



Jewish Senior Life

services for healthy aging

FOR IMMEDIATE RELEASE

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JEWISH SENIOR LIFE BREAKS GROUND ON CAMPUS TRANSFORMATION PROJECT

Rochester, NY, June 14, 2016—[Jewish Senior Life](#) announces the implementation of an \$83 million project to redefine home and revolutionize care by transforming its long-term care housing into a home setting for residents, and expanding its transitional care to meet a growing need. The expansion of the Brighton-based campus is one of the region's largest construction projects for 2016.

As part of the campus transformation, Jewish Senior Life is constructing three modern three-story buildings for a total of nine homes, with 12 residents to each home. Jewish Senior Life will also modernize the Jewish Home of Rochester to incorporate the small home model for long-term care and expand its transitional care (short-term rehabilitation) program, making it one of the area's largest post-acute care providers.

"At Jewish Senior Life we care for more than 2,000 people each year. The transformation of our campus positions our organization to serve the community with the most comprehensive offering through our complete continuum of care, programs and services," said Mike King, President and CEO of Jewish Senior Life. "By transforming the traditional institutional model and building upon our long legacy of person-centered care, we will provide a more enriching, engaging environment centered on each individual's preferences."

In the new small home environments, caregivers are able to personalize their approach to best meet the unique individual needs of each resident, resulting in more meaningful lives and relationships. By enhancing their living environment and delivering a more personalized care experience, residents will now have even more choice, autonomy and control.

Primary campus updates will include:

- Construction of three modern three-story buildings with a total of nine homes, with 12 residents to each home. Homes will be built under the [Green House® Project](#) model, a nationally-accredited organization representing a new standard in long-term and post-acute care. Jewish Senior Life will be one of the largest Green House communities in the United States.
- Renovation of the existing Jewish Home to incorporate a small home model featuring all private rooms and bathrooms for all long-term care residents.

- Expansion of The Jewish Home of Rochester’s Transitional Care program (short-term rehabilitation) to better serve its hospital partners. All transitional care rooms will be private rooms inside The Jewish Home. Transitional Care at The Jewish Home will be one of the largest post-acute care providers in Monroe County.

“The project is ultimately about people and would not be possible without the support of our generous donors,” said Joel Weiss, Senior Vice President of Advancement, Jewish Senior *Life* Foundation. “Their support and vision ensures that we’re able to continue enhancing our care programs for our community’s loved ones for years to come.”

The Jewish Senior *Life* “A Breakthrough in Caring” campus expansion groundbreaking celebration will take place on June 16, 2016. Construction is beginning June 2016 and is expected to be complete in February 2019. For more information or to follow the project’s progress, [please visit us online](#).

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About Jewish Senior *Life*™

Serving people of all faiths and ethnic backgrounds, Jewish Senior *Life* is guided by the values of honoring family and emphasizing aging in place—allowing people to remain in the place of their choice longer.

Jewish Senior *Life* is the only local senior care provider to offer a full continuum of care and services all on one campus:

- The Summit at Brighton for independent living;
- Wolk Manor for assisted living;
- The Lodge at Wolk Manor for assisted living memory care;
- The Jewish Home of Rochester for long-term, transitional and memory care; and
- A variety of community programs and services that enable people to age and live safely, either on campus or in another place that they call home.

Jewish Senior *Life* also is the only local senior care provider to offer *Life Care*, a program which eliminates worries about unforeseen medical expenses throughout the full continuum of care.

Jewish Senior *Life* is accredited for its high quality and customer satisfaction by CARF–CCAC, and is a member of the Senior Health Alliance of Greater Rochester, Leading Age, Leading Age New York, and the Association of Jewish Agency Services.

www.jewishseniorlife.org