

# "Coming together is a beginning;



# keeping together is progress;

# working together is success."

Hebrew HealthCare and Hartford HealthCare are working together to offer more choices to the Greater Hartford community. Together we will bring our individual areas of expertise to all locations within both of our healthcare systems. Hartford HealthCare offers their expertise in areas of cardiac, pulmonary and orthopedic specialties, while Hebrew HealthCare brings expertise in geriatric, dementia and palliative care. The strength of both organizations will better serve our community. Coming together is just the beginning of our joint ability to provide state of the art medical care to the people of Greater Hartford.





# dear friends,

In our annual report we find ourselves looking forward and back at the accomplishments that were achieved in the last 12 months and how they will help to move us forward.



In our strategic plan, adopted in 2011, we identified the need to seek out and affiliate with a strong local health care system in order to continue to bring quality and stability to our constellation of services.

We spent more than a year meeting with several potential partners, which led us to the conclusion that Hartford HealthCare was the most suitable affiliation, allowing us to improve access to resources, services and programs throughout both systems. Our most significant accomplishment for fiscal year 2014 was the establishment of our partnership with Hartford HealthCare, which acknowledges and optimizes the opportunities that each organization brings to the affiliation.

Over the past nine months we have participated in Leadership training through Hartford HealthCare, obtained our clinical laboratory and blood services through their system, and most significantly, transferred the physician staffing of our Hospital Units to Hartford Hospital hospitalists. Both organizations are sharing best practices through their quality control and infection control councils, and through our expertise in geriatrics, palliative care and dementia services.

Hartford HealthCare has looked to us to bring dementia specific programs and services to their system, having our experts create protocols and processes with measureable outcomes for their staffs to employ. We have partnered in marketing activities, trade shows and health fairs, as well as holding educational sessions highlighting our expertise in tandem with Hartford HealthCare physicians.

As we look to the New Year, our affiliation with Hartford will deepen. Our staff can expect to experience hands on training at Hartford's Center for Education Simulation & Innovation (CESI). CESI is one of few facilities in the country offering a fully comprehensive range of robotic and high-technology training capabilities. Jointly we will bring pulmonary and cardiac therapies to our campus with Hartford Hospital's pulmonologists and cardiologists. We continue to enhance integrated care transitions between both organizations which will better serve the elderly in our communities.

The strengths of both organizations bring high-tech, high touch care to our communities. In the pages that follow, you will see and hear about some of our joint accomplishments and ongoing initiatives we have enjoyed through this partnership.



Ross Hollander Chairman of the Board of Trustees



Bonnie B. Gauthier President & CEO

# working together is success.

We are our employees, and our success can only be achieved by individuals working toward a common goal. Both the Hebrew HealthCare and Hartford HealthCare teams are committed to providing an extraordinary experience to every patient, every family, every client and every resident in our combined systems every day.

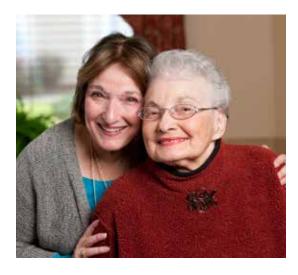
Dr. Mary C. Colpoys MD, Hartford HealthCare; Dr. Ava Pannullo, MD, Hebrew HealthCare; Dr. Misbahul Siddiqi MD, Hartford HealthCare

Together we have access to:

- 6 Acute Hospitals
- 4 Behavioral Networks
- **9** Senior Service Facilities
- 3 Physcian Practices
- 2 Rehabilitation Facilities
- 4 Outpatient Services

# leaders in dementia care.

Hartford HealthCare has looked to us to bring dementia specific programs and services to their system, having our experts evaluate and enhance their capacity to deliver excellent dementia care at seven of their senior services facilities. Because clients are aging in place, Hartford HealthCare recognized a need for competency in dementia care. Our goal is to be able to serve people with dementia, no matter where they are, and identify available supports through the Hartford HealthCare and Hebrew HealthCare systems. Since May of 2014 extensive assessments of the organizations', needs, resources, challenges, were made, and we are now identifying how to implement recommendations based on organizational priorities. Our experts are also serving on committees of Hartford HealthCare's Geriatric and Palliative Care Institute to bring geriatric expertise to physicians in their hospitals and physician practices.



