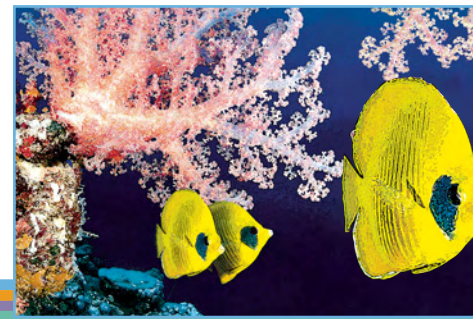




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December 2008/No.11

LifeTimes



Charles E. Smith Life Communities

It takes a city to care for a senior

By Emily Tipermas

It might take a village to raise a child, but it takes the professional skills, patience and good cheer of 1,000 employees, equivalent to a mini-city, to care for seniors at the Hebrew Home of Greater Washington. We've photographed a sampling of all the wonderful staff who work hard on behalf of each resident:

Kerri Zwolak - Director of Social Work

Top: A move to the Home is a big step, for residents and family alike, and the seven social workers on Kerri's staff ease the transition and assist with personal needs.

Rob Herzog - Engineering Manager

Middle: Behind the scenes, a dedicated staff of 24 keeps the heat, air and plumbing working, and clears sidewalks and parking lots in winter.

Louna Choute-Hill - Front Desk Supervisor

Bottom: Visitors are warmly greeted at the front desk of each residence and asked to sign in for security.



The perfect storm

By Warren R Slavin, President/CEO

The economic meltdown on Wall Street has sent ripples through Annapolis, and the State's response is reaching us on Montrose Road in the shape of reduced reimbursements for services. As the largest nursing home in the State, the Hebrew Home will be especially affected by these recently-announced cuts.

Despite our income from residents who are able to pay for their care here, and despite the tough steps management has already taken to trim more than \$500,000 from our operating budget this year alone, when we reflect on the bigger picture, we see many economic forces coming together to create a perfect storm.

The Medicaid squeeze

Even before the current economic crisis, Medicaid did not reimburse the full cost of care for nursing home residents. Now, a series of cuts in Medicaid reimbursements will further widen the gap. Approximately \$300 million in budget reductions for FY09 are coming; in fact, they have already begun. Starting November 1, the reduction for Maryland nursing homes totals \$25.5 million.

Every \$1 per day in lost reimbursement per resident translates to a loss of \$125,000 a year to the Hebrew Home. At this time, the estimate State-wide is \$6 per day, which comes to \$750,000, or three-quarters of a million dollars less for the Home.

Two thirds of the Home's residents, about 345 people, are Medicaid recipients. This is a program for indigent individuals who require full-time nursing care. These elders rely on the Hebrew



*Warren R Slavin,
President/CEO*

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Generation to Generation



Charles E. Smith Life Communities

Bedside allies

In a recent *Wall Street Journal* article, reporter Melinda Beck highlights the critical role a family member can play for a loved one who is hospitalized. In an era when hospitals have downsized nursing staff, it's important to have a dedicated ally on hand. "Having someone with you in a hospital who is alert and asking questions can help stave off all kinds of potential problems," writes Beck, "from mistaken identity to medication mix-ups to MRSA infections."

Seeing family in a different light

Beck quotes Beverly Johnson, president of the nonprofit Institute for Family-Centered Care, who said, "If we could make only one change in health care, it should be to change the notion that families are visitors. Families are allies and partners for safety and quality." In a positive and growing trend, hospitals are coming on board in recognizing the contributions family members can make. Rather than limiting visits or access, many hospitals now welcome a less restrictive visitation policy. Medical professionals frequently view a vigilant family member as a valuable source of information in managing a patient's care.

