



# Jewish Senior *Life & Times*

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## The Jewish Home to Celebrate 90 Years of Serving Rochester’s Seniors



Next year will mark the 90<sup>th</sup> anniversary of the Jewish Home of Rochester, and we have come a long way in that time.

The roots of the Jewish Home go back to 1920 when five women began pursuing the idea of a Jewish nursing home in Rochester that would serve as a place for the sick, poor and elderly to age gracefully and with dignity. A large house was purchased at 1162 St. Paul Street, and beginning in 1921 it was home to

seven full-time residents. The Home experienced several major expansions over the years, and in June of 1985 it moved to its current location at 2021 Winton Road South. The Jewish Home of Rochester has gone from a house accommodating seven residents to a large, state-of-the-art environment providing long term care, transitional care and memory care to 362 residents and patients, in addition to housing Outpatient Rehabilitation and Adult Day Health Care Centers.

To commemorate the growth and advancements that we have achieved over the past 90 years, we will be holding special events throughout 2010 to thank our residents, families, donors, staff, board members and the community. Some of these events include the release of a new edition of our “Family Among Families” history book, the enhancement and dedication of our main street into the Jewish Home, parties, picnics and a special gala. Details will be forthcoming in early 2010.



## CEO Message

Dear Friends,

Every day here at Jewish Senior *Life* we experience new opportunities to make a positive difference in the lives of those that we serve. Since my last message, we have had so many positive experiences that continue to make us a vital and vibrant organization. We remain steadfast in our quest to be a premier, comprehensive, person-centered, affordable aging services organization. It is the daily actions of our staff members and volunteers that provide the evidence that we are realizing our vision. Whether it's a home visit from one of our physicians or a short stay on the road to recovery in our transitional care center, the hallmark of our approach embodies excellence in all that we do. Let me share some of the highlights of remarkable experiences since my last message.



Three months ago, I received a copy of a letter from the son of a Physician House Calls patient. The letter was an incredible testimonial to the quality of medical care and service provided by our physicians, the practice nurse and nurse practitioner. He wrote that he felt as if the weight of the world fell off his shoulders when he learned about our home visit practice since he knew he could never handle getting his mother to a traditional medical office. He described how his first experience with Elaine Gardiner, practice nurse, immediately put his fears to rest and described his experience with Dr. Bernard Shore as he came to visit his mom – how Dr. Shore treated her with dignity, gentleness and hope, and how he spent such unhurried time with her. At the end of his letter, he referred to an unexpected surprise when Dina Santora, nurse practitioner, went to visit his mom after she had been transferred to a hospice center.

About a month ago, I received a call from the granddaughter of a resident of the Jewish Home. She shared with me the fears she had when her mother first told her that her grandmother was admitted six months ago. How she cried because her grandmother could no longer take care of herself after she had taken care of her family for so long. She told me about her recent visit to see her grandmother, and how as she walked into her grandmother's room, she overheard Margaret Abbot, her nursing assistant, talking with her grandmother while getting her ready for bed. She told me that the kindness that this nursing assistant showed to her grandmother in both actions and words really touched her, and how comforted she is by the wonderful team of nurses and caregivers that attend to her grandmother at the Jewish Home.

Last month I attended a reunion of patients who had short stays in our transitional care center. When I first walked into the event, I was shocked to see so many people in attendance. As I walked around and talked with former patients, one consistent message was evident. All had remarkable, successful experiences due to the efforts of the staff. Some even told me about multiple hospitalizations for hip, knee or joint replacements and how each time, they were able to recover and return home, thanks to the efforts of our therapists, nurses and other employees.

These are just a few examples of the excellence with which our staff does their work. There are many other letters, comments and observations that I could have shared with you, too. I share these experiences not to brag, gloat or for any self-serving purpose. I share these experiences because of what they are – great work by compassionate, dedicated individuals.

With warm regards,

A handwritten signature in black ink that reads "Dan Katz". The signature is fluid and cursive.

Dan Katz  
President & CEO



## At Home Services – A Valuable Part of the Continuum of Care

The At Home Services program began about a year ago, providing services that enable seniors to continue to live independently at home – home and yard maintenance, housekeeping, meal delivery and emergency alert systems, just to name a few. The goal of the program has always been to help people live safely and comfortably in the place of their choice, but what we didn't realize was what an important role At Home Services would play in the continuum of care.

