



THE JEWISH LEDGER

Mr. Mike King
Jewish Home of Rochester
2021 S. Winton Road
Rochester, NY 14618-3957

INSIDE: Senior Lifestyles

\$35 PER YEAR WITHIN MONROE COUNTY, \$37 OUTSIDE COUNTY 70¢ PER ISSUE ■ VOL. XCIII, NO. 18 ■ ROCHESTER, N.Y. ■ CHESHVAN 9, 5776 ■ OCTOBER 22, 2015

Jewish Senior Life Enhances Its Palliative & End of Life Care Program

Jewish Senior *Life* has secured funding for an initiative that will enrich the palliative and end-of-life care services provided to its residents. This expansion was made possible by a \$480,895 grant from the Greater Rochester Health Foundation, as well as a generous donation by Clare and Jerry Rotenberg.

The initiative at The Clare and Jerry Rotenberg Center for Palliative and End of Life Care that is being supported by the Greater Rochester Health Foundation was designed by



Jerry and Clare Rotenberg

Jewish Senior *Life* staff. Its goal is to provide residents and their families with peace of mind in knowing that end of life care planning is in place. In addition, the program will help to provide a supportive and personalized experience for individuals and families.

The specific objectives of the initiative include:

- increasing the percentage of residents who have complete and up-to-date end of life care ("advance care") planning;

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- reducing the number of residents who are hospitalized or visit the emergency department in the last 30 days of life;

- increasing the satisfaction of residents' family members related to the end of life care.

Jewish Senior *Life* developed

the initiative by incorporating best practices from the hospice community and findings from the September 2014 Institute of Medicine report on end of life options in America.

"This comprehensive initiative builds a shared commitment to deliver upon the best

practices of palliative and end of life care," said Jewish Senior *Life* CEO Mike King, "We are putting these best practices into action throughout the entire process; from training our staff to ensure a person-centered approach for patients from the moment they arrive, to providing support for families and caregivers by constantly evaluating and improving our quality of care."

"The Greater Rochester Health Foundation is pleased to provide funding to Jewish Senior *Life*, an organization which works tirelessly to provide high-quality care to older adults in our community," said John Urban, President and CEO, Greater Rochester Health Foundation. "This important investment will greatly benefit the community by enabling Jewish



Senior *Life* to enhance the delivery of palliative care, as well as help their residents plan for end of life care."

"Jerry and I share an unwavering belief that every person should be treated with dignity and compassion — especially during the later stages of life," said donor Clare Rotenberg. "This influenced our decision to make our gift to Jewish Senior *Life* in support of their work

related to Palliative and End of Life Care."

The program is one of Jewish Senior *Life's* strategic initiatives to redefine "home" and revolutionize care by continuously improving the person-centered care experience for each resident. The Clare and Jerry Rotenberg Center for Palliative and End of Life Care will be staffed by an expansive interdisciplinary team of palliative care specialists. ★

FOUNDED 1924

THE JEWISH LEDGER

ISSN 002165

Albert Klineman, Publisher 1924-1930 • Joseph H. Biben, Publisher 1930-1953
Donald Wolf, Publisher, 1953-1986

BARBARA MORGENSTERN, Publisher and Executive Editor

Published weekly by The Jewish Ledger,
2535 Brighton-Henrietta Town Line Road,
Rochester, NY 14623 • Phone: (585) 427-2468

Periodicals Postage Paid at Rochester, New York
Subscription Rate: Within Monroe County \$30 per year
Outside Monroe County \$32 per year

Deadline for all copy is Monday noon -
prior to the Thursday publication date. All comments welcome.

VOL. XCIII, NO. 18 • ROCHESTER, N.Y. • OCTOBER 22, 2015 • CHESHVAN 9, 5776

