“Coming together is a beginning;
keeping together is progress;
Hebrew HealthCare and Hartford HealthCare are working together to offer more choices to the Greater Hartford community. Together we will bring our individual areas of expertise to all locations within both of our healthcare systems. Hartford HealthCare offers their expertise in areas of cardiac, pulmonary and orthopedic specialties, while Hebrew HealthCare brings expertise in geriatric, dementia and palliative care. The strength of both organizations will better serve our community. Coming together is just the beginning of our joint ability to provide state of the art medical care to the people of Greater Hartford.
In our annual report we find ourselves looking forward and back at the accomplishments that were achieved in the last 12 months and how they will help to move us forward.

In our strategic plan, adopted in 2011, we identified the need to seek out and affiliate with a strong local health care system in order to continue to bring quality and stability to our constellation of services.

We spent more than a year meeting with several potential partners, which led us to the conclusion that Hartford HealthCare was the most suitable affiliation, allowing us to improve access to resources, services and programs throughout both systems. Our most significant accomplishment for fiscal year 2014 was the establishment of our partnership with Hartford HealthCare, which acknowledges and optimizes the opportunities that each organization brings to the affiliation.

Over the past nine months we have participated in Leadership training through Hartford HealthCare, obtained our clinical laboratory and blood services through their system, and most significantly, transferred the physician staffing of our Hospital Units.
to Hartford Hospital hospitalists. Both organizations are sharing best practices through their quality control and infection control councils, and through our expertise in geriatrics, palliative care and dementia services.

Hartford HealthCare has looked to us to bring dementia specific programs and services to their system, having our experts create protocols and processes with measurable outcomes for their staffs to employ. We have partnered in marketing activities, trade shows and health fairs, as well as holding educational sessions highlighting our expertise in tandem with Hartford HealthCare physicians.

As we look to the New Year, our affiliation with Hartford will deepen. Our staff can expect to experience hands on training at Hartford’s Center for Education Simulation & Innovation (CESI). CESI is one of few facilities in the country offering a fully comprehensive range of robotic and high-technology training capabilities. Jointly we will bring pulmonary and cardiac therapies to our campus with Hartford Hospital’s pulmonologists and cardiologists. We continue to enhance integrated care transitions between both organizations which will better serve the elderly in our communities.

The strengths of both organizations bring high-tech, high touch care to our communities. In the pages that follow, you will see and hear about some of our joint accomplishments and ongoing initiatives we have enjoyed through this partnership.
working together is success.

We are our employees, and our success can only be achieved by individuals working toward a common goal. Both the Hebrew HealthCare and Hartford HealthCare teams are committed to providing an extraordinary experience to every patient, every family, every client and every resident in our combined systems every day.

Together we have access to:

6 Acute Hospitals
4 Behavioral Networks
9 Senior Service Facilities
3 Physician Practices
2 Rehabilitation Facilities
4 Outpatient Services

Dr. Mary C. Colpoys MD, Hartford HealthCare;
Dr. Ava Pannullo, MD, Hebrew HealthCare;
Dr. Misbahul Siddiqi MD, Hartford HealthCare
leaders in dementia care.

Hartford HealthCare has looked to us to bring dementia specific programs and services to their system, having our experts evaluate and enhance their capacity to deliver excellent dementia care at seven of their senior services facilities. Because clients are aging in place, Hartford HealthCare recognized a need for competency in dementia care. Our goal is to be able to serve people with dementia, no matter where they are, and identify available supports through the Hartford HealthCare and Hebrew HealthCare systems. Since May of 2014 extensive assessments of the organizations’, needs, resources, challenges, were made, and we are now identifying how to implement recommendations based on organizational priorities. Our experts are also serving on committees of Hartford HealthCare’s Geriatric and Palliative Care Institute to bring geriatric expertise to physicians in their hospitals and physician practices.

together we can.

We are pleased to offer our hospital patients care by Hartford Hospital’s hospitalists at The Hospital at Hebrew HealthCare. Their presence tells our patients that we are providing the highest level of medical care, just as if they were being treated at Hartford Hospital. In addition to a presence in our hospital unit, we are working to have Hartford Hospital’s pulmonologists and cardiologists offer pulmonary and cardiac therapies on our sub-acute nursing unit. Clinical laboratory and blood services are also provided through their system, allowing patients come to The Hospital at Hebrew HealthCare to have their blood drawn, crossed and typed, and then transfused all in one day. As our partnership continues, we expect to develop more programs with Hartford Hospital’s physicians to ensure they can deliver optimal geriatric care to their patients on both their campus and ours.

