



Contacts: Ilyse Fink or Clare Kelly
LAK Public Relations, Inc.
212-575-4545
ifink@lakpr.com; ckelly@lakpr.com

VIRTUAL CONCIERGE DEBUTS AT THE NEW JEWISH HOME'S SARAH NEUMAN CAMPUS IN WESTCHESTER

"Connect the Dots," an Alexa Interface and First of its Kind Software to be Used in a Skilled Nursing Facility, Provides Customized Services, and Offers Older New Yorkers Autonomy (and Sinatra on Demand)

(FOR IMMEDIATE RELEASE – NEW YORK, NY) "Alexa, play Frank Sinatra." Requests for "Ol' Blue Eyes" are among the most common made of the Amazon Echo Show devices now installed at **The New Jewish Home's Westchester Campus** in Mamaroneck, where this exceptional facility for post-acute rehabilitation and long-term nursing home care is integrating a **unique voice-enabled virtual concierge** into its menu of care amenities for residents.

The New Jewish Home is one of the nation's largest and most diversified nonprofit older adult health care systems, providing rehabilitation, skilled nursing and health care programs, serving 12,000 older adults of all faiths and ethnicities annually.

The **Connect the Dots** program behind the virtual concierge was developed by **Soundmind** and is the first of its kind to be used in a skilled nursing facility.

Currently in its pilot phase, Connect the Dots allows participants to connect to their personalized care team, check their daily schedules, look for planned activities, find out what's on the menu, and enjoy music, radio, news and games by asking Alexa simple questions. A special proprietary feature is **Memory Lane**, which enables Alexa to share popular audio clips from history that help trigger personal memories for the residents.

The technology offers greater independence to residents, particularly those with limited mobility and dexterity and low vision. In addition, Connect the Dots is becoming a valuable tool for staff by providing real time insights into the needs and interests of the older New Yorkers in their care.

As the program moves forward and expands, patterns of use can be studied and may reveal new preferences, diminution in engagement or signal emerging behavioral concerns. The software will enable the staff to customize and improve caregiving, while ensuring individual residents' privacy.

"We welcome 'Alexa' to our home," said Jeffrey I. Farber, M.D., President and CEO of The New Jewish Home. "Embracing emerging technology will allow us to innovate and personalize health care for older New Yorkers and enhance the ability of our residents to live with autonomy and dignity."

Erum Khan, CEO of Soundmind, said, "For too long, the technology world has neglected the fastest growing age demographic in the United States. Our mission is to change that. We are excited to introduce the application of Connect the Dots to the nursing home sector at the Sarah Neuman Campus and look forward to growing our partnership with The New Jewish Home."

Use of the Echo Show is voluntary and provided at no cost. The New Jewish Home expects to expand the number of devices in use at Sarah Neuman to 100.

#

ABOUT THE NEW JEWISH HOME:

Serving New Yorkers of all faiths and ethnicities, The New Jewish Home was founded as the B'nai Jeshurun Ladies Benevolent Society for the Relief of Indigent Females in 1848. One of the nation's largest and most diversified nonprofit older adult health care systems, Jewish Home serves 12,000 older adults each year, in their homes, on campuses in Manhattan and Westchester, and in senior housing residences in the Bronx, through short-term rehabilitation, long-term skilled nursing, senior 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 older adult health care across the country. For more information, visit www.jewishhome.org.

#