

JEWISH HOME LIFECARE BECOMES “THE NEW JEWISH HOME”

New name reflects a renewed commitment to innovation, a radically patient-focused approach to care, and a deep-rooted respect for elders

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NEW YORK, NY: March 7, 2016 — Jewish Home Lifecare, a vital resource for New York’s elders for almost 170 years, is now **The New Jewish Home**, a new name for a new and rapidly changing era in eldercare.

A new logo with an eye-catching yet soothing color palate accompanies the new name, as does a first-ever tagline, “Age Like a New Yorker,” and a boldly reimagined website. Together, they announce Jewish Home’s determination to thrive in the new environment through continuous innovation, in the process transforming eldercare so that New Yorkers can live meaningful lives in whatever place they call home.

America is aging at a rapid pace. In the coming decades, the country’s changing demographics will have a profound impact on elders and their families, on private and government resources, and on eldercare organizations. The New Jewish Home is one of the few eldercare networks in the New York area with the scale and the resources to make a critical difference in the lives of aging New Yorkers, hence the tagline — Jewish Home’s first — “Age Like a New Yorker.”

Said Dr. **Audrey Weiner, President and CEO** of The New Jewish Home, “We are The New Jewish Home, developing *new* approaches to eldercare that reflect our *Jewish* roots, and focusing single-mindedly on making our elders feel truly at *home* — listened to, respected, and treated at all times with deep humanity.”

In launching a new name and look, Jewish Home is redoubling its commitment to creating a world-class experience for all of its constituencies — patients, family members, staff members, healthcare partners, neighbors, supporters, donors and trustees.

The new name for Jewish Home, one of the largest and most diversified nonprofit geriatric care systems in the country, is the result of an 18-month rebranding process in which the eldercare provider was assisted by the brand identity consultancy [Siegelvision](#).

A New Name for a New Era in Eldercare

The “new” in “The New Jewish Home” makes clear that Jewish Home intends to stay well ahead of the curve in the rapidly changing eldercare landscape. The moniker is a promise to all New Yorkers that Jewish Home is more committed than ever to providing the highest-quality and most sensitive, patient-directed, and cutting-edge care for elders now and in the decades ahead.

The “Jewish home” part of the new name connects the organization to its past and to its Jewish roots. Jewish Home gladly welcomes people of all faiths and ethnicities, and while today, the majority of its clients are not Jewish, built into the organization’s DNA is the Torah’s instruction to “honor the elderly” (Leviticus 19:32) — to treat every older person as having a special wisdom that comes with life experience. Judaism considers old age a virtue and a blessing, and every Jew is commanded to respect and venerate the community’s oldest members.

The first-ever tagline, “Age Like a New Yorker,” speaks to Jewish Home’s unique ability to meet the profound physical, psychological and social needs of aging New Yorkers. That ability derives from Jewish Home’s legacy of unprecedented growth and service in the New York City area, one of the most demanding urban environments in the world; the comprehensive and seamless network of services Jewish Home offers New York’s seniors, from the most robust to the most frail; and the commitment to continually evolve and improve to meet the changing needs of aging New Yorkers.

Constant Innovation Combined with a Focus on the Individual

There are many examples of Jewish Home’s innovations and of its unrelenting focus on and respect for each elder in its care. Among the organization's groundbreaking models of care, creative partnerships and first-of-their-kind programs are these:

- Development of **The Living Center of Manhattan**, which will be the *first* urban skilled nursing residence and the first high-rise to follow the precepts of the revolutionary **Green House Project**® developed by pioneering geriatrician Bill Thomas; and the growing number of Green House Project®-based **Small House residences** at Jewish Home’s Westchester campus, the Sarah Neuman Center.
- The **Center for Advanced Rehabilitation Medicine** and the **Cardiopulmonary Rehabilitation Center**, each a *multi-specialty approach* to rehabilitation that brings experts from Jewish Home together with, respectively, orthopedic specialists from The Mount Sinai Hospital and cardiac specialists from NYU Langone Medical Center, which

offer some of the *country's top programs* in their respective areas (U.S. News & World Report).

- Innovative **telehealth solutions** resulting from partnerships with Panasonic Healthcare Corporation of North America and Jintronix, Inc., that allow elders to manage and expedite their recovery, often from home, with progress remotely monitored by healthcare providers. The collaborations have earned Jewish Home McKnight's **Innovator of the Year** award and UJA-Federation's **Riklis Prize in Agency Entrepreneurship**.
- The country's **first substance-abuse program to integrate addiction recovery into medical rehabilitation** for older adults dealing with alcohol and/or prescription drug dependence. No other facility in America offers this twinned approach.
- The **Comfort Matters™** program of specialized, long-term palliative care for patients with advanced dementia. By focusing on each patient's state of mind and identifying stress points, Jewish Home has learned how to make life easier for men and women living with severe cognitive impairments. The organization, which has offered the program as part of a multi-year pilot, will soon be one of only three geriatric care facilities accredited to offer the program in New York City.
- A collaboration with the national advocacy organization **SAGE (Services & Advocacy for GLBT Elders)** to support LGBTQ elders through a variety of initiatives, including intensive cultural competency training for Jewish Home's staff. In recognition of its efforts, SAGE gave Jewish Home its **Aging Services Leadership Award**.
- Westchester's **first overnight respite program** for home-based patients with Alzheimer's and other forms of dementia. Patients spend the night at Jewish Home's Sarah Neuman Center, where therapists at Sarah Neuman's Adult Day (i.e. out-patient) Center, help them stave off the nighttime restlessness, disorientation, depression, anxiety, and even verbal and physical aggression, collectively known as "sundowning," which many dementia patients experience.

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About THE NEW JEWISH HOME: Serving New Yorkers of all faiths and ethnicities for 167 years, The New Jewish Home (formerly, Jewish Home Lifecare) is transforming eldercare as we know it. One of the nation's largest and most diversified not-for-profit geriatric health and rehabilitation systems, Jewish Home serves 12,000 older adults each year, in their homes and on three campuses, through short-term rehabilitation, long-term skilled nursing, low-income housing, and a wide range of home health programs. Jewish Home believes that high quality care and personal dignity are everyone's

right, regardless of background or economic circumstances. Technology, innovation, applied research and new models of care put The New Jewish Home at the vanguard of eldercare providers across the country. For more information, visit www.jewishhome.org.

About SIEGELVISION: [Siegelvision](http://www.siegelvision.com), a brand identity consultancy, is the brainchild of Alan Siegel, a renowned branding expert, a champion of simplicity in business and an advocate of many of the world's most iconic institutions. Alan and his eclectic team of experienced strategists, communicators, designers and simplification experts provide clear, provocative recommendations that transform organizations, inspire action and drive results. Among the business and nonprofits whose public face Siegelvision has helped shape are New York University, National Public Radio, National Geographic, Univision, The Robin Hood Foundation, Prudential, Kimberly-Clark, Phoenix House, Merrill Lynch, United Technologies and, in the healthcare sector, NYU Langone Medical Center, St. Jude Children's Research Hospital, the Lupus Foundation of America, and University Hospitals. For more information, visit www.siegelvision.com.

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