

Home Highlights

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

Winter 2009

Dear Residents, Families and Friends,

Welcome to another issue of Home Highlights. Much has happened since our last publication. Jewish Senior *Life* along with our Senior Health Alliance partners has been selected to receive a prestigious grant from the Robert Wood Johnson Foundation. Jewish Senior *Life*, in partnership with the Daisy Marquis Jones Foundation and the Wegman School of Nursing at St. John Fisher College will be part of a research effort focusing on developing nurse leadership training programs specific to Long Term Care.

We are proud to announce that both our resident and patient satisfaction levels remain high. I am pleased to report that over 70 of our residents completed the annual survey. We are also very proud that residents rated us as either excellent or good 90% of the time when responding to the question "Rate your overall satisfaction." Patient satisfaction levels continue to remain high for the Transitional Care Program. The Jewish Home consistently ranks in the top tier of all Senior Health Alliance Homes with regards to patient satisfaction.

You may have heard that the Centers for Medicare and Medicaid Services (CMS) recently unveiled a Five Star Ranking System for nursing homes across the country. The rating system is based on three domains: health inspections, quality measures, and staffing. The Jewish Home received four (4) stars for its overall rating.

Our new Kosher Deli has opened and the feedback has been overwhelmingly positive. If you haven't already, stop by and enjoy a deli sandwich or a cup of Starbucks coffee.

Best wishes to your and your family in 2009.

Sincerely,



Michael S. King
Administrator

Leo's Deli is a Hit

In October of 2008, Leo's Deli opened in the Street of Shops at the Jewish Home. Since then, people have been raving about the delicious food and fun New York City style ambiance.



Deli offerings include traditional sandwiches, hot entrees, salads, soups, desserts and an assortment of beverages, including Starbucks coffee. Black and white photos of historic Rochester adorn the rich wood-paneled walls. Diners may eat in the deli, take their meal out to the Sokol Pavilion to have a view of the outdoors, or take food home.

Leo's Deli is open daily for breakfast at the lobby takeout window from 7:30 – 10:00 am, and for lunch and dinner in the deli from 11:00 am – 7:00 pm. We welcome and encourage you to come and enjoy some of our savory menu items. Please use the coupon to introduce yourself to Leo's.

CLIP & SAVE



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

Coupon not redeemable for cash. HHWinter2009



New Five-Star Rating System

Recently, the Centers for Medicare and Medicaid Services (CMS) rolled-out its Five-Star Rating System on the Nursing Home Compare section of their website, www.medicare.gov/NHCompare. This new Five-Star Rating System is based on three domains: health inspections, quality measures and staffing information. The information contained in each domain is not always up-to-date, so please keep in mind that some of the rating process may be based on outdated information.

Since the rating system has no way of measuring service satisfaction or the clinical quality of a nursing home's medical team, we believe it is flawed and does not capture all factors which are relevant. Also, the ten different physical and clinical measures selected as quality measures are somewhat subjective and do not provide a complete picture of clinical quality. The measures are a snapshot of the health of residents that are in the nursing home on a given day, but don't take into account what the nursing home does to improve their conditions.

Finally, the ratings for the Jewish Home of Rochester are posted on the CMS website and our Jewish Senior *Life* website as well. Our overall quality rating is Four Stars. While we are pleased that we have been classified as a Four Star nursing home, we caution consumers not to draw conclusions about the Jewish Home from the CMS star system alone.

As we've stated above, it does not include many factors which we believe are very relevant to the overall quality of a nursing home. If you have any questions or concerns, please feel free to contact us.

Pastoral Care

In our world, science has taught us to measure and compare. I have wondered if we can measure and compare everything, or if some aspects of life move into a realm beyond what our senses perceive.

Of course, I could tell you how many services I have conducted, how many programs, or even how many residents I have counseled. Some of the shortest visits have had the deepest content. How do we calculate such encounters?