Here are some ways in which family members can assist:

- Reporting sudden changes in a loved one's condition
- Checking that prescribed medications are being administered correctly and important tests are taking place as ordered
- Sharing observations about a loved one with nurses and doctors when shifts change
- Insuring appropriate assistance is on hand when patients want to get into and out of bed
- Aiding communication when language or cultural barriers exist

Beyond the bedside

Families can be advocates for patients not only in hospitals but also at doctor visits, in assisted living residences and at nursing homes. In these settings, families have the opportunity to develop ongoing relationships with the professional caregivers and truly become part of the care team. Especially where the patient is elderly, the family member may be able to compensate for memory, hearing or sight deficits that impede effective communication. ■



Barry Eisenberg, VP for
Nursing Home
Operations

Initiatives

As the Vice President of Nursing Home Operations at the Hebrew Home of Greater Washington, Barry Eisenberg has recently created a new avenue for communication for Hebrew Home families. He now hosts an informal weekly get-together — called "Coffee with Barry" — which he hopes will encourage family members and residents to share opinions, voice concerns, and find answers to questions.

"I want to become more available and receive feedback," he says. Barry holds these sessions every Wednesday evening at 6:15 p.m. in the second floor dining room in the Wasserman Residence.

The Home provides other opportunities for families to become involved in patient care. There are regularly scheduled Family Communication Nights and Family Support Groups. In addition, Resident Councils offer residents themselves a chance to make comments or suggestions.

Mr. Eisenberg came to the Home in 2007 with 30 years of experience in healthcare, most recently as a member of the senior management team at Sibley Memorial Hospital. He is a licensed nursing home administrator, board-certified in healthcare management and a Fellow in the American College of Healthcare Executives.

Perspectives

"A system that consistently includes patients and families will be safer and will provide a better experience—for patients, families, and staff."

— Jack Davis, former President & Chief Executive Officer, Calgary Health Region, Alberta, Canada

The perfect storm >> continued from page 1

Home for shelter, food, medical and nursing care, and everything from spiritual services to laundry. Medicaid recipients can retain just \$2,500 in assets, not a penny more, and with such limited resources, they often are challenged to meet their needs for personal items, which also need to be funded by the Hebrew Home.

Growth in Charity Care

In some cases there is no reimbursement at all. It has become tougher to qualify for Medicaid; some wait a long time to hear if they will qualify, some do not qualify at all. In these cases, the Home absorbs the entire cost of care. As a “safety-net” agency, we are experiencing a growth in this type of charity care. Last year, our charity care allowance was over \$2 million.

Diminished Return on Investments

Our endowment funds are being threatened by the market, just as our donors’ investments are.

These are especially difficult times – more serious than anything we can remember. Endowment earnings are challenged, Medicaid reimbursements are falling short, the costs of providing care are escalating, and many of our residents are indigent. Our operating deficit for 2008 is expected to hit \$3.5 million, and as these trends persist, our ability to fundraise will not keep pace with the growing deficit.

On the pages of *LifeTimes*, some of the many ways in which you can play an important role in supporting our seniors are described, such as making a donation to our annual Guardian Campaign, creating a planned gift, or joining us at events such as our Starlight Ball. Help ensure that the Hebrew Home’s services and programs will be there when the need strikes your family. Please remember that the Home is not a Jewish Federation beneficiary, so we don’t receive any allocation from the Federation campaign.

Our mission, to provide high quality care for the elderly in our community, has not changed. We have worked hard to become an outstanding provider, and we do not intend to lessen the quality of our services. Economics should not be the overriding concern in caring for our elderly. We have a true obligation as a community to provide for these terrific people, and we rely on your support, now more than ever before. ■



Charlotte Goldsmith enjoys a visit with volunteer Andy Siegel

Seeking my purpose

By Andy Siegel, 15, Student Volunteer

Throughout one’s life, one of the most important challenges is to define one’s purpose in the world. Since I was very young, I have been on a journey to find my purpose. I looked to friends, to family, and to religion. Influenced by those three resources, I found the Hebrew Home of Greater Washington.

