

Home Highlights

*A newsletter for residents, families and friends
of the Jewish Home of Rochester*

Spring 2009



Dear Residents, Family and Friends,

As we enter into June, I begin to think of summer. It's the time of year when we are all looking forward to sun and warm weather. We recently completed another joyous Passover season. Chaplain Katz led two wonderful Seder services for residents and families of the Jewish Home.

So far, 2009 has been a time of challenge and change for us. Much has been happening here at the Jewish Home. Our Quality of Life Improvement Project (QLIP) continues and is expected to be completed in the fall of this year. Our Transitional Care Program (TCP) was expanded from 35 to 52 beds in February. Due to its great reputation for superior clinical outcomes and high patient satisfaction, our occupancy levels in the TCP have exceeded expectations thus far.

I am pleased to say that the Jewish Home of Rochester received four (4) out of a possible five (5) stars in the most recent Centers for Medicare and Medicaid Services (CMS) ranking. This high ranking represents outstanding performance in three main areas: health department inspections, nursing staffing, and quality measures. All nursing homes across the country will now receive a star ranking that will be updated periodically. This ranking system does not take customer satisfaction into consideration, which we view as extremely important. To that end, we will continue to update you with the results of our resident and family satisfaction surveys.

Many of you have been feeling the pain of the economic recession. It may be affecting you personally or someone close to you. At the Jewish Home, the recession along with the recently approved New York State budget cuts have significantly reduced our annual revenues. The management team has been working to reduce supplies and contract expenses. Additionally, we will be starting a "lean six sigma" quality improvement process to enhance operational efficiencies and help reduce costs.

Thank you, as always, for your support of the Jewish Home of Rochester. It is an honor and pleasure to serve you and those you love.

Sincerely,



Michael S. King
Administrator

Time For Fun!



February

As a kickoff to the Jewish Senior *Life* Employee Wellness Program for 2009, a daring team of employees (*pictured above*) participated in the 9th annual “Polar Plunge” for the Special Olympics of Greater Rochester on a cold, snowy February day!



Residents of the Jewish Home and Adult Day Health Care enjoyed a Winter Wonderland in the Street of Shops with festive decorations, a



performance by the Resident Chorus, and tasty treats including chili, hot cider and donut holes. The most exciting part of the event was the outdoor sleigh rides! Many residents bundled up and let the Belgian horses do the rest. Everyone had a wonderful experience listening to sleigh bells and singing winter songs! It was hard for us to say goodbye to our new horse friends.

Above left: Jewish Home resident, Barbara Hurley, enjoys a fresh air sleigh ride, while a resident makes a new friend (above right). Right: The hard working Belgian horse team.



ESL Federal Credit Union & WHAM 1180 sponsored a “Sweethearts Day” for our residents. Everyone enjoyed food, entertainment and prizes!

Residents Vera Hooks and Roslyn Carlinsky enjoy time with WHAM's Beth and Chet.

March

“Bush Mango,” a nationally known drum and dance group, knocked our socks off! The Atkins Center was packed with residents of the Jewish Home and Adult Day Health Care. You couldn't help but move along to the beat! The traditional West African dance and drumming was so dynamic. Many residents danced the afternoon away while others were beating to the drums with hand held instruments. It was a fun and exciting program. Everyone left with a smile!



Above: Members of Bush Mango perform at the Atkins Center.





Participants in the American Heart Walk huddle to keep warm.

April

An active team of employees put on their walking shoes and participated in the American Heart Walk. Residents and staff showed their support to “Team Priceless Memories” by sponsoring walkers or by braving the cold and walking. All funds raised were used to support research and education. Thank you everyone for their support!

The Jewish Home was proud to welcome the cast of the Broadway musical *Rent*, including the daughter of one of our transitional care program patients. Mr. Lipman was unable to attend his daughter’s performance due to his recuperation. As not to disappoint him, his daughter and her fellow cast members came to the Jewish Home and performed “Seasons of Love.”



Nicolette Lipman, daughter of Howard and Agnes Lipman.

May

Residents and families joined us for our annual Mother’s Day celebration in the Atkins Center. Musical entertainment was provided by *The Gateswingers*, an exciting 15-piece band, featuring the swing band sounds of the 40’s, 50’s, 60’s, and today. *The Gateswingers* specialize in playing the big band standards in the authentic traditions of Count Basie, Duke Ellington, Harry James, Glenn Miller and other great band leaders.



