



Art of Living

AT THE JEWISH HOME FAMILY



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Continuing to Advance



Carol Silver Elliott, President & CEO,
Jewish Home Family

Dear friends,

We proudly brought out our new tagline some months ago and believe that “Advancing the Art of Living” represents the philosophy of The Jewish Home Family. But what are we doing to advance the art of living? How do we make these words a reality?

There are two major initiatives underway as part of our Second Century project that give meaning to that phrase. The first is the construction taking place on the grounds of the Jewish Home at Rockleigh. Our new Center for Rehabilitation Excellence, named in honor of my predecessor Chuck Berkowitz, will not just elevate the level of care we provide, but truly set a new standard for the services available in our area. With a new inpatient building that offers enhanced services, our new rehab program enables us to significantly enhance the art of living.

Elsewhere in this newsletter you will also read about the change in the staffing for our Rehabilitation Department. We have moved from having an outside contract service to having our own staff, strengthening our Jewish Home Family rehab team and presence. This is yet another way that we are advancing and building services that benefit our community both today and in the future.

Green House is the second big area of focus for us and we are making great progress. The Green House philosophy is a game changer in the world of long-term care. Built on the three core values of real home, meaningful life and empowered staff, Green House is not a program, not an add-on, but a complete transformation of the work that we do. This video may help you to better understand the difference: <https://youtu.be/YEMD-3yveqU>.

We will open our first Green House neighborhoods in April at the Jewish Home Assisted Living. Our Memory Lane unit will become two households, each with a staff of multi-skilled workers that we will call yadid or yedidim (friends). These staff members, who are being both specially selected and intensely educated and trained, will work with the elders as family, building relationships that enable them to deeply know each individual and help them to live their best life. Our second Green House effort is concentrated on the Seiden unit at the Jewish Home at Rockleigh. We have a two-phase plan there, the first to begin in 2020 with a final reconfiguration taking place when the Second Century project construction is completed. Seiden will become three distinct neighborhoods, enabling us to reshape our care and staffing.

Our entire staff has been involved in Green House education, with more to come. We’ve all been a part of communication skill building programs and our managers have done a lot of work on “coaching for partnership” which is also key to the new model. We are convinced that moving towards Green House advances the art of living for our elders, their families, and our staff.

There is no standing still in the world of aging services; change is a part of our lives every day. What is so wonderful about being a part of The Jewish Home Family is that we are anticipating change, embracing it and working constantly to ensure that we continue to advance and meet the needs of our elders and our community. That’s possible because of the vision of our board members, the passion of our management team, the dedication of our staff, and the ongoing support of our donors and community.

All the best,

Carol

SAVE THE DATE
Monday, June 1, 2020

26th Annual
Golf, Tennis & Card
Outing

Honoring
Wilson Aboudi
at the
Montammy Golf Club
Alpine, NJ

For a fun-filled day of golf,
tennis, mah jongg, bridge and
canasta, with prizes and gifts,
silent auction, raffle drawing,
and gourmet kosher food

Watch the mail for your invitation!
Please call us at 551-444-3166



Honor Your Loved Ones

Residents, families and members of the community are invited to celebrate birthdays and simchas, or honor/remember loved ones by sponsoring either a Shabbat or Yom Tov Kiddush (\$150), or by dedicating a large print Holiday Prayer Book (\$36). For further information, contact the Development Office at 551-444-3127.

Prayer Book sponsored by
Marcella Kaplan
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Irving H. Kaplan

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Rehabilitation Services

Sunni Herman, Executive Vice President, Jewish Home at Rockleigh

Providing high quality and innovative rehabilitation services has long been vital aspects of care at the Jewish Home. For years we have talked about the opportunities it would offer us if we bring our rehab team of therapists in-house and no longer use an outside contract service. We are delighted to announce that we have been able to make that change and that, as of January 2020, our team of physical, occupational and speech therapists are employees of the Jewish Home.

To operationalize this change, we hired a staff of 43 therapists, many of whom worked at the Jewish Home in the past. When we interviewed the existing staff, they all had tremendous enthusiasm for becoming Jewish Home employees and becoming part of our progressive organization. As



you know, our Rehabilitation Department provides both inpatient and outpatient services at the Jewish Home at Rockleigh, and outpatient services for both the Jewish Home Assisted Living and the Gallen Day Center.