Recently, the Hastings Center has compiled some research into designing metrics for chaplaincy. Rev. Martha Jacobs of the HealthCare Chaplaincy in New York City, asserts that “what chaplains do is most needed and best used when a patient is dying, has a poor prognosis, or has suffered a life-altering loss.” She writes that a number of research institutions are developing “better ways to define and measure quality” in spiritual care.

I believe that weaving myself into the fabric of daily life enables me to have a sense of the pulse of the place, and to sharpen a sense for who needs me. Your feedback during and after our encounters continues to help me refine my work. I look forward to sharing with you what I learn at an upcoming conference for chaplains of all faiths.

~Rabbi Katz

Passover

Our Jewish Home family will observe Passover as shown in April 2009. Best wishes to all our readers.

Special observance days for Passover

Date	Holiday
Wednesday, April 8	Eve of Passover - begins at sunset
Thursday, April 9	First day of Passover
Friday, April 10	Second day of Passover
Tuesday, April 14	Eve of special observance
Wednesday, April 15	Seventh day of Passover
Thursday, April 16	Passover ends at sunset

Corporate Compliance



The Jewish Home of Rochester has a Corporate Compliance Program to ensure that we maintain a high level of honesty and ethical behavior in all aspects of delivery of our services. All board members, employees, agents, vendors, and independent contractors are expected to understand and adhere to the Corporate Compliance Program.

The Jewish Home complies with all aspects of the Federal False Claims Act and the New York State Fraud and Abuse Laws. We encourage that any violations be reported to the corporate compliance officer without fear of retribution. There are whistle-blower protections under the Federal False Claims Act with which the Jewish Home complies.

We have established a corporate compliance hotline number at 427-7760 ext. 137, where any suspected violation can be reported anonymously. Direct any questions regarding the Federal and State Fraud and Abuse Laws to Michael King, Corporate Compliance Officer.

The Transitional Care Program Has Grown

The Jewish Home's Transitional Care Program has expanded. As of February 2009, 17 additional Transitional Care beds are available on the 2 West wing. We have chosen to expand based on the need in the Rochester community for high quality transitional care services. Transitional Care offers

skilled nursing care, restorative physical, occupational and speech therapy, physician services, discharge planning, nutritional counseling, and recreation therapy on a temporary basis following an illness or injury in order to help the person return home. We also provide alternative therapies, including massage therapy, relaxation therapy and Tai Chi.

Our amenities include hotel-quality linens, spa-like bathrobes, flat screen TV's with free satellite service, wireless Internet access/laptop computer service available for use, daily newspaper, telephone, restaurant-style dining, and a rehabilitation gym with state-of-the-art equipment.

To learn more about the Transitional Care Program, please contact the Jewish Home Admissions Department at 585/427-7760, ext. 210.



A Job Well Done

In December of 2008, Dining Services coordinated a community service holiday project for the Jewish Living Program, a group of local developmentally disabled adults. The project was two-fold with fundraising efforts by staff at the Jewish Home and a festive dinner party for the community group.

Donations from staff helped make possible the special Chanukah gifts that each attendee received, including a wristwatch, Chanukah gelt (candy money), winter hat, driedel, Jewish Home coffee mug, change purse, paper and pen, and bag of cookies.

The Jewish Learning Program is an inclusion program sponsored by the Jewish Community Federation and Temple B'rith Kodesh. Many of the participants are residents of one of the three Jewish-based group homes operated by the ARC of Monroe.

All of our guests, including Jewish Home resident council members, enjoyed a festive Chanukah Party at the Jewish Home, with a delicious dinner and lighting of the menorah. Kudos to all staff for their contributions and support. Special thanks to Ruth Goldstein, Brian Haley and Adria Rivera for putting this special program together and making it a success.

Senior Satellite Is Now Better Than Ever

The Jewish Home is proud to offer free satellite television to our residents. We have recently increased the number of available television channels from 33 to 51. Included in that number are several Russian-speaking channels. Please contact your unit social worker for an updated list of channels.

