



# Sharing A Bountiful Summer

Our Members Look Back

ADVISOR

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# Sharing A Bountiful Summer

## Our Members Look Back



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enjoying

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## Sweet Summertime

No matter what your age or where you live, there's something magical about summertime. For most people, the long days full of sunshine lead to increased levels of motivation and sense of well-being. Interest in spending time with friends and family increases and many seek to give back to the community through volunteering. For the residents of New York's non-profit providers of care, services and housing it is no different. This issue reflects the light-heartedness and creativity of summer celebrations and activities.

In a tribute to the perennial "what I did on my summer vacation" essay that children are often assigned the first week of school, we decided to ask members to tell us about activities, events and other creative options they offer internally and to the greater community during the summer months. The response from members was

amazing, each adding their take on what it means to celebrate the summer months.

Whether making dreams come true for a resident, participating in community service events, creating dynamic events to foster a greater sense of community or using new venues for

marketing, members have clearly captured the spirit of summer in the compilation of stories included in this issue.

In her first appearance as guest author of the feature column *One Voice*, Government Relations Analyst Alyssa Lovelace gifts us with a couple of gems she discovered at member organizations during the course of her travels.

Don't forget to catch up on member news in the *Noteworthy* feature and glean some tidbits from several other guest columns offering a wealth of information about Continuing Care Retirement Communities; decreasing antipsychotic drug use and achieving better pain management through your therapy department; and the benefits of therapeutic massage.

Enjoy this issue and we hope you have also enjoyed your summer.

James W. Clyne Jr.  
President and CEO

*"This issue reflects the light-heartedness and creativity of summer celebrations and activities."*



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## A Potpourri of Creative Ideas from Residents of Retirement Communities

*By Patricia and Robert Foulke*

After teaching for many years, retiring and working together for 36 years to write 15 travel guides and more than a thousand travel articles, we've jumped into a third career. Perhaps glided is a better word, since we began visiting retirement communities as travel writers out of curiosity and to help us plan our later years. As academics, when we found out how little we knew, we were hooked. And the personal interest morphed into a writing project so we could pass on what we learned to others. We have visited 130 retirement communities to date, most of them spread from Maine to Florida in Atlantic seaboard states.

Throughout these visits we have been struck by an endless variety of physical settings and regional cultures, from urban high rises and sprawling suburban campuses to forested hillsides, open fields, salt marshes and ocean sand spits. Some residents wake every morning in woodland settings, overlooking water in ponds, the sea, or lakes, and sometimes a bubbling fountain or two. One site offers the beauty of a Japanese garden complete with koi fish. A couple brought metallic blue herons to live in a courtyard outside their front doors. At another site in the heart of a working arboretum, the colors and fragrance of blooms fill the courtyards.

Innovative architecture can create an appropriate setting. We were reminded of some of our European trips as we walked through a secured dementia unit that looks like an Italian village. Tuscany Way was on a street sign, outdoor seating offered wicker furniture and Nikos Bistro was open for business. The doors were painted in rainbow colors for easy identification by the residents.

Those settings also help to mold very distinctive internal cultures, as do the backgrounds of the residents who live there. In some sites on the fringes of major cities the residents are not drawn primarily from the surrounding communities but from elsewhere throughout the states and the world. When residents come from a variety of places their backgrounds enrich the internal life of the community. One community we have visited has a large world map on the wall with red pins to indicate where residents have lived for a year or more and white pins to show where they were born.

Retirees who want to live in a place that appeals to a wide range of people often choose retirement communities in college towns and those near historic sites, major museums or art centers. Such places are likely to attract professors, diplomats, clergy, artists, writers, entrepreneurs, world travelers and a variety of others who have carved out interesting lives for themselves. Many of them are eager to give lectures or teach classes on their specialties. Living in or near a college town can provide the chance to audit courses in any subject or participate in Osher Lifelong Learning Institutes, while those who live near historic sites or museums may become guides or docents.

Apart from the influence of the settings on those who live within them, we were especially struck by what they made of it. The Kendal philosophy stresses the

*(See A Potpourri of Creative Ideas on page 6)*

## A Potpourri of Creative Ideas... (continued from page 5)

importance of change, new opportunities, and continued growth in the later stages of life, as well as commitment to projects and accomplishment. How do residents use their new environment and what activities and projects do they generate? To what extent do innovations arise from resident initiative rather than staff direction? Answers to those questions indicate the vitality of the resident body and help define the community's internal culture. We feel that is the most significant factor, and the hardest to discover from the outside, as prospective residents make their choices. It also becomes increasingly important as mobility decreases in higher age brackets and more time is spent within the community's walls.

A potpourri of resident initiatives that we have observed includes some determined by the opportunities of the site and others that grow out of the transition to community living. Newcomers from larger homes have been through the downsizing process and agree that it is not fun. While staging their houses for sale, many scooped up all family photographs and objects from tables and framed paintings from walls to store in boxes or suitcases. Bringing them all out in smaller space would create unendurable clutter, so the wisest new residents have selected a few favorite items to display. We have seen memories kept alive by tea pots, Hummel figurines, plates, beer steins, dolls, bells, ship models, angels and even a Dickens Village. Extraordinary views from a former home can be recreated by high quality photos enlarged to fill a wall in the new home.

Some arriving residents overestimate what their new quarters will hold and bring too much furniture or pieces that are too large.

Some communities take advantage of this by establishing a used furniture store for the benefit of other residents, staff and local neighbors. The profits help support resident association projects and other resident initiatives.



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(See A Potpourri of Creative Ideas on page 8)



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## A Potpourri of Creative Ideas... (continued from page 6)

“Live your life and forget your age” works well in communities that have wellness programs. In one, a man meets his swimming buddy at 5:45 a.m. to enjoy laps. At age 16, she was the first person to swim across Lake Ontario in twenty-one hours. In the north some residents can cross-country ski from their front doors. “Swing those poles with gusto,” noted one eighty-year-old, “and in warmer weather use a pair of walking poles.” In the south people may prefer swinging golf clubs. When asked, “What do non-golfers do?” one woman confided, “We play bridge.” When local walks are not available, wellness programs can encourage exercise by keeping track of residents walking on treadmills. To relieve boredom and create incentive, one program measured steps as progress on walks to various places in Europe, Asia, or more locally, Cape May.

Of course, every community offers a lot of activities and resident associations plan whatever the residents want in conjunction with the activities staff. Regular council meetings, cluster groups and committees also connect with the administration to convey the wishes of residents and make them happen. We found one major variant in this pattern, particularly in Quaker-based communities: no activities staff. That puts the entire burden on residents to initiate activities, plan and execute them, arranging necessary collaboration with relevant staff members. It seems to work.

Some unusual activities include learning a new (and improbable!) sport. One woman went to adult rowing camp, then competed as a single in the Head of the Charles race. She won it three years in a row and became the oldest American woman to do so. Another resident offers classes in Nantucket basket making—he is called the Basket Man. One resident built a fifteen-foot boat in the woodworking shop. In another community, several people fly radio-controlled planes. One man’s unusual hobby—making stained-glass panels—drew so much interest that he was given a studio to teach classes and continue his own work.

Writing groups are popular in a number of communities we visited. Residents meet monthly to share their writing projects, and some groups publish internal literary magazines. Classes to help a larger portion of residents write family memoirs are also popular. Currently, many older residents served in World War II or the Korean War. Some communities have mounted a Wall of Honor with names and photos of those who served. Residents in several communities have taken on the larger project of gathering, editing and publishing a full book of frontline and home front stories that bring memories back to a whole generation.

We have found that one key to the vibrancy of retirement communities is their openness to the larger community surrounding them. Whenever practicable, opening facilities for meetings and gatherings of local service clubs and other civic groups encourages interaction in both directions. It keeps the retirement community from walling itself off and indirectly promotes marketing. Sometimes the gate symbolizes the stance of the community on this score. In one where there had been open exchange with the surrounding town, a proposal to erect a closed gate aroused strong protest from residents. Several have built community rooms specifically to further interchange, and occasionally a golden opportunity opens up. For several years when a local opera company lacked quarters, a retirement community with space ran an “Opera in Residence” program. Musicians both lived and worked there, mingling informally with residents, who were also invited to attend their rehearsals. 

## Survival Tips for Late or Missed PPS MDSs

AANAC Long-Term Care Leader - July 24, 2014

With nurse assessment coordinators facing a labyrinth of rules for scheduling PPS MDS assessments plus heavy patient caseloads and multiple job responsibilities, the question isn't will you have late or missed assessments, but do you understand what they are and how do you handle them when they happen? The answer is critical because these assessments can have significant financial implications for Medicare Part A residents, says **Michelle Synakowski**, LNHA, RN, C-NE, RAC-MT, a policy analyst and consultant with LeadingAge New York in Latham. For a PPS assessment to be timely vs. late or missed, "the assessment reference date (ARD) must be set during the defined ARD window plus grace days," says Synakowski. For example, the ARD for the 5-day PPS MDS must be set during days 1 – 8 of the resident's Medicare Part A stay (i.e., the official ARD window of days 1 – 5 plus grace days 6 – 8). Need a refresher on the allowable ARDs for scheduled and unscheduled PPS assessments? Review the chart on pages 2-42 – 2-44 of the *RAI User's Manual*.

Setting the ARD "means actually completing item A2300 on an assessment form, either on a paper copy or in the computer," says Synakowski. "If that does not occur, then the assessment is either late or missed."

Unfortunately, there is still a fairly widespread misconception that timeliness hinges on when an assessment is completed, points out **Amy Franklin**, RN, RAC-MT, AHIMA ICD-10 trainer and corporate compliance director of reimbursement for Metron Integrated Health in Grand Rapids, Mich. "But whether an assessment is *completed* timely has nothing to do with Medicare payment. A late assessment in terms of Medicare payment occurs when an ARD is outside of the last day of the window when you're allowed to schedule it. It's the ARD that needs to be timely."

That type of misunderstanding can result in facilities billing default unnecessarily, stresses Franklin. "So MDS nurses need to take the time to read the *RAI Manual* and then seek out experts who are trained to the manual if they have questions. One way to do that is through the *AANACConnect communities*." Pages 6-53 – 6-55 of the *RAI Manual* define late vs. missed and discuss the payment implications, and pages 2-73 – 2-75 address scheduling issues. 📖

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*Alyssa Lovelace is a government relations analyst with LeadingAge New York. She participates in a variety of member events and receptions and learns about many innovative and interesting activities at member organizations. Below are a couple of great examples.*



## The Hebrew Home's Grand Slam

Walking into the Hebrew Home at Riverdale on a clear, hot July afternoon, I was delighted to step into air conditioning where I was greeted by two lovely women with whom I've been in contact many times but have never formally met.

