memory* neighborhoods has a J.O.Y. plan (short for "Journey of You"). Each resident's J.O.Y. plan tells their story in a way that helps shahbazim and nurses go beyond providing what is typically known as person-centered care. The plan provides everyone who has or wants to have a relationship with that resident with all the important information they need to engage with them in positive ways. The J.O.Y. plan is a road map of the elder's journey to date and is added to by staff and family members during their time at St. John's.

St. John's recently began recruiting "Joy Champions": caregivers who have expressed a willingness to embrace a more proactive, positive approach to supporting those living with memory impairment. The hope for *Beyond Memory* is that it will eventually be replicated throughout St. John's Home, as the desire for moments of joy throughout a person's day is a universal one. "We asked ourselves, 'What is beyond memory?'" explains Abrams. "The answer was joy. That 'journey of you' continues with or without your memory." 🌱



Heritage Gallops into 2020 with New Equine Therapy Program at Homestead Stables

One year after the opening of Heritage Ministries' Homestead Stables, a full-service equestrian center in Gerry, staff are saddling up to provide a new service to the community in 2020: therapeutic riding.



"We are excited to offer this new type of equine therapy at Homestead Stables," said David Smeltzer, Heritage president and CEO. "Since announcing the development of the stables, we have consistently been asked if this service would be provided. We consider it a privilege to offer this service to the greater Chautauqua County community. In addition to those who will benefit directly

from the therapy, this new program will provide many rewarding opportunities for volunteers to become involved in working with horses and those we will be serving."

The new Homestead Stables therapeutic riding program, officially launched in November 2019, is led by Scott Limberg, a certified therapeutic riding instructor through the Professional Association of Therapeutic Horsemanship International

"We have been looking forward to adding therapeutic riding to our list of services that we offer and couldn't be more excited to begin this wonderful new program...."

Heather Payne, manager
Homestead Stables




(PATH Intl.). Instructors and participants in the program will work to enrich the lives of members of the differently-abled community. Individuals of all ages can benefit from this therapeutic process, including recovering veterans and those with physical disabilities, congenital birth defects, neurological issues, traumatic and acquired brain injuries, autism and more.

Heather Payne, Homestead Stables manager, added, "We have been looking forward to adding therapeutic riding to our list of services that we offer and couldn't be more excited to begin this wonderful new program. Through carefully planned lessons, riders learn balance, coordination and self-assurance, as well as improve social skills and sensory stimulation. The benefits of therapeutic riding have been acknowledged for a long time; working with horses can have a major physical and emotional impact on people."

No stranger to horses as therapeutic tools, Homestead Stables began offering non-riding-based Equine Assisted Therapy in late 2018 through a partnership with Dawn Samuelson and the N.E.I.G.H. (National Equine Institute of Growth through Healing) program. N.E.I.G.H. works to empower individuals by equipping them with the tools necessary to improve communication, confidence, respect and goal setting, using the emotional relationship between horses and humans as a tool in instruction in working with issues such as post-traumatic stress disorder (PTSD) and emotional trauma.

(See *Heritage Gallops Into 2020* on page 34)

Heritage Gallops into 2020 ... (Continued from page 33)

In addition to now offering a full slate of equestrian therapy services, Homestead Stables is also offering the opportunity to volunteer as a part of the therapeutic riding program. Qualified volunteers may earn horse experience and enjoy the rewarding time spent by helping the differently-abled community or giving back to veterans, free of charge. Those interested in participating as a volunteer may call 716-988-0063. 



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Ringling in the New at Jefferson's Ferry

Jefferson's Ferry is saying farewell to a very busy 2019 that has in many ways laid the groundwork for the innovation, growth and continued improvements it looks forward to in 2020. Its management, board of trustees, staff and residents are all looking forward to the significant changes that will contribute to the vibrant Life Plan Community that has repeatedly been named the best of its kind on Long Island.

Jefferson's Ferry's "Journey to Renewal" is an ambitious, multi-year expansion and renovation of its campus that will enhance the lifestyle and experience for current residents while anticipating the desires and needs of a whole new generation of Long Islanders who are planning for retirement. Journey to Renewal calls for the construction of additional independent living apartments, a new assisted living building specially designed for memory care, a state-of-the-art rehabilitation center, along with expanded homelike common spaces in assisted living and skilled nursing. Amenities will also be given an upgrade during the Journey to Renewal. New dining options will include a variety of on-demand services such as online ordering of takeout choices, a casual bistro and the introduction of smaller dining areas. An expanded fitness and wellness program will offer grander workout and classroom space for those residents interested in enhancing their focus on health and wellness.

Jefferson's Ferry also saw some changes and outstanding achievements among some of its key leaders in 2019 that position it well for the new year. George Rice, the widely admired, longtime



chair of the Board of Directors, stepped down from his leadership role after

Jefferson's Ferry's "Journey to Renewal" is an ambitious, multi-year expansion and renovation of its campus that will enhance the lifestyle and experience for current residents while anticipating the desires and needs of a whole new generation of Long Islanders who are planning for retirement.

22 years but will continue as a trustee. Vivian Viloria-Fisher, formerly vice chair, now chairs the board. Viloria-Fisher is a former Suffolk County legislator and deputy presiding officer of the 5th Electoral District. She joined the Jefferson's Ferry Board of Directors in 2012 and was named vice chair in February 2014. LeadingAge New York recognized her as Trustee of the Year in 2017. The board also welcomed two new trustees, Debra Engelhardt and Kim Kubasek. Engelhardt is the director of the Comsewogue Library, and Kubasek is an associate executive director at Developmental Disabilities Institute.

Cathy DeAngelo, vice president of sales and marketing at Jefferson's Ferry, was honored in October as one of Long Island Business News' Top 50 Women in Business. Among her many past and present accomplishments, DeAngelo boosted occupancy in Jefferson's Ferry's independent living cottages and apartments from 88 percent to 94

(See *Ringling in the New* on page 36)

Ringin' in the New ... (Continued from page 35)

percent in her first six months at Jefferson's Ferry and has maintained that industry-high occupancy rate over nearly a decade. In addition to her direct work with potential and incoming residents, DeAngelo opens Jefferson's Ferry's meeting space to senior groups, caretakers and local not-for-profit groups and positions Jefferson's Ferry as a community resource where seniors and adult children can come to learn about services and choices for older adult living and care, including at-home and outside caregivers, programs that support people with memory or physical challenges and much more.

Kaylin Peterson, director of philanthropy at Jefferson's Ferry, has been accepted into the 2019-2020 LeadingAge New York IGNITE Leadership Academy. Peterson's chief responsibility is the fundraising activities of the Jefferson's Ferry Foundation. The Foundation's philanthropy has enriched the lives of residents in numerous ways, and Peterson's work has increased funding for the Jefferson's Ferry Resident Assistance Fund, which covers the monthly fees of residents who have outlived their assets or experience an unanticipated financial need through no fault of their own.

Jefferson's Ferry is looking forward to an exciting and productive 2020! 🍀

Among her (Cathy) many past and present accomplishments, DeAngelo boosted occupancy in Jefferson's Ferry's independent living cottages and apartments from 88 percent to 94 percent in her first six months at Jefferson's Ferry and has maintained that industry-high occupancy rate over nearly a decade.



Members of the Jefferson's Ferry senior management team join board chair Vivian Viloria-Fisher (center) at a Long Island Business News award ceremony honoring Cathy DeAngelo among its Top 50 Women in Business. Pictured (l-r): Michele Berti, vice president of human resources; Robert E. Caulfield, president and CEO; Cathy DeAngelo, vice president of sales and marketing; Kaylin Peterson, director of philanthropy; Linda Kolakowski, vice president of resident life; and Chris Adamo, vice president of hospitality services.



