



Jewish Senior *Life*

*services for healthy aging*

## FOR IMMEDIATE RELEASE

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### **JEWISH SENIOR *LIFE* ENHANCES PALLIATIVE & END OF LIFE CARE PROGRAM**

*Initiative made possible by Greater Rochester Health Foundation and the Rotenberg family*

**Rochester, N.Y. [DATE]** - [Jewish Senior Life](#) has secured funding for an initiative that will enrich the palliative and end-of-life care services provided to its residents. This expansion was made possible by a \$480,895 grant from the [Greater Rochester Health Foundation](#), as well as a generous donation by Clare and Jerry Rotenberg.

The initiative at *The Clare and Jerry Rotenberg Center for Palliative and End of Life Care* that is being supported by the Greater Rochester Health Foundation was designed by Jewish Senior *Life* staff. Its goal is to provide residents and their families with peace of mind in knowing that end of life care planning is in place. In addition, the program will help to provide a supportive and personalized experience for individuals and families.

The specific objectives of the initiative include:

- increasing the percentage of Jewish Senior *Life* residents who have complete and up-to-date end of life care (“advance care”) planning;
- reducing the number of residents who are hospitalized or visit the emergency department in the last 30 days of life;
- increasing the satisfaction of residents’ family members related to the end of life care that their loved ones received at Jewish Senior *Life*.

Jewish Senior *Life* developed the initiative by incorporating best practices from the hospice community and findings from the September 2014 Institute of Medicine report on end of life options in America.

“This comprehensive initiative builds a shared commitment to deliver upon the best practices of palliative and end of life care,” said Jewish Senior *Life* CEO Mike King, “We are putting these best practices into action throughout the entire process; from training our staff to ensure a person-centered approach for patients from the moment they arrive, to providing support for families and caregivers by constantly evaluating and improving our quality of care.”

“The Greater Rochester Health Foundation is pleased to provide funding to Jewish Senior *Life*, an organization which works tirelessly to provide high-quality care to older adults in our community,” said John Urban, President and CEO, Greater Rochester Health Foundation. “This important investment will greatly benefit the community by enabling Jewish Senior *Life* to enhance the delivery of palliative care, as well as help their residents plan for end of life care.”

“Jerry and I share an unwavering belief that every person should be treated with dignity and compassion—especially during the later stages of life,” said donor Clare Rotenberg. “This influenced our decision to make our gift to Jewish Senior *Life* in support of their work related to Palliative and End of Life Care.”

The program is one of Jewish Senior *Life*'s strategic initiatives to redefine “home” and revolutionize care by continuously improving the person-centered care experience for each resident. *The Clare and Jerry Rotenberg Center for Palliative and End of Life Care* will be staffed by an expansive interdisciplinary team of palliative care specialists.

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### **About Jewish Senior *Life*<sup>TM</sup>**

Serving people of all faiths and ethnic backgrounds, Jewish Senior *Life* is guided by the values of honoring family and emphasizing aging in place—allowing people to remain in the place of their choice longer.

Jewish Senior *Life* is the only local senior care provider to offer a full continuum of care and services all on one campus:

- The Summit at Brighton for independent living;
- Wolk Manor for assisted living;
- The Lodge at Wolk Manor for assisted living memory care;
- The Jewish Home of Rochester for long-term, transitional and memory care; and
- a variety of community programs and services that enable people to age and live safely, either on campus or another place that they call home.

Jewish Senior *Life* also is the only local senior care provider to offer *Life Care*, a program which eliminates worries about unforeseen medical expenses throughout the full continuum of care.

Jewish Senior *Life* is accredited for its high quality and customer satisfaction by CARF-CCAC, and is a member of the Senior Health Alliance of Greater Rochester, Leading Age, Leading Age New York, and the Association of Jewish Agency Services.

[www.jewishseniorlife.org](http://www.jewishseniorlife.org)