My path to the Hebrew Home began when I was 10. When my great uncle passed away, I first noticed the loving and warm relationships between seniors and those who care for them. It was then that I decided that I wanted to take care of the generation that worked so hard and sacrificed so much to create the blessed world in which I live.

In my first week at the Hebrew Home, I distributed ice, visited residents, and worked in physical therapy. Little did I know that the Hebrew Home was about to become my special place. In the second week, I was asked to go from room to room and survey the residents on things that they liked and didn’t like. Some of the residents were sleeping and others were unresponsive. There was one room, however, that glowed with kindness and love. This was the room of Charlotte Goldsmith.

Charlotte quickly became a close friend who I visited every day. We talked and we laughed. Her company became one of the most looked-forward-to pleasures in my life. I learned about all the members of her family.

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The French Connection



Hebrew Home resident Laura Bram, center, owes her life indirectly to events that took place long before her birth. Her mother Francoise Bram escaped deportation as a child in WWII France thanks to Moussa and Odette Abadi, a courageous French couple who, with the assistance of the Archbishop of Nice, arranged hiding places for 527 Jewish children. The French Government recently named a site in the 12th arrondissement in Paris in their honor: “Place Moussa et Odette Abadi.” Read details about this extraordinary story in Laura’s resident profile on the Home’s website, www.hebrew-home.org/news.

It takes a city...

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**Annie Gregg-Ofori
Certified Medicine Aide**

Annie and 42 other medicine aides and licensed nurses administer meds with precision and patience.

Rhonda Brandes - Clinical Nutrition Manager

Food is one of life's greatest pleasures, and proper nutrition is a key element of health. Our registered dietitians incorporate nutritional assessments into each resident's plan of care, make sure food preferences are honored, any special diets ordered by the physician are followed, and that hydration and weight are tracked.



**Rosemary Robb, Debbie Mabry and
Patrice Savoy - Accounting**

The Accounting Department ensures that the Home pays its suppliers, meets its payroll and collects fees and reimbursements for services. Rosemary manages billing, Debbie works with residents and families, and Patrice oversees Medicare billing.



Lily Amankwah - Registered GNA

Over 350 aides are on hand to help with showering, grooming, dressing, meals and blood pressure monitoring 24/7.