The main foyer at Hebrew Home is a wall of windows, allowing you to take in the views of the Hudson River and New York City skyline, which on a clear day like this will blow your mind. Who knew such a tranquil place could be located in the middle of such hustle and bustle? Off to the corner, I saw it – a stadium setting of Yankee Stadium, known as the Hebrew Home's Yankees Dugout. As a girl brought up by her avid-Yankee fan of a grandpa outside the Bronx, I was immediately drawn to the display. It was a shrine of the Yankees, but more so, it was a shrine of memories.

Wendy Steinberg, the director of marketing at the Hebrew Home, directed my attention to a television with looping videos of residents at the Hebrew Home recalling their fondest memories at Yankee Stadium. As I listened to the "Voice of the Yankees," and looked around at the memorabilia – the dressing room, the bats, the stray seats, I recalled all the times I was brought there as a child – and I then realized the purpose of the exhibit: the Hebrew Home's Yankees Dugout offers those who live and work at Hebrew Home a time to reflect.

Once you see the Dugout, you immediately know that it isn't just a display, rather, it is a place where memories are recalled and a smile is brought to the faces of the residents and all of those who visit there. Dan Reingold, the president and CEO of the Hebrew Home wrote on his [blog](#), that the dugout is used for therapeutic activities, poetry groups, conversation on Memory Care Floors and a place where residents, families and friends can connect.

If you're visiting New York City, be sure to stop by the Hebrew Home and visit their Yankee Dugout – it is an attraction all of its own. For a visitor such as myself, who only saw the Dugout for a few short minutes, the connection was a powerful one and I realized that the memorabilia and the sounds were the same for me as it is for many of the residents and caregivers, as I'm sure it will be for you: a memory of when life was a little easier and we were all young again.



## Hidden Gems at Kendal at Ithaca

The 10<sup>th</sup> anniversary of the LeadingAge New York Continuing Care Retirement Community (CCRC) Summit took place this year at the Kendal at Ithaca – the same place where the Summit was originally founded. After the first day of educational sessions concluded, I lost track of my colleagues who went on tour and found myself standing alone – or so I thought. A gentleman by the name of Charles Wilcox asked me if I'd like a tour -- clearly this man sensed that I was completely

*(See Hidden Gems on page 12)*

## Hidden Gems... (continued from page 11)

lost. Much to my delight, Mr. Wilcox eagerly showed me many hidden gems while on that tour.


We began chatting and come to find out that my tour guide, who I was certain was an administrator for Kendal, was in fact president of the resident council (but not in effect until the following day). We toured the independent living units, went back inside to the main campus to visit the new finches that were flying around a large enclosed glass cage and moved to the enormous swimming pool, workout room and crafts room where crocheted clothes hung from the wall on display. In the middle of the campus, was my favorite discovery: the courtyard, which I dubbed 'the Rose Garden' after a 1980's Stevie Nicks song. It was the prettiest courtyard I had ever seen -- a semi-large circular garden with benches and rose bushes of every color lining the circumference of the grass. It was breathtaking, but more so, peaceful – it seemed another world away from the construction going on at the front of the campus.

As we walked and talked, I heard a reference to a wood shop, which I knew I had to see – after all, how many long term care organizations have an onsite recreational wood shop? As we walked into the elevator, I asked my lovely tour guide what he had done for a living and if he participated in wood shop activities. As it turns out, Mr. Wilcox was a retired professor of chemistry and chemical biology from Cornell University for an outstanding number of years – it also turned out that my tour guide was the past president of the wood shop.

With key in hand, he unlocked the door and the smell of pine overtook me immediately. In this smallish room were many machines. Machines were older and newer, scraps were neatly distributed among the tall shelves and an old chair sat on the table. Mr. Wilcox informed me that repairs could be done for residents of Kendal at Ithaca and occasionally pieces for residents for a small fee, plus the cost of materials. We shut the light off and headed back upstairs to the library, where Mr. Wilcox wanted to show me an article he had written for "Edible," the Finger Lakes Wine Magazine.

The article, was the greatest gem I found all day; as it turns out, on campus is a winery underneath an existing farmhouse where a couple lives independently. The winery was actually in the making before Kendal's doors opening in 1995, courtesy of future residents of Kendal who wanted to coordinate a winemakers group. Now, after years in the making, the Kendal at Ithaca produces about 120 gallons of each year, earning the reputation of the "smallest winery in the Finger Lakes." As we left the library, Mr. Wilcox shook my hand and hurried away, he had dinner plans with his wife and the pals we said hello to throughout the tour. I was grateful to meet the man who shared so many of Kendal's secrets. If I hadn't lost my group and met the retired, charming professor, I never would've known about the rose garden, wood shop or smallest winery in the Finger Lakes all tucked away on a long term care campus.

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## Summer Vacation at the Community at Brookmeade



Summer vacation is all about family, friends, fun, food and fantasy. The residents of The Baptist Home at The Brookmeade Community have been enjoying a summer packed with activities and “Fun in the Sun” through our innovative NEW DAY Activities Program. Every Friday, we enjoyed outdoor Bar-B-Ques with some of the summer’s best treats hot off the grill! Our Sensory Garden has been in high bloom all summer, offering a safe, tranquil and peaceful setting in which residents have enjoyed the beauty of nature and the fun of gardening. Birds and butterflies find the garden a perfect place to visit too, enhancing residents’ experience of the great outdoors.

We, of course, celebrated all of the summer holidays and added a few special treats, as all families do, to make the most of our summer. We held a fantasy Hawaiian Luau complete with leis, grass skirts, the Hula and tropical fruit drinks. Then we went on a week long fantasy “Staycation Cruise to France” where the residents immersed themselves in “la culture de la France.”

Residents made passports for their trip and had them stamped all along the way. Every morning began with a “Petit déjeuner” of croissants, fresh fruit, French roast coffee, tea and juice. A new French word was learned each day and as we traveled from province to province we learned interesting facts about the regions, the people and the products of France. We toured “La Cathédrale Notre-Dame de Paris,” and enjoyed an art project related to the cathedral.

Next it was off to La Tour Eiffel and then the L’Arc de Triomphe. We learned that the iris is the national flower and, with watercolors in hand, we visited Giverny and created our best versions of Monet’s paintings. Before embarking on our return voyage we visited Luxembourg and learned a great deal about its famous landmarks. Upon our return to NY, residents were greeted with a “Welcome Home” party, enjoying various french cheeses, fruit, music and fun.

Every August The Brookmeade Community celebrates family with “Family Fun Day.” On a Sunday in the middle of August, residents and staff and all of their families came together for a summer celebration of togetherness. This year’s theme was “The Wild, Wild West.” Everyone came in their best western gear, complete with cowboy hats, boots, belts, bandanas and bolo ties. There were pony and pony cart rides, a zoo with ducks, rabbits, goats, alligators, snakes, a tortoise and even a Wallaby. There was country music and line dancing, trick roping, hula hooping contests, face painting, games and prizes.

More celebrations are planned for Labor Day, when we will say “Bon Voyage” to Summer 2014. We’ve had a marvelous time! 🌿



## Back in His Element

A stroke ended Jim Kamm's days as a marathon runner, but new friends at the M.M. Ewing Continuing Care Center helped him return to the course, even if he couldn't run.

Associates of UR Medicine's Thompson Health routinely go the extra mile for their patients and residents, but physical therapist Mathew Janczak and Dr. Laurel Pfeil recently went the extra 3.1 miles.

During the July 31 Twilight 5K/10K in Canandaigua, the two took turns pushing the wheelchair of Jim Kamm, all three crossing the 5K finish line together with a time of 35:49. "I was happy to see him be able to participate," said Kamm's friend Chuck Osborne. "It was a wonderful thing."

Kamm is a former marathon runner who became a resident of Thompson's M.M. Ewing Continuing Care Center in August 2013, five months after suffering a stroke. The then-65-year-old had worked in finance for many years at Rochester General Hospital. Running since his 30s, he completed a total of 13 marathons. In addition to running, he enjoyed playing golf, hiking, snow-shoeing and cross-country skiing.

Janczak, clinical coordinator of Rehabilitation Services for M.M. Ewing, met Kamm upon Kamm's admission to the skilled-nursing facility. He learned of Kamm's impressive athletic history, and soon came to know him as an extremely driven patient. "He's always been very motivated to improve," Janczak said.

Janczak was a member of the triathlon team at the Naval Academy and has participated in one marathon as well as about a half a dozen half marathons, so he knows how daunting the events can be. His own running had tapered off a bit but he got the idea to ask Kamm if he'd like to join the Thompson in Motion team for the upcoming 5K, a fundraiser for the local office of the American Red Cross. Kamm was excited by the prospect, so with the help of Thompson's wellness coordinator, nursing staff and administration, Janczak made it happen.

Monroe Wheelchair donated a wheelchair, Osborne came along for support and Dr. Pfeil offered to help Janczak push the chair whenever needed. Janczak said there was a festive atmosphere before the race, and as the nearly 1,100 participants set off from Sonnenberg Gardens & Mansion State Historic Park and made their way through the streets of Canandaigua, people were standing on their front porches, cheering them on. He was glad Kamm could experience that feeling once again. "It's great to just be in that atmosphere, with people who really enjoy getting out and being active," Janczak said.

Kamm agreed. "It's beautiful," he said. Grinning from ear to ear during the 5K, Kamm's still smiling. He's also proudly displaying the racing bib on the wall of his room at M.M. Ewing.

"I think it was great for him," Osborne said. "He had a really good time." It was great for other runners, too. Jessica Youngman, a member of the Finger Lakes Community College team, said she was having a tough time that night, physically and mentally. In an email to Thompson a few days later, she said was fighting the urge to just walk when she came upon Janczak, Dr. Pfeil and Kamm. Youngman could tell by his build and the look on his face that Kamm was a veteran runner. She didn't know why he was in the wheelchair but was uplifted by the sight of his team members pushing him as they ran. "They gave that man an incredible gift," she wrote. "They also helped me: The sight of it made me forget about my troubles and carry on to the finish – with a smile of my own." 🌱







## Dancing for a Cure

The staff at **St. Johnland Nursing Center** took part in the Pink Glove Dance, dedicated to breast cancer awareness and prevention. The competition of healthcare professionals, patients and community residents started in 2009 with 200 dancers in a single facility and has grown exponentially. Last year, more than 80,000 dancers took part. Participants must raise at least \$2,000 for a breast cancer charity and then make a 90-second video to official licensed music. St. Johnland raised money at vendor sales, a bake sale, car wash and a 2K walk.