“Laughing one minute, crying the next – and that was me! I was at a total loss trying to help Mom care for Dad and his dementia. Hebrew HealthCare helped us find ways of making memories far more important and cherished than the ones that he’s forgotten.”

-Lynn, Newington
highlighting the vision.

Hartford HealthCare has brought marketing and advertising opportunities to Hebrew HealthCare by way of television sponsorships, trade shows, health fairs and video production. We have partnered to provide educational sessions for the general community highlighting our expertise in tandem with Hartford Hospital physicians. Educational sessions of this nature will continue on a quarterly basis to address areas of need we have recognized within the Greater Hartford community. Market research was conducted through Hartford HealthCare’s consultant, GreatBlue that identified a high level of brand awareness for our organization and in the services that we provide, which enabled us to develop a co-branding strategy to develop awareness of our unique partnership with Hartford HealthCare.

Fred was diagnosed with dementia in 2012, and from that day, Fred and Brenda’s lives haven’t been the same. His wife Brenda was desperate to find help as his primary caregiver. Brenda and Fred found Hebrew HealthCare’s adult day services provided the care and support that they both needed. For more information about their story, please go to hebrewhealthcare.org/other-services-adult-day-centers.php

“It’s devastating to hear news that someone you love has dementia. Because of the compassion of the day services staff and the dementia care specialists, Fred has learned to love coming here. Fred always loved to dance to Kenny Rogers, here at Hebrew HealthCare, we can continue to dance.”

-Brenda, Bloomfield
teaching together.

As part of the clinical affiliation, Hartford has offered new, high-tech training for Hebrew HealthCare’s staff in every facet of job training through the Center for Education, Simulation & Innovation (CESI). A central component of CESI is a fully comprehensive range of robotic and high-technology training capabilities. During a tour of the CESI facility in early March, a group of clinical staff were given a demonstration of the type of clinical training that is available at the Center. Over the next year Hebrew HealthCare’s clinical staff will be trained through the use of life-like, fully responsive computerized manikins in areas such as cardiac and pulmonary assessments. Students learn different responses and treatments to varying signs and symptoms of illness without the added stress of performing tasks on real people.

working together, growing together.

Time and again, we have recognized that the strength of any partnership rests solely on the members of each team. Both Hebrew HealthCare and Hartford HealthCare have reputations for excellence in the community; that reputation has grown because of our people, taking care of people.
**Hebrew HealthCare** keeps the promises we’ve made to the elderly and to our community by teaching the next generation of caregivers, educating seniors and their families about aging, participating in public policy advocacy and ensuring quality in all that we do.

### Health Professional Education
- Day Center
- Social Work
- Nursing
- Nursing Assistant Certification
- Physical Therapy
- Occupational Therapy
- Speech Therapy

### Education for Professional Organizations
- Fresh Canvas Program (GHAC)
- Lunch & Learn

### Student Education Programs
- Mentoring Minds, Moylan School
- Renbrook School Volunteer Day

### Health Screenings
- Blood Pressure/Blood Sugar Screenings
- Flu Shot Clinics
- Fall Prevention Screenings
- Fall Prevention Presentation

### Professional Advisory
- Eldercare Board of Directors
- Go Red for Women
- Long Term Care Advisory Council
- Metro Alliance for Careers in Health Care (MACH)
- National Task Force ADC
- Qualidigm Board
- United Way
- University Park Board of Directors
- Women Executives in Healthcare
- American Nurses Association
- Adult-Gero Content Expert Panel

### Fundraising and Donations
- Power of the Purse with United Way
- The Salvation Army
- Dirty Dozen Garden Club
- FoodShare, Inc.
- Walk to End Alzheimer’s BBQ
- Walk to End Alzheimer’s Ice Cream Social

### Community Education Programs
- For Health, For Life: Public Access TV
- Service to Older Adults Round Table
- Aging Care AcademySM
- Radio Interview for Hospice-WTIC
- What Baby Boomers Need to Know About Aging
- Educational Program on Staging
- Documenting and Treatment of Wounds
- Alzheimer’s Association CT Chapter
- Educational Conference
- Radio Interview for LSVT Loud & Big-WTIC
- CHOICES Program
- Hospice Bereavement Support Group
- Alzheimer’s Family Caregiver Support Group (Chinese)
- Dinner with a Doc
- Parkinson’s Disease In-service
- Body Mechanics Education