We are fortunate to have Ilana Dallas, an outstanding physical therapist, as Director of Rehabilitation Services. We also named Tara Burbridge as the Assistant Director. Both Ilana and Tara have been working with us for some time and they work well together to enhance our programs, services and staff development.

Our rehab staff have a wide range of expertise including everything from Pilate's certification to a specialty in lymphedema. Our speech therapists are certified in



SPEAK OUT, LOUD CROWD, and BIG and LOUD programs designed to improve voice quality for those living with Parkinson's as well as the general population. Both physical and speech therapists use VitalStim — electrical stimulation — to promote faster healing and improve muscle contraction and swallowing abilities. The list goes on, and the services are available seven days a week.



With major changes underway in our reimbursement system under Medicare's new Patient Driven Payment Model which began in October 2019, rehabilitation, nursing and recreation have been working closer together to offer a holistic patient care approach. Walk the hallways now and you will see more group activities taking place. These were not allowed under the previous payment system and the feedback from our patients has been great. They enjoy being in groups and interacting with one another. Positive outcomes which

demonstrate functional gains in ability are also crucial and we are diligently tracking those indicators.

The world of rehabilitation services continues to evolve and the patients we see have far more acute and complex conditions than ever before. In fact, one of our local hospital representatives told us recently that they feel our rehab service is at the level of a hospital stepdown program, meaning that our services are at a higher level than ever before. We know that this is the future and we are confident that the opening of our new Center for Rehabilitation Excellence will further secure our leadership position in rehabilitation services in our area.



Construction Begins

Melanie S. Cohen, CFRE, Executive Director, Jewish Home Foundation

In late February, the long awaited construction work on the Jewish Home's Second Century Project got underway! The Home's general contractor, McGowan Builders, rolled in construction trailers to the 10 Link Drive site, and oversaw sub-contractor work on the parking facilities to assure visitor parking and easy access during the construction period. The new buildings will adjoin the Jewish Home at Rockleigh facility.

When completed, the project will include the new Charles P. Berkowitz Center for Rehabilitation Excellence. It will feature the latest modalities in both inpatient and outpatient rehab services, including occupational and speech therapies in an optimal state-of-the-art facility that will enable expanded services. The Center will have a dedicated ambulance entrance, an indoor walking track, and an Aquatic Therapy Center featuring warm water therapy pools for both group and warm water exercise. These pools will be equipped with underwater treadmills and video equipment to allow therapists to monitor and track progress.

The Center for Rehabilitation Excellence will be complimented by a new attached sub-acute inpatient facility for short-term stays. The two-story building will feature 60 private rooms, in four small units of 15, creating a warm and welcoming setting for those adults in need of rehabilitation services, and who will be returning back to their homes in the community.

This vital transformation will enhance quality of life and experience in the Jewish Home's 105th year of providing the finest of services to older adults. This project is being funded by the Jewish Home Foundation's \$30 Million Second Century Campaign. To date, we have raised just over \$21 Million from supporters in the community. This initiative continues to its completion, and there are numerous opportunities to honor or memorialize loved ones with gifts to the Campaign.

Gifts to the Campaign can be made in the form of cash, appreciated securities, direct distribution from IRA's, or with a deferred planned gift by naming the Jewish Home as a beneficiary in planned giving vehicles such as wills, retirement plans, or life insurance policies. We invite you to join us on this journey — a journey to enhance the lives of our elders. For further information on giving opportunities, contact Melanie Cohen at mcohen@jewishhomefamily.org or 201-750-4231.



Second Century CAMPAIGN

Coming in 2020!
The Charles P. Berkowitz Center for Rehabilitation Excellence
To make a gift:
Text "2nd Century" to #77948
or go to
JewishHomeFamily.org/2ndCentury
or call 551-444-3135
Join the effort.
Please help us reach our goal!



 **The Jewish Home Family**
Advancing the Art of Living.

Thank You to Our Second Century Campaign Donors

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As of February 1, 2020

They Should Be Here – JoAnn Geist’s Story

Naomi Weinberg, LSW, Social Worker, Gallen Day Center

As she tells me her story, 53 year old JoAnn Geist smiles brightly. “I was fast I tell you, I could run those bases!” She relays how she was a young “tomboy” and played on an all-boys little league team. “I wanted a sister, but I got stuck in between two brothers,” she adds. “No skirts for me!”

