

**Parker Jewish Institute for
Health Care and Rehabilitation
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**News Release
For Immediate Release
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PARKER JEWISH INSTITUTE LAUNCHES NEW SOCIAL ADULT DAY CARE CENTER

Hempstead Facility Reflects Latest Trend in Community-Based Services for Frail Older Adults

New Hyde Park, NY, January 9, 2017 -- Parker Jewish Institute for Health Care and Rehabilitation is proud to announce a new innovative senior center in Hempstead, called Parker On Madison. The new center, which offers unique *Social Adult Day Care* services, promises to be a boon for frail older adults, especially those with early memory issues.

"Our new community-based center is a response to the needs of Nassau County's frail older adults and their families," said Michael Rosenblut, Parker President and CEO. "Most seniors prefer to remain in their life-long homes as long as possible. It is a given that care-givers are finding it increasingly stressful dealing with their aging parents' isolation, poor nutrition, declining health and depression. Often, these children have to juggle, not just their careers and families, but looking after loved ones as well, who may have early memory loss, dementia or Alzheimers," Rosenblut added.

On the cutting edge of meeting this growing challenge, Parker established its first *Social Adult Day Care* center over 25 years ago near the Institute's New Hyde Park headquarters. Their latest center, located at 92 Madison Avenue, Hempstead, New York, opened in September of 2016 and serves Hempstead and surrounding towns.

Parker On Madison offers a range of supervised activities, including arts and crafts, exercise, dancing and yoga, music and gardening. According to Lina Scacco, Parker Assistant Vice President of Corporate Outreach and Development, "Our new center provides a safe and stimulating environment, where our seniors participate in activities that enhance quality of life, helping them make new friends and remain active." The center also features special services such as bathing, grooming and personal care.

Parker's new center also features weekly cultural programs and entertainment, a nutritious hot lunch and much more. In addition, door-to-door transportation is provided to seniors. The center accepts Managed Medicaid, FIDA (Fully Integrated Duals Advantage), PACE (Program of All-Inclusive Care for the Elderly), Private Pay and most other insurance. Center hours are Monday through Friday, 10:00 a.m. to 3:00 p.m.

Scacco said the center's advertising tagline, *Relief and Support for Caregivers and Families*, says it all. "Parker's professional staff provides the best care, plus therapeutic and social services, right here at our new location. But we also extend the hand of reassurance, a smile that warms the heart, and words that say everything will be okay," She added.

Applications are currently being accepted. Interested parties should call for an appointment at 1-877-727-5373.

Parker Jewish Institute, headquartered in New Hyde Park, New York, is a leading provider of Short Term Rehabilitation and Long Term Care. At the forefront of innovation in patient-centered health care and technology, the Institute is a leader in teaching and geriatric research. Parker features its own medical department, and is nationally renowned as a skilled nursing facility, as well as a provider of community-based health care, encompassing Social Adult Day Care, Home Health Care, and a Hospice Program.

For more information, please visit Parker's website at: www.parkerinstitute.org.

Contact: Lina Scacco, 718-289-2212 or lscacco@parkerinstitute.org.

Photo Captions:



(R) Jean Jones, Assistant Director, Parker On Madison, and (L) Elizabeth Zhao, from The Epoch Times, at the Center's Grand Opening in September, 2016.



Amy Hsu, Client Service Coordinator, doubles as Parker On Madison's keyboard player!



Parker On Madison members taking their turns with a round of old-fashioned bowling!