"Laughing one minute, crying the next – and that was me! I was at a total loss trying to help Mom care for Dad and his dementia. Hebrew HealthCare helped us find ways of making memories far more important and cherished than the ones that he's forgotten."

-Lynn, Newington

## together we can.

We are pleased to offer our hospital patients care by Hartford Hospital's hospitalists at The Hospital at Hebrew HealthCare. Their presence tells our patients that we are providing the highest level of medical care, just as if they were being treated at Hartford Hospital. In addition to a presence in our hospital unit, we are working to have Hartford Hospital's pulmonologists and cardiologists offer pulmonary and cardiac therapies on our sub-acute nursing unit. Clinical laboratory and blood services are also provided through their system, allowing patients come to The Hospital at Hebrew HealthCare to have their blood drawn, crossed and typed, and then transfused all in one day. As our partnership continues, we expect to develop more programs with Hartford Hospital's physicians to ensure they can deliver optimal geriatric care to their patients on both their campus and ours.

# highlighting the vision.

Hartford HealthCare has brought marketing and advertising opportunities to Hebrew HealthCare by way of television sponsorships, trade shows, health fairs and video production. We have partnered to provide educational sessions for the general community highlighting our expertise in tandem with Hartford Hospital physicians. Educational sessions of this nature will continue on a quarterly basis to address areas of need we have recognized within the Greater Hartford community. Market research was conducted through Hartford HealthCare's consultant, GreatBlue that identified a high level of brand awareness for our organization and in the services that we provide, which enabled us to develop a co-branding strategy to develop awareness of our unique partnership with Hartford HealthCare.



Fred was diagnosed with dementia in 2012, and from that day, Fred and Brenda's lives haven't been the same. His wife Brenda was desperate to find help as his primary caregiver. Brenda and Fred found Hebrew HealthCare's adult day services provided the care and support that they both needed. For more information about their story, please go to hebrewhealthcare.org/ other-services-adult-day-centers.php

"It's devastating to hear news that someone you love has dementia. Because of the compassion of the day services staff and the dementia care specialists, Fred has learned to love coming here. Fred always loved to dance to Kenny Rogers, here at Hebrew HealthCare, we can continue to dance."

-Brenda, Bloomfield



## teaching together.

As part of the clinical affiliation, Hartford has offered new, high-tech training for Hebrew HealthCare's staff in every facet of job training through the Center for Education, Simulation & Innovation (CESI). A central component of CESI is a fully comprehensive range of robotic and high-technology training capabilities. During a tour of the CESI facility in early March, a group of clinical staff were given a demonstration of the type of clinical training that is available at the Center. Over the next year Hebrew HealthCare's clinical staff will be trained through the use of lifelike, fully responsive computerized manikins in areas such as cardiac and pulmonary assessments. Students learn different responses and treatments to varying signs and symptoms of illness without the added stress of performing tasks on real people.



Dr. Thomas Nowicki, M.D. from Emergency Medicine introduces Hebrew HealthCare employees to the comprehensive training opportunities offered at CESI.

# working together, growing together.

Time and again, we have recognized that the strength of any partnership rests solely on the members of each team. Both Hebrew HealthCare and Hartford HealthCare have reputations for excellence in the community; that reputation has grown because of our people, taking care of people.

### our community.

Hebrew HealthCare keeps the promises we've made to the elderly and to our community by teaching the next generation of caregivers, educating seniors and their families about aging, participating in public policy advocacy and ensuring quality in all that we do.



