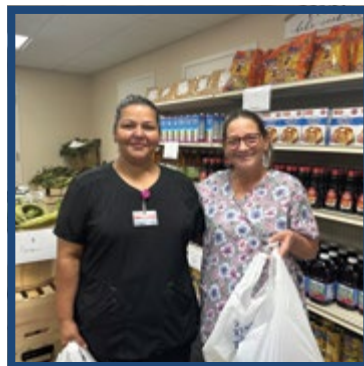


Fall/Winter 2023-2024



LIFELINES MAGAZINE



770 Converse St., Longmeadow, MA 01106

413-567-6211 • JGSLifecare.org

Message from Stuart



Stuart Anfang
Chair of the Board

Dear Friends,

JGS is a national leader in providing excellent, high-quality, compassionate care. We are recognized as a gold standard in the industry and feel grateful that the community trusts us with the care of their loved ones.

On the following pages, you will see stories and photos highlighting some of the ways this care improves the quality of life for our residents. Whether in short-term or long-term rehab, independent or assisted living, or any of our myriad programs, our staff brings joy to the lives of our residents - and our residents bring joy to the lives of our staff.

These relationships don't just happen. They are fostered over time, through rigorous training, through professional passion, and through the home-like environment that is the hallmark of the legacy Green House model we have begun to implement throughout the JGS Campus.

We also celebrate the 25th Anniversary of Ruth's House in this issue of Lifelines. Named to honor the legacy of sisters-in-law Ruth Webber, of blessed memory, and Ruth Katz, Ruth's House provides traditional assisted living, as well as specialized assistance for those requiring memory care.

The national recognition of the Leavitt Family Jewish Home and the celebration of more than two decades of care provided by Ruth's House serve as important milestones in the life of JGS.

Finally, I invite you to join me at our October 10th Annual Meeting to hear more about exciting plans for the future of JGS and honor dedicated JGS Treasurer Rudy D'Agostino with the Chair's Service Award in recognition of his longtime service and devotion to the work of JGS.

I look forward to keeping you informed and engaged as we continue to make meaningful investments in JGS to support its critical role in our community.

Stuart Anfang, MD
Board Chair, JGS Lifecare

Adam Berman
CEO



Robert Whitten
President

Message from Adam and Rob

Five years ago, Chelsea Jewish Lifecare and JGS Lifecare formed a partnership that has had a transformational impact on both organizations. For JGS Lifecare, bringing Chelsea's Green House® model of care to underpin its 111-year record of excellence has led to national recognition and improved experiences for JGS' residents and patients.

The opening of the Sosin Center for Rehabilitation Center in December 2018 created the first Green House® certified nursing and rehabilitation facility in western Massachusetts. Now, we are in the early stages of planning to transform lifecare across our campus, which will extend that model of care to the residents of the Leavitt Family Jewish Home, Ruth's House, and beyond. At Leavitt, each nursing unit will become a household featuring private or semi-private rooms, consistent staffing, a focus on outdoor spaces and activities, and decentralized kitchens, all of which deepen the feelings of community and home for our residents.

The health benefits of the Green House model are proven and documented. We have seen them come to fruition at Sosin and are committed to investing in the capital improvements necessary to bring those benefits to all of our residents.

With philanthropic support, we will create an environment that enhances the well-being of our long-term care residents and ensures that our building elevates and supports the high quality of care that garnered national recognition.

We hope to see you at our Annual Meeting on October 10th where we will celebrate the excellent care, rooted in the Jewish values of respect and compassion, that JGS Lifecare has provided to the residents of western Massachusetts for more than a century.

