

THE UPDATE

SUMMER 2021



Abramson Senior Care

Looking to the Future

From our earliest days as the Home for Aged and Infirm Israelites, our mission has been to provide extraordinary care while serving as a safety net for poor Jewish seniors. This 155-year mission is unchanged, but the way we provide care has evolved. Today, as trends in senior care move away from nursing homes and toward home-based care, Abramson Senior Care provides a full array of connected services, which empower seniors to age in place with dignity, purpose and choice. In fact, we currently serve over 5,800 seniors throughout the community!

OUR NEW APPROACH

With the sale of our Horsham campus last year, we began a full organizational transformation. Transformation is not easy, and it does not happen overnight. However, with Medicaid directing most needy seniors away from institutional care, we remain firmly committed to ensuring that these seniors are not forgotten. Through our unique model, we are able to better meet the needs of today's seniors, and provide ongoing support to the families who love them at all stages of the aging journey.

"We have begun to see firsthand this trend of seniors preferring to remain at home. Last year our home and community-based services had an overall growth of 27%," says Sean Gregson, Abramson Senior Care vice president. "We expect this increase to continue, spurred by both the pandemic and consumer wishes."

Functioning as a connected network,

our full-spectrum of senior care services work together to meet client needs as they change day to day – and as seniors evolve throughout the aging process. For example, a client may start out as a short-term rehabilitation patient after a surgery, then receive our home care service after discharge. If cognitive function later becomes a concern, our memory center is ready to provide support to clients, their family members and caregivers.

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Right now, our models of care are able to reach 20 times the number of seniors served by a traditional long-term care facility.

– SEAN GREGSON

Abramson Senior Care services do not exist in disconnected silos. This interconnectedness of our care and support means seniors can move seamlessly through our network, and gaps in care that often occur with other providers are eliminated. Further, rather than families and caregivers having to figure out how to coordinate care, we step in to provide guidance, acting as a partner and reducing overall burden.

UNIQUE CARE MODELS

We continue to look at new and innovative ways to deliver care to improve the quality of life of the seniors we serve. Beyond an expansion of our current line of services, a number of new programs are in development that will enhance the Abramson Senior Care experience for seniors and their families.

Currently, we are evaluating future processes, investing in new technologies, and bringing expertise and support to other area facilities. With these developments, we look to expand our reach to serve many more seniors – both those who have the means to pay for their own care, and those who do not.

Sean emphasizes, "Right now, our models of care are able to reach 20 times the number of seniors served by a traditional long-term care facility. Our focus on home and community-based services means that we are able to provide excellent care to many more seniors who may have not been served through traditional long-term care facilities.

"Our organization is excited to be able to offer our services to those who may have been struggling to find the right resources and support, and are looking forward to reaching even more seniors throughout the Philadelphia region in the future."

With this strategic focus in place, Abramson Senior Care will continue to be the most trusted "go to" partner for exceptional senior care in the region for generations to come! //

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Making Organizational History

Lorraine Drobny Becomes Our First Female Board of Trustees Chair

Having the first female in our 155-year history to serve as chair of its board of trustees is exciting news! In addition to Lorraine Drobny's long-running leadership experience with Abramson Senior Care, she brings a unique passion for the organization's "whole family" care model – driven by her own experience when she turned to Abramson Senior Care for support for her aging father.

After serving as our board of trustees vice chair (2014-2019) and first vice chair (2019-2020), Lorraine officially stepped into her new role this past October. She is known for being a voice of strength, wisdom and compassion.

"We are incredibly fortunate to have Lorraine at the helm to be a reassuring voice to the community that Abramson Senior Care is here to stay, stronger than ever and focused on ensuring everything we do helps provide the very best care and quality of life for the families we serve," says Carol Irvine, president and CEO of Abramson Senior Care. "This type of confident leadership doesn't come just from her stellar professional experience – it comes from deep, unparalleled passion born of her personal understanding of finding someone to entrust with the care of her own father and finding herself being cared for in the process."



“All of my Abramson Senior Care interactions – from seeing firsthand the brand of care with my father over 18 years ago, through my various roles on the board – have been extremely valuable, not to mention fulfilling.

– LORRAINE DROBNY

Lorraine further explains, "Ten years ago, we set out to address the difficult but necessary question – how to serve our mission and our Jewish community for the next 150 years. We studied mega-trends that have enabled us to address the changing face of senior care head on. Abramson Senior Care is delivering higher quality of life and better outcomes throughout the community."

Lorraine has already helped to position us for continued leadership in the field, empowering the organization to be at the forefront of an evolving home-based model of senior care in the Delaware Valley. She has been instrumental in the organization's industry analysis and thought leadership that led to the creation of its hospice program. She possesses the vision, insights, industry knowledge and connection to the local community that will enable her to keep us moving forward as a trusted care provider who makes bold moves to ensure current patient and family needs are consistently being met.