#### Health Professional Education

Day Center Social Work Nursing Nursing Assistant Certification Physical Therapy Occupational Therapy Speech Therapy

#### Education for Professional Organizations

Fresh Canvas Program (GHAC) Lunch & Learn

#### **Student Education Programs**

Mentoring Minds, Moylan School Renbrook School Volunteer Day

#### **Health Screenings**

Blood Pressure/Blood Sugar Screenings Flu Shot Clinics Fall Prevention Screenings Fall Prevention Presentation

#### **Professional Advisory**

Eldercare Board of Directors Go Red for Women Long Term Care Advisory Council Metro Alliance for Careers in Health Care (MACH) National Task Force ADC Qualidigm Board United Way University Park Board of Directors Women Executives in Healthcare American Nurses Association Adult-Gero Content Expert Panel

#### Fundraising and Donations

Power of the Purse with United Way The Salvation Army Dirty Dozen Garden Club FoodShare, Inc. Walk to End Alzheimer's BBQ Walk to End Alzheimer's Ice Cream Social

#### **Community Education Programs**

For Health, For Life: Public Access TV Service to Older Adults Round Table Aging Care AcademySM Radio Interview for Hospice-WTIC What Baby Boomers Need to Know About Aging Educational Program on Staging Documenting and Treatment of Wounds Alzheimer's Association CT Chapter Educational Conference Radio Interview for LSVT Loud & Big-WTIC **CHOICES** Program Hospice Bereavement Support Group Alzheimer's Family Caregiver Support Group (Chinese) Dinner with a Doc Parkinson's Disease In-service Body Mechanics Education

#### **Miscellaneous Services**

Community Consultation Fresh Canvas Program Reception (GHAC) Fresh Canvas Art Exhibit at the GHAC Diversity & Inclusion Committee Alzheimer's Association CT Chapter Volunteer Resources

## our affiliations.

At Hebrew HealthCare, we understand the importance of establishing and maintaining quality standards and the need to partner with leading local and national organizations. These partnerships allow us to fulfill our mission to provide the community with a broad spectrum of exceptional health care and aging services tailored to the needs of each individual We are pleased that through the following partnerships Hebrew HealthCare helps assure the future of aging services.

We note with special pride our new Clinical Affiliation with Hartford HealthCare, which will help us forge a strong future for our organization and all we serve.

#### Affiliated with...

Alzheimer's Association - CT Chapter Anna Maria College Bay Path College Branford Hall Capital Community Technical College Capital Workforce Partners Central Connecticut State University Farmington Bank Community Foundation Goodwin College Hartford HealthCare Hebrew High School of New England Jewish Family Services Jewish Federation of Greater Hartford Jewish Community Foundation Learning Resources Network/UGotClass Leave a Jewish Legacy Lincoln College of New England Lincoln Technical Institute Manchester Community Technical College National Association of Certified Dementia Practitioners Quinnipiac University School of Allied Health Renbrook School Solomon Schechter Day School Springfield Technical Community College Stone Academy University of Connecticut, Schools of Business Administration, Dentistry, Medicine, Nutrition, Nursing, Pharmacy, and Social Work University of Hartford University of Massachusetts Boston, College of Nursing and Health Sciences University of Saint Joseph Watkinson School Yachad Hebrew High School Yale University Schools of Medicine and Nursing

#### Member of...

American College of Physicians American Dietetic Association American Geriatrics Society American Health Information Management Association American Hospital Association American Marketing Association American Medical Directors Association American Pharmacists Association

American Society on Aging American Society of Consultant Pharmacists Assisted Living Federation of America Association of Fundraising Professionals Association of Long Term Care Financial Managers Association of Jewish Aging Services Association of Professional Chaplains Avon Chamber of Commerce Bloomfield Chamber of Commerce Connecticut Assisted Living Association Connecticut Alliance for Long Term Care Connecticut Association for Adult Day Centers Connecticut Association for Home Care and Hospice Connecticut Association for Healthcare Quality Connecticut Association of Directors of Volunteer Services in Healthcare Connecticut Association of Therapeutic Recreation Directors Connecticut Coalition for Mental Health and Aging Connecticut Coalition on Aging Connecticut Dietetic Association Connecticut Hospital Association Connecticut League for Nursing Connecticut Nurse's Association Connecticut Society of Health-System Pharmacists Consortium for Gerontological Education Gerontological Society of America Greater Hartford Rabbinic Assembly Healthcare Financial Management Association Institute for Leadership in Geriatric Nursing International Rabbinic Fellowship LeadingAge LeadingAge CT Livanta Long Term Care Advisory Council National Association of Hospice and Palliative Care National Association of Jewish Chaplains National Association of Social Workers National Council on Aging National Institute of Adult Day Centers Professional Advisory Board of Home and Community Health Services Rabbinical Council of America University Park Visiting Nurse and Health Services of Connecticut West Hartford Chamber of Commerce