### Miscellaneous Services
- Community Consultation
- Fresh Canvas Program Reception (GHAC)
- Fresh Canvas Art Exhibit at the GHAC
- Diversity & Inclusion Committee
- Alzheimer’s Association CT Chapter
- Volunteer Resources
At Hebrew HealthCare, we understand the importance of establishing and maintaining quality standards and the need to partner with leading local and national organizations. These partnerships allow us to fulfill our mission to provide the community with a broad spectrum of exceptional health care and aging services tailored to the needs of each individual. We are pleased that through the following partnerships, Hebrew HealthCare helps assure the future of aging services.

We note with special pride our new Clinical Affiliation with Hartford HealthCare, which will help us forge a strong future for our organization and all we serve.
board of trustees.

Ross Hollander, Chairperson
Anja Rosenberg, Honorary Life Vice Chairperson
Gene Rosenberg, Honorary Life Vice Chairperson
Deborah M. Kleinman, First Vice Chairperson
E. Merritt McDonough, Jr. Vice Chairperson
Brad M. Hutensky, Vice Chairperson
Mark Seltzer, Vice Chairperson
Josh Hollander, Vice Chairperson/Secretary
Bonnie B. Gauthier, President and CEO
David A. Houle, Executive VP and CFO

Marc Abrahms
Christopher Cloud
Desmond Ebanks
Peter Evans
Gary Greenberg
Jeffrey Hoffman
Gary Jones
Geoffrey Karp
Michele Kostin
Jack Krichavsky
Alan Lazowski
Jerry Long
Irving Moy
Ellen Nestler
Asher Pavel
Richard Robinson
David Rosenthal
Judy Rosenthal
Richard Rubenstein
Gary Schwartz
Debra Shulansky
John Shulansky
Bruce Simons
Elliot Tertes

Lisa Berman, Auxiliary Co-President
Pia Rosenberg-Toro, Auxiliary Co-President

hebrew healthcare corporators.

M. Saud Anwar, MD
Michael Bangser
Roz Bobrow Hahn
Christopher Borowiec
David Brown, MD
Michael Cantor
Eleanor Caplan
Heidi Capodanno
Adam P. Cohen
Thomas Divine
Jeffrey Dressler
David Federman
Harriet Feldlaufer
Frances and Philip D. Feltman
Hinda Fisher
Muriel and Karl Fleischmann
Seymour Gavens
David A. Gelb, DDS
David Gelles
Phyllis and Gerald Gelles
Sandra Goldberg
Robert B. Goldfarb
Arnold C. Greenberg
R. Nelson Griebel
Jason Gutcheon
Jonathan A. Harris
Randy Herz
I. Bradley Hoffman
Sharon Holtzberg
Uchenna Iloeje, MD
John Jacobson
Debra Javit
Ronald Kadden, PhD
Doris and Simon Konover
Rabbi Philip and Ruth Lazowski
Richard Leibert
Robert Levine
Marvin Lewtan*
Brad Mondschein
Robert J. Naboicheck
Stacy Nerenstone, MD
Ann B. Pava
Lawrence Ratner
Jack Rodin
Gerald A. Roisman
Robert S. Rosson, MD
Stuart Roth
Barbara Ruderman
Sandra H. Rulnick
Gail Sack
David G. Sandberg
Michael S. Schwefel
Michael S. Selden, MD
Richard B. Shane
Ruth Shulansky
Barbara Simons
Elaine Y. Smith
Eric Spungin
Larry Sussman
Steven Temkin
Charles Ward
Howard N. Weiner
Eric M. Zachs

*deceased
our staff.

Executive Management
Bonnie Gauthier, President and CEO
David Houle, Executive Vice President and CFO

Senior Leadership Team
Pamela Atwood, Director, Dementia Care Services
Doreen Beattie, Vice President, Nursing Services, Hospital
Irene Blumenthal, Vice President, Hebrew Community Services, Agency Administrator
Joan Carney, Executive Director, Hoffman SummerWood Community
Vincent DeSanti, Facilities Operations Officer
Madeline Francese, Vice President, Development
Marcia Hickey, Vice President, Strategic Initiatives
Lisa Holloway, Nursing Home Administrator
Kristen Kinney, Director, Marketing and Communications
Ava Pannullo, MD, Director, Medical Services
Renata Ogrodnik, Vice President, Nursing Services, Long Term Care
Jonas Steiner, Vice President, Admissions and Social Work Services
Sam Vogt, Director, Human Resources