Our Own Resident Artists

The Jewish Home is proud of our talented resident artists. Paintings by Kay Acciaio, Beverly Klass, and Joe Villeneuve, have been selected to be in the annual New York Associations of Homes and Services for the Aging (NYAHS) Traveling Art Show.

Paintings by Lena Levy, Susan Nezelek, and Shirley Trayer were selected for exhibit in the NYAHS Albany Headquarters Art Show.

The competition is open to residents, clients, volunteers and staff members of NYAHS member facilities. Paintings were selected from 150 entries received.

Kudos to Bob Whiteside, our Creative Arts Therapist. Bob works with each and every one of our resident artists and has greatly enhanced our art program here at the Jewish Home.

Upcoming Events

Kick-off to Father's Day Weekend

Enjoy a classical performance by the Eastman School of Music on Saturday, June 20, at 2 pm, in the Goldberg Center. Refreshments will be served.

The Minnie Cohen Arts & Entertainment Series

presents Phyl Contestable and Alan Jones on Sunday, June 21, at 2 pm, in the Goldberg Center.

Grand Day

Join us for our annual resident and family picnic on Sunday, June 28, from 11 am - 1 pm. Enjoy music, games and entertainment! Watch for more information!

Rabbi Richard Address Speaks to Staff

Thanks to the generous sponsorship by the Golden Alliance of the Jewish Home Foundation, staff had the opportunity to participate in an interactive educational presentation by Rabbi Richard Address. As the Director of the Department of Jewish Family Concerns for the Union of Reform Judaism and author, editor, and contributor to a variety of publications, Rabbi Address engaged the staff in a light-hearted, yet substantial discussion about the importance of bringing honor and respect to the people we care for at the Jewish Home.

Pastoral Care

When I arrived at the Jewish Home in January 2007, we held two Sabbath services on Saturday mornings. I had hoped and dreamed that residents could all pray together again regularly, and now we have plans for our family reunion.

During the period between Passover and the next holiday, our Saturday mornings will include a single service for all Jewish residents. The first three will be the Aviv model, with Gary Winterman leading the worship and Rabbi Katz reading from Scripture. The last three will be the Iyar model, with the roles reversed. The services will take place in the Goldberg Center.

After June 1, we will consider the response to the two worship models and proceed to refine our thinking. I expect to encounter some learning opportunities, but I value the goal of bringing people together. Thanks to all who provide support to our Saturday worship services, and all who make resident-centered care the focus of our work together.

— *Chaplain Katz*

Most Nursing Home Residents Soon to Receive \$250 as Part of the Federal Stimulus Bill

Jewish Home residents should pay particularly close attention to their mail. That is because most should receive a one-time payment of \$250 as part of the American Recovery and Reinvestment Act, also known as the stimulus package.

Nearly everyone who receives Social Security, Social Security Disability Insurance, Supplemental Security, or a Railroad Retirement or Veterans Administration disability pension are entitled to this money. Long-term care residents on Medicaid who draw Social Security benefits are among those expected to receive the check. But certain SSI beneficiaries in nursing homes who get a \$30 monthly benefit are not eligible.

The \$250 will not count as gross income for tax purposes. As a result, it will not put a Medicaid-eligible resident over the state's income limit.

Residents should receive the check by June 4.

For more information, visit www.elderlawanswers.com.

Safety & Security

In our efforts to ensure the safety of our residents, staff and visitors, improvements to our video surveillance system have recently been made. We have added four interior cameras in the areas of the Jewish Home lobby, Street of Shops, south hallway near the employee entrance, and the medical hallway facing the Senior Fit gym. We have also added four cameras in the parking lots and around the perimeter. Video surveillance is provided 24-hours a day and all cameras are monitored by the security department.

Time to Sign

We ask that all visitors, including family members, friends, vendors and contractors, please sign-in at the concierge desk upon entering the Jewish Home. Visitors will be given an identification sticker and are asked to wear it at all times while in the building. We appreciate your cooperation.

Simple & Safe

At Home Services has partnered with Doyle Medical Monitoring to offer a personal emergency response system. This simple safety solution provides peace of mind and the knowledge that you can get help anytime of the day or night with the simple touch of a button.



When you press your help call button, a trained and caring operator will respond within seconds, and immediately dispatch whatever kind of help is needed. The system is monitored locally 24-hours a day, 7 days a week. There is no equipment to purchase, no installation charge, and no long-term commitment.