## board of trustees.

Ross Hollander, Chairperson Anja Rosenberg, Honorary Life Vice Chairperson Gene Rosenberg, Honorary Life Vice Chairperson Deborah M. Kleinman, First Vice Chairperson E. Merritt McDonough, Jr. Vice Chairperson Brad M. Hutensky, Vice Chairperson Mark Seltzer, Vice Chairperson Josh Hollander, Vice Chairperson/Secretary Bonnie B. Gauthier, President and CEO David A. Houle, Executive VP and CFO

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Lisa Berman, Auxiliary Co-President Pia Rosenberg-Toro, Auxiliary Co-President

# hebrew healthcare corporators.

M. Saud Anwar, MD Michael Bangser Roz Bobrow Hahn Christopher Borowiec David Brown, MD Michael Cantor Eleanor Caplan Heidi Capodanno Adam P. Cohen Thomas Divine Jeffrey Dressler David Federman Harriet Feldlaufer Frances and Philip D. Feltman Hinda Fisher Muriel and Karl Fleischmann Seymour Gavens David A. Gelb, DDS David Gelles Phyllis and Gerald Gelles Sandra Goldberg Robert B. Goldfarb Arnold C. Greenberg R. Nelson Griebel Jason Gutcheon Jonathan A. Harris Randy Herz I. Bradley Hoffman Sharon Holtzberg Uchenna Iloeje, MD John Jacobson Debra Javit Ronald Kadden, PhD

Doris and Simon Konover Rabbi Philip and Ruth Lazowski Richard Leibert Robert Levine Marvin Lewtan\* Brad Mondschein Robert J. Naboicheck Stacy Nerenstone, MD Ann B. Pava Lawrence Ratner Jack Rodin Gerald A. Roisman Robert S. Rosson, MD Stuart Roth Barbara Ruderman Sandra H. Rulnick Gail Sack David G. Sandberg Michael S. Schwefel Michael S. Selden, MD Richard B. Shane Ruth Shulansky Barbara Simons Elaine Y Smith Eric Spungin Larry Sussman Steven Temkin Charles Ward Howard N. Weiner Eric M. Zachs

\*deceased

### our staff.

#### **Executive Management**

Bonnie Gauthier, President and CEO David Houle, Executive Vice President and CFO

#### Senior Leadership Team

Pamela Atwood, Director, Dementia Care Services Doreen Beattie. Vice President. Nursing Services, Hospital Irene Blumenthal, Vice President, Hebrew Community Services, Agency Administrator Joan Carney, Executive Director, Hoffman SummerWood Community Vincent DeSanti, Facilities Operations Officer Madelene Francese, Vice President, Development Marcia Hickey, Vice President, Strategic Initiatives Lisa Holloway, Nursing Home Administrator Kristen Kinney, Director, Marketing and Communications Ava Pannullo, MD, Director, Medical Services Renata Ogrodnik, Vice President, Nursing Services, Long Term Care Jonas Steiner, Vice President, Admissions and Social Work Services Sam Vogt, Director, Human Resources

#### Management Team

Amanda Aaron, Director, Life Enrichment and Resident Advocate Rabbi Daniel Braune-Friedman, Director, Pastoral Care Vere Haynes, Director, Materials Management Maria Marena, Manager, Health Information Management Services (HIMS) Brenda McVerry, Auxiliary Coordinator Fred Montanari, Director, Information Systems Freddie Morris, Manager, Payroll Kerry O'Dea, Assistant Director, Nutritional Services Michelle Payson, Director, Rehabilitation Services Brian Pelletier, Director, Pharmacy Theresa Simms, Business Manager, Financial Services Tim Smith, Director, Nutritional Services Ruthan Wein, Director, Volunteer Resources