Management Team
Amanda Aaron, Director, Life Enrichment and Resident Advocate
Rabbi Daniel Braune-Friedman, Director, Pastoral Care
Vere Haynes, Director, Materials Management
Maria Marena, Manager, Health Information Management Services (HIMS)
Brenda McVerry, Auxiliary Coordinator
Fred Montanari, Director, Information Systems
Freddie Morris, Manager, Payroll
Kerry O’Dea, Assistant Director, Nutritional Services
Michelle Payson, Director, Rehabilitation Services
Brian Pelletier, Director, Pharmacy
Theresa Simms, Business Manager, Financial Services
Tim Smith, Director, Nutritional Services
Ruthan Wein, Director, Volunteer Resources

Medical Staff
Sharon Farber, MD
Elizabeth Estman, APRN
Heidi Haller, APRN
Jean Iovene, LPN
Tracey Urso, APRN

Nursing Administration Staff
Cindy Botti, MDS Coordinator
Marichelle Cirunay, Infection Control Nurse
Chiffon Ford, Assistant Director, Nursing
Deborah Grimm, Staff Development
Edward Hawkins, Nurse Manager, 2 South
Barbara Joy, Director, Medicare Assessment
Nancy Kelly, Nursing Supervisor
Beata Kozubel, Sub-acute Program Manager
Danielle Percoski, Nurse Manager, 3 South
Lynn Poole, Nurse Manager, 3 North
Steven Procaccini, Nurse Manager, 2 North
Bradley Renner, Wound Care Specialist
Heather Siedel, Nursing Supervisor
June Taraschuk, Nurse Manager, 4 South
Jaime Weinzimmer, MDS Coordinator

Hospital Team
Keith Bidwell, Program Manager, BHU
Marissa DeChillo, Director, Quality Improvement

Hebrew Community Services
Charmaine Emond, Program Manager, Adult Day Services
Gwen Steadman, Supervisor, Clinical Services, Hebrew Health Visiting Nurses
Maureen Wishart, Director, Hebrew Health Hospice

Hoffman SummerWood Community
Valerie Bartos, Director, Community Relations
Steven Shuman, Director, Culinary Services
Annual Fund investors make it possible for Hebrew HealthCare to offer a rich array of innovative programs that give vitality and meaning to the lives of those we serve. For the past 113 years, Hebrew HealthCare has been viewed as a shared community responsibility. This partnership of donors representing individuals, corporations and businesses, foundation, government sources, the Jewish Federation of Greater Hartford and the Jewish Community Foundation ensures this organization’s ability to provide the very best in senior care each and every day. Hebrew HealthCare gratefully acknowledges the generous contributions made by all our donors, including those who, because of space constraints, cannot be listed here.
Hebrew HealthCare is grateful to the following donors who have made donations to our endowment. Endowment gifts are the most enduring investments in our organization: perpetuating an annual income stream that supports many of the programs and services that are not covered by any form of reimbursement. Endowment funds provide supplemental support to life enrichment activities, volunteer services, bereavement programs, and programs related to providing a Jewish environment for those we serve; just to name a few. We gratefully acknowledge all endowment donations, including those who, because of space constraints cannot be listed below.
celebrate life 2014

Hebrew HealthCare’s annual fundraising event, Celebrate Life, featured world-renowned TIME magazine cover photographer Platon. In addition to a sumptuous cocktail reception, guests were able to bid on one of Platon’s portraits, generously sponsored by The Auxiliary of Hebrew HealthCare. Proceeds from the evening continue to support Hebrew HealthCare’s Dementia Care Services, which provide critically needed programs, support groups, and education to those impacted by dementia.
Hebrew HealthCare recognizes the support from the following event sponsors:
TD Bank, Visionary Sponsor
NBC Connecticut, Lead Sponsor
The Rosenberg Family & Morrison Senior Living, Featured Speaker Sponsors
Hartford HealthCare, Reception Sponsor
Lea and Richard Rubenstein, Book Sponsor
The Gelles Family, Dessert Sponsor
Hoffman Auto Group, Video Sponsor
Lite 100.5 FM WRCH, Radio Partner
Integrity Graphics, Official Print Sponsor

Thank you.