As a 10 year old Starting Second “Baseman,” she also bunted and sprinted to victory; but when she and her family moved from the Bronx to Bergenfield NJ, there was no little league team available. JoAnn had to settle for girls’ softball where she again landed the same position. As she became friends with her teammates, she ran with them in a race at her middle school field day. JoAnn’s teacher, who was also the school track and field coach, witnessed her fly first across a finish line, and inquired if she’d like to run track.

“What’s track?” was her genuinely innocent reply. She agreed to give it a try, and from then on, JoAnn tells me, “It was bye bye ball sports and hello speed!”

JoAnn grins from ear to ear when speaking about her athletic abilities. “I did everything, and I had endurance. I did the hurdles, high jump, long jump, and triple jump. Running was so much fun.” Her voice lingers, and her eyes sparkle as she reminisces.

JoAnn began a full-time job the day after she graduated high school. She continued to work her way up from a Vice President’s secretary, to executive secretary for a publisher in Manhattan (where she met the infamous Cher and saw the Broadway show CATS), to account executive back in New Jersey, and was then next in line to be Vice President of the company. That’s when her life began to change. JoAnn had married at age twenty three, and now she and her husband would have their first son. JoAnn’s mother noticed that JoAnn was walking “funny” sometime after she gave birth. “Like grandma walked,” JoAnn added. “Grandma had Multiple Sclerosis.”

An MRI confirmed her fear. She was only twenty five years old.

“I had to stop driving. I miss it so much” says JoAnn, though somehow she still smiles as she talks. JoAnn proves to be a remarkable woman. “I would like to go back to work, but I’m on



disability. I am divorced, so it became just me, the 4 walls and the boob tube.”

After attending an organization that helps people with disabilities, JoAnn became disheartened. She felt the population at the program did not at all reflect her own life and challenges. Her mother was friends with a nurse who had become the director at The Gallen Day Center, a medical adult day care on the campus of the Jewish Home at Rockleigh. That was in 2002, when JoAnn was just 26 years old. “There were people there with all kinds of issues, and 3 of them were just like me — around my age and with MS! It has been so great. We shared our issues. They were mad at me because I could walk better — I only had a cane. Now I have progressed to this walker. I’m hoping I don’t have to go to the next step of using a wheelchair” she says, and her smile fades for the moment. But speaking of the camaraderie she finds at the Gallen Center, JoAnn’s face again brightens. “Everyone gets along. Everyone watches out for each other and helps each other. It doesn’t matter the ages. I like them all. And the bus driving is the best — they pick me up and take me home.”



Now I can’t stop her from talking. “The food is good” she continues without my prompting. “I love the activities, I love the Bingo, and the entertainment, and that Ninay does my nails, and the dancing. I love when they get me up to shake my booty,” she laughs. “The exercising is good because I don’t really do what I should at home. It’s hard to do at home. And I’m really excited about being in the talent show. I know my voice stinks, but I can have fun here and not worry. I just love to sing.”

I ask JoAnn if she has any advice for other people who are home during the day, unable to work or to do some things for themselves. “I would say they should be here. It gets you out of the house — good food, good people. It’s a great day away from the four walls.” JoAnn has been attending for 17 years.

OMA Celebrates Second Art Exhibit

Stacey K. Orden, Director of Volunteer Services,
Jewish Home Family

We at The Jewish Home Family are very pleased to be in our fifth year of the groundbreaking program — Opening Minds Through Art (OMA) — which focuses on the care of persons with dementia. OMA was developed by Elizabeth Lokon, PhD, of the Scripps Gerontology Center at Miami University in Ohio. Dr. Lokon began OMA as her doctoral project, combining her educational backgrounds in gerontology, art and adult education. Believing that there is a wealth of untapped potential in the minds of people with dementia, she decided to create a program that could tap into the person “trapped” by the illness.

The program’s mission is “building bridges across age and cognitive barriers through art.” Using volunteers who undergo training in the curriculum,



participants are presented with structured choices of materials, colors and methods.