#### Medical Staff

Sharon Farber, MD Elizabeth Esstman, APRN Heidi Haller, APRN Jean Iovene, LPN Tracey Urso, APRN

#### Nursing Administration Staff

Cindy Botti, MDS Coordinator Marichelle Cirunay, Infection Control Nurse Chiffon Ford, Assistant Director, Nursing Deborah Grimm, Staff Development Edward Hawkins, Nurse Manager, 2 South Barbara Joy, Director, Medicare Assessment Nancy Kelly, Nursing Supervisor Beata Kozubel, Sub-acute Program Manager Danielle Percoski, Nurse Manager, 3 South Lynn Poole, Nurse Manager, 3 North Steven Procaccini, Nurse Manager, 2 North Bradley Renner, Wound Care Specialist Heather Siedel, Nursing Supervisor June Taraschuk, Nurse Manager, 4 South Jaime Weinzimmer, MDS Coordinator

#### **Hospital** Team

Keith Bidwell, Program Manager, BHU Marissa DeChillo, Director, Quality Improvement

#### **Hebrew Community Services**

Charmaine Emond, Program Manager, Adult Day Services Gwen Steadman, Supervisor, Clinical Services, Hebrew Health Visiting Nurses Maureen Wishart, Director, Hebrew Health Hospice

#### Hoffman SummerWood Community

Valerie Bartos, Director, Community Relations Steven Shuman, Director, Culinary Services

# hebrew healthcare annual fund donors.

Annual Fund investors make it possible for Hebrew HealthCare to offer a rich array of innovative programs that give vitality and meaning to the lives of those we serve. For the past 113 years, Hebrew HealthCare has been viewed as a shared community responsibility. This partnership of donors representing individuals, corporations and businesses, foundation, government sources, the Jewish Federation of Greater Hartford and the Jewish Community Foundation ensures this organization's ability to provide the very best in senior care each and every day. Hebrew HealthCare gratefully acknowledges the generous contributions made by all our donors, including those who, because of space constraints, cannot be listed here.

#### Visionary

The Abrahms Family Beatrice Fox Auerbach Foundation Fund/ Koopman Share Auxiliary of Hebrew Health Care Penny H. Cohn Fund for Indigent Elderly Connecticut Alliance for Long Term Care The Goldfarb Family The Harry E. Goldfarb Family Foundation Joan and Gary Greenberg Hoffman Auto Group The Hoffman Family The Jewish Community Foundation Jewish Federation of Greater Hartford Marcia and Alan Lazowski Jack Rodin Lea and Richard Rubenstein Bella and Max Shulman Family Fund of the Jewish Community Foundation The Genevieve and Joseph Weinstein Fund

#### Catalyst

Beatrice Fox Auerbach Foundation Fund II/ Schiro Share Bank of America Matching Gift Program Bonnie and Daniel Gauthier Doris and Herbert Golinsky Cathy and Geoffrey Karp Maxine and Richard Kates Deborah and Steven Kleinman Anndee and Richard Robinson Iris and Eric Spungin

#### Pillar

Anonymous Gertrude and Louis Brown - The Bodenheimer Charitable Trust Gene and Peter Evans Fechtor Family Foundation, Inc. Fund Figure Eight Properties, Inc. The Gelles Family Vere and Helen Haynes Sunnee and Ross Hollander Aaron and Simon Hollander Funds Jane and David Houle Doris and Simon Konover Fund for Hebrew Home and Hospital Fred Montanari Anja and Gene Rosenberg Pia and Mickey Rosenberg Toro Marilyn and Alan Schwedel Schwedel Foundation The Shulansky Family Foundation Fund Gayle and Steven Temkin Ruthan Wein