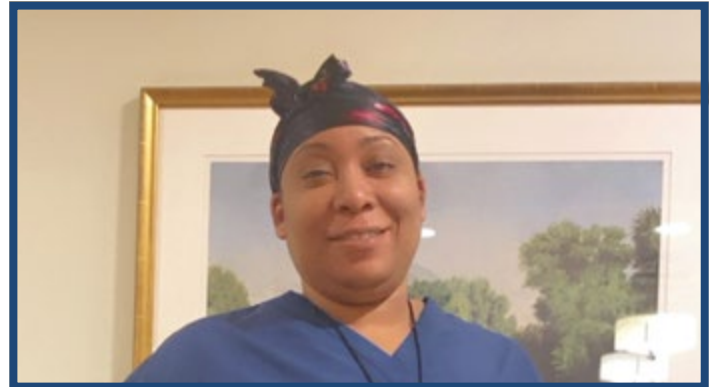
Adam Berman, CEO
Rob Whitten, President



Unique Connections Between CNAs and Residents Foster Joy and Healing

Thirty years ago, Evett Scott-Ramsey's grandmother, Ethel Scott, worked at JGS Lifecare. You may say it was in Evett's DNA that she felt a calling to follow in her grandmother's footsteps. After 26 years in the field, when she heard about JGS Lifecare's Trained Nurse Assistant (TNA) Program she jumped at the chance. "I knew about the good reputation of the Leavitt Family Jewish Home and when I read about this opportunity to be paid while learning new skills and advancing in my career to obtain my Certified Nurse Assistant (CNA) certification, it was something I could not pass up," remarked Evett. "I love what I do and making a difference in the residents' lives. I feel my greatest impact is my ability to build close relationships with the residents and lift their spirits with my silly antics, and by just being a good listener."

Sherry Dickerman, one of Evett's residents at Sosin Center for Rehabilitation, agreed, "Evett is a warm and caring person who can anticipate your needs when recovering from an illness. Having someone like Evett caring for you and offering the encouragement you need is remarkable medicine. It is so reassuring to know that the person caring for you really cares."



Evett Scott-Ramsey, CNA
- "I love what I do and making a difference in residents' lives."

This is a common story at JGS Lifecare. The special bonds between our staff and residents are rooted in deep connections fostered through mutual respect and acts of lovingkindness, big and small.

Jessica Brown never expected to work at JGS Lifecare for 30 years. As she celebrated that milestone anniversary, she reflected on a nursing career that has given her an abundance of joy and a satisfying career. "I had just turned 16 and knew I wanted to help people, but wasn't sure how," recalled Jessica. After researching various options, she decided to become a CNA and never



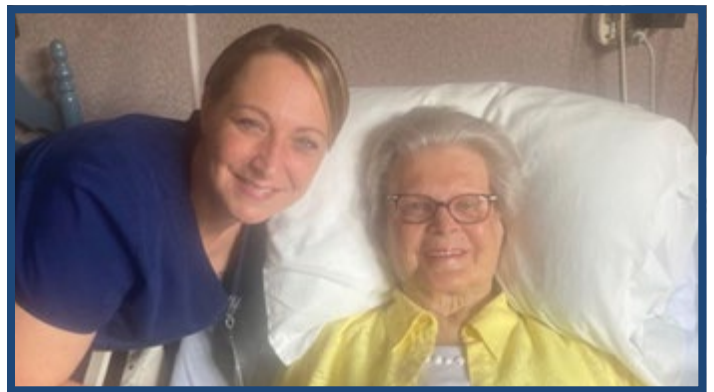
looked back. Jessica has been a guiding light at the Leavitt Family Jewish Home for residents, staff members, and families. In 2009, Jessica received the JGS Lifecare President's Award for her exceptional service.

A typical day for Jessica begins at 6 am when she wakes and helps her residents prepare for the day. She assists them with their meals, takes walks or reads with them, and accompanies them to daily activities. Jessica believes simply listening to people's stories can be therapeutic. Her hands-on approach has resulted in the gratitude of residents and families. For Jessica, getting to know the residents and hearing about their lives is important to her, "This is so much more than a job to me."

"When Jessica comes into my room in the morning, she is a ray of sunshine. She always smiles and offers me a kind and upbeat greeting, it's a great way to start my day," remarked Jeanne McGrath, a resident in Jessica's nursing household. "She takes the time to know you and just what you need. She has been here a while so it comes with experience and good listening. She offers me good advice and even though I am 98 I feel like she is a mother to me! You can tell that Jessica loves her job. She is a hard worker, never standing still, and she really cares. She makes me feel special!"