St. Johnland Nursing Center has 416 employees, 84 percent of whom are women. The 5<sup>th</sup> Annual Pink Glove Dance not only brought them together as a group to raise awareness for breast cancer, but residents and their families joined in as well.

"As we began to plan, I never imagined how many people in our small organization would come to me as survivors," CEO/Administrator Mary Jean Weber said. "Each story touches my heart and makes the Pink Glove Dance so much more meaningful. The stories and the breast cancer survival statistics have brought the staff together in ways I could not have imagined as they share their personal stories of struggle and survival with their co-workers."

Their fundraising will benefit the research at Cold Spring Harbor Laboratory where scientists are applying advanced technologies to better understand the progression of breast cancer for earlier detection and prevention.


Winners are chosen by online public voting. The winner in each of three categories will receive \$10,000 for his or her charity. Second place winners receive \$5,000, and the overall winner is awarded an additional \$5,000. The project is sponsored by Medline Industries.

Take a look at St. Johnland's video ([www.pinkglovedance.com](http://www.pinkglovedance.com)) between September 9<sup>th</sup> and 23<sup>rd</sup> and cast your vote! 



## Bringing the Show to St. Luke's Home

In August, the Road Knights of Central New York held a classic car show at St. Luke's Home in Utica for residents and the community. The show was organized by Road Knights members Barb and Steve Joswick in honor of Barb's mother, Beatrice Barth-White. Barth-White was a resident at St. Luke's Home for seven years until her passing in September 2012. Classic cars were on display, including the Joswick's 1957 Ford Fairlane convertible.

"Many of our residents grew up driving these cars," remarks Jacquelyn DeLuca, MS, CTRS, director of therapeutic recreation at St. Luke's Home. "This was a special treat for the residents. Not only were they able to see the cars up close, but they also had the chance to reminisce with the club members." 





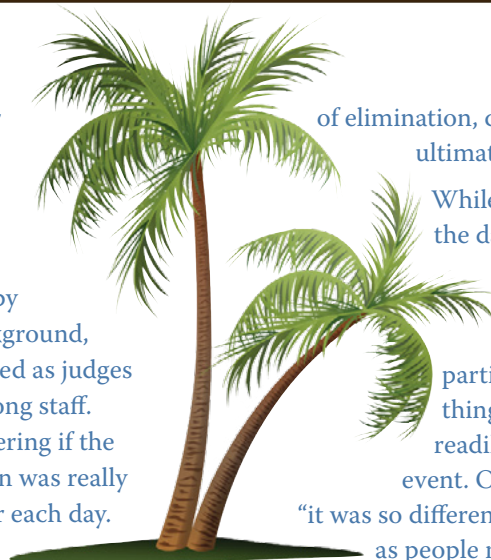
# A Rockin' Good Time at The Centers at St. Camillus Sock Hop!

The Centers at St. Camillus turned back the clock on Friday, July 11th for its 5<sup>th</sup> Annual Sock Hop Under the Stars. Every summer, The Centers at St. Camillus Auxiliary (now known as the Friends of St. Camillus) partners with its friends at the Solvay Fire Department to conduct this highly anticipated fundraising event. This year's event featured plenty of nostalgic fun for people of all ages. Ruby Shooz, a Rochester -based band that plays the best of the 1950's and 60's, had the crowd twisting the night away. Classic cars, summer fun foods including root beer floats, and a kids' area were also big hits. Thanks to the many volunteers who donated their time, support from sponsors and the more than 500 attendees, nearly \$6,000 was raised, which will help to improve the facility, services, care and programs available to people in Central New York. 🌱



## Sharing Some Fun

The sights, smells and the sounds of summer came together at a beach party put on by **Shaffer Extended Care** staff for residents. Entering a beach oasis decorated with multi-colored beach balls, residents were instantly reminded of summers past. While favorites by artists like the Beach Boys played in the background, residents dressed in summer garb, participated as judges in a hilarious watermelon eating contest among staff. Each resident watched in amazement, wondering if the person with their face buried in a watermelon was really the nice gentleman that helps them to dinner each day. Residents served as judges in this contest



of elimination, casting their vote via color-coded ballots, and ultimately crowning a winner.

While a great time was had by all, the real joy of the day came from the opportunity for staff and residents to share experiences that were out of context to their daily relationships. Staff indicated that they were “so happy they participated” because it was “so different doing things with residents at that level.” Many also readily volunteered to help with the next special event. One resident summed up the day by saying that “it was so different seeing staff having fun. I was able to see them as people not just workers.” 🌱



## Jefferson's Ferry Reaches Out by Preparing Food and Serving Guests at Welcome INN



Jefferson's Ferry staff volunteers donate food and time to Port Jefferson's Welcome INN From left: Annette Guidice, Matt Caro, Jane Willsey, Patti Gallagher, Bob Caulfield and Jennifer Barrett.

In a spirit of gratitude and giving back to the local community, staff volunteers from Jefferson's Ferry Lifecare Retirement Community in Setauket, recently prepared and served dinner to the guests of Welcome INN, a Port Jefferson mainstay that serves five meals weekly to hungry people in the community at Christ Episcopal Church. Jefferson's Ferry initiated the program in July and will continue to serve a monthly meal to the guests of Welcome INN.

"Jefferson's Ferry takes its role as a member of the Three Village community to heart, and helping to feed our hungry neighbors is one of the many ways we can contribute," said Karen Brannen, president and CEO of Jefferson's Ferry. "Our kitchen is well equipped with both the expertise and wherewithal to provide nutritious, delicious meals. It's a terrific way for the Jefferson's Ferry community of residents and staff to give back to the larger community."

The Jefferson's Ferry team delivers a full meal and beverages, from appetizer to dessert, to Welcome INN's Monday night program and stays to serve, visit and clean up. On average, 75 meals per night are served.

Jefferson's Ferry contributes to the larger community in many ways through partnerships with the local schools, social service programs and through its advocacy for senior services policy on local, state and federal levels. Jefferson's Ferry also has a history of contributing funds to help victims of natural disasters. Last year, the staff contributed money from their holiday bonuses to assist those devastated by the typhoon in the Philippines and in 2012, Jefferson's Ferry was able to present the Red Cross with nearly \$10,000 to aid in Sandy recovery. 🌱

## Sharing Some Smiles

We can exercise our minds and our bodies but how do we exercise our spirit? **Shaffer Extended Care** does it by exercising resident's smiles. In celebration of National Smile Month, one of the weekly activities for residents was the Smiles Program. (National Smile Month is held from mid-May to mid-June and was started as a dental health event in Great Britain.)

Entering a room decorated with smiley faces, residents were treated to a variety of activities about smiles. They listened to songs that had to do with smiles, they learned about the history of the smiley face and they listened to poems about smiles. But the most engaging – and most likely to produce



smiles – part of the activity was telling jokes and riddles about smiles. One favorite was: "Why is smile the longest word?" The punch line: "because it has a mile in it." Residents giggled with delight!

This activity was adapted from a longer training developed by Therapeutic Recreation Director Paul Schram to be used in a shorter session. The shorter version is designed to be held in a thirty minute session making it ideal for inclusion in weekly activities programming. At Shaffer Extended Care, it was held twice that day, on two different long term care floors, so that more residents were able to share in the smiles. 🌱



## CenterLight Health System In Action Program Supports Amityville PACE Center

Through the CenterLight Health System In Action program, a group of CenterLight Health System leadership donated their time and visited the Amityville PACE facility this summer to provide and help plant organic produce that the members could enjoy throughout the season.

The CenterLight Health System in Action Program helps reconnect corporate staff with the mission of providing the highest quality care, by offering opportunities to interact with patients and enrich both employees' and members' experience within the organization. The event also marked the ongoing partnership of Amityville's Farm-To-Table program, in conjunction with Homecoming Farm and Florian Foods, which prepares the farm's bounty into nutritious meals for the center.

Following a facility tour, the employee volunteers headed to the farm, where Elizabeth Keihm, the Director of Homecoming Farm, offered an introduction and tour. Volunteers planted flowers and vegetables, had lunch and socialized with PACE program members.

For Glenn Smith, Assistant Director, Senior Digital Marketing Strategist, the best part of the experience was "the smiles on our members' faces when I explained why I was there that day," as well as "seeing our efforts to improve the quality of life for our members expand beyond brick and mortar."

The goal of the program is to help seniors remain active, social and independent. Beyond enjoying fresh, delicious, organic vegetables prepared by Florian Foods, PACE members also benefit from the healthy dose of pride and productivity they experience, especially for those who believed their gardening days were long gone due to physical infirmities.

"It was an incredible day," according to Kathy Neiman, Vice President of Provider Relations. "The organization of the event was perfect."

Vice President of Information Technology Marty Markovitz agreed. "I had a great time...it was incredible and remarkable how this was a win-win for all – the residents, staff, ice cream vendor, farmer," said Markovitz. "Everyone - and I mean everyone - was smiling!"



## St. Luke's Home Residents Learn That "It's Never 2 Late" for Summer Fun

For residents at St. Luke's Home in Utica, a quick flight to the Hawaiian islands is now possible with just a tap of the screen thanks to the It's Never 2 Late adaptive computer system.

Residents donned floral leis as they "boarded" St. Luke's Air Flight 1650 on their way to Honolulu, Hawaii. With wheelchairs aligned in rows and "flight attendants" from the Therapeutic Recreation Department serving festive "mocktails," residents watched as their peer Anthony DeSantis navigated the open skies using a flight simulator and joystick controls.

It's Never 2 Late incorporates a mobile 70" monitor with full television functionality and a state of the art touchscreen interface. A mini-computer with the It's Never 2 Late interface delivers resident-centered experiences designed to engage users with interactive games, puzzles and health and wellness tools. The technology supports physical, occupational and speech



therapy efforts by promoting cognitive stimulation and physical engagement among residents.