"Not only is she the first woman for this job, she is the right woman at the right time. We're all excited to see where Lorraine leads us next, and for her to be instrumental in driving the path forward with her ever-present humility, team ethic and wisdom," says Carol.

Lorraine honed her nonprofit leadership skills serving as a member of the board of trustees for Abramson Senior Care since 2006, a member of the board of trustees and women's philanthropy for the Jewish Federation of Greater Philadelphia, and past president of Hakol Group for Hadassah. Outside of her volunteerism, Lorraine is a principal at Stumar Investigations and lives in Blue Bell with her husband Stuart Drobny. //

Local Girl Scout Donates Art Supplies for Hospice Patients

Recently, patients of Abramson Hospice received a special surprise, thanks to local Girl Scout Jordan Hartley. To complete her community project, Jordan reached out to us for ideas on how she could help seniors during the pandemic.

Jordan decided to bring art therapy back into patients' lives, something they were missing after a year of having to socially distance. She set to work collecting donated arts and crafts supplies and created specially made totes that could be delivered to Hospice clients.

While most people her age don't often like to talk about the process of aging and preparing for end of life, Jordan didn't think twice about focusing her project on our hospice patients. She has truly made a difference in people's lives.



Jordan Hartley

The Update is a three-times yearly publication sponsored by Abramson Senior Care. The content featured in this issue is informational in nature and not intended to serve as medical advice or provide care instructions.

ABOUT ABRAMSON SENIOR CARE

Our organization offers a connected array of services that provide individualized care and support for all stages of the aging journey. In partnership with seniors and their families, Abramson Senior Care allows seniors to age in place with dignity, purpose and choice throughout the Philadelphia region. In every way and with every interaction, Abramson Senior Care puts seniors, patients and caregivers at the center of everything we do.

For more information:

abramsonseniorcare.org
215.371.3400

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A Unique Level of Dementia Support

Having a loved one with dementia live safely at home is increasingly becoming the preference of both seniors and caregivers. Our extraordinary care directly addresses the unique needs of a loved one with dementia that an ordinary home care program may not be able to properly meet. With integrated home care and memory care programs, Abramson Senior Care can help make this a reality, reducing caregiver burden and keeping seniors happy and healthy through our multi-pronged approach assessment and comprehensive summary report.



Home evaluation. A care advisor with the Edna Young Gordon Healthy Brain and Memory Center performs a home assessment to look for potential safety hazards. If any are identified, the care advisor works with you to implement solutions. This may include safety rails installed in the bathroom, a stair lift, or simple fixes like making sure the edges of area rugs are taped down to prevent trips and falls.

Cognitive assessments. An initial cognitive assessment by the Healthy Brain and Memory Center physician and care advisor sets a baseline for how your loved one is currently functioning. A neuropsychologist and psychiatrist participate, should further evaluation be indicated. From there, an individualized care plan is created, outlining the proper medications, needed support services, home modification recommendations and client goals. Our team collaborates closely with home care staff to make sure care plans are implemented in a way that works best for the client and their loved ones.

Regular check-ins. With regular check-ins from the care advisor, any changes in care needs are quickly identified and addressed. Care advisors also provide support for caregivers, from monitoring for signs of burnout and offering recommendations to appropriate emotional support services as needed.

Seamless coordination between memory center and home care staff. *Because Abramson Senior Care's services are interconnected, care plans can be quickly implemented or adjusted as needed.* This direct communication eliminates any gaps in care and removes the burden of service coordination from caregivers.

Social and recreational support. These include support groups for caregivers and those with early dementia, yoga, and even music programs. The Edna Young Gordon Healthy Brain and Memory Center offers a number of *free* programs for home care clients and their loved ones. Studies have repeatedly demonstrated the importance for those with dementia to stay socially connected and involved in activities. Programs are currently being conducted virtually. //

For more information on Abramson Senior Care's Home Care and Memory Programs, speak to a Care Advisor at 215.371.3400. Someone is available 24 hours a day, seven days a week.

Philadelphia Magazine Recognizes Primary Care Physicians

For the third year in a row, Abramson Primary Care doctors Dr. Jennifer Claves and Dr. Jean Haab have been named to Philadelphia Magazine's list of "Top Docs." Both physicians were nominated by their peers for the annual list that honors the best doctors in the Philadelphia region.

