

# The Jewish Artof Living



# Leadership Development



Carol Silver Elliott, President & CEO, Jewish Home Family

Dear friends,

Clearly the year that we are having at The Jewish Home Family is not the year that any of us expected or planned. We began the year with so much wonderful growth — bringing

our therapy staff in-house, growing our Parkinson's programs, preparing for new specialized programs, and watching The Charles P. Berkowitz Center for Rehabilitation Excellence begin to rise out of the ground. COVID changed all that for us, as it did for everyone; but as we got through the very darkest of times, we began to pick up the pieces to advance the initiatives we had planned for 2020.

One of those initiatives was the formation of a Leadership Development program for board members. Whether on one of our boards or others, there is not always a clear path to leadership, and when folks are tapped for leadership roles, they don't always feel that they have the preparation to step into that role successfully. Carol Silberstein, Chair of the Board of The Jewish Home Family, and I had talked about this and decided that what would bridge the gap was a formal leadership development program.

We invited our first "class" of six board members to join us early in the year and then, of course, everything went on hold for a few months. We were able to restart in the summer and are almost complete with this year's program. Our sessions have all been conducted on Zoom rather than the in-person format we had planned and would have loved to have had.

The first session focused on governance. What is good governance? What is the role of the board and what is the role of board leadership? What are best practices for facilitating an effective board meeting? We were delighted to have Melissa Radford Andrews present that session. Melissa has been LeadingAge's national governance consultant and in her current role as





President and CEO of LeadingAge Virginia, she continues to work with organizations to help them improve their governance.

Our second session featured Ruth Katz, Senior Vice President of Public Policy/Advocacy for LeadingAge. Ruth led a lively program on the world of healthcare services. She talked through the funding streams and process, the role of regulation, the legislative process, and more. She also talked about COVID and the impact it has had, and will have, from a public policy perspective.

Session III was a "deep dive" into services on the Rockleigh campus, including both the Jewish Home at Rockleigh and Jewish Home at Home. Our management team talked about services, our CFO reviewed our financials and the budget process, and we also talked about the impact of COVID and our rebuilding plans that are already well underway.

Session IV will take the same "deep dive" into the Jewish Home Assisted Living and will also offer a virtual tour of that campus. We'll finish with a final session on the future, talking about strategic planning and also doing some brainstorming.

The program has been engaging and interactive and we are excited to begin planning another "class" for 2021.

Ra Wall



# **Second Century Project Construction Moving Along**

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

With a planning process that began almost five years ago, construction on The Jewish Home Family's Second Century Project is progressing, and the expansion on the Rockleigh campus is taking shape before our eyes.

Construction on Phase I, The Charles P. Berkowitz Center for Rehabilitation Excellence, as well as the new 60 room state-of-the-art residential facility for short-term rehabilitation patients, began in February of this year. Initial work involved the reconfiguration of visitor parking and progressed to extensive site preparation for the two new buildings. Construction has continued uninterrupted, including the completion of footings and the beginning of structural work. The buildings are scheduled to be closed in by year end, with completion and opening slated for the fall of 2021.

The new Rehabilitation Center will include an ambulance entrance that will provide greater privacy for arriving patients as well as facilities that will offer new treatment modalities and services. Featured will be warm water aquatic therapy, which has been demonstrated to have tremendous positive impact on healing and joints, large inpatient gym areas, and dedicated space for outpatients from the community to work with therapists they know and trust.

The new 60 room short-term residential facility will offer hospitality elements such as all private rooms with showers in every room, laundry facilities that patients or their families can use, family gathering areas and areas that offer a variety of dining options, as well as outdoor therapy courtyards. The project will be transformational in terms of the delivery of eldercare services — for both short-term rehabilitation as well as long-term care.

Phase II will include the renovation of existing long-term care units and the implementation of small "Green House" households for residents to call home. These households will incorporate a philosophy of care based on three core values — real home, meaningful life, empowered staff — creating a long-term care experience that is better for residents, families and staff.

Following the lengthy planning phase, a \$30 Million Second Century Campaign was launched. As the Campaign has worked toward reaching its final goal, \$25.5 Million has been raised to date, reinforcing our generous community's commitment to support the growth and delivery of exceptional eldercare services provided by The Jewish Home Family.

Always looking to the future, our journey is ongoing knowing that aging well is more than just growing older — it is growing older as well as possible.

For further information on the new facilities or the Second Century Campaign, contact Melanie Cohen at mcohen@jewishhomefamily. org or 201-750-4231.