The emergency response button is perfect for those who live alone, or those who have recently returned home from the hospital or transitional care. Call At Home Services at 427-8456 for more information.

Rehab Services on the Cutting Edge

The Rehabilitation Services department is rapidly growing and changing at the Jewish Home. Additional therapy positions and services enhance our menu of rehabilitative programs available to our residents and community.

In the fall of 2008, Margaret Zlotnick, speech and language pathologist, became certified in administering Fiberoptic Endoscopic Evaluations of Swallowing (FEES). This very specialized assessment allows her to evaluate a person's ability to safely swallow. This is accomplished by utilizing a flexible endoscope passed trans-nasally to obtain a superior view of the pharynx, larynx, and trachea to objectively evaluate the oral-pharyngeal swallowing function. The Jewish Home is one of a few nursing homes in the area to employ a FEES certified Speech Therapist. Having this service available on site means that residents may not need to leave the building to have their swallowing status evaluated, to determine improvements in swallowing, and to determine if they are ready for a change in diet consistency.



New, Advanced Treatment to Improve Mobility

The Jewish Home is excited to offer Bioness rehabilitation treatments. Bioness hand and foot treatment may help individuals who have experienced stroke, Multiple Sclerosis, traumatic brain injury, Cerebral Palsy, and spinal cord injuries.

Our Occupational Therapists are successfully using the Bioness upper extremity portable electrical stimulation unit with stroke patients. Positive treatment outcomes range from relaxation of the affected limb to improved functional use of the affected extremity. We are one of two facilities in Rochester using this treatment in a nursing home.

Outpatient Rehabilitation Services recently began using the lower extremity Bioness unit. The lower extremity Bioness treatment has successfully helped many individuals with Multiple Sclerosis. We are excited to provide this service to the community, as we are the only outpatient rehabilitation provider to offer this treatment in Rochester and Syracuse.

For more information or to find out if Bioness rehabilitation treatments may be right for you, call us at 424-3564.

Time to Talk

The Jewish Home hosts a monthly spousal support group for spouses who need someone to talk to. The group meets the last Wednesday of each month from 2 – 3 pm. It's a time to get together with others who may be experiencing the same feelings.



Sometimes it's difficult to talk to one's children or spouse about certain things. Some common questions that arise are "How often should I visit my spouse at the Jewish Home? Should I visit my grandchildren out of town and leave my spouse here? Why do I feel guilty if I don't visit? Can I take some time for myself?"

The spousal support group also addresses questions you may have about dementia, depression and a variety of other topics. Carmen Ramos, Tai Chi Instructor, regularly talks about stress reduction and even provides massages.

If you're interested in attending a meeting or have questions, call Carol Cooper at 427-7760, ext. 150.

Gift Certificates Now Available

Looking for the perfect gift? Leo's Deli gift certificates are perfect for residents, friends, and co-workers. Gift certificates are available in \$10 increments and are available for purchase at Leo's Deli.

New Family Orientation

At the Jewish Home, we really are a family. We invite all of our new resident families and friends to join us for a fun and informative open house on **Thursday, June 11 from 4:30 – 6:00 pm** in the Goldberg Center. Representatives from Admissions, Administration, Finance, Facility Services, Dining Services, Medical, Nursing, Rehabilitation, and Recreation Therapy will all be there to share information about their departments and to answer any of your questions. Refreshments will be served. For more information, call 427-7760, ext. 710. We look forward to seeing you there.

Welcome to New Staff

Mary Fazio, Clinical Liaison, will provide clinical assessments and facilitate admissions to long term care and transitional care at Jewish Senior *Life*. Mary, who is a registered nurse, previously served as a hospice nurse evaluator and case manager and has over 20 years in the health care industry.



Bob Puglisi, Manager of At Home Services, will oversee the non-clinical services that people may receive in their homes in order to stay there safely as they age. Bob has recently relocated to Rochester and was previously a self-employed real estate appraiser and has owned and operated several small business start-ups.

CLIP & SAVE



This coupon entitles you to **\$2.00 off** your next purchase at Leo's Deli.

Coupon not redeemable for cash. HHSpring2009

Customer Service Comes First

In continuing our commitment to provide excellent customer service to our residents, families, visitors and one another, the Staff & Organizational Development Department implemented the following in-services as part of Jewish Senior *Life's* Customer Service Initiative.