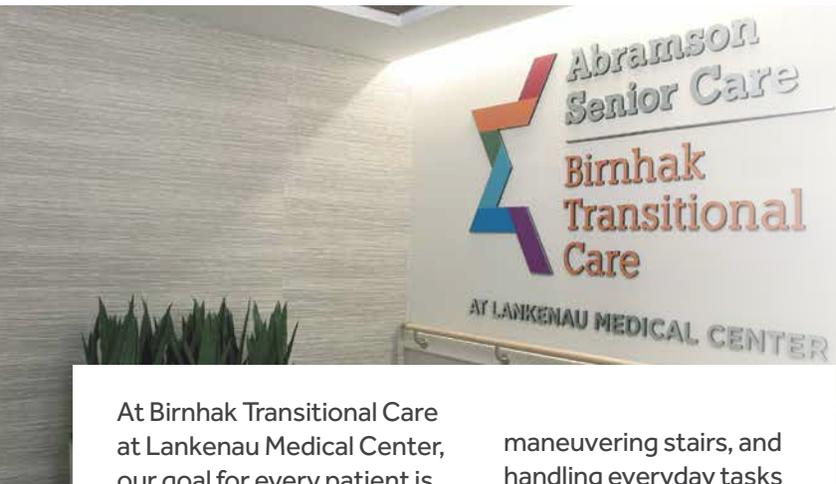
Philadelphia Magazine partners with healthcare researcher Castle Connolly Medical Ltd. to screen and vet each nominee in order to compile the final list of over *2,600 doctors in 66 specialties.*

Congratulations to both Dr. Haab and Dr. Claves!



Dr. Jean Haab (l) and Dr. Jennifer Claves (r)

A Patient Success Story



At Birnhak Transitional Care at Lankenau Medical Center, our goal for every patient is to get them back home as safe and healthy as possible. During Margaret Weil's stay, she found that ongoing dedication in every employee – helping her recover her independence after a fractured shoulder led to surgery and a month long rehabilitation stay.

"I was so impressed by the professionalism of all of the staff members," says Margaret about her experience at Birnhak. "My main concern was gaining back my independence and I was determined to do anything that the therapists had me do. They were all so focused on getting me back to the way I was."

Attending therapy sessions six days a week, Margaret and her team of therapists worked hard on her balance,

maneuvering stairs, and handling everyday tasks such as getting dressed. By the time she was ready to go home, she was able to accomplish all of her goals.

"It's so rewarding to see our patients put in hard work, achieve their objectives, and then go back home to their lives," says Christy Lane, LNHA, MBA, ACHCA, nursing home administrator. "Everyone here at Birnhak is invested in our patients' individual recovery journeys and are committed to making sure that they are successful in reaching their goals."

Although Margaret's stay coincided with the increase in COVID-19 cases this past fall, she found the prevention methods taken by Birnhak employees reassuring. "The staff were all very conscious of wearing masks and washing their hands

constantly," she says. "I mostly stayed in my room when not in physical therapy, but they made sure that I had things to do. I felt safe the whole time I was there."

Back at home now, Margaret is able to follow her normal routine, including spending time with her two young grandsons. She remains grateful for her stay at Birnhak Transitional Care.

"I would tell everyone that Birnhak is the place you want to go if you want your independence back," she says. "I would recommend it to anyone." ✨

“Birnhak is the place you want to go if you want your independence back.”

– MARGARET WEIL



Birnhak gym

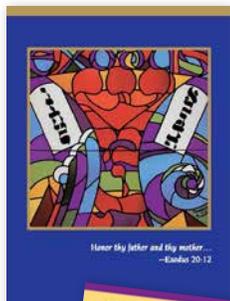


Patient room



Lounge area

Honoring Loved Ones



WITH TRIBUTE CARDS

Abramson Senior Care Foundation tribute cards are an ideal way to celebrate a *simcha*, send a holiday greeting, or honor a loved one. We send the card to the recipient with your personalized message, letting them know that you have made a gift in their honor. All proceeds from this program go to support Abramson Senior Care's 155-year old mission of serving the community's most vulnerable seniors.

To learn more on how to send a special Tribute Card, call 215.371.1881 or visit abramsonseniorcare.org/donate.



2021 AWARD

Birnhak Transitional Care at Lankenau Medical Center has been named a "Best Short-Term Rehab" by U.S. News and World Report for the second year running. To determine the rankings, the publication looks at care provided to patients staying at a facility for less than 100 days and analyzes quality measures, including staffing, outcomes, use of antipsychotic drugs, and fall prevention. Birnhak TCC has long been a leader in the short-term care industry, and we are proud to once again receive this honor.