April 2020



July 2020



September 2020



October 2020



October 2020



# Rehabilitation Through Telehealth

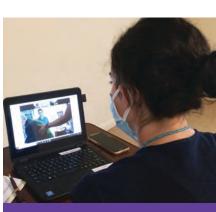
Ilana Dallas. Director of Rehabilitation Services

How do we reach our patients when they can't come to us?

We bring therapy to them via Telehealth and the wonders of Zoom! Covid has presented many challenges for our patients living in their own homes and unable to attend outpatient rehab at the Jewish Home. However, we wanted to stay connected and provide services, and technology was the answer.

At the Jewish Home, we have designed a safe and effective Telehealth program that is available for our patients to provide Physical, Occupational and Speech Therapy. What makes up an effective Telehealth program? We are using a HIPAA compliant Zoom platform to ensure that the privacy of the patient is not compromised during their session. The therapist is located in a private area so the connection is ideal. Medicare and many insurances have approved the use of Telehealth as an option for providing rehab when in-person care is not possible. We have learned that the ideal physical therapy sessions have involved a therapist, a patient and a caregiver or family member to serve as the "camera person." Experimenting with camera angles has shown us that putting the computer on the floor allows the therapist to see the entire patient including their legs and feet. The camera person — otherwise known as a caregiver or family member will then walk with the camera to allow the therapist to evaluate and give feedback on safety and technique during transfers from a chair to standing and walking with a walker or cane in the home. If you don't have anyone to help with the camera, we can work out another option

Through Telehealth, our "virtual hands" are helping to strengthen, improve safe movement, and ensure that our patients are maintaining their function while at home. There are many items at home that can be used for strengthening such as canned food and water bottles, so fancy exercise equipment isn't necessary for a successful treatment session. We are excited to expand our services to Speech Therapy which is ideal to connect with our patients to work on their vocal quality while safely in their home setting. Our speech therapists are certified in "Speak Out" as well — a program designed to help those with



Parkinson's to improve their vocal quality, and to speak and move with intentl

While we would love to see all of our outpatients in person, Telehealth is a convenient, safe way to continue your therapy in your home setting.

If you are interested in learning more about

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Telehealth for rehab at the Jewish Home, contact Ilana Dallas at idallas@jewishhomefamily.org or call 201-750-4236.

# Eric Riguerra Selected as National **Nursing Expert**

Charlene Vannucci, Director of Community Outreach, JH Family

When Eric Riguerra graduated from nursing school and accepted his first position as a staff nurse at the Jewish Home, he had no idea how his future would unfold. An excellent

nurse, he was promoted through the ranks of our Nursing Department. He accepted the position of Director of Nursing at the Jewish Home at Rockleigh in 2009.



In March 2020, Eric served as the key clinical professional for The Jewish Home Family — a role he embraced

with courage and passion throughout the pandemic. Despite contracting the virus himself in late March, Eric continued the fight to heal the elders at the Jewish Home from his own home, directing others by phone even with just a whisper of

When asked about his thoughts and his experience during this time, Eric said modestly, "I couldn't have done this on my own. I got strength and inspiration from everyone else. Everyone rose to the occasion. It's not a job...it's a passion, a commitment. We worked together from the heart. It really made a difference."

Eric is currently serving as a key leader in The Jewish Home Family's transition to a new model of long-term care called the Green House Model. Working with the Green House Project in the development of this model, The Jewish Home Family is building upon three fundamental core values — real home, meaningful life and empowered staff.

The Green House Project received a significant grant from the Robert Wood Johnson Foundation this year, funding a special 12 part series, featuring the "ECHO" model of collaborative learning. The series is focusing on COVID and lessons for long-term care providers. Eric Riguerra was selected as the national nursing expert for the series.

Susan Ryan, Senior Director of the Green House Project said, "We are honored to have Eric as a part of the ECHO sessions. Eric is a Director of Nursing who combines strong clinical skills and expertise, along with a heart that is compassionate and person-first. He is able to balance the often competing needs for solid clinical protocols with the profound need for individual well-being. COVID-19 has challenged the best and the brightest across the country. I've been so impressed with the clinical strength and passion for people that Eric (and the team) at The Jewish Home Family have exhibited during the crisis. It's leadership at its finest. As a nurse myself, I have incredible admiration for what Eric does each day, and I'm grateful he's willing to share himself and his experiences with us."

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As of October 6, 2020

"Happy is he who performs a good deed: for he may tip the scales for himself and the world"

- Talmud: Kiddushin 40:2

# Green House Care Begins at the Jewish Home Assisted Living

Carol Silver Elliott, President & CEO, Jewish Home Family

For the last two years, The Jewish Home Family has been on a journey towards creating Green House homes for our elders. Working closely with The Green House Project www.thegreenhouseproject.org — we've moved towards this cultural transformation that will take us from an elder-centered model of care to one that is truly elder-directed.