Appearance is Everything – Focused on following dress code and mannerisms.

Six Key Behaviors to Excellent Customer Service – Approachable, Sincere, Courteous, Responsible, Confident and Trustworthy.

Confident, and Trustworthy: Making the Most of Trust Points – A “trust point” is any interaction with a customer.

S.E.R.V.E.

What's next?

Introducing **S.E.R.V.E** – Staff Appearance, Environmental Impressions, Responds Professionally, Valuing Each Other, Establishing Positive Trust Points – the employee competency for customer service.

We have implemented customer service comment cards – another way for you to provide us with feedback on your experience with care and services at the Jewish Home or any of our Jewish Senior *Life* programs.

We're the Best

Vital to our mission to improve the health, well-being and quality of life of those we serve, is ensuring we are using industry-wide clinical “best practices” as part of our care. To that end, our Staff & Organizational Development instructors researched, updated and rolled-out the curriculum for the Transitional Care Program Best Practice class in February (in conjunction with the expansion of the program).

Next up, we are revising and implementing the Dementia Care Best Practice coursework and working on the development of a Long Term Care Best Practice class focusing on a person-centered care approach.

Nominate the Employee that You Feel Goes Above and Beyond

There is now another way that you can recognize Jewish Home employees for providing superior customer service. Established in memory of former resident Leon Rosen by his family, the **Leon Rosen Exceptional Customer Service Award** was created to honor employees who go above and beyond the call of duty to provide outstanding service to the residents of the Jewish Home of Rochester.

Leon Rosen was the youngest of four children, and was the only one of his siblings to graduate from college. Over the course of his career, he worked at a variety of customer service jobs, often holding down two jobs at once to support his family. His motto, which he recited frequently to his children, was, “Take an extra second and do it right”. This is also the motto of the customer service award named for him.

One employee will be chosen each month as the recipient of the award and each year two Employees of the Year will be chosen from the twelve Employees of the Month. These two individuals will be recognized at a special event during Older Americans Month in May; they will each receive a monetary prize and a certificate; and their names will be engraved on a permanent plaque that will be displayed in the Jewish Home.

Nominations are made by residents, families and patients of the Jewish Home and only non-management employees of the Jewish Home are eligible. Nomination forms will be provided in admissions packets and may also be obtained from the concierge desk, administrative assistants and nurse managers. We encourage you to nominate those who you feel provide exceptional customer service to you or your loved one, and are deserving of this award.

In May, we kicked off the program and presented the first Leon Rosen Exceptional Customer Service Award to Ellen Schillaci, CNA, who goes above and beyond to provide care and service to our residents, and is an inspiration to other employees.

Caregiving Support - Assistance - Encouragement

Please join us for a series of free events on balancing and managing one of the most important roles of your life - that of a caregiver.

Mark your calendar
to attend these
free seminars

Balancing Life Roles

Tuesday, June 9, 2009

5:30 pm - Registration & reception

6:15 pm - Speaker

RSVP by June 4

What are the components that make up one's personal identity and how do we balance them all? Lifespan's Education Director, Cindy Steltz, discusses the roles we take on by choice, circumstance or default, and how to take control of the time and effort put into each of life's roles.

Three lucky attendees will receive a certificate good for a FREE massage at Jewish Senior *Life's* Outpatient Rehab.

New Laws Celebrate Aging

Tuesday, June 16, 2009

5:30 pm - Registration & reception

6:15 pm - Speaker

RSVP by June 11

Miles Zatkowsky, Esq., an attorney specializing in elderlaw and an advocate for older adults, shares his knowledge of new laws that benefit and protect seniors. Effective September 1, 2009, New Yorkers must use a new Power-of-Attorney form which offers greater protection from potential abuse. Learn how you can protect yourself or a loved one under this new law, and other laws designed to assist seniors, including the rules of Medicaid and Advanced Directives.

Three lucky attendees will receive a complimentary copy of The Complete Eldercare Planner.

RSVP to 427.7760, ext. 135. Both events will be held at the Jewish Home of Rochester, Goldberg Center, 2021 Winton Road South, Rochester, NY 14618.



Jewish Home of Rochester
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www.jewishhomeroch.org

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ADDRESS SERVICE REQUESTED



Jewish Home
of Rochester

a family among families

Federal and New York State law prohibits this health care facility from denying admission to anyone because of race, creed, color, national origin, age, sex, disability, sexual preference, blindness, source of payment or marital status.