



Jewish Senior *Life & Times*

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Jewish Senior *Life* Kicks off 90th Anniversary Celebration

On February 23rd, a press conference was held at the Jewish Home of Rochester to announce a year-long celebration commemorating the 90th anniversary of Jewish Senior *Life*. The event was covered by WHEC, YNN, WXXI and the Rochester Business Journal, and attended by residents, staff, Board members and community partners. Sandra Frankel, Brighton Town Supervisor, delivered a proclamation declaring February 23rd as Jewish Senior *Life* Day, as did representatives for Senator Joe Robach, Assemblyman Joe Morelle, Mayor Robert Duffy and Monroe County Executive Maggie Brooks.



Steve Gersz, Chair of the Jewish Home Board of Directors, and Sandy Frankel, Brighton Town Supervisor, declare February 23rd as Jewish Senior Life Day.



Jewish Home resident Moses Kronenberg attends the celebration.

Highlights of the event included a new pictorial history timeline and the unveiling of a painting of the Jewish Senior *Life* campus by local artist, Lynne Feldman. The painting will hang in the lobby of the Jewish Home and will become the cover of a new history book entitled, "Honoring the Promise", which is an addendum to the original "Family Among Families" history of the Jewish Home. That first book covered our first 75 years and this publication picks up where the first one left off through today.

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CEO Message



Dear Friends,

This year marks the 90th anniversary of the founding of the Jewish Home of Rochester. We have come a long way in 90 years - from our humble beginnings as the Jewish Home for the Aged in a house on St. Paul Street that was home to seven residents, to a full continuum of care on a 75-acre campus here on Winton Road South that is home to over 500 residents in independent living, assisted living and long term care.

We also provide programs and services that enable people to stay in their homes or go back home after an illness, injury or surgery, such as Transitional Care, Outpatient Rehabilitation, Adult Day Health Care, Physician House Calls and At Home Services.

Last year alone, more than 650 people went through our Transitional Care program; Outpatient Rehab conducted over 3,000 therapy sessions; and our Adult Day Health Care program had over 60 participants each day.

We will continue to strive to discover any unmet aging service needs in the community, and will fulfill those unmet needs with innovative programs and approaches that promote healthy aging and offer people choices.

I am delighted to announce our affiliation with Nazareth College, which supports our educational and clinical relationships. This affiliation will enhance our efforts to provide lifelong learning opportunities for our campus residents. It will also provide opportunities for Nazareth students to interact with our residents and learn from their life experiences.

I am also pleased to note that our collaboration with the Eastman School of Music piano program has been very successful. The piano concerts at The Summit at Brighton have drawn an average of 50 residents at each performance and the comments have been wonderful. We look forward to extending the program to the rest of our campus.

Finally, it is my pleasure to report major progress on many of our strategic initiatives:

- The Quality of Life Improvements Interior Renovation of the Jewish Home of Rochester is now complete.
- The Transitional Care Program has been expanded to accommodate 68 patients.
- The Department of Health has approved the expansion of the Adult Day Health Program from a capacity of 65 to 84 participants per day.
- Our Electronic Medical Record system has been implemented at the Jewish Home and will be expanded campus-wide this year.
- The "visioning" phase of our long range planning process has been completed and will resume this month to begin the actual facilities planning process.

With warm regards,

Daniel I. Katz
President & CEO





90th Anniversary Celebration

(continued from page 1)



Local artist, Lynne Feldman, helps unveil her painting of the Jewish Senior Life campus, commissioned by Adelaide and Robert Weinberg.

"We have so many people to thank who have been instrumental in enabling us to serve our residents and the community for the past 90 years that it's going to take us the whole year to do it", said Dan Katz, President & CEO of Jewish Senior *Life*. Some of the planned events will be for residents, staff and volunteers, while others will welcome the community.

Please mark your calendars for:

- A Roaring 20s Birthday Celebration on April 23rd for anyone age 90 and above, featuring trivia and entertainment from the 1920s era.
- A Summer Lawn Concert Series at The Summit at Brighton (see Summit Up for details).
- Dedication and naming of the entry road into the Jewish Home as Cohen Rock Blvd. The dedication will also unveil the enhancement of the approach into the Jewish Home with additional plantings of trees, shrubs and flowers, as well as the installation of benches and light posts.
- We will culminate our 90th celebration with a spectacular gala on October 17th at the Rochester Riverside Convention Center, with Tony Award-winning actress Bernadette Peters performing.