Working as a CNA means the world to Jessica, "I always wanted to be in the nursing profession. I like being with people. I like helping people. Clearly, I love what I do."

Jessica shares the skills she has honed over the last 30 years as a preceptor in our TNA Program, which offers staff 100 hours of online and clinical training, all free of charge to help individuals get their Certified Nurse Assistant licensure. In this role, Jessica educates and mentors students in the program. As Jessica puts it, "The high-quality care given by the JGS staff is such an important part of our culture. I am proud to teach the TNA's how to take care of people the way they deserve to be cared for."



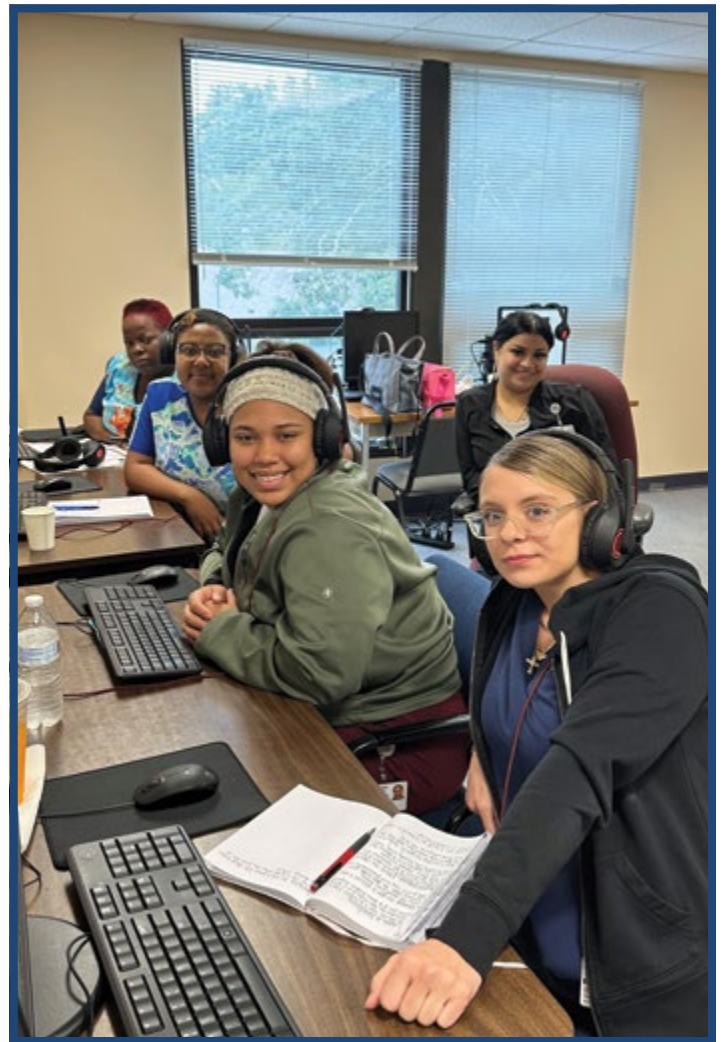
Jessica Brown, CNA and TNA Preceptor
shares a moment with
resident Jeanne McGrath

Nurturing Talent and Empowering Excellence:

How the TNA Program Fosters Staff Recruitment, Retention, and Career Advancement While Elevating Care Quality

Karen Petruccelli MSN, RN, Vice President of Clinical Services at JGS Lifecare, is one of the architects of the TNA training program that began in 2021. She reflects, “Staffing shortages are a critical issue in healthcare. Looking ahead to 2026 the CDC predicts we will need 135,000 more registered nurses and 113,000 more certified CNAs on an annual basis!” The program was also designed as part of our organizational mission to assist people who were displaced from their jobs during COVID-19 and who have an interest and desire to work in healthcare. Demand for care is growing as Baby Boomers are aging and accessing services. JGS and Legacy Lifecare recognized the need to remove the barriers that often deter people from becoming a CNA: the cost of the training and the time that must be invested, which most often is unpaid time. The program pays students while affording them free training to get their CNA license.