Special thanks to our engineering department which has been diligently working to ensure that residents with televisions using antennas are all switched to satellite. This will avoid any gap in service when the satellite television conversion takes place.



News & Events from Therapeutic Recreation

Our Therapeutic Recreation Department is always working to provide fun, interesting and stimulating activities for our residents. The fall of 2008 was quite busy at the Jewish Home, with a variety of programs including a camp-fire-sing-a-long and wedding fashion show!



September

Our residents enjoyed the first campfire sing-a-long with delicious smores in Helens Garden.

Residents also enjoyed a special “Ladies Tea” including a Wedding Fashion Show. Staff members modeled gorgeous gowns



Barbara Hurley, resident on 6 South West, modeled a stunning wedding gown, while being escorted by Bob Whiteside, our very own Creative Arts Therapist and emcee for the show.

October

Russian folk songs drifted through the Sokol Solarium at a special Russian Luncheon. During the luncheon, residents and staff heard songs softly sung by men and women who had long ago lost their ability to speak words and had entered a world of silence. It was truly a wonderful experience.

Residents enjoyed a scenic boat ride and luncheon on the Erie Canal aboard the Mary Jamison Boat.



November

A fabulous brunch buffet was held on Veterans’ Day in honor of our veterans. Residents enjoyed the opportunity to share their stories with their friends and staff.



Upcoming Events...

Join us for a Winter Wonderland on Wednesday, February 18 at 1:15 pm in the Street of Shops. Residents can take a sleigh ride around the campus and enjoy delicious cookies, hot chocolate and other sweet treats. The Jewish Home resident chorus will be performing as well, and you don’t want to miss that!

Residents and staff will be hosting a Talent Show on Friday, February 27 at 2 pm...watch for more details!



Pictured at left: Elaine Smith, resident on 6 North East with Jeff & Carol Spero, who are Jewish Home volunteers.

Jewish Senior *Life* Welcomes New Staff

Jewish Senior *Life* welcomed some friendly new faces to the leadership team in 2008.



Sandi Cain-Hoffman, Medical Practice Manager, oversees the medical department staff and the Physician House Calls program. Sandi has over 25 years of experience in business management.



Emy Giacalone joined the family as the Senior Vice President of Human Resources. Emy oversees the Human Resources and Staff Development departments and brings over 15 years experience with her. She is responsible for providing the training and development of staff to meet the innovative continuum of aging programs needed for our residents and the community at large.



Lorri Harkins, Director of Information Technology, is responsible for all of the organization's information technology needs, including all telecommunications, purchasing of hardware and software, and fulfilling cost-savings initiatives. Lorri has over 15 years experience in the information technology industry.



Jackie Stone, Vice President of Marketing, has been in the senior housing field for 20 years. She has worked in a sales and marketing capacity at various retirement communities, and has helped other not-for-profit organizations across the country to market their communities, bringing national experience to our marketing and branding strategies. Jackie is responsible for marketing all of the programs, services, and living options offered here at Jewish Senior *Life*.



Samantha Standing, Director of Development, is responsible for managing the annual giving program and donor recognition events of the foundation. She oversees major gift proposals and grant writing efforts on behalf of Jewish Senior *Life*.



Christine VanVessem, Director of Staff Development and Quality Improvement, is responsible for all of the organization's staff training and development, quality assurance and improvement initiatives. Christine has almost 20 years in the health care industry.



Log-On for More Information

Are you wondering what activity is going on today?

Curious to know what's for dinner at the Jewish Home? Log onto our website at www.jewishseniorlife.org to find out all sorts of useful information.

Residents and family members may find out detailed information including the resident handbook, activity calendar, daily menu, banking information and more. To log-in, go to the "Resident & Family Log-In" page and enter the following information:

Username: healthy

Password: aging

Our website also has information on all of Jewish Senior *Life's* programs and services. You may sign up to receive e-mail communications from us, including the Jewish Senior *Life & Times* newsletter.