Please visit the Jewish Home to see the history display and campus artwork, and stay tuned for more details on these events and more.

Jewish Senior *Life* and Nazareth College Announce Affiliation

Jewish Senior *Life* President and CEO, Dan Katz and Nazareth College President, Daan Braveman, have signed an affiliation agreement between the two organizations that supports their educational and clinical relationships and activities. This agreement will provide for the following:

- Jewish Senior *Life* residents will be able to audit courses offered at Nazareth College.
- The College will provide up to three lectures and continuing education offerings per semester to be held at The Summit at Brighton, part of the Jewish Senior *Life* continuum of living.
- The Jewish Senior *Life* campus will serve as a clinical training site for students of Nazareth College in the areas of physical therapy, art and music therapy, social work, nursing and field work disciplines such as sociology and psychology. It is contemplated that field work will involve the taking of oral histories and assisting Jewish Senior *Life* residents in preparing autobiographical materials.

"Our affiliation with Nazareth College will enhance our efforts to provide lifelong learning opportunities for Jewish Senior *Life* residents. It will provide opportunities for Nazareth students to interact with our residents and learn from their life experiences. The possibilities are endless in terms of interaction between different generations in a learning and life-enriching environment," said Dan Katz.

"We are excited about the opportunity to have Nazareth students learn and work with the residents at Jewish Senior *Life*," said Nazareth College President, Daan Braveman. "The partnership will allow Nazareth students to apply what they learn in the classroom and gain real-world experience. In turn, residents of Jewish Senior *Life* will be able to audit classes offered on our campus and attend continuing education offerings on their campus. Partnerships like these reflect Nazareth's commitment to experiential learning and making a difference in the greater Rochester community."

This affiliation reinforces the commitment of both organizations in providing high quality continuing education for older adults, and practical experience and training for those starting their careers in the medical profession. Jewish Senior *Life* and Nazareth College look forward to working together on this mutually beneficial venture.

Dr. Brian Heppard Receives 2010 Health Care Achievement Award



Our very own Dr. Brian Heppard (*pictured front row center*) was bestowed with the 2010 Rochester Business Journal Health Care Achievement Award in a ceremony at the Rochester Plaza Hotel on March 5th. Brian was chosen as an

honoree in the "Outstanding Physician" category, based on his many achievements in delivering quality, innovative care, and a glowing testimonial written by his colleague and friend, Dr. Bernie Shore.

Dr. Heppard joined Jewish Senior *Life* in 2007 as Medical Director and Vice President of Medical Affairs. In addition to leading the medical team in caring for residents on the Jewish Senior *Life* campus and patients in a very active Transitional Care Program, he has almost single-handedly forged an innovative model of care for the frail elders in our community with the development and nurturing of a Physician House Calls Practice. He is passionate about making quality, compassionate medical care available to seniors who are unable to get to traditional health care settings due to illness or frailty. He is beloved by the patients and families he cares for through the Physician House Calls Practice, and makes visits on his way to or from work, in the middle of the day, evenings and weekends, even when a patient is not scheduled for visits at all.

“There are few who bring the personal, the practical, the skill and dedication to their work as well as Brian does.”

—Dr. Bernie Shore

Brian recognized early on that he had an affinity for, and an enjoyment of older people. His educational and career choices have been marked by this and a broader commitment to helping others. He became a Geriatrician and certified in Palliative Medicine and Hospice Care, and has served as Medical Director in long-term care settings and comfort care homes. In addition to his responsibilities at Jewish Senior *Life*, he serves as Medical Director and Board member of the Shepherd Home, a comfort care home in Penfield.

"I have worked in geriatrics for over 23 years and I have seen many clinicians, teachers, academicians, and administrators. There are few who bring the personal, the practical, the skill and dedication to their work as well as Brian does," says Dr. Bernie Shore. "This is not a 'job' to Brian, but a calling and an act of love, made real by actions."

We are privileged to have Dr. Heppard leading our medical team in caring for the residents of Jewish Senior *Life*, and so proud that he has received this well-deserved honor of Outstanding Physician of 2010.

Adult Day Health Care Program Expands to Meet Growing Demand

Based on the success of our Adult Day Health Care program, we are happy to announce that we have been approved by New York State to increase the number of members we can serve from 65 to 84 participants. This will necessitate some modifications to the program space and we are currently working on an architectural plan to accommodate more members. Renovation will begin shortly thereafter and as membership increases, so will staffing.