Whether it's flying overseas or vicariously walking through the streets of another country with the help of Google Earth, It's Never 2 Late is an all-access passport for residents at St. Luke's Home.



## A Birthday to Remember and a Dream Come True

Susan Wettenstein, a **Jewish Home of Rochester** resident, has always been a big fan of the 90's boy band the Backstreet Boys and wanted nothing more than to see them in concert. In June, her wish came true. Susan turned 30 on June 19, 2014. To celebrate her special day, she attended the Backstreet Boys concert on June 18<sup>th</sup> at Darien Lake Amusement Park with her sister Jessica and brother-in-law Yehuda as her guests.



What makes this so special is that Susan has been a resident of the Jewish Home for almost 11 years due to injuries sustained in an auto accident. She is confined to a wheelchair and therefore has not been able to do things – like attend concerts – as most others her age are able to do.

One thing for sure, Susan is never without a smile on her face. Her parents visit her every day and you will likely see them taking her for walks most afternoons. Susan's mother, Robin, volunteers at the Jewish Home gift shop and often facilitates weekend resident programs.

Through a donation from the Jewish Senior Life Foundation and the goodness of employees, Susan was able to experience a concert just as any other 30 year old would. Jewish Home employees Rusty Slater, recreational therapist, and Keeley Sackett, LPN, also attended. Rusty, with excitement and without hesitation, volunteered to drive Susan and guests and stay as long as she wanted. Keeley volunteered to go along and provide assistance, even coming in on her day off, so Susan's dream could become a reality.

Susan smiled throughout the night and sang along to most of the songs. It was a magical evening for her and one which she won't soon forget. 🎉





# A Home-Grown Twist for Raising Visibility

## Farmers' Market

Each summer, the Clinton Chamber of Commerce hosts its very popular Farmers' Market every Thursday from June through October – 19 weeks in all – on the Green. This is the largest market between Syracuse and Albany with more than 75 vendors displaying free range meats, fresh produce, handmade soaps, jellies and preserves, jewelry and much more.

LutheranCare has been a proud sponsor of the market for many years and has a booth in July and August selling barbecued beef sandwiches and conducting blood pressure checks, as well as offering a shuttle service for employees and residents of the local senior housing units. The weather was very cooperative this year and attendees enjoyed themselves and became better acquainted with LutheranCare and all it has to offer.



## Festival Fun

Local festivals are natural marketing venues. They provide a fun, affordable means to position your brand and to increase visibility of marketing efforts.

Summertime in Clinton (Oneida County) is highlighted by the annual Clinton Art & Music Festival, a full-day of free entertainment for the entire community. Now in its 9<sup>th</sup> year, the Festival was held on August 23 throughout the Village and showcased musical performances at nine venues and highlighted more than 50 artists, craftsmen and live demonstrations; LutheranCare was once again a key supporter of the Festival.

The music is a variety of big band, blues, swing, rock, pop, traditional southern gospel and Irish Folk. Children's entertainment and activities, food, pottery throwing contests and more are plentiful. Thousands attend the event and it is the perfect venue to create visibility for LutheranCare and spotlight the organization as an integral part of the community. 🌱



## Summer Fun At The Osborn

Summertime! Residents at The Osborn across all levels of care enjoyed a really fun “Dog Days of Summer” program arranged by Susie McNamee, Social Coordinator for Sterling Park independent living, based on an idea given to her by a resident. Residents from independent living, assisted living, the H.O.P.E. Center for memory care and skilled nursing enjoyed the light-hearted entertainment with their own dogs and those of friends and family. Lemonade and cookies were shared as were warm spirits and lots of laughs at the dogs’ antics. Pet Pantry helped sponsor the event, providing dog cookies. While residents relaxed in the shade of the trees, the Good Dog Foundation brought four therapy dogs who worked their magic, too.

Another very special summer program was cocktails and hors d’oeuvres in the Herb Garden, a terrace with 10 ten inch high bed planters where residents cultivate herbs each year. Using these homegrown herbs, Chef Richard Lipari and Dining Director Andrew Horn presented a fine evening of gourmet delights.

At The Osborn, Recreation Director Lynn Cohen noted that they are very happy to be able to use the beautiful gardens on their campus, especially after the difficult winter. Continued were the annual Summer Evening Concerts which were held weekly on the South Lawn of The Osborn. Residents from all sections of the community attended, as well as residents from neighboring communities. Everyone was invited to move to the live music, dance on the lawn or sing along to popular songs from Jazz to Disco. This was a fun community event with people getting to know each other, others renewing old friendships and neighbors enjoying the summer together. And of course, refreshments were served.

Another summertime activity enjoyed was Outdoor Art. The Art Therapist held various art classes on the grounds, including, nature art, watercolors & abstract art, to name a few. Participants were encouraged to let the environment influence their artistic expression. Outdoor art expands everyone’s creativity. The sky’s the limit!

This summer, in honor of July being National Ice Cream Month, we decided to make our own ice cream. Using the Ice Cream Ball, residents were able to participate by filling the ball with the appropriate ingredients & rolling it back & forth to each other until it thickened into ice cream. While they were rolling the ball, we encouraged them to talk about their summer memories (vacations, games, etc.). We set up a Sundae Bar and they had whipped cream, chocolate syrup and M&M’s to add to their homemade ice cream. 🍦





## Barn Dance and Chili Cook-Off Inspired by Resident at St. Ann's Home

Dance is accessible to everyone irrespective of his or her age or ability. You do not need to be a good dancer to enjoy the music, the mood, atmosphere and the social aspects. These are some of the reasons that George Cowley, resident at St. Ann's Home loves dancing. Earlier in his life, you could find George spending time with his wife, square dancing on the weekends, which is where the idea for a barn dance came about. When asked who thought of the barn dance idea, George said, "Of course myself. I have to do all the thinking around here!" Of course, laughter followed that statement. George was the head of the planning committee for the barn dance, which helped give him power to make important decisions about the event.

The barn dance was held in the Bishop Kearney Auditorium where over 150 residents attended with their families and friends. With cowboy hats, barrels of hay and a live performance from the Copy Cats Square Dance Club, residents and their families enjoyed a fun-filled "do-si-do" day. Interestingly, once the dance got started, participants quickly discovered that the Copy Cats Square Dance Club



was where George and his wife used to dance many years ago. "It was a wonderful moment that gave everyone goose bumps," said Jenna Carson, recreation therapist.

Also as part of this event was the very first Chili Cook-Off, right in the lobby of St. Ann's Home. St. Ann's employees and residents competed against each other to see which hearty, tasty chili would take the crown. George and other residents sampled 11 different chili submissions and assisted in picking the winner. After tallying the votes, the grand prizewinner of the chili cook-off was the St. Ann's Dining and Nutrition Department. The winner was announced at the barn dance, where everyone enjoyed a bowl of the delicious winning chili.

"Being a leader comes very natural to George given his creativity and his ability to command the attention of everyone around him. At this event George got to share his love of square dancing, socializing and making sure people around him are having a good time," Ms. Carson said. 🌱



George Cowley, resident at St. Ann's Home





## Summer Celebrations at Schervier Pavilion

### 2014 Wimbledon Tennis Championship Celebration

Residents at Schervier Pavilion, a skilled nursing facility on the Warwick Campus of Bon Secours Charity Health System, assembled to celebrate the 128<sup>th</sup> edition of the championship tennis matches at Wimbledon.

Through the miracle of modern technology the residents were able to watch the matches live on their wide screen TV as they were broadcast directly from the All England Lawn Tennis and Croquet Club in London.

“Celebrating popular events has an important value in long term care at Schervier Pavilion,” said Kari Call, a certified therapy recreation specialist (CTRS). “Therapeutic recreation is essential to the quality of life and the quality of care of individuals receiving health and human services.”

As Director of Recreation, Call’s job is to provide recreation resources and opportunities for both the long and short-term residents of the skilled nursing home in order to maintain and improve their health and wellbeing.

All programs at Schervier Pavilion are designed to meet the psychosocial and physical needs of the residents with activities that are not only enjoyable but are also intended to achieve this goal.

### Therapeutic Recreation Celebration

From Monday, July 14, through Friday, July 18, residents at Schervier Pavilion assembled in the dining room each day to celebrate National Therapeutic Recreation Week with a series of visual and culinary tours around the world.

The National Therapeutic Recreation Society established National Therapeutic Recreation Week in 1984. This special week has been celebrated during the second week of July annually since then.

Through the miracle of modern technology and the creative efforts of the staff, Schervier Pavilion residents were able to watch travelogues, hear the music, learn interesting facts and sample the foods of countries ranging from far away Japan to France, Holland, Greece and Mexico. On one day, for example, residents had an opportunity to travel by video along the Mediterranean



(See *Summer Celebrations* on page 24)



## Summer Celebrations...(continued from page 23)

visiting Turkey, Greece and Italy while sampling pita, a slightly leavened wheat bread, dipped in Tzatziki, a Greek sauce made of yogurt mixed with fresh dill, garlic and lemon juice.

The week ended with a journey to Mexico as residents had an opportunity to move to the distinct sounds of Mariachi music while staff and volunteers prepared and served traditional Nachos, which are tortilla chips with melted cheese, along with south of the border beverages. "These celebrations and fun events have an important value in long term care at Schervier Pavilion," said Kari Call, a certified therapy recreation specialist (CTRS).

### Couples Ceremony

John and Ellen Lachat, who were married in 1940, were the longest married couple at a couple's ceremony for residents held on June 26 at Schervier Pavilion.

Among the many couples also sharing cake and refreshments in the picturesque courtyard were Frank and Caryl McCoy-Belmonte, who actually met while they were residents at Schervier Pavilion and, in 2010, were joined in matrimony in the first resident wedding in the history of the facility.

"I am honored to be with you and all of your families," said Director of Pastoral Care Suzanne Evanoff who offered an invocation and then read a series of traditional marriage vows that many of those present had made at their own weddings.

Recreation Director Kari Call, who introduced all the couples present, entertained her audience with trivia questions and answers such as the average cost of weddings and wedding dresses in bygone days compared to today and the reasons for the custom of carrying the bride over the threshold or wearing. "Something old, something new, something borrowed and something blue."

When she asked couples to name what was their favorite song played at their wedding, one husband brought much laughter when he answered, and "It's now or never."

Many of the couples and members of their family brought their wedding photos and other memorabilia to the event. And some were posted on a "Memories" board for all to see.