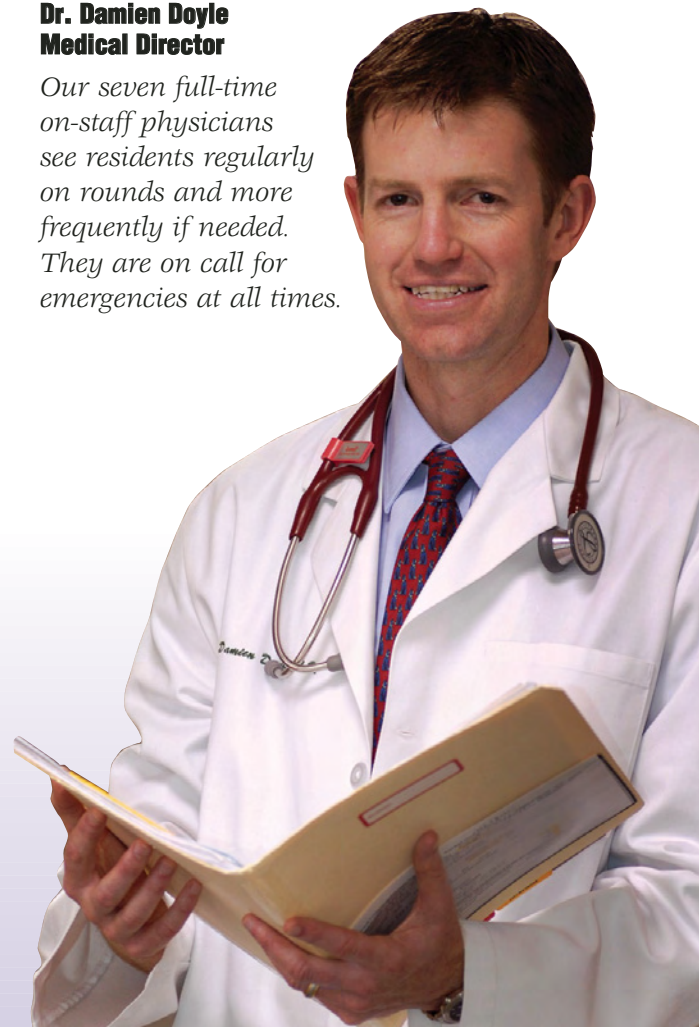


Sonia Rodriguez and Patty Hagen - Recreation Therapy

An array of activities scheduled on every unit every day keeps residents physically fit, mentally stimulated, and socially engaged. Programs are adapted to each person's abilities and interests.

**Dr. Damien Doyle
Medical Director**

Our seven full-time on-staff physicians see residents regularly on rounds and more frequently if needed. They are on call for emergencies at all times.



Lynford Wilson, Wilbert Williams, David Parker and Graham Collette - Food and Nutrition

Anyone familiar with feeding a hungry family should appreciate the labors required to cook and serve over 1,500 tasty meals plus snacks each and every day. Our new "home-style" dining service is winning rave reviews.



Linda Pate, Carlos Lezcano, Lanying Zhang, Ray Parks and Ngoc Le - Laundry

Lucy Guardado and Luis Salazar - Environmental Services

A clean home is what you want and expect. Luis helps to oversee housekeeping operations while 48 service workers like Lucy are hard at work every day, cleaning residents' rooms, nurses' stations, and all the public areas.



Rabbi James Michaels - Pastoral Care

Rabbi Michaels and his three chaplain interns conduct religious services daily and offer ongoing spiritual comfort and guidance to all residents.



Every day is laundry day at the Hebrew Home. To manage 2.25 million (yes, million) pounds of laundry a year — washing, sorting, pressing and folding, stacking, and picking up and delivering sheets, towels, and personal clothing — requires massive machinery, meticulous attention and a staff of 14 dedicated attendants.



Lillian Kline - Resident

Lillian has made the Hebrew Home her home, and thrives on the activities, social opportunities and care she receives.



Agnes Enopla - Physical Therapist

About 1,000 patients a year spend time in our Rakusin Rehabilitation Center to regain strength and maximize independence, and long-term residents receive physical, occupational and speech therapy as ordered by their physicians. Agnes is one of 20 therapists.

Eseme Akwo - Nurse Manager

Each one of our 14 nurse managers oversees the daily functioning of a unit, or nursing "neighborhood." Thirty-nine residents and 34 staff members depend on Eseme for leadership. "Relationship-building is equal to every other priority," says Eseme.

It takes a city to care for a senior.

This is who it takes to care for each of our 500 residents. What it takes is \$339 a day on average. About two-thirds of the Home's residents are Medicaid recipients who do not have the funds to pay for their care. ■

In Our Mailbox

Dear Mr. Slavin,

How does one express gratitude? My dad, David Sakoff, lived on the 2-East wing of the Smith-Kogod building for over 14 years. However, just “lived” is not really the right word. My dad thrived and enjoyed his life until his death at the age of 101+ years.

His wonderful quality of life was due in large measure to the attention and loving care of the 2-East staff. To them he was “King David,” a unique individual who was so much more than just a “resident.”

It would not be fair to single out any individual staff member, both past and present, of this extraordinary group of human beings. They do an extremely hard job with great patience and compassion. The last weeks of my dad’s life were made immeasurably better by their loving care and devotion.

My sincere thanks to the Hebrew Home,
Sara R. Harris and Family

This fall, Landow House marked National Assisted Living Week with a warm and festive evening celebration. Strolling musicians, an enticing dessert buffet, friends and relatives combined to make the evening one to be remembered. Here, Landow resident Grace Rosner and her family enjoy the celebration.



What is it about January 1st?