Adult Day Health Care (ADHC) is a medical model day program that serves adults with special physical and psychosocial needs. ADHC offers health services, personal care and socialization to older adults, giving peace of mind to family caregivers who either worry about leaving an older adult alone or need respite care that cannot be given elsewhere. Care is provided based on individual needs and abilities, and with specialized activities offered for those with cognitive disorders or Alzheimer's disease.

Services include assistance with daily medications, personal care and grooming, nursing assistance, activity programs, therapies (physical, occupational and speech), social interaction, hot noon meals, and transportation within Monroe County.

In addition, our Adult Day Health Care program received a deficiency-free survey from the Department of Health in March 2010. We are thrilled with the results of this latest survey and excited about the future expansion of the program.

Congratulations and thank you to all of our staff that work so hard to provide quality care and services to our members.

If you would prefer to receive this newsletter electronically, or no longer care to receive this newsletter, please email us at marketing@jewishseniorlife.org



A New Face for Leo's Deli

Leo's Deli is undergoing a transformation, from the ambiance and décor to new menus and exciting daily specials. But one of the best improvements has been the addition of Deli Supervisor, Ruth Cohen, who has brought her culinary talents and creativity to Leo's.

Ruth was born and raised in Israel and came to the United States with her husband, David, in 1984 to be near family. She has worked in many different dining venues over the years, from arranging fresh fruit bouquets at Edible Arrangements, where she loved the creativity and artistic part of her job, to St. John Fisher College and Hillel Community Day School, where it was all about feeding the students. She enjoyed making different Middle Eastern foods for the students to experience.



Ruth Cohen serves a delicious meal to Leo's Deli customers Estella Cleary and Arletta Porrazzo.

"I want people to love the food we make and to come back for more."
—Ruth Cohen

Holidays at Ruth's home are a special time for her family to enjoy her wonderful homemade meals. From tasty matzo ball soup to mouth watering brisket; honey cakes for Rosh Hashanah and traditional potato latkes during Hanukkah, there is never a shortage of food at Ruth's home. And she brings these homemade recipes to Leo's Deli, as well as creating delicious offerings from the "Beyond Chicken Soup" cookbook.

In addition to traditional deli items, Leo's now has specialty salads, such as spinach leaves with mandarin oranges and walnuts, bow tie pasta vinaigrette with capers, black olives and sun-dried tomatoes, and Waldorf salad, to name a few. Ruth also enjoys making such things as tabouleh, baba ganoush, hummus and tahini. And residents love the homemade falafels and potato knishes.

Ruth's goal for Leo's Deli is to offer a variety of delicious foods in a warm, homelike atmosphere for the residents and their families. Ruth says, "I want people to love the food we make and to come back for more." And we are sure they will.

CLIP & SAVE



This coupon entitles you to
\$1.00 off
your next purchase at
Leo's Deli.

Coupon not redeemable for cash. JSL&T SPRING2010
Expires: 9/30/10



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www.jewishseniorlife.org

sum· mit (sum'it)

noun

1. the highest point or part; top; apex
2. the highest point of attainment or aspiration: the summit of one's ambition.
3. the highest state or degree.

Synonyms

top, apex, peak, pinnacle, acme, zenith, culmination.

All of which are perfect descriptions of our Summer Jazz Concert Series

Lazy Sunday summer afternoons bring to mind outdoor relaxation. Please join us on the landscaped grounds of The Summit at Brighton, overlooking the gazebo and pond with the soothing sounds of the fountains in the background, for our Summer Jazz Concert Series. You are invited to bring a lawn chair, a cooler and blankets to enjoy local jazz artists filling the air with melodies.



June 27th

Todd East Duo - Jazz and blues standards from the **top** of the charts.

July 25th

The Jim Nugent Trio - Performing the **apex** of classic and modern jazz.

August 22nd

Bobby DiBaudo Trio - Our concert series **culminates** with a performance by local jazz pianist Bobby DiBaudo and fellow musicians.

Concerts start at 4 pm and end at 7pm. In the event of rain, the concert will be cancelled.

To "**sum· mit up**", The Summit has the **pinnacle** of jazz entertainment planned for this summer. Please call 442-9909 to let us know how many guests you'll bring to share your blanket!