Masonic Care Community's "HomeStretch" Program Prepares Rehab Patients for Safe Return Home

The Masonic Care Community in Utica recently unveiled an innovative approach to rehabilitation called "HomeStretch." This unique experience allows therapists from all three disciplines – physical therapy, occupational therapy and speech therapy – to work in concert to prepare individuals to return home. HomeStretch takes it to a whole new level and is making a significant difference for those the Masonic Care Community serves.

HomeStretch offers those real-life challenges that an individual might

This unique experience allows therapists from all three disciplines – physical therapy, occupational therapy and speech therapy – to work in concert to prepare individuals to return home.



face when going home after in-patient rehab. There are sidewalks and curbs to maneuver. Patients can practice climbing the front steps to their home, putting the key in the lock and opening the front door. How about a trip to the grocery store? HomeStretch has a store, complete with food items on the shelves and grocery carts. Individuals can create a shopping list, pick out the items and pay for them at the cash register. And what trip to the store would be complete without accessing an ATM? HomeStretch

(See *Masonic Care* on page 38)



Masonic Care ... (Continued from page 37)

has one. The program also has an area that can serve as a doctor's office window, a park bench with a variety of different floor surfaces and a full-sized outdoor mailbox. One of the most significant innovations in HomeStretch is the simulated car, which can be raised or lowered depending on the make and model of the individual's vehicle. Whether it's an SUV or a small compact, individuals can practice getting in and out in this safe environment. HomeStretch also has a fully functional kitchen, laundry room and bathroom for additional treatment opportunities.

"We wanted to offer our residents more in terms of what they would face when they returned home," says Tamara Wheeler, administrator of the Masonic Care Community Health Pavilion. "HomeStretch expands our traditional therapy treatment programs, and those we serve say they feel better equipped and have the increased confidence needed to handle everyday life in their homes thanks to this program." 🌱

For more information on HomeStretch, contact Tamara at wheelert@mccny.com.

"We wanted to offer our residents more in terms of what they would face when they returned home."

Tamara Wheeler, administrator
Masonic Care Community Health Pavilion



The Aging Out Crisis

Pat Tursi, CEO, Elizabeth Seton Children's

We give each of the children in our care at Elizabeth Seton Children's in Westchester County opportunities to learn, grow, laugh, be joyful and experience the fullness of a child's life. We understand the reality of our children's disabilities, but we do not focus on their limits.

This is the good news: facilities like ours and advances in medicine and technology are enabling children with complex health conditions to live longer than ever before and thrive into their teen years and young

adulthood. Parents are devastated by the lack of viable options for the care of their young adult as they transition or age out of pediatric care at 21. Our current health

care system is not nimble enough to keep pace with these rapid changes.

Millions of children across America are living with severe, medically complex conditions, which means that they have multiple, chronic diagnoses that require



specialized care from many providers.

In New York State alone, there are an estimated 5,500 children with high-need medical complexity under the age of 21.

Children with medical complexity require 24/7 support to meet their most basic daily functions. Virtually all children in our care are unable to walk, and many require feeding tubes, ventilators and devices to help them communicate. Broadly speaking, the conditions these children have may include genetic disorders, traumatic brain injuries and childhood diseases.

Successful transition to adulthood requires uninterrupted, developmentally and age-appropriate health care that is non-existent today. Tragically, since 2012, 30 percent of our young adults discharged to adult facilities have died in just over a year. In the next five years, over 50 of our young adults with even higher acuity will be discharged to geriatric nursing homes. This number is reflective of a growing national trend.

What should be a joyful time and rite of passage for our young adults and families is becoming a parent's worst nightmare. Life itself is at stake.

This social injustice mandates an urgent humanitarian response.

Elizabeth Seton Children's bold solution is to create a first-of-its-kind facility for young adults with medical complexity that will forever change the paradigm of health care for this unique population. As a "home" with life-sustaining technology; specialty clinics; interactive living environments; and spaces for music, art,

(See *The Aging Out* on page 40)

Successful transition to adulthood requires uninterrupted, developmentally and age-appropriate health care that is non-existent today.



The Aging Out ... (Continued from page 39)

family time and outdoor exploration, our state-of-the-art, healing design will transform young adult lives and become the national and, ultimately, global prototype of excellence for families and communities struggling with this heart-wrenching, life-altering transition.

We are aggressively and urgently raising funds and partnering with our elected officials, state regulators and LeadingAge New York to launch this critical endeavor that will immediately save lives and illustrate an unequivocal commitment to honoring the most vulnerable among us in society.

We must not let the possibilities end for these extraordinary young people after they turn 21. The aging out issue is a crisis in every sense, and our courageous young adults, who overcome challenges every day, deserve our urgent attention to this cause.

Their lives depend on it. 📸



Elizabeth Seton Children's bold solution is to create a first-of-its-kind facility for young adults with medical complexity that will forever change the paradigm of health care for this unique population.

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New Year Brings New Employee Initiatives for Higher Retention at Loretto

Loretto in Central New York is entering the new year with a focus on “pragmatic altruism.” It’s not about doing good simply for good’s sake, but doing it with a vision, a purpose and in a way that’s a “win-win” for the individual, your business and your community.

Employers and employees are often focused on the tasks that need to be accomplished, but not as much on the experience of the people accomplishing those tasks. Leaders at Loretto believe that a better business strategy and a better human strategy is to recognize the interconnectedness of employees’ work lives and personal lives.



dialogue today. Peers gather in a room – staff with staff, managers with managers, leadership with leadership – and are asked important questions: *How does working at Loretto make you feel? If you could change one thing, what would it be? What does Loretto value? What do you value?* Leadership and managers are purposely not included in initial staff discussions to encourage honest conversation. Then, groups are brought together to discuss shared interests, disconnected interests and misunderstandings. The final component is forming teams to co-create shared solutions to the most challenging issues.

Loretto discovered that one of the most important things to one employee was diapers. Yes, paper underpants for babies.

What does this have to do with the employee’s work at Loretto? A lot. The employee’s children are in day care, and most day care facilities require that parents provide diapers for their children – if they don’t, the day care will not accept the children into their care. No diapers, no day care. And no day care means a missed shift for Loretto (and a day’s pay for that employee).

As the leaders at Loretto heard more of these stories, they decided to establish a diaper bank so that employees could receive diapers to provide to their day care center to ensure the continued care of their children – and the ability to meet all of their assigned shifts. In addition to meeting their shifts, without the concerns surrounding diaper finances and day care, employee job performance was improved.

(See New Year on page 42)

... Loretto partnered with a local credit union to pilot a program that enables employees to become qualified for an auto loan to purchase a vehicle.

Especially amid the nationwide shortage of health care workers, health care employers are responsible for employees’ continued employment and well-being. With that in mind, Loretto has entered into a series of relationships with philanthropic groups and community organizers, making significant improvements in the lives of employees and the standards of the surrounding communities while also providing positive outcomes for Loretto.

Leaders opened a dialogue a few years ago with the people who put in the shifts day-to-day at Loretto, and they continue this



New Year... (Continued from page 41)

Another topic that came from the dialogue sessions was how the lack of reliable transportation affected both individual employees and the organization as a whole.

Many of Loretto's employees do not have a car. They rely on public transportation to get to work. Whenever there is a delay in the line, employees are late for work, and if the demands of the job require them to stay after their shift to wrap things up, they leave their duties to catch their ride home. In addition to interfering with work schedules, not owning a car gets in the way of employee promotions – as a manager, you have to be able to arrive on time, cover for your staff and stay late as needed.

Pragmatic altruism has proven successful by reducing Loretto's employee turnover from the industry standard of 70 percent to a significantly lower rate of 40 percent.