The program consists of 100 hours of education. There is an online theory and discussion presented at JNH under the supervision of a Registered Nurse. Students receive basic skills training in a nursing skill lab and attend 25 hours of onsite clinical training again supervised by their instructor.



TNA Students L to R: Letesha Henry, Dawniece Dent, Jismarlyn Torres Summer Pelletier and Genesis Sanabria in rear

“High-quality CNA care is paramount to the organization. What better way to ensure that than teach TNA’s the importance of providing the highest level of care from day one?” asked Petruccelli. “The CNA program is costly, which is why we cover the expense of this training. We make investments in our staff because we believe in their potential. By investing in their skills advancement we are not just helping them, we are helping the people we serve by delivering a higher quality of care.”

Your Donations Can Help

If you are interested in helping underwrite the cost of our TNA Program please reach out to Susan Halpern, Vice President of Development, at

413-567-3949, ext 3533 or shalpern@jgslifecare.org

“We make investments in our staff because we believe in their potential.”

- Karen Petruccelli, RN, Vice President of Clinical Services



TNA Program Statistics

The Numbers:

- # Students in Program in 2021 – 23
- # Students in Program in 2022 – 39
- # Students in Program in 2023* - 32
- # Graduates Since Program Inception – 63
- # TNAs hired 2023 through 6/30/23 – 23

* through 6/30/23

The Cost:

- Direct Cost of TNA Program Per Student - \$2,500
- Annual Direct Cost of Program 2022 - \$97,500
- Annual Indirect Cost** of Program - \$35,000

** salaries, equipment

L'CHAIM... To Life!



Trips to exciting destinations keep residents connected to the community and all its resources, and residents love them! Ron Gioiosi is seen here enjoying an afternoon at the Smith College Museum of Art!

Delila Jones, Director of Life Enrichment at Ruth's House joins supporters Judy Yaffe, Ruth Katz and Lisa Berezin, who donated items to the Ruth's House Dollar Cart. Thank you for your support!



Moira Murphy and her mother Helen Murphy enjoy walking the gardens on a beautiful summer day. "My mother wanted to say thanks to the staff and volunteers that help keep everything looking beautiful and blooming," shared Moira.

Holiday Celebrations are always filled with laughter and fun. Seen here, JGS Staff dress up and reenact the story of Purim.



LIFELINES MAGAZINE

Creatures large and small visited our residents this past year, bringing back the joy of being with animals. From Bright Spot Therapy dogs to the magnificent birds from the MA Birds of Prey Rehab Facility in Conway. Here, Joan Breiteng enjoys holding a tiny owl – amazing!



Our residents enjoy sharing their talents with others! Sylvia Gorenstein is shown here leading a weekly exercise class! Her students are very motivated to follow along and there is a great sense of camaraderie in the class! Thank you Sylvia!

A new friendship blossomed when Lisa Berezin volunteered to pair up with John Scalia, a resident at Ruth's House, for a new journaling project. Visit <https://healthcarenews.com/guides/senior-planning-2023/#p=5> for a wonderful article highlighting the many positive outcomes of this project, conceived of by family member Susan Jaye Kaplan. Thank you Susan!



JGS Lifecare was the recipient of a \$50,000 grant from the Sephardic Foundation on Aging to enhance the lives of our residents struggling with memory impairment. Seen here, Phil Gordon enjoys a virtual drive on the ABBY system, a wall mounted interactive activity board.

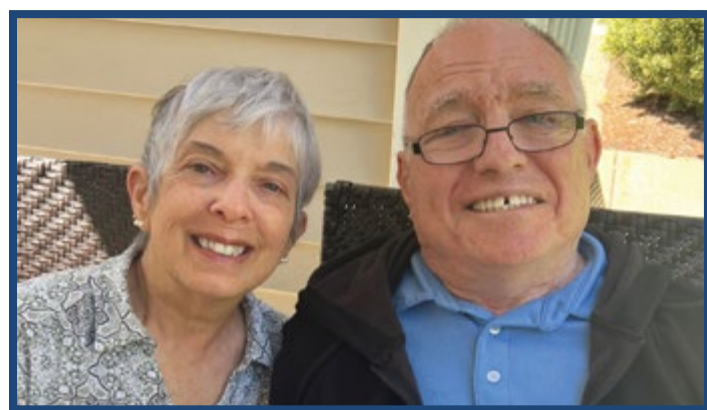
Excellence in Assisted Living Care: Ruth's House Celebrates 25th Anniversary

