



FOR IMMEDIATE RELEASE

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**Friendly Home Assistant Director of Nursing Recognized as a
2023 Health Care Hero by Rochester Business Journal**

Brighton, N.Y. — The Friendly Home is proud to announce that Lori Pellicano, Assistant Director of Nursing & Infection Preventionist, has been selected by the Rochester Business Journal as a 2023 Health Care Heroes recipient. Health Care Heroes awards were created by the Rochester Business Journal 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 Pellicano's many contributions as a nurse, leader and mentor. Over her 22-year career at the Friendly Home, Pellicano has demonstrated her deep devotion to the older adults served by the organization, as well as to her colleagues. With a focus on person-centered care, she is responsible for creating an effective onboarding process for new nurse managers, and is a valued resource for the Friendly Home's entire clinical team.

Glen Cooper, President & CEO of Friendly Senior Living, says, "Lori does her job with excellence, kindness and empathy, always with the best interests of our residents first and foremost in mind. She goes above and beyond every day. I am extremely proud and grateful to have a nursing professional of Lori's caliber on Team Friendly."

The Rochester Business Journal's 2023 Health Care Heroes will be recognized at a special celebration to be held in their honor in March.

About the Friendly Home

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 Monroe County and Upstate New York out of over 600 nursing homes on Newsweek's list of 2022-2023 Best Nursing Homes in New York State. Additionally, the Friendly Home has been ranked as a Best Nursing Home by U.S. News & World Report for both long-term and short-term care.



Lori Pellicano