It's easy to see how this hurts employees, but what about how it impacts business? Every time an employee is late, the schedule is disrupted. It is also disrupted every time an employee is unable to stay late to finish an incomplete assignment or cover for co-workers.

Thus, Loretto partnered with a local credit union to pilot a program that enables employees to become qualified for an auto loan to purchase a vehicle. Is it easy to qualify? No, and it shouldn't be. It's an extensive process that involves revisiting the details of past

finances, pursuing financial counseling, developing a budget, etc. However, it blazes a trail for many where there wasn't even a path – and that's what pragmatic altruism is all about.

Pragmatic altruism has proven successful by reducing Loretto's employee turnover from the industry standard of 70 percent to a significantly lower rate of 40 percent. Loretto is now exploring providing child care support and expanding its apprenticeship programs that allow employees to 'earn while you learn' in 2020. 🌱

Dr. Kimberly Townsend, MBA, MPA, JD, Ed.D, CPA, FACHE, is president and CEO at Loretto Management Corporation in Syracuse, NY and an expert in health care management and leadership. She is also the author of the book Lifecircle Leadership: How Exceptional People Make Every Day Extraordinary. After nearly 20 years in the field of health care, Dr. Townsend has seen how leaders at all levels have the power to make a positive impact on employees, the people they serve and the community at large. The key is to approach problems and their solutions with the mindset of pragmatic altruism, which believes that every problem has a solution that benefits all parties.

Episcopal SeniorLife Communities Rings in New Year with Expansion into Penfield

As Episcopal SeniorLife Communities (ESLC) continues to extend its footprint to meet the needs of seniors in the Rochester area, the organization is pleased to announce its expansion into the Town of Penfield.



The Program also addresses challenges faced by elders such as mobility, isolation, nutrition and physical or social conditions, which often lead to the loss of independence.

The project, coined Penfield Square, is currently under development in partnership with Home Leasing, a private company that provides development, construction and property management with a mission to improve the lives of residents and communities. The 8.4-acre property is adjacent to the local Eastside YMCA and is a mixed-use senior living project. Construction began this past July on 114 independent living apartments that will be managed by Home Leasing. ESLC will oversee 70 assisted living and memory care

units. Additional amenities include village green event space available to the public, retail shops and a bistro, all in an effort for Penfield Square to become an integral part of the community. Residents are slated to start moving in late 2020 or early 2021.

The ESLC Neighborhood Program will be a vital part of the development to further connect Penfield Square to the surrounding community, allowing ESLC to expand its neighborhood-based population health initiative to a new service area. The Neighborhood Program was birthed from the notion that ESLC has the expertise, resources and partnerships to serve as a gathering place and resource center for area seniors in a way that is responsive to the character and needs of the community. The Program also addresses challenges faced by

(See *Episcopal SeniorLife* on page 44)




Episcopal SeniorLife ... (Continued from page 43)

elders such as mobility, isolation, nutrition and physical or social conditions, which often lead to the loss of independence.

In an effort to broaden the Neighborhood Program, wellness coaching for seniors on an individual and personalized basis will be available, helping them to meet goals that are meaningful to them and in turn leading to better quality of life. ESLC is eager to develop strong relationships with residents of Penfield Square and with seniors in the surrounding community through its vibrant Neighborhood Program.

For ESLC, this unique partnership with Home Leasing – working together to meet the needs of a diverse group of people with varying needs and income levels and filling a gap in service – is an exciting venture. Through funding from the Empire State Supportive Housing Initiative (ESSHI), ESLC will serve frail seniors who face significant health challenges and other barriers to successful independent living. The organization will be able to provide a stable, supportive environment with access to the appropriate health and social services needed by these residents – care coordination being an integral aspect of the services provided.

During this holiday season, ESLC is reminded of how fortunate it is and looks to its next phase of growth with much anticipation as it continues to serve the senior population in unique and innovative ways. 

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Friendly Senior Living Finds Unique Solutions to Staffing Issues



Glen Cooper

The challenge of finding caring, motivated and committed hands-on caregivers is not a new issue in the senior health care industry. What is new is Friendly Senior Living's innovative approach to solving this problem.

"Throughout the country and in New York State, providers of skilled nursing care have been experiencing a critical shortage of direct care workers," says Glen Cooper, president and CEO of Friendly Senior Living. "This issue is further compounded by the difficulty we find in attracting and retaining top-quality staff to care for our residents. To effectively address these workforce challenges, employers have to be creative."

A solution arose when Michael Perrotta, vice president and administrator of the Friendly Home, matched the Home's need for a consistent and reliable staff of Certified Nursing Assistants (CNAs) and Licensed Practical Nurses (LPNs) with individuals who wished to pursue health care career opportunities, but lacked the financial resources to do so. "As an organization, we committed to removing those barriers to education – to providing our current employees, as well as individuals in the community, with the support they need," says Perrotta. "We benefit by providing training and career advancement opportunities, resulting

in the hiring of top-quality staff. Participants in the program benefit from being made whole while pursuing their education."

What does 'being made whole' mean? Qualified employees



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receive their full salary plus benefits while undergoing training. Other expenses such as tuition, books and child care are covered as well. Maureen Garbach, the Friendly Home's director of health services, points to several success stories as a result of Friendly Senior Living's unique approach to cultivating a stable, well-qualified staff. "We've had people who have started out as resident care assistants or housekeepers, and they love it here – they get to know our Members, their families, the culture we promote," explains Garbach. "When they have chosen to take the next step to become a CNA, they know that they are a highly valued part of our team because we have invested in their futures. I often hear new CNAs say, 'This is just the beginning'; they want to continue advancing their careers as LPNs and even RNs."

Kelsey Ireland is one of Friendly Senior Living's success stories. She began working at the Friendly Home as a resident care assistant and quickly found that caregiving for the elderly is her passion. Kelsey became a CNA, with her training expenses entirely covered by the program. "I can't express how thankful I am to Friendly Senior Living for this opportunity," says Kelsey. "I want to continue my education to eventually become an RN. The Friendly Home has invested in me and in this organization to make sure we are going to succeed in improving other people's lives."

To date, over 40 employees across the Friendly Senior Living continuum have completed CNA training; several more are currently enrolled in CNA or LPN

*Qualified employees
receive their full salary
plus benefits while
undergoing training.
Other expenses such as
tuition, books and child
care are covered as well.*




(See Friendly Senior Living on page 46)

Friendly Senior Living ... (Continued from page 45)

programs. To add to the uniqueness of this career ladder initiative, the organization has partnered with Monroe Community College and the Rochester Educational Opportunity Center to deliver CNA and LPN training. Key to the implementation of the program was the generous support of the Ralph C. Wilson, Jr. Foundation.

“We are excited to offer the CNA training program to the community as we seek to effectively address industry issues such as staff shortages, high turnover trends and increasing competition for entry-level positions,” Cooper notes. “Further, by investing in opportunities for career advancement within our organization, we are positively impacting employee satisfaction and staff retention. The result of these training programs is evident, enabling Friendly Senior Living to provide excellent and compassionate care to our residents.”

The Friendly Senior Living continuum of caring communities includes **Cloverwood**, an active independent senior living community in Pittsford; **Glenmere at Cloverwood**, which offers

assisted living, enhanced assisted living and memory care; **Linden Knoll**, an independent senior living apartment community in Brighton; the **Lovejoy Transitional Care Center**, which offers short-term rehabilitative care at the Friendly Home; and the **Friendly Home**, a skilled nursing home in Brighton offering 24-hour care, rehabilitation, memory care and hospice care. For more information, visit friendlyseniorliving.org. 