More than twenty-five years ago, the concept of assisted living was still new, yet JGS leadership understood the important role it would play in helping seniors maintain active and meaningful lives while receiving the critical support services of daily living. A planning committee assembled and led by Marian Broder (z'l), a past Board Chair of The Jewish Nursing Home of Western MA, worked tirelessly to conceive of Ruth's House, one of the first assisted living residences in Western Massachusetts. Since it proudly opened its doors to the community on July 20, 1998, Ruth's House Assisted Living has been synonymous with exceptional care, providing assisted living and memory care services to our community.

Ruth's House was named after benefactors and sisters-in-law, Ruth Katz and Ruth Webber (z'l) who, together with their husbands David and Ralph (z'l), made a \$500,000 gift to our Regeneration Campaign, chaired by David Katz. The Katz and Webber families were inspired by the tremendous



July 26, 1998 - Ruth Webber (z'l) and Ruth Katz affix the mezuzah to Ruth's House at the Dedication Ceremony.



Steve Kaplan and Susan Jaye Kaplan. Susan has become very active creating new programs and raising support for our Ruth's House residents!

potential of assisted living to enrich lives and the remarkable story of Ruth from the Hebrew Bible. Ruth's pledge to care for her mother-in-law, with her famous words, "Wherever you go, I will go; wherever you stay, I will stay," resonates deeply with the values and mission of Ruth's House. Over the past twenty-five years, the Katz and Webber Families, through the Ruth K. and Ralph G. Webber Family Foundation (Meg Steinberg, Jane Shernow and Jamie Polep), have remained steadfast supporters - always answering the call to support critical upgrades and renovations.

"Since February 2022, my husband Stephen has been a Ruth's House resident. His medical diagnosis requires more care than he can receive at home," shared Susan Jaye Kaplan. "After a thorough search, we chose Ruth's House because of the excellent care, kind and involved staff, and stimulating activities they provide. All of these



Ruth's House sits upon lovely landscaped grounds at the rear of our 23 acre campus, providing a warm, caring and comfortable environment for our seniors.

components have been important to Steve, who is still very active both mentally and socially.”

Susan exemplifies the special community that Ruth's House has built, where family members become bound to the community of both residents and caregivers, finding ways to support staff and enrich lives. Susan has created two wonderful programs at Ruth's House where she has leveraged her network of friends to support residents' needs and build meaningful new friendships. The one dollar shopping cart, stocked with donated items, and the new journaling project, have truly enriched lives. Over the past twenty-five years, the Katz and Webber Families, through Margo Steinberg, Jane Shernow and Jamie Polep, Trustees of the Ruth K. and Ralph G. Webber Family Foundation, have remained steadfast supporters - always answering the call to support critical renovations.

For a quarter of a century, Ruth's House's unwavering dedication to enhancing the lives of seniors has earned accolades, as well as the heartfelt gratitude of those it serves. 25th Anniversary Celebrations were held for residents, families and staff on September 12th and a community open house celebration followed on September 19th. Visit jgslifecare.org/RuthsHouse-25th-Anniversary for a recap.

“I am honored to celebrate a quarter-century of compassionate care and cherished memories at Ruth's House Assisted Living,” stated Christina Tuohey, Executive Director. “Our journey over the past 25 years has been a testament to the dedication of our staff, the strength of our community, and the unwavering support of our residents, families, and supporters. As we reflect on this milestone, we look back with pride and look forward with a heart full of gratitude, knowing that the legacy of care and companionship we have built will continue to shine brightly for generations to come.”

For additional information about Ruth's House Assisted Living, please contact Andrea Bates, Director of Community Relations at 413-567-6212 x 3616 or abates@jgslifecare.org



Our residents stay active and enjoy weight lifting!

