



Jewish Senior Life

Services for Healthy Aging

FOR IMMEDIATE RELEASE

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JEWISH SENIOR LIFE OPENS NEW LONG-TERM CARE HOMES, SETS EXAMPLE FOR NEW MODEL OF CARE

ROCHESTER, N.Y.—September 25, 2017—[Jewish Senior Life](#) today announced the opening of nine new long-term care homes on its campus, a key milestone in its ongoing \$83 million campus transformation project. The organization has invited residents, their families, community leaders and the media to attend the opening celebration of these new homes, which represent a model of care unmatched by any other senior care provider in the area.

“We’re setting an example of what the future of care can and should look like for our elders,” said Mike King, President and CEO of Jewish Senior Life. “We’ve adopted this new model of care so that we can serve the community better than ever before, providing high satisfaction for our staff and an even higher quality of life for residents, as well as peace of mind for their families. Our values of honoring our mothers and fathers are woven into the fabric of our culture of Jewish Senior Life.”

The opening celebration commemorates the completion of nine new long-term care homes, housed in three modern three-story buildings. These buildings, called Green House Cottages, were built in conjunction with [The Green House Project](#), a nationally-accredited organization representing a new standard in long-term care. There are over 200 Green House communities open in the country right now, with another 100 being built. The Jewish Home will be the 3rd largest Green House community in the country.

Key features and benefits include:

- **Homelike environment:** Each floor in the three new Green House Cottages is its own home, complete with a kitchen, common areas, and private suite rooms with showers. There are three homes in each of the three Cottages, for a total of nine new homes that house 12 residents in each home.
- **Access to secure outdoor spaces:** All three Green House Cottages have courtyards and walkways that contribute to a real sense of home and community.
- **Self-managed care teams:** Specially-trained certified nursing assistants (CNAs), each one called an “Adir,” staff each home and provide a wide range of assistance, including personal care, activities, and meal preparation, as well as light housekeeping and laundry. Each home also has a nurse on duty as well as a clinical support team.

In the new Green House Cottage homes, 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.

The opening of the Green House Cottages represents a major milestone in the total campus transformation project timeline. Several additional updates are slated to be complete by Spring 2019:

- Renovation of the existing Jewish Home tower to incorporate the home model, featuring 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.



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“Each part of the transformation you see here on our campus is made possible by 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 remain at the forefront of innovative person-centered care, making meaningful life a priority for years to come.”

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 a Continuing Care Retirement Community (CCRC), offering all levels of care from independent living to skilled nursing care on a single 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;
- Transitional Care at the Jewish Home for short-term rehabilitation;
- Atkin Center for Outpatient Rehabilitation;
- Marian’s House daytime retreat for those with memory loss;
- A variety of community programs and services such as Living Well Companion Care and Physician House Calls that enable people to age and live safely, either on campus or another place that they call home.

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

Jewish Senior *Life* is accredited for its high quality and customer satisfaction by CARF, and earned five out of five stars in the Centers for Medicare and Medicaid Services’ (CMS) Five-Star Quality Rating. This designation is reserved for only the top ten percent of nursing home providers nationwide.

Jewish Senior *Life* has been named a 2017 Top Workplace by the Rochester *Democrat and Chronicle*.

Jewish Senior *Life* is a member of the Alliance for Senior Care of Greater Rochester, Leading Age, Leading Age New York, and the Association of Jewish Agency Services.

For more information, please visit www.jewishseniorlife.org.