#### Humanitarian

Anonymous Rochelle and Steven Bartelstone Donald L. Blumenthal Florence and Henry Cohen Family Fund Companions for Living, LLC Connecticut Health Foundation, Inc. Vinnie DeSanti Terry Flowers Madelene and Jim Francese Janice and Clifford Gibson Ida C. and Milton Gladstein Family Fund Neale and Carol Hauss Hebrew Health Care Youth Volunteers Hebrew Home and Hospital Endowment Fund Marcia and Michael Hickey Jill and Brad Hutensky Dr. and Mrs. Howard G. Iger Emily Kolominsky Alys and Jack Krichavsky Julie and Jerrold Levy Marjorie and Jerry Long Terry Marcus Lynne and I. David Marder Maggie and E. Merritt McDonough Jr. The William and Alice Mortensen Foundation Lisa Namerow Ronald Nathan Ellen and Jeffry Nestler The Neuwirth Foundation, Inc. Javier Cardenas and David Rodin Debbie and Rob Rodin David and Judith Rosenthal Salon PS Connecticut LLC David G. Sandberg Lois Siegal Theresa Simms Helen and Jonas Steiner United Jewish Appeal Lynne and Barry Winters

## endowment fund donors.

Hebrew HealthCare is grateful to the following donors who have made donations to our endowment. Endowment gifts are the most enduring investments in our organization: perpetuating an annual income stream that supports many of the programs and services that are not covered by any form of reimbursement. Endowment funds provide supplemental support to life enrichment activities, volunteer services, bereavement programs, and programs related to providing a Jewish environment for those we serve; just to name a few. We gratefully acknowledge all endowment donations, including those who, because of space constraints cannot be listed below.

#### Hebrew Health Care Foundation Endowment Fund Donors

Jeanne and Robert Becker Hinda N. Fisher Rebecca Kaminsky Maxine and Richard Kates Sue and Jeffrey Morris Phillip Roland and Lisa Weisinger Roland Marshall and Sandra Rulnick Howard and Elaine Smith Stephen Lieberman and Marilyn Steinmetz The Estate of Etta and Edward Suisman Ruthan Wein Nancy and Brian Weinberg

#### Hebrew Health Care Foundation Endowment Funds

A Fresh Canvas: An Alzheimer's Arts Program Endowment Fund Samuel "Sy" Birnbaum Fund Louis H. and Virginia P. Cohen Fund Day Care Trust Fund Charles and Zelda Gersten Nursing Scholarship Fund Harry, Robert, William Goldfarb Family Fund Sadie "Syd" Goldfarb Music Endowment Fund The Greenberg Family Endowment Fund in memory of Sidney Greenberg Hebrew Home and Hospital Auxiliary Fund Hebrew Health Care Foundation Fund Hebrew Health Care Matching Fund Horn Family Fund Muriel Kesten Endowment Fund Benjamin and Estelle Kleinman Endowment Irving Kronenberg Education Endowment Fund Rabbi Gary Lavit Chaplaincy Endowment Fund Leshem Family Endowment Fund Level Lodge #137 A.F. & A.M. Fund N. Aaron Naboicheck Fund I. William and Beatrice W. Reisman Fund The Leah and Jack Rubin Hospice Endowment Fund Sandra H. and Marshall A. Rulnick Endowed Fund Irving Rutstein Endowment Fund David and Irma Salad Trust Fund

Nancy L. and Milton Schwartz Endowment Fund in memory of Rebecca Howard and Lois Siegal Endowment Fund Howard and Elaine Smith Endowed Fund Alice B. Sokoloff Memorial Fund The Steven K. Steinmetz Bereavement Support Fund The Edward and Etta Suisman Endowment Fund Ruthan Wein Endowment Fund for Volunteer Services Harry and Jeanette Weinberg Endowment Fund Weiner Family Fund Harry E. Weinstein and Anne C. Weinstein Fund

#### Celebrate Life 2014

Hebrew HealthCare sincerely thanks the following donors for their generous support of Celebrate Life 2014

Visionary Sponsor TD Bank Lead Sponsor NBC Connecticut - Partners in a Caring Community Reception Sponso Hartford HealthCare Featured Speaker Co-Sponsors The Rosenberg Family Morrison Senior Living Video Sponsor Hoffman Auto Group Book Spons Lea and Richard Rubenstein Dessert Reception Sponsor The Gelles Family Radio Partner WRCH Nurturing the Values Healer The Goldfarb Family LAZ Parking Mr. Marc C. Abrahms Aetna Foundation, Inc. Auxiliary of Hebrew Health Care Mr. and Mrs. Daniel Gauthier The Golinsky Family Mr. and Mrs. Ross Hollander Mr. and Mrs. David Houle Mr. and Mrs. Geoffrey Karp The Kaufman Family