Green House was the brainchild of Dr. Bill Thomas, a deriatrician who has devoted his career to improving life for our elders. The three core values of Green House — real home, meaningful life, and empowered staff — align with creating new living arrangements for elders who are grouped in small households and staffed by multi-skilled workers.

Dr. Thomas believed, and we agree, that staff should interact with elders in ways that respect their independence and choices. He talked about "habilitation" as core to this. focusing not on the deficits that someone

# **GREEN HOUSE SMALL HOME** REALHOME MODEL OF CARE

has but rather on the strengths that they retain. In a Green House home, the elders are involved in both big decisions and small. This is their home and they can decide when and what they want to eat, what activities they are interested in, even when they want to get up in the morning.

As aging services providers, we have long lived with a medical model; our priority being to treat care needs as tasks that needed to be done. That wasn't wrong but it wasn't enough. We know now that for elders living in a longterm residential care facility, the emphasis must be on *living* and enhancing quality of life. Incorporating Green House enables us to make that happen even more effectively.

We had planned to open Green House homes on both campuses in 2020 but COVID sidetracked our plans a bit. Back on track now, our first Green House opened on Memory Lane at the Jewish Home Assisted Living in October. Our multi-skilled workers, called vedid or vedidim, were selected and trained as have been all of the other members of the Memory Lane team. We've met with families to help them understand this transition and gave them an opportunity to ask questions.

While there are some renovations planned to enable us to divide Memory Lane into two households and to equip the small kitchen area for some additional cooking and storage, those plans will wait until our buildings are fully reopened. In the meantime, we are watching this philosophy unfold with the elders on Memory Lane and are thrilled to see its positive impact on quality of life and towards our mission of "Advancing the Art of Living."

# Reaching Out to the Community in New Ways

Charlene Vannucci, Director of Community Outreach, Jewish Home Family

Reaching out to the community during COVID is challenging but not impossible. At a time when social distancing feels more like social isolation, community outreach is Feld, a member of our dining services staff. more important than ever.

When our world came to an abrupt halt in March, we were forced to look at new ways to adapt. Seminars were replaced with webinars, classes were held online and inhouse meetings took place in a Zoom format. Thinking outside the box, we decided to move inside the box to further connect with the community through Zoom.

This fall, we're showcasing our long-term care communities through an exciting lineup of 32 outreach programs, distributed through seven local libraries and Senior Source. While The Jewish Home Family is known for providing educational seminars, we're also known for "Advancing the Art of Living." This fall, our focus is on fun and connection.

Two programs will be showcasing the Jewish Home Assisted Living. The first is a monthly

program called "Cooking for Happiness." This will take place in the community kitchen at JHAL and will be hosted by Avi The fall recipes — Cranberry Apple Crisp, Pumpkin Pie, and Spinach Potato Latkes will be distributed in advance so that quests can cook along with Avi in real time. Carol Silver Elliott will join Avi as his first guest chef and she will "welcome" guests to our programs whenever possible. The second program in River Vale is the popular "Paint and Sip" Class. This will be hosted by lead OMA artist Christine Penksa and Anette Lipman who will provide the art supplies. Wine is optional.

Moving over to the Rockleigh campus, Marella Gevera, a member of our recreational activity staff, will host our very popular "Dancercise." This program will take place monthly and will showcase the beautiful grounds at the Jewish Home at Rockleigh and our Rock Steady Boxing Gym. Our second offering in Rockleigh will be "Voice Technology and You," hosted by

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Director of Communications and Technology, Ezra HaLevi. This program will take place in our Zoom Room, known as Studio Z. (Did you know that The Jewish Home Family has a dedicated Zoom Room? We do now!)

Last but not least, "Boxing for Fitness and Fun" will be available to the community twice a week. This program will be hosted by Rock Steady Boxing Head Coach Tom Elliott and will showcase this on-going program.

All programs will be offered to the community via Zoom, live and in real time to encourage social connection.

The Jewish Home Family has been meeting the needs of adults in our community for over 105 years, and in these challenging times, our mission is more important than ever. If vou'd like more information about our outreach programs, please reach out to us at info@jewishhomefamily.org or call 201-750-4238.



### "NOW MORE THAN EVER" - Covid-19 Fund

Thank you to the many in our community for their tremendous support and donations of PPE, funds, and staff meals over the last eight months. We are truly grateful.

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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 201-750-4231 or dmcgovern@jewishhomefamily.org.

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