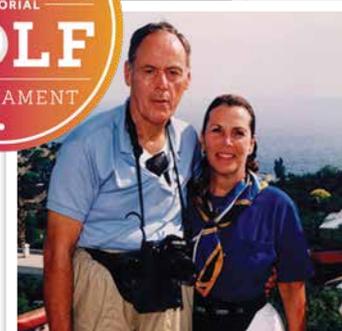
Abramson's Golf Outing Gets New Naming Sponsorship

The Abramson Senior Care golf outing will now be known as the **Anne and Ronald Krancer Memorial Golf Tournament**. This is a result of a lovely naming gift from Wendy and David Twing in memory of Wendy's parents, Anne and Ron Krancer. This truly epitomizes the generosity of spirit in both the Krancer and Twing families, and we will celebrate this special gift at the October 12 golf event.

"We are incredibly grateful to Wendy and David for continuing Wendy's parents' support of Abramson Senior Care. We are delighted to be able to honor their legacy in this way," says Robin Brandies, VP of Development and Communications.

An avid golfer and ardent advocate for Abramson Senior Care, Ron Krancer was the lead sponsor of the outing for nine years. In addition to giving to the Annual Fund and gala, the Krancer and Twing families were major contributors in helping to launch the one-of-a-kind Edna Young Gordon Healthy Brain and Memory Center.

Wendy Twing adds, "Abramson Senior Care took care of my father in the last years of his life and I had the opportunity to work closely with so many wonderful people there. Their relationship with my father during a very difficult time was very important to me. Since he had been a long-time sponsor of the Golf Outing, the thought of perpetuating that sponsorship in his memory really resonated. Abramson Senior Care's mission was important to both my parents and remains so with me."



CAROL IRVINE APPOINTED BOARD CHAIR OF AJAS

Our President and CEO Carol A. Irvine was appointed to a two-year term as board chair of the Association of Jewish Aging Services (AJAS), at the group's annual conference held March 8–10.

AJAS promotes the mission of Jewish-sponsored not-for-profit organizations serving seniors by providing education, professional development, advocacy, and community relationships for over 95 member organizations across the United States and Canada.

Vice Presidents Robin Brandies and Joy Shore also gave presentations. Robin shared the story of Abramson's organizational transformation while Joy presented during a Master Class on how to maintain a Jewish mission in order to preserve the faith, spirituality and level of observancy for Jewish clients.



ANNUAL BRUNCH HONOREE

Carol Irvine was also honored as a Community Champion at Penn State University's Center for Geriatric Nursing Excellence's (CGNE) annual Spring Brunch on April 8. The award is presented each year to a CGNE partner who demonstrates work that aligns with the Center's vision of providing every older adult with the highest quality of care through evidence-based practices, and who demonstrates a passion and commitment for working with seniors.



This year's **Anne and Ronald Krancer Memorial Golf Tournament** is scheduled for Tuesday, October 12 at French Creek Golf Club. In addition to 18-holes of golf, the outing features a luncheon, gift raffle and putting contest, and wraps up with dinner and drinks. Sponsorship opportunities are now available.

To join us for a round of golf or sponsor the event, please call 215.371.1805 or email kmcnamara@abramsonseniorcare.org.

ABRAMSON HOSPICE PATIENT GRANTED WISH BY FLYERS ORGANIZATION

Abramson Hospice patient Russell Thompson was granted a wish by the Philadelphia Flyers to continue a family tradition and attend a game with his grandson, even though he is facing health challenges. We are so proud of Abramson Hospice RN Nick Teti, who was able to attend the game with Russell and his family to prioritize Russell's comfort, safety, and dignity throughout the experience.



Abramson Hospice RN Nick Teti with Russell Thompson along with Russell's grandson Issac and daughter Judy

COVID-19 Update: Protecting Those We Serve

For over a year, Abramson Senior Care has been fervently committed to keeping our seniors and staff safe throughout the COVID-19 pandemic. Through ongoing employee training, implementation of best practices in infection control, and telemedicine visits, we adapted our protocols to ensure that our seniors get the care and support they need without interruption, while avoiding social isolation.



We have put additional measures in place such as:

- Routine COVID-19 testing for community employees.
- Ongoing staff training regarding all CDC guidance and safety protocols.
- Zoom support groups, yoga, meditation and music to keep our clients socially connected and active.

Birnhak Transitional Care patients have confidence knowing that we are:

- Testing all patients and employees at current CDC and Department of Health guidelines.
- Practicing social distancing in our therapy gyms by reducing the number of people in the room at any one time. When appropriate, therapy is offered in-room.
- Providing personal activity packets and one-on-one recreational programs.
- During restricted visitation, we set up Zoom and FaceTime calls so that patients can remain connected to their loved ones during their stay.

This year has been like no other. But all of those in our care can feel confident in knowing that we remain committed to providing the highest quality medical care safely, while also tending to the emotional well-being of our seniors. //