The year is almost over. What happened to those good intentions you had at the beginning of the year about what you were going to get done? Following through on planning your estate is very easy to put off, year after year, and an unpleasant subject.

We do like to think about what we’ve accomplished and what we still want to do. We do like to think about the contributions we have made to our family and friends, our life’s work, and our community. And we do want our last “official” action to reflect how we have lived our lives.

Let’s think about life planning instead of estate planning. What life reflects your values and your contributions to others? If you have family members, taking care of them may be your highest priority. If your family members are already taken care of, or if you do not have family and friends to take care of, being able to provide for those in need is an enduring *mitzvah*, a very good deed.

Yet, there is still that pesky matter of getting it done. The Hebrew Home is fortunate to have a gift planner on our team. What does that mean to you? It means you can start thinking through possibilities with someone whose job is to help you figure out what you want to do. We hope you will consider including the Hebrew Home in your plans, however, there is no obligation. Our promise is that you can have a confidential conversation, explore your options, and understand better what you may need to do next with your own advisor.

A new year will begin in a few short weeks. There is still plenty of time this year to get the ball rolling. Please pick up the phone and call our gift planner, Julia Pitkin-Shantz, CFP® at 301.770.8342 or e-mail pitkin-shantz@hebrew-home.org. So when the ball drops on the first minute of 2009, you will have the pleasure of knowing that you are one step closer to checking an important task off your list.



Seeking my purpose >> *continued from page 3*

It was obvious in her relationship with her beloved daughter, Tina, that Charlotte was a great mommy and a great friend. I never expected that I would learn so much from her. She taught me about courage, about appreciation of family, about holding on and about the power of a smile.

I got an email earlier today, informing me that Charlotte was in the hospital. My heart dropped. I felt helpless. At the Hebrew Home, I was able care for her; I moved things around, cleaned up, refilled her water. [The hospital] was an unfamiliar and threatening place.

When I learned the Jewish customs regarding *bikur cholim* (visiting the sick), I learned a visitor must watch his or her facial expressions when walking into the room of a sick person. I wondered why the Rabbis would comment on such an obvious and simple detail. This evening I got my answer. It wasn’t easy! I wanted to show Charlotte that I was there for her and that I love her, but I was scared.

What is my purpose? My first day at the Hebrew Home, I thought my job was going to be filling the ice and pushing wheel chairs. The day that I met Charlotte, I learned that I was wrong. She showed me that this chapter in my life was just one more step in my journey. I now know that I couldn’t have learned any of this without the help and the friendship of a woman that I have grown to love, and who has helped me find my purpose, Charlotte Goldsmith. ■

EventMakers

Home Run sets record

This year's Home Run race set records: there were 585 registered runners, a record number, and the winning runner set a 10k course record of 30:08. Runners raced down a rain-slicked Montrose Road on September 28, across Preserve Parkway to Wootton Parkway and back, to benefit two area charities, the Hebrew Home of Greater Washington and Jewish Foundation for Group Homes.

The most impressive accomplishment, however, belonged to Lisa Bard, who crossed the finish line of the Fun Run. This was Lisa's first ever "on-foot" race. An Air Force injury and an encounter with a drunk driver left her in a wheelchair for 20 years. Thanks to new leg braces, Lisa walked the route on her own.

First male finisher in the 10k was Alene Reta of NY, in 30:08, and first woman was Buzunesh Deba of NY, in 34:54. First place male in the 5k was Adam Bray of Rockville, in 17:11; first place female in the 5k was Hirut Mandefro in 18:12.

The post race party at Federal Plaza offered enough food to more than make up for calories burned running. Fresh bagels, breakfast burritos, French toast, hot pizza, fruit, yogurt, ice cream and flavored teas were in plentiful supply thanks to Sodexo, Izzy's Bagels, Panera, Potomac Pizza, Gifford's Ice Cream and Honest Tea.