Schervier Pavilion Administrator Lisa Brocky also paid a visit and made the rounds of all the tables to congratulate each couple. 🌿





## Summer Camp

Cherry Ridge, a St. Ann's Community, held its First Annual Summer Camp from August 11-15, 2014. This unique experience allowed children, "campers" and residents of Cherry Ridge to spend time together in the afternoon doing imaginative and interactive activities. Campers



varied in range from five to ten years old and were children and grandchildren of the staff at Cherry Ridge. The main goal of this camp was to have the children work side by side with the residents doing activities to support the building of relationships between generations.

"One of our main focuses for this camp was to incorporate some of the 10 Eden Principles, specifically number 2 which states: 'Life in a truly human community revolves around close and continuing contact with children, plants and animals.' These ancient relationships provide young and old alike with a pathway to a life worth living," said Senior Recreation Therapist Tricia Jean Jones.

Campers and residents spent time playing music, games and doing crafts together. You could see the joy and amusement on the residents faces from teaching the campers and accomplishing a goal or activity together.

"This is better than being in New York City for a show," said Cherry Ridge resident Mary B. The excitement of a senior seeing the world through a child's eyes certainly improved their well being and quality of life.

"This is the best thing you have ever done. My wife is awake, smiling and clapping with the children. I haven't seen her like this in ages," said Hugh, speaking about his wife, a resident at Cherry Ridge.

The children certainly benefited as well, they learned empathy and compassion while spending time with the residents and got to learn about the profession of healthcare.

But perhaps the best confirmation of the wisdom and value of the summer camp came from camper Giovanna Harris-Jones. When asked what she thought was the best part of the week, she said: "Seeing and spending time with the residents".



## A Fun-Filled Summer

**A**t Our Lady of Consolation Nursing and Rehabilitation Geriatric Care Center, part of the Catholic Health Care System of Long Island, staff looks forward every year to having a wonderful fun-filled summer with residents. Interdepartmental teams work diligently with each other to ensure that residents have a quality of life that encourages them to participate in events and functions while inviting them and their family members to mingle, socialize and participate with the other residents and their family members. It is truly an extended family at Our Lady of Consolation.

The Recreation Therapy Department has extremely talented and creative individuals that make residents very excited about their day and the months to come – not only in the summer but throughout the year.

The summer season kicked off with an Olympian Theme, and the Recreational Therapy Department team members really showed off their gifts and talents by making beautiful Olympic banners and a replica of the Olympic Torch.

The Recreational Therapy Team collaborated with the Culinary Department to feature four countries that participate in the Olympic Games – Germany, Poland, Italy and Spain. The Culinary Department featured a gastronomic culinary experience for the residents/patients from all the communities while the National Anthem from each country was played. They had bratwurst and German potato salad (Germany), pierogies and kielbasa (Poland), sausage and peppers (Italy), and paella (Spain). The culinary team created a surprise dessert from each country – apple strudel (Germany), cheese babaka (Poland), tiramisu (Italy) and a flan (Spain) that the residents/patients absolutely loved.

In addition to the Olympics theme, the summer months were filled with excitement due to the wonderful BBQs held for each community. The 10 communities were treated to two BBQ outings per community for the season. Recreation therapists worked with the Nutritional/Culinary Department to ensure that the needs of the clients were met regarding their individual dietary orders.

The Culinary Department planned meal outings focussed on popular BBQ items like hamburgers, cheeseburgers, chicken, hot dogs, potato and macaroni salads, baked beans, and of course sausage and peppers. For dessert they offered ice cream sandwiches and sometimes the old time favorite watermelon.

Residents/patients enjoyed their meal



under the blue skies cooled by the breeze gently blowing across the garden gazebo area from the Great South Bay of Long Island. All the while nurses and other staff entertained them, dancing to the music of Marvelous Mike and his wonderful voice. Mike entertained the residents/patients with music from their era the likes of Jimmy Dorsey, Glen Miller, Frank Sinatra and Judy Garland. But he also switched it up with the music of today, including Jennifer Lopez, Lady Gaga and Ricky Martin. The residents became so excited they wanted to get out of their wheelchairs and dance. Joined by dancing nursing, culinary ambassadors and the recreation staff, the days were filled with lots of enjoyment.

The Recreation Department also scheduled outings for the residents consisting of trips to Long Island Duck baseball games, picnics at Eisenhower Park, Yankee Stadium to see Derek Jeter, fishing trips on the waters of the great South Bay and scenic drives along the white sandy beaches of Long Island. Residents also enjoyed the activities of the recreational programs from the surrounding towns, such as musicals, music in the park and theatrical plays from the surrounding communities.

This summer, Our Bethany Community had its fashion show “Favelus Fashions” promoted and choreographed by fashion guru, Ingrid Favelus. Many residents and staff members wore different motifs from casual wear, evening wear, formal wear and some cultural designs from Jamaica and Haiti. The afternoon was filled with the hustle and bustle of fabric flowing everywhere while the paparazzi were snapping action pictures of our fashion divas. Nurse Managers served as MCs introducing the models as they entered the catwalk describing the fashions in full detail.

There were also wonderful fun things the residents did if weather did not permit outside activities – including Wii bowling, bingo, “Happy Hour” volleyball and card games, as well as the opportunity to watch the classic old movies of their generation. Every month there is a “dinner and a show,” birthday breakfasts and so much more to keep residents and patients active and occupied for many hours during their day. 







Residents of the Lutheran Home and Rehabilitation Center in Jamestown were treated to a night at the ball game. Merritt Jobe, who lives at Lutheran, is well known among the staff and residents for his smooth Sinatra-like voice. He was the guest vocalist, singing the National Anthem at the baseball game. Assisting him is Nurse Patty, who practiced with him daily and attended the game as his coach and cheerleader. After his performance and following an enthusiastic response from the crowd, he smiled at Patty and asked "What else would they like to hear?"



Lutheran Suzuki students perform for family members, staff and residents during their Summer Concert. The students range in age from toddler, to teen, to adults and seniors. In 2012, Suzuki at Lutheran received the Innovation of the Year award from the NYS Adult Day Health Care Council, which is part of LeadingAge NY.

## Suzuki at Lutheran Brings Residents and Children Joy and Purpose

By Patricia Eckwahl, director of Marketing, Lutheran Jamestown

Imagine being 80 years old and learning to play a musical instrument for the first time. Imagine that after just a few weeks you are performing for a live audience. Imagine having a toddler or an eight year-old lovingly by your side.

And finally, imagine all of this happening as a resident in a nursing home. Welcome to the award winning Suzuki at Lutheran program, where you're never too old (or to young) to make your heart sing.

A last minute phone call held me up and I arrived at the Suzuki concert a little late. My first set of goose bumps hit me as Merritt, a resident of the Lutheran Home, sang, in perfect pitch, "Getting to Know You," accompanied by a dozen children playing their violins. He could not have been more proud and the children more delightful.

Sitting next to Merritt was a music therapist who has been by his side at every concert. She encourages him and helps him track the words. It was magical and fun.

From my seat, I could see staff members passing by in the adjacent corridor. They were enticed by the sounds and smiled as they stopped for a moment to glance in and soak up the energy. Other employees brought residents in wheelchairs and walkers, so they could join in the excitement.


Toes were tapping, hands were clapping and others in the audience just nodded to the beat of the music. One resident, who has a form of dementia, mimed as though she was playing a piano along with them. There was so much to enjoy, it was hard to focus on the entertainers.

Tom Holt, our CEO, says that he loves to hear 'happy noise' fill our hallways. The Suzuki program has brought us happy noise and so much more.

Music has given our residents a sense of purpose and pride, something to fill their time, and something to look forward to each week. We've seen improvement in their overall outlook, dexterity and posture.

Concerts are held several times a year around the major holidays and at change of seasons. Students are often invited to perform for local community groups as well. Residents look forward to the special outings.

Nina Karbacka, a retired middle school Suzuki teacher, is the talent leading the program. She brings out the best in all her students with her vibrant personality and encouraging words. Under her direction the program continues to grow with more youth and seniors. One of the benefits of learning the Suzuki method is that students don't have to know how to read music or even memorize the notes on the strings, if they are not able. All ages and abilities can learn and enjoy.

In 2012, Suzuki at Lutheran received the Innovation of the Year award from the NYS Adult Day Health Care Council, which is part of LeadingAge NY. The program is supported by Lutheran, and two local foundations. The foundations offer scholarships for some of the students and help defray the costs of instruments and lessons. 



## It All Started with a "Thank You"

Back in 2012, when **Peconic Landing** was planning its tenth anniversary celebration, staff and volunteers recognized that the success of the this Continuing Care Retirement Community (CCRC) was not theirs alone. The greater North Fork, Long Island community is home to nearly 400 residents of Peconic Landing and the vast majority of its dedicated employees. To thank the community the organization decided to dedicate an event to the unity of Peconic Landing with the broader community, and to do so in grand style.

What could be grander than a symphony and fireworks?

An event that was intended to be a live "thank you" card to the local town and Peconic Landing communities has since grown into an annual End of Summer Celebration of explosive sight and sound that everyone looks forward to enthusiastically.

On a quiet Labor Day Weekend evening, more than 600 friends, family, and neighbors huddle on the lawn and surrounding ponds adjacent to historic Brecknock Hall, an 1857 manor home situated on Peconic Landing's 144-acre campus. Some Peconic Landing residents gather on their patios and balconies for a front row seat to one of the best shows of season. Some host parties.

As afternoon turns to evening, the rhythmic sounds of the Atlantic Wind Symphony are soon overcome by the bursting of rockets and sprays of glorious colors as artful pyrotechnics light up the night sky. The crashing sounds of cymbals reverberating from a John Phillip Sousa march fill the air and the eyes of both young and old glisten with exhilaration at the showers of color that sparkle above them.

When the last firework fades and the music rings its last note, there is a roar from the crowd before visitors start to meander to their cars and residents return to their cottages and apartments. The event may mark the close of summer, but it certainly unites residents of Peconic Landing and those from the community and leaves everyone with a smile. 🌱

Car show held by **Catskill Regional Medical Center** this summer. Recreation Department staff coordinated the car show with local car owners and with the Food Service Department to host a barbeque for the drivers, residents, families and helpers.



