

Jewish Senior Life names CEO

By **WILL ASTOR**

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Jewish Senior Life has named Chief Operating Officer Michael King as president and CEO, officials said Thursday.

Former Jewish Senior Life leader Daniel Katz recently stepped down after going on extended medical leave in January, a spokeswoman for the organization said. King has served as acting president and CEO since January.

King takes over as Jewish Senior Life—whose Brighton campus includes the area's fifth-largest nursing home and other senior housing facilities—is midway through a \$100 million project to largely revamp its skilled nursing facility.

For the year ended 2013, the organization logged revenues of \$54.2 million. It has 1,032 employees, ranking it No. 28

on the RBJ 75 list of the region's largest employers.

As the organization's COO, King has been involved closely with the planning and implementation of the project, which is replacing Jewish Senior Life's 362-bed high-rise nursing home with 14 smaller and more intimate Greenhouse residences.

Adoption of the Greenhouse model—dedicated to giving more autonomy to nursing home residents—calls for a culture change in which aides who are in the forefront of most dealings with nursing home residents as well as administrators and other personnel learn to interact with residents in new ways, Katz said in a 2014 interview.

"The real focus (is) a transformation of the way we deliver care," Katz told the Rochester Business Journal then.

King has served as COO since 2005. He previously was an administrator at St. Ann's Community, whose senior housing



facilities include the 470-bed St. Ann's Home skilled nursing facility. Prior to that, he was administrator of record at the Weinberg Campus, a multilevel Buffalo-area seniors' organization.