To date, over 40 employees across the Friendly Senior Living continuum have completed CNA training; several more are currently enrolled in CNA or LPN programs. To add to the uniqueness of this career ladder initiative, the organization has partnered with Monroe Community College and the Rochester Educational Opportunity Center to deliver CNA and LPN training.



Fox Run at Orchard Park Pilots New Mind Healthy Program

Brain fitness is currently trending at Fox Run at Orchard Park, an active Continuing Care Retirement Community just south of Buffalo. Over 40 Fox Run Community Members recently completed a 12-week pilot series called *Move Your Mind*. The program was developed by Morrison Community Living Nutrition and Wellness Support, and it's all about protecting and improving how the brain functions.



care manager and co-presenter of the *Move Your Mind* series at Fox Run, “We are a Center for Excellence. We have been able to accommodate any of Morrison’s programs, and we enjoy being one of the first communities in the country to pilot new ones.”

The *Move Your Mind* series aims to improve cognitive health by instilling a comprehensive knowledge of pro-mind practices and then translating them into daily lifestyle habits. The main objective is to create lasting and permanent changes, which is why it is highly recommended that participants attend the entire series. Fox Run Community Members were enthusiastic about attending classes, which included lots of discussion and brainstorming on subjects from decreasing stress to neuroplasticity to getting better rest.

(See *Fox Run* on page 48)

Each class is an hour long and includes an interactive lecture, an in-class activity and a homework assignment.

Morrison Community Living has extensive experience creating wellness and nutrition programs for over 450 senior living clients nationally. The content for this series is based on the six pillars of cognitive health. Each class is an hour long and includes an interactive lecture, an in-class activity and a homework assignment. Fox Run is a frequent host of pilot programs because, explains Jen Griveas, RDN, nutrition



Fox Run ... (Continued from page 47)

Another incentive for consistently attending the series was the MIND diet healthy snack, prepared by the Fox Run culinary team each week. The series also included a bonus interactive cooking demonstration with Chef Lisa Sanders in the Fox Run Teaching Kitchen. This hands-on experience featured a delicious recipe that was prepared in accordance with the MIND diet guidelines covered throughout the class series.

Co-presenter Allison Weltjen, registered dietetic technician at Fox Run, greatly enjoyed customizing the program. “We were able to align the material with the interests and preferences of the current Fox Run Community Members,” explains Weltjen. “Our team’s extensive knowledge of their personal health status and diet-related needs was helpful in the planning process as well.”

Participants were asked to disclose information about their daily habits relating to the program material such as rest, stress reduction and physical activity both before and after they completed the series. This important tool allowed for any progress to be clear and measurable. Fox Run Community Members were also asked to rate their personal satisfaction with the series and offer other thoughts about their experience.

One Fox Run Community Member explained, “Because of this program, I have tried to eat healthier. I eat more vegetables, more fish and much less red meat. I have tried to cut back on snacks (replacing chips with pretzels). I try to practice deep breathing and other rhythms. In the evening, I keep my lights dim, and it seems to make me fall asleep faster. I remember to laugh a lot. The *Move Your Mind* series made me aware of all these brain health techniques and helped me put them into practice.”

Another wrote, “You have done a great service bringing to mind the things that sometimes we forget to do. Also, the healthy treats at our weekly class were always enjoyed by everyone!”

All of the Fox Run Community Members who participated experienced noticeable improvements in their daily lives. The program stood out as a great refresher on living in a healthy and balanced way, and many expressed their desire to repeat it in the future.

Fox Run, along with the seven other pilot communities, has submitted its findings to Morrison Community Living to be fine-tuned and then rolled out nationally. With such optimistic initial results, the program has huge potential to make a positive impact on the cognitive wellness and quality of life of the senior-aged population. 🌱



The program stood out as a great refresher on living in a healthy and balanced way, and many expressed their desire to repeat it in the future.



Ami Schnauber

Our challenge is to find innovative solutions that are revenue neutral or generate savings while also seeking reforms that allow providers to work more efficiently.

New Year's Resolution: Patient Advocacy

This is the time of year when people often reflect on the past year and set intentions for the year ahead. I hope that as you do this, you add advocacy to your list of new habits and intentions for 2020.

We consistently hear about members struggling to recruit and retain necessary staff and transition services to meet current consumer demands with limited financial resources that don't cover costs. Throughout the summer and fall, we've been traveling the state to help tell this story to legislators in their local regions. These meetings, which have included local provider members, have helped to develop relationships with elected officials and ensure that they understand the challenges that members are facing when the Legislature returns on Jan. 8th and begins addressing a significant budget shortfall.

As many are aware, the State is facing a \$6 billion budget deficit for the 2020-2021 fiscal year. That deficit is projected to grow to \$8 billion over the next three years. Our challenge is to find innovative solutions that are revenue neutral or generate savings while also seeking reforms that allow providers to work more efficiently.

The good news is that LeadingAge New York has several proposals that will do just that! Here are our key proposals to help members thrive as we head into the new year:

- **Civil Money Penalty Investment in Workforce:** The State has \$8 million in federal funds from civil money penalties that are going unused. LeadingAge New York proposes a New York Careers in Aging program supported through these funds.
- **Expanding Senior Housing with Services:** LeadingAge New York is asking lawmakers to support legislation that would establish a dedicated Affordable Independent Senior Housing Assistance Program. The program asks for an investment of \$10 million over five years to fund resident assistant positions in affordable housing and has a projected State savings of \$1.3 million per year.
- **Medication Technicians:** LeadingAge New York is working on legislation that would establish a demonstration program authorizing Certified Nursing Aides (CNAs) who receive advanced training to pass medications in nursing homes under the supervision of a Registered Nurse (RN).
- **Role of the Nurse:** LeadingAge New York is asking lawmakers to support legislation allowing Adult Care Facilities (ACFs) to directly employ Licensed Practical Nurses (LPNs) or RNs to provide occasional nursing services. This legislation would lower costs of care for residents of ACFs and would prevent unnecessary emergency room visits.

(See *New Year's Resolution* on page 50)

New Year's Resolution ... (Continued from page 49)

We will also have to defend against burdensome mandates, which we expect to be vigorously debated this year:

- **Mandatory Nurse Staffing Ratios:** This legislation would create specific staffing ratios for nurses and other direct care staff in hospitals and nursing homes.
- **Prevailing Wage:** This proposal would impose public works “prevailing wage” requirements on most types of private sector projects receiving any level of financial support from State or local entities.

Please make sure to save the date for the 2020 LeadingAge New York Advocacy Days, which are scheduled for Feb. 4th and March 3rd!

On top of facing the biggest budget deficit since 2010, this year, the Legislature will also have less time to accomplish legislative goals. In 2019, the Legislature and Governor reached consensus on consolidating the state and federal primaries on June 23rd. With this change, the 2020 Session has been shortened by three weeks and is now scheduled to end on June 2nd.

Given the fiscal position of the State as we head into the new year, your advocacy will be vital in accomplishing our budgetary and legislative goals. Please make sure to save the date for the 2020 LeadingAge New York Advocacy Days, which are scheduled for Feb. 4th and March 3rd! You can also visit our Advocacy page to find simple ways to connect with your lawmakers.

This year, marks the beginning of a new decade. I hope that you will find renewed energy for advocacy and help us make this a successful year for New York's long-term care and aging services providers!

As always, if you have any questions or concerns, please feel free to contact the Advocacy and Public Policy team at 518-867-8383. Thank you again for your efforts! 🍵



How Strong Are Your Roots?