### Treating Dementia: Federal Initiative Aims to Reduce Antipsychotic Drug Use

In 2012, the U.S. Centers for Medicare and Medicaid Services (CMS) announced the Partnership to Improve Dementia Care, an initiative aimed at reducing use of antipsychotic drugs in nursing home residents by 15 percent. Central to this initiative was enhanced training for providers regarding high quality person-centered care, publicly reported data and emphasis on non-pharmacological interventions for common dementia-related behaviors including consistent staff assignments and pain management strategies.

According to Patrick Conway, M.D., CMS Chief Medical Officer and Director of Clinical Standards and Quality, "a CMS nursing home resident report found that almost 40 percent of nursing home patients with signs of dementia were receiving antipsychotic drugs, even though there was no diagnosis of psychosis. Managing dementia without relying on medication can help improve the quality of life for these residents."

Over the last 18 months, the national prevalence of antipsychotic drug use in long-stay nursing home residents was reduced by 15.1 percent and every CMS region showed at least some improvement. More work remains to focus nursing home care on person-centered care principles, individualized approaches,

(See *Treating Dementia* on page 30)

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## Treating Dementia... (continued from page 29)

and a systems-based framework for quality improvement as CMS plans to create revised goals for 2014 and beyond. CMS and its partners are finding new ways to implement practices that enhance quality of life for people with dementia – protecting them from substandard care and promoting goal-directed, person-centered care for every resident. One of these is a focused dementia-specific state survey that will document dementia care practices in nursing homes.

This is the right time to partner with your therapy department to achieve this goal. The therapist's role in dementia management is to evaluate the resident's current cognitive, linguistic and behavioral functioning, identify a stage of dementia, identify barriers to function and determine remaining or "spared skills." These are used to develop individualized, resident-centered plans of care including compensatory strategies and environmental modifications to enhance function and decrease behaviors.

Behaviors including catastrophic outbursts, wandering and agitation are often a result of an inability to communicate wants and needs, difficulty with multi-step directions or tasks, or an over stimulating environment. Through therapeutic interventions related to pain management, communication, ADL, swallowing/feeding and activities, therapists can help facilities reduce unwanted behaviors without relying on medications. Specifically, therapists can offer the following strategies:

### Pain management

- Establish a therapeutic exercise program to maintain range-of-motion, normalize muscle tone and promote flexibility
- Establish compensatory strategies for communicating pain and implement a resident-specific pain scale
- Utilize modalities such as neutral warmth to manage pain
- Analyze the environment for things causing distress that may be misinterpreted as pain

### ADL

- Complete an activity analysis to determine which components of the ADL task the resident can complete
- Use task simplification principles to make ADL more manageable for residents and staff
- Determine a cueing hierarchy and daily routine that directs the resident toward goal achievement
- Modify the environment for function and safety considering task set-up, lighting, noise and distractions

(See *Treating Dementia* on page 32)



## Benefits of Massage Therapy

Medical science has proven how important human touch is to the well-being of babies. Activity directors and therapeutic recreation directors know from personal experience what a handshake and soft touch can do to boost the spirits of patients and residents.

### But what about massage therapy benefits for seniors?

About four years ago, Marc Silverstein saw a need. At that time, his elderly mother was receiving care in and out of multiple senior care facilities. Among all the services and amenities that were offered, it was the one that was not offered that stood out in his mind. No one offered massages for seniors.

According to the American Massage Therapy Association a study of seniors with Osteoarthritis compared eight weeks of massage therapy to a wait-list control for 68 adults between the ages of 55 and 75 with radiographically confirmed osteoarthritis of the knee. Participants received an hour-long massage twice a week for the first four weeks of the study intervention, then once a week for the remaining four weeks.

(See *Benefits of Massage Therapy* on page 33)

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Photo by Gary Gold

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## Treating Dementia... (continued from page 30)

### Functional Mobility and Transfers

- Assess the environment for safety taking into consideration footwear, environmental hazards, lighting
- Assess ability to use an assistive device for gait; train in use
- Determine most effective cueing to enhance mobility (verbal, visual, tactile)

### Swallowing and Self-Feeding

- Analyze diet for safety and efficiency of swallow to maintain nutrition/hydration
- Develop compensatory strategies to ensure safety with least restrictive diet
- Modify dining environment to facilitate performance including such things as limiting people or distractions at the dining table, food presentation, positioning at the table, utensil choice or adaptive equipment

### Communication

- Develop cognitive-communication strategies to facilitate social interaction, identification of wants and needs
- Behavior management strategies including how the task/environment is structured and approach methods
- Develop external memory and communication aides for residents with appropriate visual acuity and visual graphic skills


### Activities

- Determine activities of interest based on history and adapt these for current dementia stage
- Analyze activities for constructs such as attention span, problem solving, sequencing and new learning ability to determine leisure pursuits with which the resident will find success
- Determine compensatory techniques, adaptive equipment, environmental modification and cueing strategies

Now is the time to partner with your therapists to realize CMS' goal, decrease use of medications for individuals with dementia, and demonstrate quality of life

*Over the last 18 months, the national prevalence of antipsychotic drug use in long-stay nursing home residents was reduced by 15.1% and every CMS region showed at least some improvement.*

improvements that will impact state survey. Therapists will develop a functional maintenance program and educate staff on topics such as ADL status, safety issues, cuing

techniques known to work, task sequencing, communication tips and assistive devices. These techniques, in combination, are known to ease caregiver burden, optimize function and reduce behavioral outbursts. 

### Benefits of Massage Therapy...

(continued from page 31)

In the treatment group, scores for pain improved by 23 points compared to baseline, stiffness improved by 21 points and physical function disability by 20.5 points. These improvements largely remained at a 16-week follow-up.

This and other studies proving the benefits of massage is the reason Tender Touch For All, a 501c(3) non-profit organization, offers rehabilitative and restorative massage therapy for seniors, veterans and people with disabilities at their residential or treatment centers at a steeply reduced cost.

"We are dedicated to enhancing the quality of life for underserved populations, in order to make living more enjoyable for them. We love making a difference in their lives!" said Marc Silverstein, Executive Director of Tender Touch For All.

"Tender Touch For All provides massages on-site at assisted living facilities, skilled nursing and rehabilitation centers, senior centers, and any location where seniors may reside or be treated," Silverstein said.

Geriatric massage is a form of massage designed to meet the needs of the elderly, he said. It involves the use of the hands to manipulate soft tissues of the body to improve blood circulation, relieve pain and increase range of motion. In addition, geriatric massage addresses the psychological and physiological aspects of aging and its associated diseases.

"The therapy results in an improvement in range of motion, posture, body awareness, skin color and muscle tone, and provides a social outlet and caring touch for lonely or isolated seniors which can even relieve anxiety and depression," Silverstein said.

A typical session lasts 15 minutes per resident and three hours for the facility. The program is offered totally free to residents, and the minimal cost is usually covered by the facility itself, or alternatively by a corporate sponsor, or by a private foundation grant, he said.

Programs can occur in any sectioned off space within the facility as long as it's large enough for a single resident to sit or recline and the LMT (Licensed Massage Therapist) to stand, and should preferably be dimly lit and allow for the playing of soft, soothing music, in order to simulate a spa setting.

(See *Benefits of Massage Therapy* on page 34)

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## Benefits of Massage Therapy... (continued from page 33)

“Tender Touch For All massage therapists are all licensed and trained specifically in gentle, therapeutic massage for the senior population – massage that requires a little extra tender loving care, cognizance of health issues and the client’s mobility, and techniques designed for aging skin and muscles. They know everything from the proper touch to the most comfortable position, as well as being trained in the physiological, psychological and sociological aspects of aging,” Silverstein said.

The program has received excellent feedback from senior care professionals, residents and patients.

“The Hebrew Home at Riverdale is excited to offer to our residents’ therapeutic massage through Tender Touch For All. Residents and their family members report great satisfaction with the Tender Touch For All LMT’s,” said Mary Frances Thaler, associate administrator, The Hebrew Home at Riverdale, in the Bronx.

“The relaxing and calming massage, along with the friendly visit, enhances the quality of life for our residents. Tender Touch For All is consistently providing dependable, reliable, and courteous service,” Thaler said.

Her thoughts were shared by Maytha Ramirez, Assistant Activities Director, Willow

Towers Assisted Living, in New Rochelle, who said, “I’m happy someone thought about providing this service to the aging population. We all know how much they suffer from chronic pain, arthritis, and other injuries, and for them to get out and get a massage


*My resident’s really look forward to the day the massage therapist is scheduled to attend. They like the one-on-one attention.*

is nearly impossible – let alone afford to be able to pay for one. I am delighted that Tender Touch For All is providing such a great service.

“My resident’s really look forward to the day the massage therapist is scheduled to attend. They like the one-on-one attention. The LMT’s are very professional, friendly, and gentle with the seniors in my group. They go the extra mile to make them feel comfortable,” Ramirez said.

Residents enjoy the service, Silverstein said, so much so that the only complaint is they want it offered more often.

“I think they should have it every week. It makes me feel great. I just wish it could continue forever!” said Irene Goldsmith, 80, resident of Somerset Gardens Senior Living, Plainview, NY.

“It does my body good. I feel very relaxed. I love it. We have so many people uptight today – I’d recommend it to anyone,” said Maxine Flynn, 90 resident of Affinity Skilled Nursing & Rehab, Oakdale, NY. 

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Contact Leigh Ann Keefer for more information  
[lkeefe@leadingageny.org](mailto:lkeefe@leadingageny.org)  
518.867.8861



## Cyber Insurance: The New 'Must-Have' For Senior Living Facilities?

If current trends continue, so-called Cyber/Privacy insurance coverages just may take their place alongside Workers Compensation, Professional Liability, General Liability, Fire, and Auto in the core commercial Property & Casualty ("P&C") package.

According to a recent report, the healthcare industry will be the most susceptible to publicly disclosed and widely scrutinized data breaches this year. Just in this summer's headlines, Community Health Systems had 4.5 million medical records stolen. In other words, a long-term care facility is increasingly more likely to have a network security breach than a fire. Healthcare data is valuable and bad people want it.

Virtually every healthcare operation lives and breathes on its IT applications, databases and computer systems to collect very important and highly sensitive data from residents and their family members for medical billing. When IT goes down, business screeches to a halt – in the franchise donut shop and in the nursing home alike. Equally important, even unintentional privacy breaches can expose you to HIPAA violations, penalties and significant fines.

