



FOR IMMEDIATE RELEASE

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**Friendly Home Director of Social Work & Admissions Recognized as a
2024 Health Care Hero by Rochester Business Journal**

Brighton, N.Y. — The Friendly Home is proud to announce that Shireen Bertino, LMSW, Director of Social Work & Admissions, has been selected by the Rochester Business Journal as a 2024 Health Care Heroes award recipient. Rochester Business Journal created Health Care Heroes to recognize excellence, promote innovation and honor the efforts of individuals and organizations making a significant impact on the quality of health care in Rochester.

This prestigious recognition honors Bertino's many contributions as a leader and social worker. Over her 25-year career, Bertino has demonstrated her deep devotion to the older adults served by the Friendly Home, as well as their loved ones, the Social Work & Admissions team, and her colleagues throughout the organization.

Glen Cooper, President & CEO of Friendly Senior Living, says, "Shireen's well-deserved recognition as a Health Care Hero reflects her work every day to foster a culture of excellence, independence and personal choice for our residents. She truly embodies and models the Friendly Home's mission-driven service to those entrusted to our care. We are very proud and grateful to have Shireen as a member of Team Friendly."

The Rochester Business Journal's 2024 Health Care Heroes will be recognized at a special celebration to be held in their honor in February.

About the Friendly Home

Celebrating its 175th anniversary in 2024, the Friendly Home, located in Brighton, offers 24-hour skilled nursing care, short-term rehabilitation, memory care and hospice care. The Friendly Home is part of the Friendly Senior Living continuum of care. For more information, visit friendlyseniorliving.org.

The Friendly Home is currently ranked #1 in Upstate New York out of over 600 nursing homes in the state on Newsweek's list of 2023-2024 Best Nursing Homes. Additionally, the Friendly Home has been ranked as a 2024 Best Nursing Home by U.S. News & World Report for both long-term and short-term care.



Shireen Bertino