



Jewish Senior *Life*

services for healthy aging

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Jewish Senior *Life*[™] plans major campus renewal

Organization partners with The Green House Project to deliver person-centered care

Rochester, N.Y. – **Jewish Senior *Life*** is taking the first step in its plan to renovate and expand its physical campus and focus on transforming the way it provides care. JSL will be updating its 75-acre campus in Brighton, making extensive renovations to the Jewish Home of Rochester and building smaller Green House homes for long-term care in order to deliver on its transformation to “person-centered care”.

Person-centered care focuses on people becoming more involved in directing their own care, and moving away from an institutional model of care to an individual approach that focuses on each person’s choices of what they want, and where and when they want it. The care provided is not just individualized, but truly centered on each person’s desires for when to awake or sleep, when and what to eat, and what they would like to do each day.

The plan will physically change the campus in several major ways:

- Renovating the Jewish Home, converting to all private living suites with private bathrooms on every floor, as well as an update to the exterior.
- Expanding the Transitional Care program by adding 60 percent more beds to account for an increased need in post-acute care, and Jewish Senior *Life*’s local recognition as a leading provider of rehabilitative care.
- Adding moderately priced senior rental housing and a new assisted living program that will accept Medicaid.
- Partnering with **The Green House Project**[®] to build 14 Green House residential homes on the campus for long-term care. The Green House model is designed to look and feel like a real home, with a large open kitchen, dining area, great room and individual private bedrooms with private bathrooms for twelve residents in each household.

“The focus of Jewish Senior *Life* has always been to provide the best quality of life through our many programs and services,” said Dan Katz, President and CEO of Jewish Senior *Life*. “The shift to person-centered care is part of our effort to de-institutionalize the way we provide care. We aim to make all of our levels of care feel like home, and tailor all of our services to each individual’s desires and goals.”

The Jewish Senior *Life* Foundation aims to raise 25 percent of the project’s \$100 million cost through its Power of One campaign. The organization has tentatively planned its new campus completion for 2016.

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