

## Q4: Daniel Katz, CEO, Jewish Senior Life



**Q:** This week Jewish Senior Life kicked off its 90th anniversary. What is the biggest way the organization is different from when it started and the biggest way it is the same?

**A:** The biggest way that Jewish Senior Life is different now than at our inception in 1920 is that we started out as a small, traditional nursing home and today we have evolved into a major health and aging services organization. We began as the Jewish Home for the Aged in a small, wood-frame house on St. Paul Street that was home to seven residents. Today we provide a full continuum of care on a 75-acre campus on Winton Road South that is home to more than 500 residents in independent living, assisted living and long-term care. We also provide a full range of community-based programs that enable people to stay in their homes as they age: outpatient rehabilitation, transitional care, adult day care, physician house calls and at-home services are programs that enable people to remain at home while receiving support services in order to stay safe, healthy and connected. The biggest way we are the same today as we were 90 years ago is that we have stayed true to our mission and values throughout our growth—honoring our mothers and fathers and providing for their health, well-being and quality of life in an atmosphere of warmth, dignity and respect. It is very important to us

that we uphold our commitment to our residents and treat them as we would our own family, and I can honestly say that we do that every day.

**Q:** What further growth do you envision for the organization?

**A:** We are currently engaged in a long-range planning process. We envision a more regional approach to our growth as an organization. Through our strategic planning process we continually strive to identify needs that might not currently be met in the community and to reinvent the face of aging services. As our region's demographics change, so will our services in order to meet the needs of older adults and respond to where they want to live and, more importantly, how they want to live as they grow older and access services.

**Q:** What impact have the changing demographics of the region had on Jewish Senior Life?

**A:** The changing demographics in the Rochester area have affected Jewish Senior Life and all aging services organizations in that people are more mobile than ever before. We don't necessarily stay, raise our families and retire in the city in which we were born. Many people have had to move away for employment in other areas of the country, and we find that when their aging parents need care, they will typically move nearer to an adult child to make things more convenient and less stressful for

everyone. In addition, with baby boomers coming into the retirement landscape, we will need to have more options and flexible choices for how and where they access services.

**Q:** The organization has provided financial support for the "Count Me In" study sponsored by the Jewish Community Federation of Greater Rochester. Why do you see this as important?

**A:** While open and welcoming to all faiths, Jewish Senior Life does have a large Jewish population on our campus. Our goal in partnering with the Jewish Community Federation on the "Count Me In" study is to find out not only demographic information about the Rochester Jewish population, but also psychographic information. For example, how important is it to them to live in a Jewish environment or receive services from a Jewish organization? How far would they travel to receive services? Are there any unmet needs in outlying areas that should be addressed? We continually make every effort to ensure that anyone who needs aging services is able to receive them and that Jewish Senior Life is doing absolutely everything we can to provide those services.