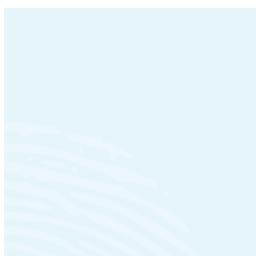
Mr. and Mrs. Steven Kleinman Mr. and Mrs. Andrew Mandell Drs. Jeffry and Ellen Nestler Dr. Ava Pannullo and Dr. Joseph Ianello Rockville Bank Foundation Rogin Nassau, LLC Siegel, O'Connor, O'Donnell & Beck, P.C. The Simons Family The Spungin Family USI Connecticut Webster Bank Companion All Ŵaste BlumShapiro Foundation Mr Robert Cohen FIP Construction Greater New York Hospital Association Mr. and Mrs. Gary Greenberg Mr. and Mrs. Jerrold G. Levy Marsh USA PCC Technology Group People's United Bank Keeping the Promise Inspire Mr. and Mrs. Arnold Chase Cigna Ms. Rona Gollob Ms. April Haskell and Mr. Jerry Passman Mr. and Mrs. Brad Hutensky Pullman Comley, LLC Saslow, Lufkin & Buggy, LLP Shipman & Goodwin, LLP Enrich Altman and Company Mr. and Mrs. Adam Cohen Mr. and Mrs. Jeffrey P. Dressler EldersChoice of Connecticut, LLC Goodwin College Mr. and Mrs. Jack Krichavsky MBH Architecture, LLC Mr. and Mrs. Richard Polivy Reid and Riege, P.C. Mr. and Mrs. Richard Robinson Mr. Gerald Roisman Ms. Marilyn Steinmetz and Mr. Stephen Lieberman Mr. and Mrs. Steven Temkin Waterford Group Charitable Foundation Weinstein Mortuary, Inc. The Zachs Family



## celebrate life 2014

Hebrew HealthCare's annual fundraising event, Celebrate Life, featured world-renowned TIME magazine cover photographer Platon. In addition to a sumptuous cocktail reception, guests were able to bid on one of Platon's portraits, generously sponsored by The Auxiliary of Hebrew HealthCare. Proceeds from the evening continue to support Hebrew HealthCare's Dementia Care Services, which provide critically needed programs, support groups, and education to those impacted by dementia.





## thank you.

Hebrew HealthCare recognizes the support from the following event sponsors: TD Bank, Visionary Sponsor NBC Connecticut, Lead Sponsor The Rosenberg Family & Morrison Senior Living, Featured Speaker Sponsors Hartford HealthCare, Reception Sponsor Lea and Richard Rubenstein, Book Sponsor The Gelles Family, Dessert Sponsor Hoffman Auto Group, Video Sponsor Lite 100.5 FM WRCH, Radio Partner Integrity Graphics, Official Print Sponsor





Hebrew HelathCare staff, board members and donors enjoy the party and personal conversation with Celebrate Life speaker, Platon. Upper Left: Rabbi Lazowski and Platon. Above Left: Platon, Debbie and Steve Kleinman. Above Right: Alan Lazowski and Jeffrey Hoffman. Lower Left: David and Jane Houle, Platon, Bonnie and Dan Gauthier.

