



# Parker News

A News Bulletin of Parker Jewish Institute for Health Care & Rehabilitation



Spring 2009

## Message from the President/CEO:

**ParkerNews** is designed to provide concise news and updates about the programs, services and innovations of Parker Jewish Institute for Health Care & Rehabilitation. We also hope that it stimulates the exchange of ideas that add quality time to later life. If you would like to write us, reprint articles, or seek further information, please contact Ron Shafran, Associate Vice President, Public Affairs & Government Relations. ([rshafran@parkerinstitute.org](mailto:rshafran@parkerinstitute.org)).



Thank you.

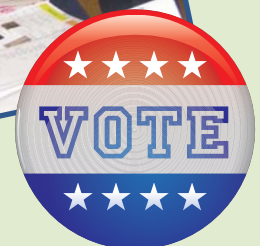
Michael N. Rosenblut  
President and Chief Executive Officer

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## Where the Commitment to Vote Is Strong

This year, Parker's residents have the opportunity to use new voting machines designed to make it easier for those with physical disabilities. This is a good example of how contemporary technology may be employed to help meet the needs and lifestyles of today's seniors. Parker's residents consider the right and responsibility to vote as sacred; and while age and infirmity may have slowed their pace, the residents of Parker Jewish Institute regularly debate prominent issues in the news and the merits of candidates for public





office. They take vocal stands on legislation related to older adults, their families and interests, and welcome visits and presentations made by elected officials. We're proud that Parker is an institution *where the commitment to vote is strong.*

## Meeting the Challenge of Cultural Diversity

Large institutions in regions with diverse populations are challenged to provide truly patient-centered care for residents and patients who come from communities that are culturally different from the general ambient population. Meeting their cultural needs is not always simple, especially when coupled by a language barrier. Holding special, culturally-sensitive events is one component of how Parker addresses this challenge. For example:

### Chinese Adult Day Health Care Program Celebrates Its 7th Anniversary

Seven days a week, door-to-door transportation brings the frail elderly and disabled of several of the region's most populous Chinese neighborhoods to a world of fun and good health care. Celebrating its 7th year of operation, Parker's medical model Chinese Adult Day Health Care program offers supervised activities, such as games, art, music and exercise; and medical care, provided by physicians, nurses and therapists as well as specialists in hearing, vision, nutrition and other fields, as needed. An excellent hot meal is served, and there is a separate program for those with memory loss. Chinese culture and preferences are carefully incorporated into the planning and implementation of the Program's activities, throughout the year.

帕克成人日間醫療照護中心七週年慶

在華人社區中,以一週七日到府接送,提供耆老及殘障者歡樂活動並醫療照護而享負盛名的本中心機構將慶祝七週年。

帕克華語成人日間醫療照護中心提供專業看護活動—內容有遊戲,藝術,音樂,運動,及醫生護士復健師提供的醫療護理,並有聽力視力營養等專業人員來照料你的需要。

我們不但提供營養健康的熱食,並且專為失憶耆老另設照顧計畫,一年四季精心設計的華人節目及計畫,讓你盡情享受故鄉的文化及喜好。



## Sushan Purim

The Jewish festival of "Purim" is celebrated every year on the 14th of the Hebrew month of Adar (usually in March). It commemorates the victory of the Jewish people in ancient Persia over a genocidal plot to destroy all the Jews in a single day. With the assistance of the Chabad of Port Washington, New York, this year, residents and patients at Parker who come from nearby Persian communities were able to enjoy a special Purim party in their native Farci language — on "Sushan Purim", the 15th of Adar, which commemorates the festivities in Sushan, the capital of ancient Persia, on the day after their ancestors were saved.

شدش پوریم :  
چیشنزاره پوریم هر ساله ۱۴ آذر ماه عبری یزنده اری شود.  
این جشن یاد آور پیروزی یهودیان ایرانی که از چنگال  
رگ رمایی پاشند.  
با کمک خباده پورت واشینگتن قید یزیک اسال را  
بازوهی از سامندان در رفیقان پارکس جریئش جشن  
یزیم یزنده اری کردند.  
شدش یزیم مطابق ۱۵ آذر که روز جشن و پایکوبی  
تمام یهودیان ایرانی می باشد.



## Among "America's Top Doctors" –Dr. Conn Foley

Dr. Conn Foley, Senior Vice President and Chairman of the Department of Medicine at Parker Jewish Institute for Health Care & Rehabilitation, has been cited by Castle Connolly Medical Ltd., in its flagship publication/guide, as one of "America's Top Doctors." The former President of the Queens County Medical Society, Dr. Foley helped the Institute pioneer short term rehabilitation for adults recovering from surgical procedures, stroke, amputation, injury and illness. Under his guidance, this restorative therapy program has grown to be the single most active program of its kind in



New York, discharging some 1,500 adults back to home each year. A leader in patient care, teaching and research, Dr. Foley was trained in geriatric medicine and long term care within both the European and American health care systems. Dr. Foley is a Fellow of the American College of Physicians, the American Geriatrics Society, the Gerontological Society of America and the New York Academy of Medicine. He is a Board Certified Internist and Geriatrician, an Associate Professor of Medicine at the Albert Einstein College of Medicine, and Nerken Chair in Geriatric Medicine at Parker Jewish Institute, through which Dr. Foley conducts clinical and programmatic research. Prominent in the academic teaching of fellows, residents, medical students and other health care professionals, Dr. Foley has published and presented extensively on geriatric and long term care issues, and is often called upon by media to comment upon emerging health care issues of older adults.