Dawn Carter, RN, ProCare Consultant

As facilities, we focus on rules and regulations, quality improvement, quality measures and quality metrics. We are invested in and committed to bringing a caring culture and community to the residents and families we serve. This is our mission, our vision, our values. You've heard it said that it takes a village to raise a child. We are the village for our residents. Inside the village are many people: administration, medical, nursing, dietary, activities, social work, therapy, maintenance, volunteers, contractors, etc. Each person has a vital part in the quality of care we provide. We try to hire the right staff and train them into our culture of caring. But what good does that do if they don't stay around long enough to use what they have learned? Research has shown that if people are happy where they work and feel respected and valued by their co-workers, they are more likely to stay. We want to maintain and sustain the type of employees who are also committed to our culture of caring. One of the best ways to do this is to give each new employee a positive and enriching orientation process.

Research has shown that if people are happy where they work and feel respected and valued by their co-workers, they are more likely to stay.

With our residents being our top priority, let me ask: who are their main caretakers? It's a simple answer: the Certified Nurse Assistant (CNA) staff. They are the roots of any nursing facility. They are the ones who provide that hands-on care 24 hours a day. They get to know the residents like no other person in your facility. They know their routines, likes and dislikes, strengths

and weaknesses and histories. They can tell when the resident is having a good or bad day, not eating or drinking as well, not sleeping as usual, experiencing skin changes, etc. They know when something is different, even if they can't tell you exactly what it is. They are your best resource for providing the quality of care you want and reducing those unwanted hospitalizations and rehospitalizations. We make sure that they are competent in their skill sets to ensure this. But let me also ask: can a CNA who is competent in their skills but is not friendly and does not communicate well with residents, families and team members be outstanding?

I am sure that you have both the excellent CNAs and the not-so-outstanding ones. What if those excellent CNAs could be given even more skills and techniques in communication, dealing

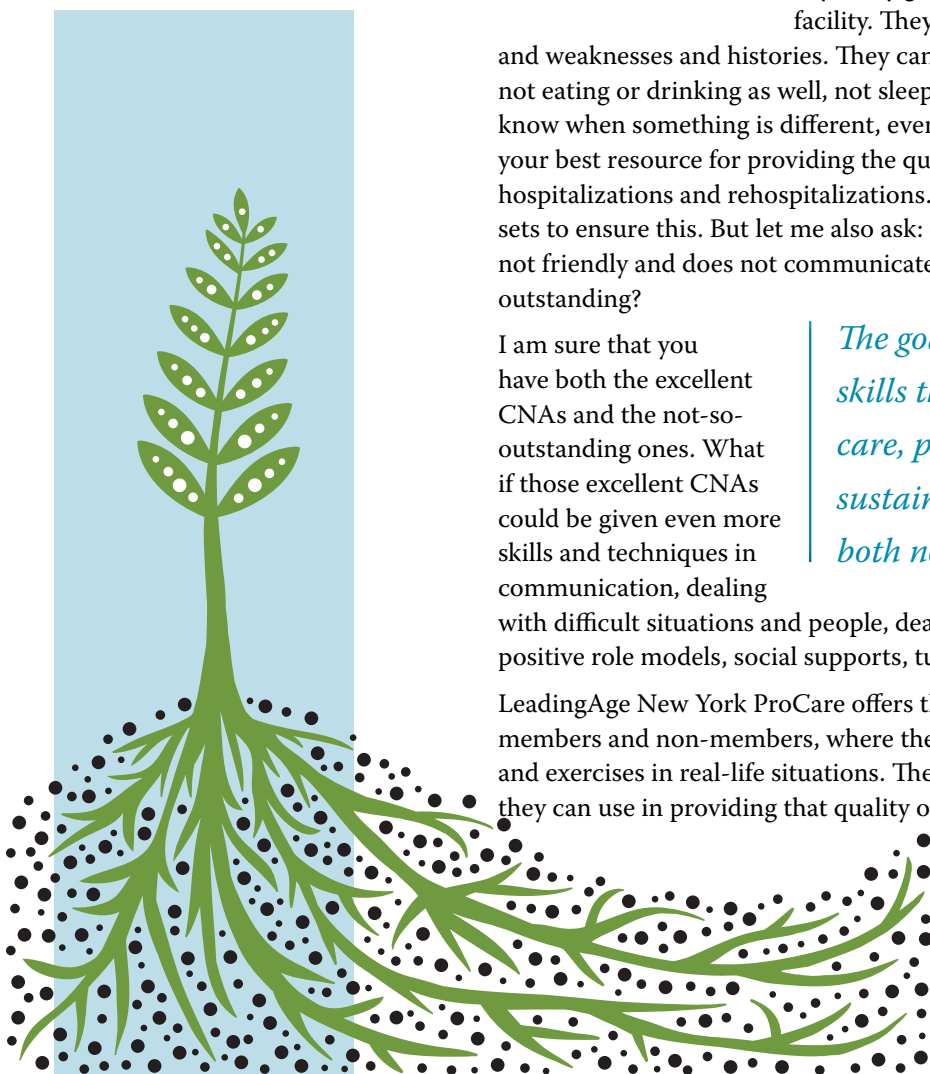
The goal is to give your CNA staff the additional skills they can use in providing that quality of care, promote a positive attitude and enhance sustainability of staff by becoming mentors to both new and experienced CNAs.

with difficult situations and people, dealing with stress and time management and become positive role models, social supports, tutors and resources to new and existing CNAs?

LeadingAge New York ProCare offers the **"Growing Strong Roots"** program for both members and non-members, where these skills and techniques are taught with examples and exercises in real-life situations. The goal is to give your CNA staff the additional skills they can use in providing that quality of care, promote a positive attitude and enhance sustainability of staff by becoming mentors to both new and experienced CNAs.

How strong are your roots? Why not consider growing stronger, deeper roots today?

Contact LeadingAge New York ProCare at 518-867-8383 for more information.



All Noteworthy stories link to the main "Member News" page where stories are listed by date, with the most recent postings first. Send us your news stories and be featured in the next issue of *Adviser*.

MEMBER NEWS

NOTEWORTHY



BETHEL NURSING HOME

Grandparents' Day Carnival Brings Families, Generations

Together at Bethel Nursing Home Bethel Nursing Home held a Grandparents'

Day Carnival for residents, families, friends and staff which included music for all ages, a photo booth, a bubble machine, an art project and games such as cornhole, ring toss and ball toss, as well as prizes and refreshments. 9/19/2019

HILL HAVEN NURSING & REHABILITATION



Mark Johns Honors Local Resident as

Employee of Distinction Assemblyman Mark Johns presented a state proclamation recently to Kathleen Truelson, Off Shift Director at Hill Haven Nursing & Rehabilitation, as she was honored with a LeadingAge New York Employee of Distinction Award. 8/19/2019



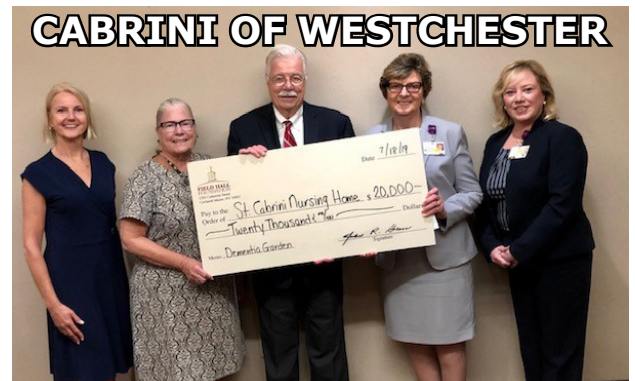
BISHOP'S COMMONS

Navy Veteran Clayton Wise is

"Quilt of Valor" Recipient U.S. Navy veteran Clayton "Jack" Wise was honored for his service to our country when he received a "Quilt of Valor" during a ceremony at Bishop's Commons in Oswego. 7/10/2019