# Hebrew HealthCare gratefully acknowledges the support of the following organizations for grant funding:

The Auxiliary of Hebrew HealthCare Connecticut Department of Education – Bureau of Health, Nutrition, Family Services and Adult Education Connecticut Office of Policy Management, Nonprofit Grant Program Greater Hartford Arts Council Jewish Community Foundation of Greater Hartford Beatrice Fox Auerbach Foundation Fund/Koopman Share Beatrice Fox Auerbach Foundation Fund/Schiro Share Martin Kesten Family Fund Robert Kennedy Charitable Fund Bella and Max Shulman Family Fund

Jewish Federation of Greater Hartford William and Alice Mortensen Foundation North Central Area Agency on Aging TD Bank Foundation Samuel Roskin Trust at the Hartford Foundation for Public Giving Swindells Charitable Foundation



## dear friends,

It's hard to believe that on Monday evening, September 15th, we passed over the gavel to our new Co-Presidents, Cheryl Bloom and Marcia Sutton at our 60th Annual Auxiliary Installation meeting held at the Emanuel Synagogue. We are beyond thrilled for them and know that they will make a phenomenal team in leading and guiding our Auxiliary.

We accomplished so very much over our 3 year term as Co-Presidents that it's fair to say, "We will greatly miss being referred to as the Dynamic Duo". Naming just two of the many highlights under our leadership; first, a total renovation of the café creating a warm and welcoming space with many new food choices. Many of



Lisa Snyder Berman Co-President, Auxiliary



Pia Rosenberg Toro Co-President, Auxiliary

our residents and their families now enjoy spending time together in the cozy café; second, we increased resident participation at our major fundraiser, Family Fun Day. Each fall our residents look forward to joining in on a game of volleyball, listening to fun DJ music with their grandchildren, sharing a BBQ lunch with their families or friends (young and old) and so much more. Although we can not list them all, we can summarize by saying, "We enjoyed it all and we are proud to say... Our Auxiliary is moving forward with an incredibly bright and dedicated group of enthusiastic women!"

A quick recap on recent activities; our annual springtime fundraisers such as the Card Party, Count Your Blessings and Baubles and Bags were very successful and the Residents Mother's Day and Father's Day Parties brought big smiles, hugs and lots of handholding while listening to live music and munching on yummy snacks. Also, due to the popularity of the "Honey from the Heart" fundraiser which was newly launched in 2013, we ran it again for a second time this past summer! With the ease of ordering jars of honey to be sent to loved ones, so many more participated in "Honey from the Heart" and we increased the sales of honey jars this year! What a warm and sweet way to wish a

family member or dear friend a happy, healthy and sweet new year!

On Sunday, September 7th, we held our last big event as Co-Presidents. The sun truly shined on the outside green of the Hebrew Home; as we filled the afternoon with music, smiles, games and laughter and many residents! We are proud to say, Family Fun Day 2014 raised over \$20,000!

We look forward to many events that are planned for the coming months, and we wish our two new leaders, Cheryl Bloom and Marcia Sutton all the best as they move our organization into the future.

#### Love and Peace,

Lisa Berman and Pia Rosenberg Toro

# 2014 financial highlights

Net Revenues From:	
services to our inpatients	52,061,876
services to our outpatients	8,457,843
services to our members	5,084,194
sources such as gifts, grants, bequest, etc.*	1,645,198
from investments	1,005,225
Total gross revenue	68,254,336
Amounts Billed and Not Received:	
from Medicare for services provided because payments were limited	(3,143,841)
from Medicaid for services provided because payments were limited	(9,891,802)
from patients for services provided because payments were limited	(634,642)
from patients for services provided because they were unable to pay	(441,937)
Total adjustments to earnings	(14,112,222)
Actual Revenue Received from Patient Care and Other Services:	54,142,114
Operating Expenses:	
salaries and wages	30,982,696
employee benefits	9,329,608
supplies and services	14,216,213
utilities	753,424
interest/principal	2,410,865
To render services to our patients, it cost us	57,692,806
Net Income (Loss) for 2012-2013 fiscal year from	
providing services to our patients	(3,550,692)
Non Operating Additions / (Reductions)	
mortgage principal	370,000
pledge receivables	7,000
depreciation	1,833,550
accrued vac / prepaid expenses	6,228
foundation grants	(400,000)
Total adjustments to statement of operations	1,816,778
Net Income (Loss) projection for 2013-2014 fiscal year was	(1,733,914)
*Financial Highlights are based on preliminary September YTD data	



1 Abrahms Boulevard West Hartford, CT 06117

860.523.3800 hebrewhealthcare.org