Jewish Home Satisfaction Survey Results Are In

Results of the Jewish Home's 2008 Annual Long Term Care Satisfaction Survey are in and we have posted a snapshot of the results on our website. You can review them by logging onto www.jewishseniorlife.org.

As previously reported, the company doing our satisfaction surveys decided to remove themselves from the long term care market and focus exclusively on acute care. After a thorough search process during the first quarter of 2008, *My InnerView* was selected as the new satisfaction survey company, responsible for survey distribution, data analysis, and performance improvement consultation. They focus exclusively on long term care with over 5,000 clients to date.

We are very pleased to report that 71 of our residents completed the survey – our largest resident response to date, and even more importantly, our residents checked either Excellent or Good 90% of the time when rating the key question: “Rate your overall satisfaction.”

According to survey results, our primary strengths include:

- Care by medical team
- Care (concern) of staff
- Commitment to family updates
- Respectfulness of staff
- Quality of RN/LPN care
- Quality of CNA care
- Safety of facility

At the same time, responses to the questions “resident-to-staff friendships” and “resident-to-resident friendships” suggest a need to investigate how we can further foster such relationship-building in 2009, ensuring that the needs of our residents are met.

While we are very pleased with the overall results of the survey, we also recognize that we must use these results to continually improve the health, well-being and quality of life for our residents at the Jewish Home.

If you have any questions about the 2008 Satisfaction Survey Results, please contact Christine VanVessem, Director of Staff Development/Quality Improvement, at ext. 240.

Minnie Cohen Arts & Entertainment Series Kicks-Off 15th Year



On January 18th, residents, friends and family members enjoyed lively music from Hypnotic Clambake. Always a popular group, this was a great way to kick-off the 15th year of the Minnie Cohen Arts &

Entertainment Series. A resident favorite, The Minnie Cohen Series was made possible by a generous grant to the Jewish Home Foundation from the Minnie Cohen Endowment Fund. The Fund was established by Lillian Atkins and Erwin Atkins in memory of Lillian's mother and Erwin's grandmother, Minnie Cohen. Minnie was a resident of the Jewish Home from 1985 until 1991. This entertainment series brings a variety of music styles, including Broadway, jazz, and much more, to the Jewish Home once a month. All programs are held on Sunday afternoons at 2:00 pm in the Atkin Center. Please feel free to join us for any of the 2009 performances.

2009 Concert Schedule

- Feb 15 – Jon Seiger and The Allstars
- Mar 15 – Cindy Miller & Bob Dietch
- Apr 19 – The Music Makers
- May 17 – Nostalgic Reunion
- June 21 – Phyl Contestable and Alan Jones
- July 19 – The Downstairs Cabaret
- Aug 16 – Traveling Cabaret
- Sept 13 – Rochester Chorus of the Sweet Adelines
- Oct 18 – Ann Mitchell Jazz
- Nov 15 – Love & Knishes
- Dec 20 – Rochester Jewish Chorale



At Home Services Offers You More

In 2008, Jewish Senior *Life* introduced At Home Services, providing services to assist older adults in our community maintain their independence “at home.” At Home Services provides a variety of services, including handyman services, housekeeping, lawn care and personal emergency response services.

Over the past year, At Home Services has expanded to provide snow plowing and home security systems with monitoring. You can now receive a comprehensive home safety and security audit for only \$50. Personal and home security systems are available with no installation fees and the first month of monitoring is free. We are also offering an early bird special on lawn mowing and fertilization services for 2009.

At Home Services is pleased to offer a 10% senior citizen discount on all handyman services. Housekeeping and handyman services at a subsidized rate are also available for qualified individuals.

If you’re looking for a qualified service provider, call At Home Services at 585/427-8456 – One call does it all!

Comprehensive Home
Safety & Security Audit
only **\$50**

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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.