“What is most important about OMA is that it isn’t about creating art,” explains The Jewish Home Family President Carol Silver Elliott. “It’s about providing individuals who have cognitive impairments with an opportunity to express themselves, to make choices, and

to be engaged in a way that is both adult and failure-free. Yet the result is amazing art, all inspired by real works of modern art.” ‘Resident Artists’ are actually creating adult art, inspired by modern, abstract expressionists like Rothko and Delaunay. Our professional lead artist, Christine Penksa, provides our artists with interesting and stimulating projects.

This past winter, The Jewish Home Family was able to hold its second OMA Art Exhibit at the Belskie Museum of Art & Science in Closter NJ. Our first art exhibit at the Belskie took place in June 2018. A total of 50 Jewish Home Family residents and participants from the Jewish Home at Rockleigh, Jewish Home Assisted Living and Gallen Day Center showcased a mixed media art exhibit. With joy in our hearts, we celebrated the successes of our artists at a wine and cheese reception on Sunday, January 5th. We had well over one hundred staff, family, volunteers and friends take part in this meaningful, momentous event. Donald Farrell, Treasurer at the Belskie Museum, thanked The Jewish Home Family team for organizing a very well-attended opening, and stated that the creativity and beauty of the art is really special. Our residents and participants truly enjoyed their time spent at the museum.

This cutting edge therapeutic art program would not be possible without the participation of our outstanding volunteers. Come join our dynamic cadre of OMA volunteers. No artistic skill is necessary for you to assist. You will be guided step-by-step by our lead artist through an amazing abstract art project as you work one-on-one with a resident. For further details, please contact Stacey Orden, Director of Volunteer Services at 201-518-1175 or sorden@jewishhomefamily.org.



Transitions

Carol Silver Elliott, President & CEO,
Jewish Home Family

Over the course of the last several years, it has become clear that The Jewish Home Family really had a need to reorganize its Human Resources function. We’ve had HR management on both campuses but lacked a more strategic and coordinated approach. With more than 500 employees on our roster, that function is critical.

The position of Vice President, Human Resources of The Jewish Home Family was created in 2019. A search was conducted and a number of candidates were identified and interviewed. We had one internal candidate who proved to have the best set of skills and experience for this role and we were delighted to name Lauren Levant as our first Vice President, Human Resources. Lauren stepped into her new position as of January 1, 2020.



Lauren has not only extensive experience in recruiting, retaining and managing staff, she has also spent several years working on her credentials as a human resource professional. She brings a unique blend of organizational knowledge and skill to this opportunity and we are delighted to have her in this role.



At the same time, that left an opening for Executive Director of the Jewish Home Assisted Living. Bob Bardach, Vice President, Jewish Home Family, stepped up and indicated he was interested in moving into that role. Bob is a licensed nursing home administrator and he was excited about getting into a position that brought him into more daily contact with the elders. That change was also slated to take place on January 1st. Bob’s start date is a bit delayed due to some medical issues, but he will be ready to join the Assisted Living team in early March.

We hope you will join us in congratulating both Lauren and Bob and wishing them well in their new roles!

Art of Living at The Jewish Home Family is published quarterly by the Jewish Home Foundation

10 Link Drive, Rockleigh, NJ 07647 JewishHomeFamily.org

CHANGE SERVICE REQUESTED



Ready. Set. Build.

Passover Cards

Molly Shulman, Development Coordinator, Jewish Home Foundation

In what has become a welcomed annual tradition, the Jewish Home Foundation offers the opportunity for people to wish their loved ones and personal/business contacts a sweet and happy Passover holiday by making available lovely Passover Greeting Cards. Each year, members of the community send over 1,300 cards to friends and family.

New since 2018, the card's artwork displays the Jewish Home at Rockleigh's beautiful chapel (see photo). The interior of each card reflects holiday wishes and is individually printed with the sender's name, indicating

that a donation has been made to The Jewish Home Family in honor of the recipient.

An \$18 donation for each card helps the Jewish Home Foundation continue to provide programs and care to the elderly in the Jewish Home at Rockleigh, the Jewish Home Assisted Living, Gallen Day Center, and the community.

To have cards sent, please contact the Foundation office by March 10th at mshulman@jewishhomefamily.org or 551-444-3166. After printing the



cards and envelopes, they will be sent to the people on your list on March 24th (2 weeks before Passover begins).

The first Seder this year occurs on Wednesday evening, April 8th.