A moon bounce, courtesy of Carnival Day, music, magician, balloons, and more entertained all ages. ■



The Freishtat family was one of the multi-generational groups participating in the Home Run. From left, Dr. Rob Freishtat, Max, Nate, and Dr. Jamie Freishtat, with Jamie's dad, George Abramowitz, to the rear.



Wearing new braces, Lisa Bard completed the Fun Run, her first-ever race without a wheelchair, with her fiancé Dave Markland.

Photos by Randy Sager



President's Circle donors enjoyed an evening of contemporary art and cool jazz at an edgy Alexandria art gallery in support of the 2008 Guardian Campaign. Steve and Marla Garchik were hosts for the evening.



Artist: Ted Kliman

Ida Ruben, Honorary Tribute Chair, with Vivian Pollock, Guardian Leadership Award honoree.



Starlight Ball helps make residents' lives more complete

The 2008 Starlight Ball, an annual benefit for residents of the Hebrew Home, will take place Saturday, December 13 at 7 p.m. at the Ritz Carlton, Washington, DC, located at 1150 22nd Street, NW. This year the event will honor Vivian Pollock with the Guardian Leadership Award.


This event is held in association with the 2008 Guardian Campaign, which provides support that enables us to continue our mission of quality care. With two-thirds of our elderly residents considered indigent, endowment funds challenged and the cost of care escalating, the Hebrew Home faces a significant deficit this year. More than ever, community support is vital.

Tickets to the Starlight Ball start at \$400 for first-time attendees or those under 40. Marla Garchik and Margie Halem chair this year's ball, with Lissa Levin and Wendy Banner chairing the silent auction. Steve Widdes and Rob Selzer chair the 2008 Guardian Campaign. To join us, visit our website at www.hebrew-home.org or contact 301.770.8351 or lerner@hebrew-home.org. ■



Photo by Randy Sager

Cubs on the Run from Charles E. Smith Jewish Day School joined the record-breaking number of runners registered for this year's Home Run race. The Fun Run is a popular course for kids, seniors, and others who want to take part in a less competitive way. See race report on page 7.

 **Charles E. Smith Life Communities**
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Marilyn Feldman, Editor
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Support the Hebrew Home through your gift to United Way Check 8111 or CFC 49705.

CampusCalendar

Special Events

13 December

55th Annual Starlight Ball, honoring Vivian Pollock and benefiting residents, at the Ritz Carlton, Washington, DC. Reservations accepted online at www.hebrew-home.org.

Every Monday

"Learn with Rabbi Scolnic," 12:30–1:30 p.m. in the Ring House social hall, with Rabbi Samuel Scolnic, Rabbi Emeritus of Beth El Synagogue. Treat yourself to lunch at the Ring House snack bar prior to the program and to thought-provoking discussions. Parking available across the street at Panera.

First Sunday of every month

Jewish War Veterans Post 692 now meets at Ring House, 10:30-noon, September through June. A small voluntary contribution covers the cost of refreshments. Contact Sheldon A. Goldberg, Lt. Colonel, USAF (Ret.), fitrg8tr@verizon.net or 301.572.6168.

Resident Programs

Cultural and recreational programs, special events and trip schedules for campus residents are posted monthly at www.hebrew-home.org, located on the family page; www.ringhouse.org, www.landowhouse.org and www.revitzhouse.org.

Family Support

Wednesday Coffee with Barry

Informal, open sessions every Wednesday evening at 6:15, in the second floor dining room in the Wasserman Residence. Come discuss issues, ask questions, or air comments with our VP of Nursing Home Operations, Barry Eisenberg. Open to Hebrew Home residents and family members.

Friday Family Support Group

Our support group is open to caregivers in the community as well as Charles E. Smith Life Communities families. Join us on the second and fourth Friday of each month, 1 – 2 p.m. in the Smith-Kogod Residence library. Call Kerri Zwolak at 301.770.8479 for information.

For more information about these upcoming events, visit www.hebrew-home.org, Events page.