St. Cabrini Nursing Home Receives \$20,000 Grant From the Field Hall Foundation to Enhance its Wandering Garden

St. Cabrini Nursing Home, a member of Cabrini of Westchester, announced that it was the recipient of a \$20,000 grant from the Field Hall Foundation. The grant is in support of the enhancement of the home's therapeutic dementia garden aimed at improving the quality of life for residents with Alzheimer's/dementia who live at the nursing home or who utilize the dementia unit for respite. 7/24/2019



CABRINI OF WESTCHESTER

Brothers of Mercy Celebrates Veterans Day

The communities on the Brothers of Mercy Wellness Campus observed Veterans Day 2019 in a variety of ways. At the Nursing and Rehabilitation Center, Brother Superior Kenneth Thomas, an Air Force veteran, along with members of the center's Veterans Club, residents and staff, gathered for a commemorative presentation. At the Sacred Heart Adult Home, residents enjoyed a presentation by naval veteran Thomas Villa, who serves as a docent at the Buffalo & Erie County Naval & Military Park. 11/12/2019



BROTHERS OF MERCY

(See Noteworthy on page 53)



BROTHERS OF MERCY

Brothers of Mercy Wellness Campus Awarded \$300,000

Grant by The Odd Fellow & Rebekah Benefit Fund The Brothers of Mercy in Clarence was recently awarded a \$300,000 grant from the Odd Fellow & Rebekah Benefit Fund. This generous gift will fund a brand-new assisted living wing in the Brothers of Mercy Memory Care & Enhanced Assisted Living Community, currently under construction and planned to open in the summer of 2020. 9/16/2019



EDGEWOOD

COMMUNITIES

Lutheran Hosts Ribbon Cutting

For Edgewood Commons On June 28th, Lutheran representatives, elected officials and others participated in a ribbon cutting ceremony for the new Edgewood Commons, a 9,300-square-foot, \$3.2 million facility that includes a grab-n-go cafe, a fitness center, multiple activity rooms, a billiards room and a 42-seat theater. Construction of the facility, part of the Edgewood Communities at Lutheran, started in April 2018. 7/1/2019



THE VILLAGE REHAB

& SKILLED NURSING

Heritage Celebrates with Fall Festival at The Village

Community members, family and residents recently enjoyed the annual Fall Festival at The Village, a Heritage rehab and skilled nursing community in Gerry. 10/17/2019

PARKER JEWISH INSTITUTE FOR HEALTH CARE AND REHABILITATION

Queens-Long Island Renal Institute Earns Quality Recognition Awards

The Queens-Long Island Renal Institute at Parker Jewish Institute for Health Care and Rehabilitation was recently honored with two quality recognition awards by Island Peer Review Organization End-Stage Renal Disease Network of New York. 8/28/2019



FOX RUN AT ORCHARD PARK



Fox Run Completes 14,000-Square-Foot

Expansion Project Fox Run at Orchard Park is celebrating the completion of their 14,000-square-foot and \$7.5 million expansion and renovation project with the addition of an entire two-story wing. 6/18/2019



UNITED HEBREW OF

NEW ROCHELLE

Willow Gardens Memory Care Earns National Recognition for Quality Care

Willow Gardens Memory Care at United Hebrew of New Rochelle has received the 2019 Bronze – Commitment to Quality Award from the American Health Care Association and the National Center for Assisted Living. 6/27/2019

(See Noteworthy on page 54)



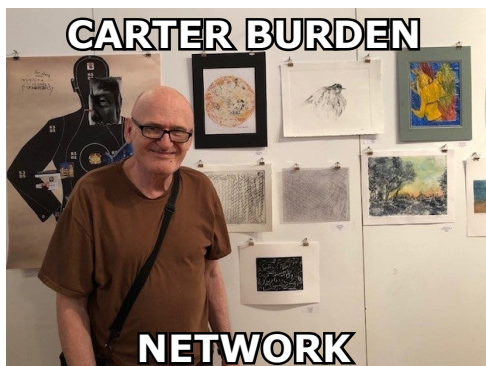
LHRC Resident Visits WWII-Era Plane

Exhibit On Aug. 12th, the Collings Foundation brought its "Wings of Freedom" Tour, a traveling display of several World War II-era planes, to the Chautauqua County Airport. One of them, a B-24 bomber named "Witchcraft," was the same type of plane that 94-year-old Alden Smith, a resident of the Lutheran Home and Rehabilitation Center, worked on during his 11 years of service as an airplane mechanic in the U.S. Army Air Corps. Alden had the opportunity to take a trip to the airport to see the planes in person once more, where several visitors and staff came over to thank him for his service, listened to stories from his time working on the planes and shared laughs. 8/19/2019



Conflict Through a Humanist Lens

The latest exhibition at the Hebrew Home at Riverdale's Derfner Judaica Museum, Leonard Freed: Israel Magazine 1967-1968, was featured in *The Riverdale Press*. The exhibition includes 50 black-and-white photos from Freed's estate, many of which were reproduced in *Israel Magazine*. 11/5/2019



Artwork of Seniors Exhibited at El Barrio's Artspace PS109

A special exhibit called Covello@PS109 Making Art Work was featured at El Barrio's Artspace PS109 in June. The exhibit featured paintings, prints, mixed media works, ceramics and textiles created at the Carter Burden/Leonard Covello Senior Center in East Harlem. 6/27/2019



People Inc. Opens Linwood-Lafayette Senior Apartments

After six years of discussions, planning and finally construction, People Inc. formally opened its new \$11.6 million senior housing project at Gates Circle in Buffalo, with 37 new affordable apartments on part of the former Millard Fillmore Hospital site. 10/23/2019

PARKER JEWISH INSTITUTE FOR HEALTH CARE AND REHABILITATION



Parker on Madison Offers Music Program at Adult Social Day Care

Parker on Madison Social Adult Day Care, a unique caregivers' respite program through Parker Jewish Institute for Health Care and Rehabilitation, is providing new monthly music offerings for participants. 8/19/2019



MEMBER NEWS
NOTEWORTHY

Congressman Brindisi Visits Good Shepherd Village at Endwell

Congressman Anthony Brindisi visited Good Shepherd Village at Endwell in July to tour the campus and meet with resident constituents. 7/2/2019



(See Noteworthy on page 55)



RiverSpring Health Softball Team Plays to Remember The bats were hot and the team spirit was even hotter at RiverSpring Health and CaringKind's Second Annual Play to Remember Softball Tournament on June 14th and 15th. RiverSpring Health's formidable softball team competed in this unique overnight tournament to bring attention to the 24/7 demands of Alzheimer's caregiving. 6/17/2019



CNA Class Graduates from VHS Twelve students graduated recently from the third CNA program of 2019 held at Valley Health Services. 8/8/2019



Jefferson's Ferry Certified Nursing Assistant Internship Program Celebrates A Successful Partnership

Jefferson's Ferry recently celebrated the one-year anniversary of its Certified Nursing Assistant internship program with a luncheon that acknowledged the success of the program, its leadership and its graduates. 7/8/2019



Sarah Neuman Opens New Short-Stay Rehabilitation Suite, Harry and Jeanette Weinberg Gardens

The New Jewish Home continues to help post-acute patients 'get well and go home' at its Westchester campus, Sarah Neuman, with a new short-stay rehabilitation suite, Harry and Jeanette Weinberg Gardens. Named in honor of longstanding funder The Harry and Jeanette Weinberg Foundation, the new 10,392-square-foot rehabilitation suite serves 20 patients and combines The New Jewish Home's successful rehabilitation program with the comforts of home. 8/19/2019



St. Ann's Community Allows Employees to Further Their Education Through Scholarships