Indeed, for long-term care, the IT and data assets are critical to the business and at risk from both employee mistakes and outsider hacking.

As more and more facilities (and their insurers) are realizing, this reliance on IT creates a hornet's nest of risks that can result in crippling losses that conventional, turn-of-the-century P&C insurance coverages won't respond to. This calls for a new category of coverage.

### The new risks

On the one hand is the issue of first-party losses – such as business interruption – caused by a flood or a fire in a server room, or malicious hacking by a disgruntled employee or a cyber-crook half a world away.

Traditional P&C might help replace some of the lost hardware or compensate for physical damage to the data center. But coverage for the onerous costs of restoring data, reinstalling software, or for the lost revenue can be excluded or very limited, since most standard P&C policies typically exclude such type of losses. It means a company could be without service for days or weeks, while also being on the hook for all the costs of restoring the IT functionality.

Perhaps even more ominous are the all-new liability exposures inherent in IT operations. A raft of relatively new regulations and legislation makes long-term care facilities responsible for safeguarding the personal and confidential data they collect as part of everyday operations: credit card numbers, financial transactions, medical history, credit information and other sensitive data.

The regulations – ranging from HIPAA for health care information to Sarbanes-Oxley and an array of state laws – provide for stiff penalties for companies that mishandle data, permit leaks or unauthorized access, or otherwise fail to safeguard sensitive information. Conventional insurance doesn't address these liabilities and penalties at all.

There is also the risk of being sued by third parties for somehow allowing – or failing to prevent – unauthorized access to sensitive information.

(See *Cyber Insurance* on page 38)

*Perhaps even more ominous are the all-new liability exposures inherent in IT operations.*



## Cyber Insurance... (continued from page 37)

Recent examples include the theft of a laptop containing sensitive information from a facility employee's car and another incident where a flash drive containing employee information was lost outside the facility.

### The increasing threat

The fact is that criminals, terrorists and insiders are beginning to recognize that the real Achilles heel of today's companies and organizations is the IT side. You want secrets? Sensitive data? Inside information? Forget the guns and cloak and dagger. Hack the databases and the network. To get back at an 'evil facility', crash its website or shut down its billing systems. A recent study cited by U.S. Rep. Chris Collins, of western New York found that more than three-quarters of small businesses believe their companies are safe from hackers, 20% of all cyber attacks hit small businesses with 250 or fewer employees, many are inside jobs. Experts like Dan Shapero, founder of ClikCloud, estimates that the average cost of a data breach is \$214 per compromised record. How many past, present, future employee, patient and vendor records are in your facilities database? If you are like most healthcare operations it is in the thousands. The consequences could be enormous.

### The insurance options

Since common P&C coverage doesn't respond to most IT and privacy-related losses – and are in fact specifically excluded in most forms – major carriers and specialty insurers are now offering an array of Cyber products designed to address the critical gaps.

These Cyber products – usually called Network Security and Privacy Liability policies – tend to vary significantly from carrier to carrier, as the markets try to discern what provisions and terms prove most attractive to enterprise customers at different levels of risk. It's similar to where Employment Practices Liability Insurance was just a few years ago.

The Network Security and Privacy Liability policies are generally designed to address first-party risks and third-party liabilities, sometimes in the same policies, sometimes separately.

First party coverage typically includes:

- Business Interruption
- Data Restoration
- Cyber Extortion Payments
- Crisis Management Expenses
- Media/Intellectual Property
- Regulatory Actions
- Expenses to Notify Affected Parties
- Expenses to provide credit monitoring

(See *Cyber Insurance* on page 39)

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## Cyber Insurance... (continued from page 38)


- Forensic costs to determine how the breach occurred
- Transmission of a virus/worm
- Loss or damage to an organization's own network – e-theft

The third-party side usually addresses liability arising from network and information security, privacy liability, and electronic media.

### Underwriting Cyber

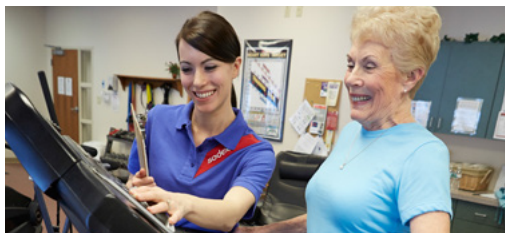
Capacity for Cyber coverages is abundant at this point but only a few markets are willing to cover the highly specialized exposures associated with long-term care – mostly likely because of a general wariness of the sector.

In addition to evaluating basics like revenue, employee count, and the nature of the business, underwriters take into account the technical safeguards a company has in place, its overall privacy and security policies – and occasionally, the recommendations of an outside consultant or security auditor.

Network Security and Privacy Liability Insurance is just another important component of a Risk Management strategy in today's business environment. 

For more information about cyber insurance contact John Snow at Cool Insuring Agency, 784 Troy-Schenectady Road, Latham, NY 12110, 800-233-0115 or email John at: [jfsnow@coolins.com](mailto:jfsnow@coolins.com).

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## Care Transitions

In the new world of health care reform, the more progressive post-acute care / rehab centers are adopting a very comprehensive philosophy on discharge planning. In fact, with the recently implemented RED Project and resources available such as CARE Tool, all healthcare care facilities can expect that having a systematic approach that prioritizes patient-centered care throughout the discharge process will be the “new normal.”

Successful care transition programs – characterized by the following five elements – can arguably be the most cost-effective initiative benefitting not only patients and their families, but also healthcare providers, hospitals, Post-Acute Care (PAC) providers and all payor sources as well.

### **ONE: Discharge planning begins on “Day One” and is carried out even after discharge; specifically:**

- a facility’s philosophy promotes individualized, compassionate care throughout the patient’s entire stay.
- upon admission, strong interdisciplinary collaboration creates and maintains clinical alignment in all levels of care.
- during the first 72 hours, the Interdisciplinary Team (IDT) completes evaluations, reviews/integrates results, prioritizes and identifies problems, and establishes individualized goals with the patient and their physician.
- within the first week, areas of focus include projected discharge date, review of discharge options, completion of a “Safe Transition Checklist” and home assessment, medication reconciliation plan, coordination of teaching/training and a post-discharge follow-up plan is confirmed.
- one week prior to discharge, a final discharge plan is reviewed with patient and family to confirm whether goals/objectives will be met and that education is completed.
- upon discharge and after discharge from the facility, the primary focus is to ensure safe transition and expectations are being met. A “care survey” is completed to ensure outstanding concerns are addressed and patients/family are satisfied.

### **TWO: Successful care transition programs prioritize patient and family goals, so as to ensure:**

- patients are engaged in making decisions and there is optimal compliance with plan of care.
- patients’ individual goals and burden of care requirements are prioritized.
- patients are safe and are able to sustain positive outcomes at their discharge destination.
- caregivers and family members are educated throughout the patients’ course of stay and even after discharge.
- patient satisfaction scores are positive.

### **THREE: Care transition programs utilize evidence-based assessment tools, scorecards, clinical pathways and objective patient outcomes data to inform discharge decisions, resulting in:**

- assurance that the most appropriate level of care is provided.
- reduction in avoidable rehospitalizations.
- influence length of stay by setting realistic milestones.
- productive, impartial communication amongst the healthcare team and with patients/families.

(See *Care Transitions* on page 42)



## Care Transitions... (continued from page 41)

- clinical alignment amongst interdisciplinary team throughout the course of stay and for the patients' post-discharge plan.

### **FOUR: Facilities with care transition programs in place are well-positioned for partnering within referral sources and building relationships within accountable care networks, because:**

- the evidence-based, outcome data serves to validate and demonstrate quality of care.
- scorecard data summarizes the effectiveness of well-managed patient care.
- a reduced return-to-hospital rate is a key factor in strengthening referral relationships.
- improved patient/family satisfaction scores supports outreach/marketing efforts amongst community and physician/hospital groups.

### **FIVE: Every member of the interdisciplinary team is accountable for the discharge planning process throughout the patients' course of stay to ensure accurate and robust exchange of information and to support patients' needs/goals and appropriate clinical care is provided at all levels.**

Additionally, facilities with successful care transitions in place may leverage the advantage of a sophisticated Rehab Department. For example, while discharge planning involves every member of the interdisciplinary team, your facility's Rehab Department can be a strategic partner in developing and implementing care transitions tactics.

For example, HealthPRO® Rehabilitation can offer expanded therapy services, so as to deliver a higher level of skilled interventions and implement sophisticated outcome/performance measurement tools. A strong Rehab Department should be well-prepared to assume responsibility for measuring and managing functions that gravely affect patient discharge planning.

For example, in one HealthPRO® partner facility, the Rehab Team utilizes an evidence-based tool to assess patients' ability to manage their medications independently. Upon admission and prior to discharge, therapists assess whether treatment or intervention is necessary based on an objective outcomes scorecard. This proactive approach mitigates the risk of medication errors after discharge (which is the most common reason why patients are rehospitalized) and helps discharge planners to determine what interventions may be necessary to help patients as they are discharged. This specific example is just one illustration of how simple, but proactive monitoring and managing of patient's progress/aptitude can result in quality of care and reduced cost and risk.

In short, meaningful results are achievable for those facilities adopting effective care transition planning. While it requires that the interdisciplinary team understand and commit to a progressive philosophy based on patient-center care and a proactive approach, there is virtually no financial investment required to establish a measurable framework around discharge processes. Care transition programs indeed appear to be a win-win for everyone involved in the care of post-acute care patients. 🌱

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## Member News

### Awards & Achievements

#### The Friendly Home Announces Appointment of Vice President/Administrator



Michael D. Perrotta has been appointed vice president/administrator of the Friendly Home. In this role, Perrotta is responsible for oversight of clinical and service departments including Nursing, Social Work/Admissions, Recreation, Medical Services, Dietary, Management Information, and Building and Environmental Services.

"With Mike's experience, particularly in the area of culture change, I am certain that he is well-prepared for his new role within our organization," said James E. Dewhirst, president and CEO of Friendly Senior Living.

"I look forward to working with Mike in continuing the Friendly Home's long tradition of service excellence for older adults in our community."

Perrotta, a native of Rochester, comes to the Friendly Home from the Catholic Health System in Buffalo, where he most recently served as administrator at St. Catherine Laboure Health Care Center. Prior to that, Perrotta was assistant administrator at St. Ann's Community in Rochester, where he led the development and introduction of a comprehensive person-centered care program. In addition to his administrative experience, Perrotta's professional background includes several years as a human resources generalist.