Hebrew HealthCare gratefully acknowledges the support of the following organizations for grant funding:

The Auxiliary of Hebrew HealthCare
Connecticut Department of Education – Bureau of Health, Nutrition, Family Services and Adult Education
Connecticut Office of Policy Management, Nonprofit Grant Program
Greater Hartford Arts Council Jewish Community Foundation of Greater Hartford
Beatrice Fox Auerbach Foundation Fund/Koopman Share
Beatrice Fox Auerbach Foundation Fund/Schiro Share
Martin Kesten Family Fund
Robert Kennedy Charitable Fund
Bella and Max Shulman Family Fund

Jewish Federation of Greater Hartford
William and Alice Mortensen Foundation
North Central Area Agency on Aging
TD Bank Foundation
Samuel Roskin Trust at the Hartford Foundation for Public Giving
Swindells Charitable Foundation
dear friends,

It’s hard to believe that on Monday evening, September 15th, we passed over the gavel to our new Co-Presidents, Cheryl Bloom and Marcia Sutton at our 60th Annual Auxiliary Installation meeting held at the Emanuel Synagogue. We are beyond thrilled for them and know that they will make a phenomenal team in leading and guiding our Auxiliary.

We accomplished so very much over our 3 year term as Co-Presidents that it’s fair to say, “We will greatly miss being referred to as the Dynamic Duo”. Naming just two of the many highlights under our leadership; first, a total renovation of the café creating a warm and welcoming space with many new food choices. Many of our residents and their families now enjoy spending time together in the cozy café; second, we increased resident participation at our major fundraiser, Family Fun Day. Each fall our residents look forward to joining in on a game of volleyball, listening to fun DJ music with their grandchildren, sharing a BBQ lunch with their families or friends (young and old) and so much more. Although we can not list them all, we can summarize by saying, “We enjoyed it all and we are proud to say... Our Auxiliary is moving forward with an incredibly bright and dedicated group of enthusiastic women!”

A quick recap on recent activities; our annual springtime fundraisers such as the Card Party, Count Your Blessings and Baubles and Bags were very successful and the Residents Mother’s Day and Father’s Day Parties brought big smiles, hugs and lots of handholding while listening to live music and munching on yummy snacks. Also, due to the popularity of the “Honey from the Heart” fundraiser which was newly launched in 2013, we ran it again for a second time this past summer! With the ease of ordering jars of honey to be sent to loved ones, so many more participated in “Honey from the Heart” and we increased the sales of honey jars this year! What a warm and sweet way to wish a family member or dear friend a happy, healthy and sweet new year!

On Sunday, September 7th, we held our last big event as Co-Presidents. The sun truly shined on the outside green of the Hebrew Home; as we filled the afternoon with music, smiles, games and laughter and many residents! We are proud to say, Family Fun Day 2014 raised over $20,000!

We look forward to many events that are planned for the coming months, and we wish our two new leaders, Cheryl Bloom and Marcia Sutton all the best as they move our organization into the future.

Love and Peace,
Lisa Berman and Pia Rosenberg Toro
2014 financial highlights

Net Revenues From:
- services to our inpatients 52,061,876
- services to our outpatients 8,457,843
- services to our members 5,084,194
- sources such as gifts, grants, bequest, etc.* 1,645,198
- from investments 1,005,225

Total gross revenue 68,254,336

Amounts Billed and Not Received:
- from Medicare for services provided because payments were limited (3,143,841)
- from Medicaid for services provided because payments were limited (9,891,802)
- from patients for services provided because payments were limited (634,642)
- from patients for services provided because they were unable to pay (441,937)

Total adjustments to earnings (14,112,222)

Actual Revenue Received from Patient Care and Other Services: 54,142,114

Operating Expenses:
- salaries and wages 30,982,696
- employee benefits 9,329,608
- supplies and services 14,216,213
- utilities 753,424
- interest/principal 2,410,865

To render services to our patients, it cost us 57,692,806

Net Income (Loss) for 2012-2013 fiscal year from providing services to our patients (3,550,692)

Non Operating Additions / (Reductions)
- mortgage principal 370,000
- pledge receivables 7,000
- depreciation 1,833,550
- accrued vac / prepaid expenses 6,228
- foundation grants (400,000)

Total adjustments to statement of operations 1,816,778

Net Income (Loss) projection for 2013-2014 fiscal year was (1,733,914)

*Financial Highlights are based on preliminary September YTD data