Thanks to generous donors, 33 employees of St. Ann's Community received scholarships this year to help further their education. On Aug. 15th, these recipients were honored at the 12th Annual Employee Scholarship Reception held at St. Ann's Community at Cherry Ridge. 8/21/2019

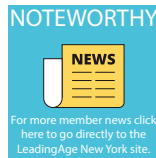
(See Noteworthy on page 56)



A Weighty Matter When two weightlifters get together, the conversation can get heavy. That's "heavy" as in 565 pounds, which 99-year-old St. Ann's Home resident Bob Cook deadlifted at the age of 16 to set a national record. Bob and current competitive weightlifter Dave Edborg, an Irondequoit resident, recently met at St. Ann's, where they shared stories, talked about current weightlifting records and compared equipment and techniques past and present. 6/17/2019



The Osborn Pavilion Earns Highest U.S. News & World Report Rating for Short-Term Rehabilitation for Second Year in a Row The Osborn Pavilion short-term rehabilitation center has once again been named one of New York's top-performing nursing homes by *U.S. News & World Report*. The organization evaluated more than 15,000 nursing homes across the country, including 619 licensed facilities in New York State. Of those 619 in New York, The Osborn Pavilion was one of seven that received the top rating in Short-Term Rehabilitation. 11/5/2019



MEMBER NEWS
NOTEWORTHY



NEW YORK STATE VETERANS HOME AT BATAVIA

New York State Veterans Home at Batavia Hosts David Bellavia, Medal of Honor Recipient Through the generosity of Senior Wishes, a Western New York organization, residents of the New York State Veterans Home at Batavia were granted their wish on Oct. 10th to host David Bellavia, Medal of Honor recipient, for a question and answer session and reception following the program. 10/11/2019



Wesley Residents Take Part in ACTT Naturally at Long Shadows Farm Recently, Wesley Community residents who are also military veterans were joined by Wesley staff members for a visit to Long Shadows Farm in Cambridge. The farm is the home of the non-profit equine therapy program ACTT Naturally, whose mission is to transition Thoroughbreds from racing to new productive careers using the gentle techniques of natural horsemanship. 7/30/2019



Friendly Senior Living Celebrates Successful Completion of \$4.5 Million Capital Campaign During 170th Year

Friendly Senior Living, celebrating its 170th anniversary in 2019, successfully completed its \$4.5 million capital campaign. Funds raised during the campaign support several key capital and program enhancements throughout the Friendly Senior Living continuum. 10/25/2019

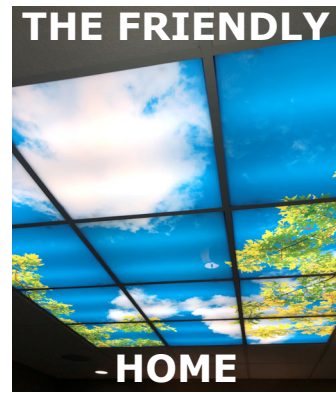
(See Noteworthy on page 57)



IVES HILL RETIREMENT COMMUNITY

Ives Hill Residents visit Ft. Drum and 91st Military Police

Battalion The 91st Military Police Battalion recently invited Ives Hill Retirement Community residents and family members to tour the Historic LeRay Mansion and the Ft. Drum Museum on the Ft. Drum Army base. 6/21/2019



New Tranquility Room Opens at Friendly Home

The Friendly Home has added a Tranquility Room to its community on East Avenue in Rochester. The serene oasis will offer Members and their loved ones a peaceful place to relax. 6/25/2019



FRIENDLY SENIOR LIVING

Cloverwood Senior Living Embarks on \$64 Million Contemporary Community Called Terraces at Cloverwood, Slated for 2020

Cloverwood Senior Living is expanding its footprint and bringing the future of retirement living to Rochester-area seniors with the Terraces at Cloverwood. The \$64 million, high-end independent living community will offer the largest senior living apartments in the area and is slated to break ground in 2020 on the Cloverwood Senior Living campus in Pittsford. Cloverwood Senior Living and the Terraces at Cloverwood are part of the Friendly Senior Living continuum of caring communities. 7/1/2019

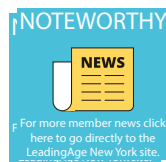


WAYNE COUNTY NURSING

HOME & REHAB CENTER

Patio Expansion Ribbon Cutting Ceremony

On Aug. 26th, Wayne County Nursing Home & Rehab Center held a ribbon cutting ceremony to celebrate the expansion of two patios located off the building. 9/3/2019



MEMBER NEWS

NOTEWORTHY



GURWIN JEWISH

Commack's Fountaingate Gardens to break ground in spring of 2020

Fountaingate Gardens, the proposed Life Plan Community sponsored by the Gurwin Family of Healthcare Services in Commack, revealed its plans to begin construction on the 129-apartment community in spring 2020. 10/30/2019

MONROE COMMUNITY HOSPITAL

MCH Begins "Power Plate"

Program On June 11th, Monroe Community Hospital's (MCH) Dietary & Food Services team began its new and innovative "Power Plate" program. Once a week, Dietary & Food Services team members will be visiting a unit prior to lunch service with a tasting plate to allow Nursing Staff to try the meal residents will be enjoying later that day. In combination with the feedback received from residents, this program will help to ensure that MCH is continually offering tasty and nutritious meals to residents every day. 6/12/2019



(See Noteworthy on page 58)



MONROE COMMUNITY HOSPITAL

MCH Unveils New Resident Bus Recently, Monroe Community Hospital (MCH) officially unveiled its new Resident Bus. Made possible through the generous support of the MCH Auxiliary, Deputy Director Colleen Rose and representatives from the Auxiliary unveiled the new bus and were joined by residents and staff. With this new bus, MCH will be able to continue to safely and efficiently transport residents to events across the community, various local businesses and shops, sporting events, concerts and museums. 6/17/2019



Wartburg Establishes an Advanced Simulation Learning Lab for Nurse Education in Skilled Nursing Facility

Wartburg is pleased to announce the opening of its Advanced Simulation Lab, an innovative teaching lab which will enable care staff to practice and improve their clinical and critical thinking skills in a hands-on environment. This state-of-the-art educational facility was made possible by a \$25,000 grant from the Thomas and Agnes Carvel Foundation. 10/4/2019



St. Luke Launches Curavi Health St. Luke Health Services in Oswego has announced the launch of Curavi Health, a solution powered by technology that enables delivery of scalable, high-quality care to patients quickly and comfortably, on location, after hours. 7/17/2019

The Institute For Music and Neurologic Function is Excited to Announce Several Recent Foundation Grant Awards Enabling it to Develop and Enhance

Existing Programs The Institute for Music and Neurologic Function at Wartburg has received a generous grant of \$10,560 from the Veterans Support Foundation to provide a music therapy program to benefit veterans with neurological disabilities such as post-traumatic stress disorder and traumatic brain injuries. 8/28/2019



Wartburg is Proud to Announce That it is the Recipient of a \$50,000 Grant From the Field Hall Foundation

This grant will provide financial assistance toward the cost of attendance and transportation for Wartburg's Adult Day Care program. 8/9/2019



Heritage Ministries' Homestead Stables Receives Statewide Recognition

Over 100 members of the Heritage Ministries staff, residents and invited guests were on hand on June 11th for a special recognition ceremony for the recently opened Homestead Stables. Heritage's Equestrian Facility is the recipient of the 2019 Innovation of the Year Award from LeadingAge New York, which recognizes elderly care programs that stand out because of their groundbreaking creativity, vision, success and ability to replicate. 6/13/2019



For more member news click here to go directly to the LeadingAge New York site.