The At Home Services manager works closely with the social workers in our Transitional Care Program to ensure that patients being discharged are going home to a safe, comfortable and convenient environment. Our technicians have performed home modifications, such as installing grab bars in bathrooms, putting in handrails and custom doors, and setting up emergency call system services. One woman called to have us help rearrange her furniture to create a first floor bedroom



for her husband to use while he was recuperating. She also used our housekeeping services so that she could spend more time visiting her husband while he was in transitional care, then kept the service going after he returned home so that she didn't have to worry about cleaning and could concentrate on more important

things. Our technicians have also performed minor electrical, plumbing, and roofing repairs, painted, repaired masonry, and many other tasks that can no longer be performed by the homeowners.

The program has been recently improved, and we are now using our own employees or independent contractors for certain services. What this means is that when you request housekeeping services or routine home repairs through At Home Services, the work will be done by one of our own valued employees or contractors, making those services more affordable to the consumer. Our cost for handyman services is typically about half of what you will pay for a handyman contractor and our housekeeping rates are about 30% less than most maid service franchises in the area. This way of doing business also allows you peace of mind in knowing that your home, or the home of a loved one, will be visited by the same people who serve the residents at the Jewish Home, The Summit at Brighton and Wolk Manor.

Whether you are recovering from an illness or surgery, or are just finding things more difficult to do, At Home Services can provide that little extra help to keep you safe and comfortable. For more information about At Home Services, please call (585) 427-8456.

## Introducing Dr. Lisa Vargish - A Welcome Addition to Our Medical Staff

The Jewish Senior *Life* Medical Department is happy to announce the addition of Dr. Lisa Vargish to our team of medical professionals. Dr. Vargish is a full-time attending physician caring for residents of the Jewish Home, as well as participants of the Physician House Calls program.



Dr. Vargish comes to us from the University of Chicago where she worked in the Geriatrics Department making house calls to homebound elders, and teaching medical students and internal medicine residents. She received her M.D. from the University of Chicago, and subsequently completed her internship and residency in the Department of Family and Community Medicine at the University of California, San Francisco. She is fellowship trained in Geriatrics.

Dr. Vargish remains very committed to medical research and education, and was recently an instructor at the University of Chicago Hospital's Department of Medicine and at the Chicago Family Health Center. She was also a co-sponsor for the Geriatrics Interest Group at the University of Chicago's Medical School. She is an active member of the American Geriatric Society, American Academy of Family Physicians, and the Society of Teachers of Family

Dr. Vargish now resides in Brighton with her husband, Dr. Michael Mendoza and two children. She is a most welcome addition to our medical team and to the Jewish Senior *Life* family.

## Save the Date to Celebrate!

The Quality of Life Improvement Project that began in April 2007 is finally complete. Nearly every inch of the Jewish Home – from the lobby, gift shop and Street of Shops, to the resident rooms and dining rooms on each floor – has been renovated and is being enjoyed by residents and their families, visitors and staff.

We are very proud of our new and improved Jewish Home of Rochester, and would like to share it with you. Please join us on **Sunday, December 6<sup>th</sup> from 2:00 – 4:00pm** for an Open House with tours, food, entertainment and prizes. Help us celebrate the successful completion of this huge project to create a warm, inviting and comfortable environment for the benefit of our residents.

## Jewish Senior *Life* – Leading the Way in Aging Services Technology

As a dedicated provider of superior care and quality of life for our residents, Jewish Senior *Life* is committed to being on the cutting edge of technological advancements that will aid us in this goal. To that end, we have employed many new technologies in recent years, some that add to our residents' comfort, safety and quality of life, and others that enhance communication and quality care:



*Bioness Foot Apparatus*

### Quality of Life

**Bioness Hand and Foot Apparatus** – An award-winning and innovative rehabilitation technology designed to benefit individuals who have been afflicted with neurological disorders, including stroke, Multiple Sclerosis, traumatic brain injury, Cerebral Palsy and spinal cord injury. Bioness uses low-level electrical stimulation

to help people regain mobility and independence, to improve quality of life and productivity.

**Kindle Electronic Book Reader** – The Jewish Home has two of these electronic readers, which allow users to download books electronically and read them on a hand-held screen with adjustable font sizes to accommodate various reader preferences.

**Computer-based Video Web Conference** – A portable, wireless computer equipped with extra large screen that enables residents to “see and be seen” when speaking live with a loved one.

**Touch Screen Monitors** – Extra large screens allow for therapeutic and recreational game playing without the use of a mouse.

**Wii Games** – Provides interactive, multi-player fun and therapy.

**Resident Television Station** – Recently enhanced to allow for scheduled, multi-format information, communication and entertainment, including weather, community activities, news, photo slideshows and movies.