Bringing Our Values to Life:

JGS Introduces New Community Food Pantry

Our JGS Lifecare employees are the heart and soul of our organization. They are our most valued resource, delivering compassionate, high-quality care to our residents. With this in mind, JGS Lifecare is implementing a new staff appreciation program, proven hugely successful at our sister affiliate, Chelsea Jewish Lifecare. We are thrilled to now offer it at JGS.

Staff and leadership gathered on Thursday, August 3rd, for a ribbon cutting of a new community food pantry on the JGS Lifecare campus. Barry Berman, CEO of Chelsea Jewish Lifecare, opened the ceremony with heartfelt remarks, reflecting, "This is emotional to me because we have had these stores in our Chelsea properties for over 20 years and I have seen what they do for our employees. My philosophy has always been if we nourish and take care of our staff and their families, they will nourish and take care of our families and residents."

Every Friday, the JGS Food Pantry will be open to all employees and the community from 7 AM to 5 PM. Each employee will be able to fill 2 bags of groceries free of charge. "Employees will be able to take home about \$150/week of free groceries to their families," explained Berman. He emphasized that the food pantry is being set up very deliberately with dignity and attention

to every detail. Food for the pantry, provided by The Food Bank of Western MA, will include fresh produce, healthy foods, frozen hamburgers and chicken, snacks and cereals, dairy products, and much more. He notes, "Many of our staff have not had the easiest of lives. If we want our associates to treat our residents with dignity, we need to treat them with dignity. This is so much more meaningful than a company pen! It is a lifesaving thing for people."

Emotions were high on Friday, August 4th, as employees had their first shopping experience at the new pantry. Denise, a Sosin CNA remarked, "It's nice to feel appreciation and get a little help when you are going into this market. These days, when you go into a store, you spend the same amount on food but get 3 bags instead of 4. Now, I don't have to worry about buying many of our weekly staples, I am in awe!"

"Our ability to care for the caregivers is essential to deliver the highest quality of care," remarked Dr. Stuart Anfang, JGS Lifecare Board Chair. "This store sends a wonderful message to our employees and shows how much we appreciate them." He also reflected upon choosing Fridays as the day employees can shop. "JGS started as a Jewish institution, although now we care for people of all

"I am a single father and I go to the store and see cereal for \$7/box. I know how many times I may not have bought cereal for my kids. For me this is awesome. My staff is very happy now. The store makes a difference!"

- Ed Mack, Director of Housekeeping

Your Donations Can Help

If you are interested in helping underwrite the cost of our new Food Pantry please reach out to **Susan Halpern**, Vice President of Development, at 413-567-3949, ext 3533 or shalpern@jgslifecare.org

faiths. As Friday is often the day of preparation for the Jewish Sabbath, it's meaningful that our staff will come to the store on a Friday to help them prepare for their day of rest, whether it be Friday, Saturday or Sunday, so that they can then return here to take care of the people we serve."

"The new food pantry is a tangible benefit that shows our staff how much we care about them

and their families," remarked Rob Whitten, JGS Lifecare President. "Staff feedback has been phenomenal! They are very appreciative." Added Rob, "It is a privilege to be a part of an organization that treats its staff in this manner. Happier employees will result in reduced staff turnover, and ultimately, in better quality of care for our residents!"

JGS Lifecare's 42nd Annual Frankel-Kinsler Classic Day of Tournaments Rallies Wide Range of Support for the Care of our Elders.

JGS Lifecare hosted its 42nd Annual Frankel-Kinsler Classic Day of Tournaments at Twin Hills Country Club, under beautiful skies on June 26th. Drawing over 200 participants, the event fostered a day of great fun, friendship, and camaraderie, all while serving an important philanthropic cause, the care of our community's elders.

The event showcased a wide range of exciting competitions, leaving participants exhilarated and inspired. From golf and tennis to pickleball, mahjong and canasta, the day was filled with lively competition and shared enjoyment, capped off with a festive cocktail reception and awards dinner. The event successfully raised over \$111,000 – a true testament to the unwavering generosity and commitment of our community.