NOTEWORTHY

A.O. Fox Memorial Hospital Nursing Home

Names:

Administrator



Jeff Emhof

Brothers of Mercy

Names:

Board Member



Thomas Fentner

Brothers of Mercy – Sacred Heart Adult Home

Administrator



Mindee McDonald

Chase Memorial Nursing and Rehabilitation Center

Celebrates:

LeadingAge New York Employee of Distinction



Courtney Erickson

Good Shepherd Communities

Names:

CFO



James Koniszewski

Good Shepherd Village at Endwell

Celebrates:

LPN Scholarship Recipient Graduate



Melissa Glezen

Hultquist Place Celebrates:

Employees of the Year



Left: Jenny Johnson, LPN, Direct Care,
Right: Stephanie Hetrick, Facility Coordinator, Indirect Care

Jewish Home of Rochester Celebrates:

LeadingAge New York Employee of Distinction



Jacque Cross-Hancock

Lutheran Celebrates:

LeadingAge New York Employee of Distinction



Janell Sluga

Jefferson's Ferry Celebrates/Names:

*LeadingAge New York
Trustee of the Year*



John Sini

*Chair
Board of Directors*



Vivian Viloria-Fisher

Board Members



Debra Engelhardt



Kim Kubasek

*Participant, LeadingAge New York
IGNITE Leadership Academy*



Kaylin Peterson

Valley Health Services, Inc. Celebrates:

*Employee of the
Second Quarter 2019*



Matt Shirley

*Employee of the
Third Quarter 2019*



Hailey Brennan

Jewish Senior Life Celebrates/ Names:

*LeadingAge New York
Trustee of the Year*



Michael Haymes

*Director of Major Gifts
Jewish Senior Life
Foundation*



Mark Zeger

Artist-in-Residence, Master Cellist



Hannah Schuldt

Kendal on Hudson Names:

*Interim Executive
Director*



Steve Fishler

Marketing Director



Cathleen McGaffigan

**Lutheran Care Charitable Network,
Inc. and Presbyterian Homes &
Services, Inc., Community Wellness
Partners Affiliates, Name:**

Board Members



Gregory May



Robert "Gill" Goering



Eddie Bluff

(See Noteworthy on page 61)

Masonic Care Community of New York Celebrates:

*LeadingAge New York
Employee of Distinction*



Teena Davern

Monroe Community Hospital Names:

Director of Nursing



Theresa Gleason

Deputy Executive Director



Alyssa Tallo

MVHS Rehabilitation & Nursing Center Names:

Human Resource Business Partner



Conor Scholefield

Parker Jewish Institute for Health Care and Rehabilitation Celebrates:

*United Hospital Fund Tribute to
Excellence Award Winner*



Susan Costella

*LeadingAge New York
Employee of Distinction*



Samuel Bennett

Peconic Landing Names:

Chief Operating Officer



Gregory J. Garrett

St. Ann's Community Celebrates:

*AANAC National Advisory Panel
Appointee*



Kristie Bacher

St. Luke Health Services Celebrates:

*LeadingAge New York
Employee of Distinction*



Gretchen Rebeor

The Community at Brookmeade Celebrates:

*2019 ARC Sarah Studler
"Smile" Award Winner*



Katherine Seckler

*Newly Licensed Nursing
Home Administrator*



Brian Zeidan

NOTEWORTHY

The Friendly Home Names:

**Director of Social Work
and Admissions**



Shireen Haynes

**Admissions
Coordinator**



Rachel Johnson

The New Jewish Home Names:

Chief Financial Officer



Mark Weiss

The Osborn Celebrates:

New President of SPRYE



Michele Thomas

VillageCare Celebrates/ Names:

Board Chair



John Behre

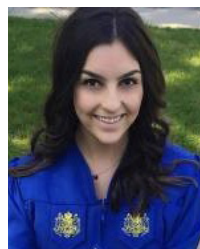
**LeadingAge New York
Employee of Distinction**



Eric Rochman

Wartburg Celebrates/Names:

Creative Arts Therapist



Lauren Cristino

**Youth Shelter of Westchester
Community Visionary
Award Winner**



Dr. David J. Gentner

**Wartburg Home Board of Directors
Chair**



Robert Ranieri

Chair Emeritus



Rev. Amandus J. Derr

**Graduate, LeadingAge New York
IGNITE Leadership Academy**



Jamilah Greenidge

United Hebrew of New Rochelle Names:

Board Members



Rabia de Lande Long



Dorette "Dori"
Gerspach



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CONFERENCES

Housing Professionals Conference

March 24-26, 2020

DoubleTree Syracuse, Syracuse

ANNUAL CONFERENCE & EXPOSITION

The Saratoga Hilton & Saratoga Springs City Center, Saratoga Springs

Note earlier dates



Financial Professionals Annual Conference

September 1-3

The Saratoga Hilton & Saratoga Springs City Center, Saratoga Springs

Adult Day Health Care Conference

October 27-29

Embassy Suites by Hilton Saratoga Springs, Saratoga Springs

Recreation & Activity Professionals Conference

October 27-28

Embassy Suites by Hilton Saratoga Springs, Saratoga Springs

Nursing & Social Work Professionals Conference

To Be Announced

Go to: www.leadingageny.org/leading-u/ for more information on LeadingAge New York's Education Events.

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Capital Equipment • New Construction

Denis Miciletto

917.370.6518
dmiciletto@leadingagency.org

NOTEWORTHY

LEADINGAGE NEW YORK NEWS

Welcome New Employee

Kristin Kruzikas,
controller joined
LeadingAge New York in
October. She comes to us
with 20 years experience
in finance and other
related work.

Welcome New Members

Primary Members:

129th St. Residence
WSFSSH Inc.

Fleming House
WSFSSH Inc.

Associate Basic Member:

Leeanne Nagle
Director of Marketing
Harmony Healthcare
International

Associate Plus Member:

Jamie Billings
Director of Field Marketing
PharmScript LLC

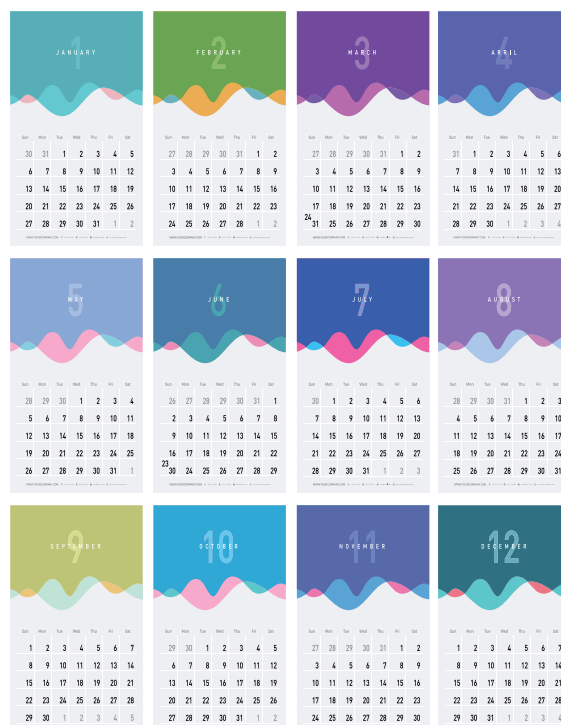
Lisa Wickens-Alteri
President
Capital Health Consulting, LLC

2 0 2 0

DATES ANNOUNCED

LeadingAge New York
Events & Education

For more information on upcoming
events [click here.](#)



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PDPM Strategy
PDPM Education
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Compliance Programming
Care ReDesign
Wellness Services
Senior Living/Home Care

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- Enhance resident satisfaction scores.
- Drive market share.

Contact David Mercugliano, PT, GCS

dmercugliano@healthpro-heritage.com
443.827.7337

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