## Networking through Community Affairs Hospice Director Cited for Outstanding Community Leadership

The Director of Parker’s Hospice Program, Donna Brook, RN, along with Rosanna Scotto, co-host of Fox network’s “Good Day New York” were among those honored for outstanding community leadership by Schneps Communications and Queens Borough President, Helen Marshall. The award reception also provided the opportunity to network with more than 750 business professionals in attendance, many of whom learned for the first time that Parker’s unique community hospice program offers highly specialized care for terminally ill patients and support for their families at patients’ homes or in nursing facilities



(L-R) Victoria Schneps, Donna Brook, Stuart Almer, Rosanna Scotto

## Empowering and Unifying through Culture Change: A Preview

Parker's President and CEO, Michael N. Rosenblut and Sylvia Williams, RN, MA, Vice President for Patient Care Services will be delivering an educational presentation at PANPHA's (Pennsylvania Association for Non-Profit Homes for the Aging) 2009 annual conference, "Changing Lives", on June 24, in Hershey, Pennsylvania. One of a number of educational sessions designed to present trends and best practices in aging services, the presentation outlines how Parker Jewish Institute's history as an innovator has placed it at the forefront of the culture change movement, the difference between the traditional and the person-centered nursing home environment, culture change within a large urban facility, and the development of caring communities in a long term care setting. This presentation also describes some initiatives that can be used to empower staff and residents. For a preview, click here for a brief video that is part of the presentation:

[www.parkerinstitute.org/documents/photos.php#video1](http://www.parkerinstitute.org/documents/photos.php#video1)



## Alzheimer's Foundation Honors Parker Trio

The Long Island Alzheimer's Foundation, dedicated to caregiver support and guidance, recently honored Parker's Executive Vice President, Stuart Almer, FACHE; Alzheimer's Center volunteer, Richard Lipton, MD; and Per Diem Staff Member, Kathleen Pearsall were presented with the Foundation's quintessential "Outstanding Service Award."

Recently appointed to the Board of the New York College of Osteopathic Medicine Educational Consortium, a member of the Healthcare Executive's Club, the



(L-R) Kathleen Pearsall, Richard Lipton, Stuart Almer, Martha Wolf (Director, Alzheimer's Center)

Healthcare Financial Management Association, and the American College of Healthcare Administrators, and a Diplomat of the American College of Healthcare Executives, Mr. Almer's distinguished achievements include the development of new strategic partnerships and the continued vitality of Parker's community programs, encompassing adult day health care, Alzheimer's day care, long term home health care and community hospice. Since his arrival at Parker in 2003, Mr. Almer has earned the admiration of the families of the Alzheimer's Center at Parker for his compassion and understanding.

Like so many family caregivers, Dr. Richard Lipton, Director of the Hematology Clinic at Long Island Jewish Medical Center, found the custom scheduling of Parker's Alzheimer's Center a great advantage. He was able to resume a highly active professional life, in part due to the guidance and support of the Day Care Center's staff, who continue to provide supportive assistance as Dr. Lipton works tirelessly to provide all the care necessary to keep his wife in the home she loves, and to help caregivers through volunteer work at Parker's Alzheimer's Center.

Her kindness and good heart always evident, Kathleen Pearsall began volunteering at Parker's Alzheimer Center in July 2006. By January, 2008, she had provided more than 300 hours of volunteer service. In May 2008, Kathleen was hired as a per diem staff member, and rapidly became a vital part of the team. Her willingness to come in early or stay late and her ability to fill in during staff vacations make Kathleen a valuable asset of the Program.

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## Keeping In Touch with Lawmakers

Each year, Parker is the site of numerous forums for legislators interested in the health care of older adults. Among this year's gatherings to-date, Parker was pleased to be the host site of UJA-Federation's Long Island Legislative Reception, where Congressmen Gary L. Ackerman and Steve Israel, New York State Senate Majority Leader Malcolm A. Smith, State Senator Craig Johnson, Assemblywoman Michelle Schimel and Nassau County Executive Thomas Suozzi were among dozens of elected officials who discussed the problems faced by UJA-Federation of New York beneficiary agencies in providing critically needed community services during a recession.



(L-R) Ron Soloway, UJA-Federation of NY Director of Government Relations; Malcolm A. Smith, NYS Senate Majority Leader; Michael N. Rosenblut, Parker's President/CEO and Craig Johnson, NY State Senator.

## What Are They Saying About Parker?

*"After surgery and a 9-day stay at (a hospital), my father was disoriented and frail. Parker's doctors, nurses and therapists restored his strength and his spirit."*

*-Family Member*

*"I arrived flat on my back, after a stroke. I was in the depths of despair. Then, your angels of mercy went to work. The professionalism. The gentleness and compassion. The cheerful words and infectious smiles. May G-d bless all of you for giving me another chance at life."*

*-Former Patient*

## Did You Know?

### ***Did you know?***

- Parker pioneered post-acute care for older adults in the 1980s.

### ***Did you know?***

- Parker holds a "Senior Olympics" for residents each year.

### ***Did you know?***

- The auditorium at Parker may be available for your special events.

### ***Did you know?***

- Parker's Long Term Home Health Care program offers Personal Emergency Response (PERS) Systems.

### ***Did you know?***

- The full service beauty salon at Parker helps you look your best.



## ParkerCare

### **Programs & Services**

- Sub-Acute Care/Short Term Rehabilitation
- Long Term Care/Skilled Medical and Nursing Care
- Adult Day Health Care (Medical Model)
- Alzheimer's Day Care
- Community/Inpatient Hospice
- Long Term Home Health Care
- On-Site 24-Hour Pharmacy

### ***Adding Quality Time to Later Life***

**Parker Jewish Institute for Health Care & Rehabilitation**  
**271-11 76th Avenue, New Hyde Park, NY 11040-1433**  
**[www.parkerinstitute.org](http://www.parkerinstitute.org)**  
**718-289-2100 or 516-247-6500**