"Our annual Frankel Kinsler Classic Day of Tournaments is a cherished tradition that not only brings joy to our participants but also provides vital support for the care of our elders," said Susan K. Halpern, vice president of development. "We are immensely grateful for the overwhelming response from our sponsors, supporters and participants, whose philanthropic dollars will be used towards the purchase of new resident furniture, enhancing the comfort and well-being of our residents."

A big THANK YOU to our 2023 Sponsors and In-Kind Donors. Please show your gratitude by patronizing them with your business!

To relive the memorable moments from this remarkable day, please visit our website at jgslifecare.org/42nd-annual-frankel-kinsler or scan this QR Code. There, you will find a comprehensive recap of the day's events, a list of our tournament winners, our generous sponsors and supporters, and an engaging photo gallery capturing the spirit of the tournament.



Stand By Me Annual Appeal

Life is busy at JGS Lifecare. Across our family of services, residents and clients find comfort in new friends, meaningful social activities, and the caring support of our staff and volunteers.

At JGS we stand by our elders, seeking ways to enrich their lives and provide the highest quality of activities, rehabilitation and care. But the expenses for care are staggering! Medicaid and other third-party reimbursement sources do not come close to covering the costs of daily care, not to mention programs that make life fulfilling.

Your Help is Needed

Please make your gift to the Stand By Me Annual Giving Campaign. We rely on your generous gift to ensure the continued delivery of programs that feed the body, soul and spirit. Your support helps us offset reimbursement losses, ensures the continued delivery of our life enriching program and services, and helps us provide the highest quality of care.

All gifts will be recognized on our website and gifts of \$250 and above will be recognized on our wall of recognition. But the Greatest reward will be the satisfaction of knowing that you have made a positive difference in the quality of life of the people we serve.

Return the enclosed giving envelope or contribute online at jgslifecare.org/ways-to-give/stand-by-me-annual-fund/ or scan the QR Code or call the Development Office at 413-567-3949, 3533.



Other Ways to Show Your Support

Honor a loved one or dear friend by purchasing an engraved brick or a leaf on our Tree of Life and support the JGS Lifecare mission of caring with these beautiful remembrances.

Consider leaving a bequest in your will to strengthen the future of JGS and join our Circle of Honor, Planned Giving Society of supporters.

Consider naming us as the beneficiary of your required minimum distribution of your retirement account or donor advised fund.

Establish a charitable gift annuity and receive a guaranteed income for life

For more information please contact Susan K. Halpern, VP of Development, at 413-567-3949, ext. 3533 or shalpern@jgslifecare.org



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Susan Goldsmith, Immediate Past Chair
Rudy D'Agostino, Treasurer
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JGS Lifecare is a leading health care system serving elders and their families.

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Sosin Center for Rehabilitation
Carol Mortensen, Executive Director

Northeast Rehab Associates, Inc.
Cherie Stack, Executive Director

Spectrum Home Health & Hospice Care
Joanna Cunningham, Clinical Director

Ruth's House Assisted Living Residence
Christina Tuohey, Executive Director

Wernick Adult Day Health Care Center
Carolyn Wence, Executive Director

Spiritual Life
Rabbi Devorah Jacobson

Genesis Lifecare
Carr Management

JGS Lifecare Programs
The Frances B. Cohen Palliative Care Program
JGS LifeEd
JGS Lifecare Music & MemorySM Program

LIFELINES MAGAZINE

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LIFELINES MAGAZINE

A Publication of JGS Lifecare

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Save the Date: October 10, 2023 JGS Lifecare Annual Meeting

We will be awarding the Chair's Service Award to
Rudy M. D'Agostino, Treasurer, JGS Lifecare

Nationally recognized environmental gerontologist,
Margaret Calkins, PhD, EDAC, FGSA
will address how the physical and social environment
can transform resident quality of life.

Join us as we share our vision for transforming care at JGS.

5:30pm Cocktails & Hors d'Oeuvres in Michael's Café

6:30pm Meeting to Commence in Gloth Auditorium



**Scan the
QR Code to RSVP**

Or contact Susan K. Halpern, VP of Development, at
413-567-3949, ext. 3533 or shalpern@jgslifecare.org