**Free Campus-Wide Wireless Internet Access** – Available to all residents, patients, and visitors, the wireless network covers all of the Jewish Home, as well as most common areas within The Summit and Wolk Manor.

### Safety

**Nurse Call System** – Allows residents and patients to call for assistance, while respecting their privacy. Also alerts staff when certain special purpose monitors or alarms are triggered.

**Personal Emergency Response Systems** – Currently used in Summit and Wolk, as well as offered as a service to At Home Services clientele. A pendant worn by residents has a button, which when pressed allows the resident to speak with an emergency response person and/or to summon assistance.

**Wander Management** – A system located in the Jewish Home and Wolk Manor that alerts staff and secures doors when persons equipped with wander alert devices approach building exits.

### Health Information/Electronic Medical Records (EMR)

**Optimus Electronic Medical Records** – The use of electronic medical records provides our doctors and nurses with a more accurate method of documentation and decreases the amount of time they spend on paperwork, allowing more time with the residents who are entrusted to our care. With EMR, there is less room for error, greater efficiencies and most importantly, improved patient care through better coordination and information sharing among care providers. Optimus interacts with other care and service provider systems, including labs, pharmacies, and the Rochester Health Information Organization (RHIO).

As we move forward, we will be investigating further technology in motion/fall detectors and medication dispensers. The next time you are at the Jewish Home, look for our technology kiosk in the Street of Shops, where we will display some of the above mentioned equipment with handouts and periodic demonstrations.



### **Save A Tree!**

If you would prefer to receive this newsletter electronically, please send an email to [marketing@jewishseniorlife.org](mailto:marketing@jewishseniorlife.org) with “Jewish Senior Life & Times” in the subject line.

## Transitional Care and Outpatient Rehabilitation Host Alumni Reunion

On September 10<sup>th</sup>, the Jewish Home was host to over 120 people who attended the Transitional Care and Outpatient Rehab alumni reunion. Former patients who successfully completed therapy programs and were therefore able to remain or return to their homes, came together to enjoy the company of doctors, nurses, therapists and friends made during their stay, enjoy cocktails, hors d'oeuvres and musical entertainment, and celebrate their successes together.

In addition to the achievements made by our alumni, the programs themselves have advanced as well. The Weinberg Manson Transitional Care Program has grown from its original 25 beds to 52 beds, and based on its success and an increased need in the community, will expand again to 68 beds in late October 2009. Patients with us for transitional care enjoy hospitality amenities, such as hotel-quality linens, spa-like bathrobes, restaurant-style dining, a daily newspaper and wireless Internet access.

Our Outpatient Rehabilitation Center has had its greatest number of visitors since its inception, due to successful clinical outcomes, physician referrals and the addition of the Bioness hand and foot drop rehabilitation systems. Bioness is an award-winning and innovative rehabilitation technology designed to benefit individuals who have been afflicted with neurological disorders, including stroke, Multiple Sclerosis, traumatic brain injury, Cerebral Palsy and spinal cord injury. It uses low-level electrical stimulation to help people regain mobility and independence, to improve quality of life and productivity. We are the only outpatient rehabilitation center from Rochester to Syracuse to offer both the NESS H200 Hand Rehabilitation System and the NESS L300 Foot Drop System.

With these advancements and the excellent outcomes that people are experiencing on both an inpatient and outpatient basis, there is no doubt that next year's reunion will need to be held in a larger venue.



*Photos above: Rehabilitation staff socialize with former patients.*



## “There’s No Place Like *Our Home*”



Each summer, Jewish Senior *Life* erects a huge white tent on the front lawn of the Jewish Home and holds what is lovingly referred to by staff as “tent week” – a series of events for donors, residents, families and staff to show our appreciation for all that they do.

Wednesday, June 24, 2009 marked the 21<sup>st</sup> year of the thank you event under the tent for Golden Alliance members, gracious donors who provide ongoing support for the benefit of the residents of the Jewish Home. Thanks to a generous bequest from the late Fred B. Kravetz, we are able to continue this fun-filled tradition and show our sincere gratitude to these dedicated, compassionate individuals.

This year’s theme was the *Wizard of Oz*, appropriately titled “There’s No Place Like *Our Home*.” Nearly 300 guests were greeted by Dorothy and Glinda, “The Good Witch”, played by two young volunteers from Calkins Road Middle School. Some dining services staff also came in character, adding to the festivity of the evening. Guests enjoyed delicious hors d’oeuvres, as well as the ambiance created by a rainbow balloon arch, yellow brick road, ice carvings, baskets of poppies, and even Dorothy’s house perched atop the Wicked Witch of the West.

