

HIGHLIGHTS

A PUBLICATION OF HEBREW HEALTH CARE, INC.



It's **EASY** being green!

In 2007, Governor M. Jodi Rell launched her “One Thing” campaign, a push to get Connecticut residents to each commit to doing one thing to conserve energy. A year later, Hebrew Health Care formed its very own Going Green Committee to encourage our community to look at ways of reducing our carbon footprint.

“A carbon footprint is a measurement of how our daily activities impact the environment,” explained Marcia Hickey, Co-Chair of the Going Green Committee. She further explained that, “Greenhouse gases, which affect global warming, are produced when we burn fossil fuels for electricity, heat and transportation. Simple, cost efficient modifications to our daily habits can have a positive impact on global warming without drastically altering our lives.”



*Bonnie Gauthier,
President and CEO,
steers the Going Green
Committee in the right
direction in a SmartCar
loaned by Hoffman
Auto Group.*



HEBREW HEALTH CARE
for health, for life

Dear Friends,

We have begun a New Year; and at Hebrew Health Care it is natural to think about what lies ahead for health care and aging services. Last September, the State budget was approved by the legislature. Governor Rell refused to sign or veto the budget, allowing it to become law without her signature. While the dust settles at the State Capitol, we continue to hear news reports about uneasy health care reform debates in Washington. Everyone, it seems, remains highly-focused on health care and all of the problems attendant on its quality, affordability, and accessibility.

Regardless of the outcome of the health care reform debate, the latest changes to existing systems like Medicare and Medicaid, or the vagaries of state budget decisions, Hebrew Health Care understands that our community looks to us to assure appropriate care and services for older adults. And we in turn look to all of our constituents to help us meet that mandate.

Hebrew Health Care finished our own fiscal year successfully. With unprecedented community support, especially in a strained economy, we met—and even modestly exceeded—our fundraising targets for the year. We received support from 100% of our Trustees in that effort. Once again we called on our staff to make concessions in wages, hours and benefits in order to reduce our spending to manageable levels. We reduced payroll and other expenses by significant levels and learned to live within the new constraints. Our goals were simple: preserve mission and preserve jobs—because without our talented and caring staff—we cannot possibly meet that first goal.

The last two years have been very challenging, but very rewarding, for our organization. We have moved forward important programs, like Hospice and our Hoffman SummerWood expansion, even while adjusting to reduced reimbursement and a regulatory environment which feels at once both quixotic and immovable. We know that it is not likely to be easier going forward; but we are encouraged by our successes: our ability to meet our budget; increasing community support; and unwavering employee commitment.

Thank you all for helping us realize those successes. We hope we can continue to count on each of you in the year ahead, and for many years to come.



Richard C. Robinson
Chairman of the Board



Bonnie B. Gauthier
President & CEO



It's EASY being green!

For more information about Hebrew Health Care's Going Green Committee or its Energy Fair, please visit us at www.hebrewhealthcare.org

Continued from Cover... During the Committee's first year, at least 8 new initiatives were implemented in and around our Abrahms Boulevard campus.

The Committee's most recent endeavor, an Energy Fair open to our community and the general public, was a day-long event offering a variety of informational exhibits. Fifteen local businesses exhibited conservation techniques and products.

Of special interest was a solar energy exhibit by resident James Minges, PE, LA, former owner of Solar Energy Systems. HHC's Resident Council also exhibited their new 'sticker system' initiative, which will reduce energy usage significantly by turning off televisions and lights in unoccupied rooms. Vincent DeSanti, Assistant Operations Officer and Committee Co-Chair, was available to provide information about HHC's upcoming co-generation project.



Resident James Minges, PE, LA had an educational booth at the Fair on solar panels for homes.

"The reason we opted to undertake this co-generation project is because it is environmentally friendly and cost effective," remarked DeSanti. "You basically need a natural gas fired car engine, which powers a generator that produces electricity and domestic hot water and heat. By doing so, we're reducing the demand on the electrical grid and using our boilers less, which means less wear and tear on them."

Special guests included Mayor Scott Slifka and Deputy Mayor Tim Brennan, who was available to talk about the Town of West Hartford's energy conservation efforts.

FOCUS ON FUNDRAISING

Thank you for making us a priority

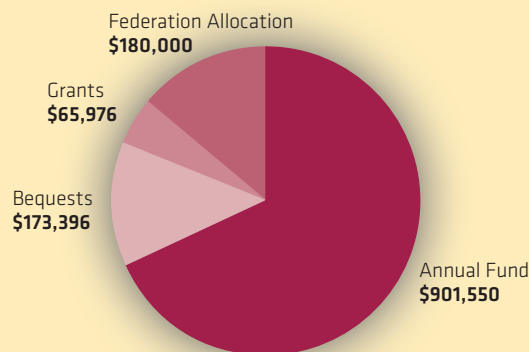
I am proud to report that we have exceeded our annual fund goal of \$900,000 and am so grateful to the more than 1,000 donors who have made caring for the elderly a priority in their charitable giving. Despite the difficult economic climate and so much uncertainty around us, Hebrew Health Care heard from more annual donors than ever before. Our contributors are resident family members who have seen or experienced first hand the compassionate care of our

staff, community people who believe in our mission, and corporations, foundations and organizations who understand the need for programmatic support; especially since reimbursement does not cover so much of what we believe to be essential to life. An old Chinese proverb states, "A bit of fragrance always clings to the hand that gives the rose." May the gifts you have given to so many people this year stay in your heart and mind throughout the year.