Perrotta graduated from Le Moyne College in Syracuse with a Bachelor of Arts degree in History and Political Science. He holds a Master of Science in Secondary Social Studies from the University of Rochester. Perrotta will reside with his wife and children in Victor.

"With its excellent reputation of providing the highest quality of care to the senior population, I look forward to joining the Friendly Home's leadership team and getting to know our Members, staff, families and volunteers and advancing our mission-driven service," Perrotta says.

#### Wartburg's Director of Nursing Honored by Her Peers at National Conference



Wartburg's Director of Nursing (DON), Paulette Watson, RN, MS, was honored at the 2014 National Association of Directors of Nursing Administration in Long Term Care (NADONA) conference in June in Anaheim, CA for her more than decade-long commitment to serving those entrusted to Wartburg's care. NADONA is the premier professional nurses association dedicated exclusively to Nurse Executives/ Nurse Administrators in Long Term Care. As a testament to Ms. Watson's dedication to her field, she was chosen by her peers to receive this distinction.

"I was truly honored to know that the NADONA, along with my colleagues, recognized and acknowledged my commitment to those we serve. I feel very privileged to work at such a renowned and respected organization," Ms. Watson said. "When I began my tenure at Wartburg 10 years ago, I was intrigued by the rich history and the mission of nurturing mind, body and spirit."

"I quickly learned that what we did mattered," she said. "It mattered most to the seniors we care for but also to the success of our organization. I strongly believe that every professional, if given the opportunity, would like to work at the best organization in their field and Wartburg is known as one of the premier leaders in Long Term Care."

"In the world of post-acute nursing, Ms. Watson is a pillar in this community. It does not surprise me that her peers would recognize her in such a way. We are so proud of her leadership and the work of the entire nursing department," said Wartburg president & CEO David Gentner.

(See Noteworthy on page 44)



The conference focuses on the current long term care trends and the necessary tools the nursing administrators need for professional success. During the five-day conference, Ms. Watson and other directors of nursing throughout the country received the esteemed award for being a DON in the same organization for over 10 years. The award reads Paulette Watson, Recognized for the Excellence in Service and Dedication in the Long Term Care Continuum 2013-2014.

Ms. Watson provides oversight of the daily operations within the nursing department and is directly involved with patient care. With her exemplary leadership skills she has lead her organization through successful State and Federal surveys.

### St. Johnland Wins at the Golden Games



wheelchair relay. Congratulations to the entire team!

Ten residents from St. Johnland Nursing Center in Kings Park participated in the 11<sup>th</sup> Annual Suffolk County Golden Games held at St. Joseph's College in Patchogue. Teams from 12 nursing facilities across the county competed in five different events at the all-day sports competition. St. Johnland's team, which practices for many months to develop competitive skills, took part in team and individual contests and brought home a gold medal in basketball and a silver medal in the

## Happenings

### News from Hebrew Home of Riverdale

The Crain's NY Business website has an ongoing feature entitled "Stats and the City," which explores different themes through numbers. In the link below, "A City that's Changing for All Ages" explores statistics surrounding aging. Keep an eye out for Muriel, Gladys and Marcia, three Hebrew Home residents featured towards the end of the video.

<http://media.crainsonyork.com/show/3732472417001/a-city-thats-changing-for-all-ages?categoryId=1414365218001>

The Hebrew Home's innovative approach to Alzheimer's care is featured in the current edition of the very prominent Jewish Daily Forward newspaper.

*"From Seder to Yoga – a Jewish Approach to Treating Alzheimer's"* is a thoughtful article, highlighting the Hebrew Home's yoga classes and special seders for Memory Care families.

Please note in the link below – in addition to the article, there is a wonderful video – just scroll down and you will find it.

<http://forward.com/articles/203711/from-seder-to-yoga-a-jewish-approach-to-treating-a/>

### Westchester's Wartburg Opens Home Health Office in Queens

Wartburg, an award-winning provider of comprehensive services for seniors in Westchester and the Bronx, has opened a Wartburg Care at Home office at 5 Continental Avenue in Forest Hills, Queens. The new office will provide skilled nursing, medication monitoring and home health aide services (even a "bath and breakfast" service) for seniors who live in Queens, Manhattan, Bronx, Brooklyn and Nassau County.

"The expansion into Queens and surrounding boroughs and counties builds on the success of our home care services in Westchester and in the Bronx," said David Gentner, Wartburg president & CEO. "While we have a beautiful 34-acre campus with new adult day care and rehabilitation facilities, as well as assisted and independent living residences, home care is at the core of our vision – to keep older adults in their homes as they age."

(See Noteworthy on page 45)

Mary Queally, RN, BSN, MBA, administrator of home care at Wartburg and a certified geriatric care manager, said: "Whether a senior needs home health care just a few hours a week or requires comprehensive 24/7 care, we have seasoned caring professionals to meet those needs. Many of our professional nursing staff, for example, are qualified by the Alzheimer's Association as dementia care specialists."

Wartburg Care at Home is a licensed home health agency. Seniors experiencing difficulties with routine activities, chronic illness or disabilities are cared for by a team of licensed professionals and home health aides, all under the direct supervision of registered nurses. Care is covered by long term care insurance, workers compensation, no fault insurance and private pay.

"The goal of Wartburg Care at Home is to tailor the specific services needed by each senior, and to help them navigate the complex evolving changes in the nation's health care system," said Queally.

In addition to nursing, home health aide services and social services, the new home care office offers companion services, escorts to medical appointments, meal preparation, and physical, occupational and speech therapy services.

## FDNY Anchor Club Hosts Annual Cookout at Schervier Nursing Care Center



Bon Secours New York Health System's Schervier Nursing Care Center, specializing in long-term and rehabilitation care in the Riverdale section of The Bronx, hosted its Annual New York City Firefighters' Anchor Club Cookout on Thursday, July 24, 2014. More than 350 residents and patients participated in the event in which local firefighters

grilled up staple summer treats and enjoyed the entertainment. The Anchor Club Cookout has been an annual tradition for more than 30 years, connecting Schervier's campus to the community and increasing engagement among its residents, patients and tenants with the dedicated firefighters of the community.

"The Anchor Club Cookout is highly anticipated by our residents and patients every summer," said Carlos G. Beato, chief executive officer of Bon Secours New York. "It provides a great opportunity for the Schervier family to come together and truly enjoy each other's company. I extend my heartfelt thanks to the FDNY Anchor Club and to all of our staff members and volunteers for another wonderful cookout." The cookout is made possible by the efforts of Schervier's departments of Therapeutic Recreation, Nursing, Food and Nutrition, Housekeeping, Social Services, Facilities Management, Pastoral Care, Volunteer Services, and Security.

This year the cookout was sponsored by Precision Health, Inc., Harley Electric Company, Inc., Dominican Sisters Family Health Service, Inc., ArchCare, McKesson, Cabrini of Westchester, and Croker Fire Safety. "We are so grateful for the generosity of our sponsors," said Beato. "The support of these organizations shows our residents that people care about them and want to help make a difference in their lives."

The New York City Fire Department's Anchor Club is a community service group composed of working and retired firefighters from the 52nd Hose & Ladder Fire Company and other New York City fire companies. Each year they volunteer their time and cook a tasty barbecue luncheon for the entire Schervier campus.

(See Noteworthy on page 46)

## St. Johnland Winner!



Michela Fernandez (left) was the lucky winner of a new iPad Mini in a raffle to raise money for St. Johnland Nursing Center's participation in the 2014 Pink Glove Dance, a national competition dedicated to breast cancer research awareness and prevention. In order to enter the program, St. Johnland raised over \$2,000 which will be given to Cold Spring Harbor Laboratory where scientists are applying advanced technologies to better understand the progression of breast cancer for earlier detection and prevention. The raffle prize was presented by Cheryl Connelly.

## LeadingAge News

### Annual Conference Open for Registration

Registration is now open for the *LeadingAge Annual Meeting and Expo, Redefining Age*, to be held October 19-22, 2014 in Nashville, TN. To register- [click here](#).

## LeadingAge New York News

### By Invitation for LeadingAge New York Primary Members Only

Join us on Tuesday, October 21 at:

*Wanna B's*

*305 Broadway, Nashville*

*5:30 p.m. to 7:00 p.m.*

As part of the LeadingAge national conference, LeadingAge New York Services Solutions is hosting an exclusive reception with hors d'oeuvres, beer, wine and soda for the benefit of our Primary Members!

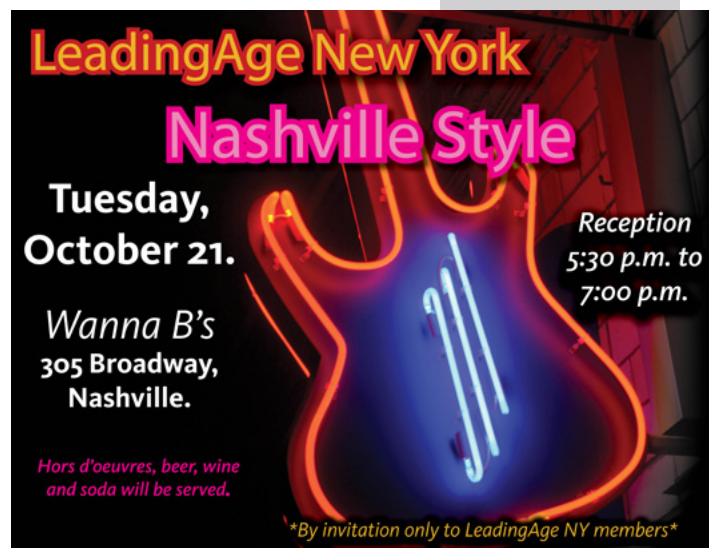
## Welcome New Primary Members

Dominican Village

Happier at Home (Jewish Senior Life Companion Services)

Judson Meadows

St. Joseph's Hospital SNF



## Upcoming Conferences and Educational Events

### Nov. 19-21, 2014


DNS/DSW Annual Conferences & Exposition

The Saratoga Hilton & Saratoga Springs City Center, Saratoga Springs

### May 18-20, 2015

LeadingAge New York Annual Conference & Exposition

The Saratoga Hilton & Saratoga Springs City Center, Saratoga Springs

Leading-U is offering many audio conferences and seminars. Check out our line-up by [clicking here](#). 



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