The tent stayed up for the rest of the week, with a picnic for residents on Thursday, a staff picnic on Friday and Grand Day on Sunday. Strolling musicians and magicians, Lollypop Guild centerpieces, hot food from the grill, popcorn, popsicles and face-painting all added up to a fun-filled week. Even a torrential downpour during the resident picnic did not dampen anyone’s spirits.

So the next time you drive by the Jewish Senior *Life* campus and see the big top out front, it’s not Ringling Brothers – it’s us celebrating all the special people that truly make us a “family among families”.

*The “big top” in front of the Jewish Home during tent week.*



*Dining Services staff get into the spirit.*



*Glinda, the Good Witch, and Dorothy.*



## “It Makes Sense”

The Dining Services Program at Jewish Senior *Life* has made a huge culture shift. Our new catchphrase, “It makes sense”, represents our new philosophy – using all five senses during mealtime results in a more satisfying and enjoyable dining experience. Smelling the food while it is being cooked to order; hearing the stir fry in the wok; feeling the china and silverware; seeing a colorful and appetizing plate presentation; and finally, tasting the delicious food in a clean, comfortable and inviting dining room.



This new philosophy was born through the direction of our new dining services management team. **Wess Welsby, Director of Food and Nutrition**, comes to us with an extensive background in the hospitality industry. He is a graduate of the Culinary Institute of America and most recently was the General Manager/Chief Operating Officer at Park Country Club in Buffalo, one of the most prestigious country clubs in western New York. Wess brings a wealth of knowledge and experience that has already changed our dining services program to be more hospitality-focused.

Another new addition to the team is **Executive Chef Andrew Lederman**. Chef Andrew has made numerous improvements to the Jewish Home of Rochester’s resident menu, employee cafeteria and catering menu. Chef Andrew was born and raised in Rochester. A graduate of Brighton High School and Johnson and Wales University, he has worked at many local establishments, including Richardson’s Canal House, Tonic and the Newport House, and he owned and operated Bodhis Restaurant. He has also worked on luxury cruise ships. Chef Andrew was chosen by the Jewish Federation for a chef exchange program with an Israeli chef. Through this program he spent one week in Israel sharing and learning about cultural cuisine.

At The Summit and Wolk Manor, **Jeremy Jarvis** leads the way as **Director of Dining Services**. Jeremy was most recently the general manager of Penfield Country Club, but has also worked in food and beverage management at Locust Hill Country Club, Shadow Pines, Greystone Golf Club, the Marriott Hotel, and several hotel chains and restaurants in the United Kingdom. He is a graduate of Boston College in Lincolnshire, England and a certified ServSafe Food Production Manager.

**Executive Chef James Caparelli** comes to The Summit from the Empire Brewing Company, where he served as head chef at the Rochester location, and executive chef for the entire restaurant chain. He trained at the French Culinary Institute in Manhattan and worked at such restaurants as Le Cirque, L’Ecole and Alison and Dominick’s. He also worked as an assistant chef on the Television Food Network, assisting chefs such as Emerill Lagasse and David Rosegarten. “I use a French technique with a southwestern nouvelle style”, says Chef James of his cooking.

These four new managers are leading the charge in revolutionizing the dining experience for our residents, patients, visitors and employees all across the Jewish Senior *Life* campus. Combining their talents with those of the rest of the dining services staff, they are bringing tasty homemade soups, seasonal fresh vegetables, decadent desserts, gourmet meat and fish dishes, and intriguing flavors to life . . . it just makes sense.



*Pictured above: Executive Chef James Caparelli.*



**Jewish Senior Life**

*services for healthy aging*

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## **Eastman School of Music Piano Series at The Summit**

The residents of The Summit at Brighton will soon be enjoying the talent of classically trained musicians from the Eastman School of Music. Through a collaboration between Jewish Senior *Life* and the Eastman School of Music's Piano department, students destined to be future performers on the concert stage will be performing at The Summit 2-3 times each month beginning in November and through the summer of 2010. Rebecca Penneys, Professor of Piano at the Eastman School of Music and Program Director for this piano series, will be the featured performer at the first concert.

Great musicians need great instruments, and The Summit is the grateful recipient of a beautiful concert piano acquired specifically for the purpose of this music series. The piano is part of a gift from the estate of Milton Feier, a former violinist who studied at the Eastman School of Music and was passionate about the fine arts. Without Mr. Feier's generous gift to the Jewish Home Foundation, this wonderful program would not have been possible.