To discuss the renewal of your annual donation for the upcoming year, please call me at 860-523-3994 or email me at mfrancese@hebrewhealthcare.org. I look forward to hearing from you.

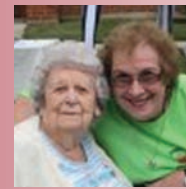


Madelene Francese
Vice President of Development



**Your gift helps keep the promise.
www.hebrewhealthcare.org**

Apple Fest '09



On Sunday, September 13th, the Auxiliary of Hebrew Health Care held its 3rd Annual Family Fun Day Apple Fest. Open to the community, the event offered arts and crafts, face painting, airbrush tattoos, bouncy houses, a sidewalk sale, basket auction and delicious barbeque fare including warm apple crisp and apples from Bushy Hill Orchard. At least 85 volunteers were on hand to assure that all activities and food were accessible to guests. Rocky, Rock Cats mascot, made an appearance to schmooze with guests and lead them in several rounds of dancing, including the Macarena. More than 200 guests from the community enjoyed the festivities.



Family Fun Day was established to introduce the community to the Auxiliary and its mission, and to educate the community about Hebrew Health Care's services and volunteer opportunities. These past 3 years, Family Fun Day has succeeded in its mission, and it has become the Auxiliary's largest fundraising event of the year!



Pamela Atwood

certified as a Qualified Dementia Care Provider

Every 70 seconds someone develops Alzheimer's Disease (AD). Currently 5.3 million Americans struggle with AD. Pamela Atwood, Hebrew Health Care's Director of Life Enrichment and Dementia Care, has focused her career on understanding the disease and helping others through education and support services.

In July, Ms. Atwood was named a Qualified Dementia Care Provider by the Alzheimer's Foundation of America. The QDCP status was awarded after completing a 4-part training program and certification exam. Ms. Atwood has also renewed her certification through the National Council of Certified Dementia Practitioners™.

Ms. Atwood has developed Hebrew Health Care's Elder Care Consultation Service, which is available to the general community, offering memory screenings, staging dementia, and information and referral for care options. She has been with Hebrew Health Care since 2002. Previously, she was the Director of Programs for the Northern Connecticut Chapter of the Alzheimer's Association.



For more information about Dementia Care at Hebrew Health Care or the Elder Care Consultation Service, please contact Ms. Atwood at patwood@hebrewhealthcare.org.

HHC'S GIFTED APRNS

Hebrew Health Care employs Advanced Practice Registered Nurses (APRNs), who are registered nurses with further education at a Masters level in nursing and certification as Nurse Practitioners, allowing them to diagnose and prescribe medicines. APRNs work with the physicians and other employees on staff to provide medical care to patients. Several APRNs also teach Nurse Practitioner students from Yale University and University of Connecticut: yet another instance of Hebrew Health Care providing service for today and education for those who will care for the aged in the future.



HEBREW HEALTH HOSPICE

for health, for life

Hebrew Health Hospice was recognized by the Jewish Federation of Greater Hartford as a 2008-2009 Federation Agency Innovation Award recipient at their 64th Annual Meeting. Cathrine Fischer-Schwartz, President and CEO and I. Bradley Hoffman, Past Chairman of Federation presented the award to Richard Robinson, HHC Chairman and Kate Politis Collette, Hospice Director.

"We are very proud and grateful to receive this award from the Federation. Our team has been working diligently to develop a program that is uniquely suited to meet the needs of our community. We feel privileged to serve patients and families within our community," stated Collette.

AUXILIARY MESSAGE

Dear Friends,

"All good things do come to an end." Leaving the Presidency of the Auxiliary is bittersweet for sure. It has been both a privilege and an honor to lead such an incredible organization. This has been an outstanding year for the Auxiliary ... we have accomplished so much!

Our Family Fun Day - Apple Fest has to be the "highlight!" People were concerned that we might lose our identity when Strawberry Festival was put to rest ... but instead our fabulous Chairs Lisa Berman and Pia Rosenberg Toro assured all that this would be better! How right they were! On Sunday, September 13th, there were many, many smiling faces of our residents, tapping their feet to the music and enjoying all the children at play. Face-painted seniors laughing and singing with the children! A glorious, sunny day for all!

Thank you for supporting the Auxiliary and for giving me this opportunity.

This has been the journey of a lifetime!

Roz Bobrow Hahn, Auxiliary President



The Sweetness of Mango...



After a brief period of adjustment, Mango now enjoys sitting on the shoulder of Recreation Therapist, Marina Jemeljanova and “kissing” her. With her he enjoys visiting residents who come to the greenhouse.

In Romeo and Juliet, William Shakespeare wrote: What’s in a name? That which we call a rose, by any other name would smell as sweet.

That may be true of roses, but what about mangoes? Hebrew Health Care is the proud beneficiary of an 11 year old conure named Mango. Since his arrival in the Life Enrichment Department in August, he has added sweetness to the lives of our residents with his charming personality.

Mango belonged to his previous owner since he was 10 weeks old. He was hand raised and hand fed by her, which has resulted in Mango having a sweet and social disposition. Mrs. Rinaldi donated Mango to HHC, his cage and dozens of bird toys as she was moving to New Jersey to be with her daughter. Among his favorite treats are pistachios, peanut butter crackers, almonds, mixed veggies with penne pasta, and grapes. He is aptly named Mango: his beautiful plumage is yellow, orange and green.

We hope you’ll stop by to meet him and tell him he’s a ‘pretty bird.’ If you do, he just might answer you back!

Hebrew Health Care

what’s news



www.hebrewhealthcare.org

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