



THE NEW JEWISH HOME

170
YEARS OF LEADERSHIP

ANNUAL REPORT 2018

2018

OUR MISSION is to empower older adults to enhance purpose and well-being through a portfolio of innovative health care services.

1870

"It is quite evident that we must provide some means to care for the aged and infirm — destitute, daily increasing in numbers, many without friends or any visible means of support."

—From the resolution adopted March 13, 1870, by the B'nai Jeshurun Ladies' Benevolent Society for the Relief of Indigent Females establishing the Home for Aged and Infirm Hebrews

MESSAGE from the President/CEO and Board Chair



Jeffrey Farber, M.D.
President and CEO



Michael Luskin
Board Chair

In 2018, we celebrated our 170th anniversary. Such longevity is remarkable, especially when accompanied by distinguished achievement. From our early days we have pioneered in clinical care, been innovators in research and education, led in the provision of social services and continually upgraded and expanded our campuses to keep up with the growing needs of the older adults we serve.

Underpinning these accomplishments are deeply held values, which have guided us throughout our history. In 2018, we reformulated those values, recommitting ourselves to our role as an organization for community benefit — one that addresses the needs of all people regardless of race, religion, ethnicity, gender identity or financial means.

As early as 1873 we had a physician on staff; today, we take great pride in the excellence of our medical research, education and clinical care. In 2018, we added two executives to strengthen our leadership in both the clinical care and research arenas: Dr. Ed Wu, Chief Medical Officer, is a forward-thinking executive known for his integration of technology and analytics to advance patient care; Anne Meara, Senior Vice President of Business Development, brings a unique combination of clinical experience in nursing and strategic health systems management. Their skills

and commitment to compassionate delivery of care will enable us to provide the highest quality services to older New Yorkers at a time when people are living longer and care models are rapidly evolving.

In 2018, we rededicated ourselves to modernizing and expanding our physical facilities. In the Bronx, we opened a new 23,000-square-foot adult day health care center. It increases our capacity to serve New Yorkers who still live at home and need enhanced wellness care in a setting where they can enjoy stimulating activities, nutritious meals and the company of their peers. With the Bronx center up and thriving, we now look forward to redeveloping and modernizing our Manhattan campus.

None of our accomplishments over the decades would have been possible without the incredible generosity and vision of our donors. The Jewish tradition of *tzedakah* (charity), which inspired our founder, Hannah Leo, continues. We are deeply grateful to all who believe in and support our mission to improve the lives of older New Yorkers.

170 YEARS OF LEADERSHIP

1848

Hannah Leo and a group of Jewish women found the B'nai Jeshurun Ladies' Benevolent Society for the Relief of Indigent Females

1870

Opens a 15-bed, long-term facility on West 17th Street, the first Jewish institution of its kind in America

THE COMFORTS OF HOME

Home care is in our DNA. We started out more than 170 years ago making compassionate visits to homebound, impoverished New Yorkers and have grown and evolved from there. Today, we offer a range of options to keep people safe and healthy in their own homes, including home care, geriatric care management and adult day health care in their neighborhoods. We also provide affordable housing options for older adults who are independent and those who require supportive services.

BY THE NUMBERS

956,483 hours
of service were provided in clients' homes by
our licensed home health aides through our
agency, Home Assistance Personnel, Inc.

•

1,912 hours
of service were provided by our geriatric
care managers through Solutions at Home

•

593 clients
were served in the community through our
Adult Day Health Care programs

2018

New Adult Day Care Facility

For older adults who live at home, we were proud to open a new state-of-the-art adult day health care facility in the Bronx offering medical, social and therapeutic care in a congenial setting where neighbors can meet neighbors over coffee or a meal while receiving top-notch health care. Services include physical, occupational and speech therapy; behavioral health and nutritional counseling; diabetes and medication management; health monitoring; nursing; and social work services, all provided by a supportive, nurturing and highly skilled staff.



↑ In addition to health care, our new Bronx facility offers activities and nutritious meals.
← A home care client in the Bronx, enjoying a chat with her neighbor.



MILESTONE



1848

Hannah Leo founds an organization, B'nai Jeshurun Ladies' Benevolent Society for the Relief of Indigent Females, to offer help and consolation to poor women by making home visits.

1873
B'nai Jeshurun Ladies' Benevolent Society for the Relief of Indigent Females reincorporates and is renamed the Home for Aged and Infirm Hebrews; Dr. Simeon Newton Leo becomes staff physician, serving for 53 years

1883
Opens a facility on West 105th Street for 140 residents, offering semi-private rooms and elevator

1897
Introduces therapeutic recreation: "Games, outdoor exercise and evening entertainments begin. Very helpful."
— Dr. Leo

1917
Becomes a charter member of the Federation for the Support of Jewish Philanthropic Societies of New York City, known today as UJA-Federation of New York

1921
Collaborates with Mount Sinai's Dr. Frederic D. Zeman to develop the patient-centered model of care

1925
Dr. Frederic D. Zeman joins as physician and surgeon

Our commitment to supporting the dignity and independence of older adults is embodied in our approach to rehabilitation following surgery or illness. With the goal of getting people back on their feet and safely home, the care team of physicians, nurses, therapists and social workers at our Manhattan and Westchester campuses works seamlessly to create a care plan tailored to each client’s needs. And that plan extends to discharge so that the transition home is as smooth as possible.



MILESTONE



1927

Department of physical therapy is established.

SUCCESS STORIES

1,835 patients served through our short-stay rehabilitation programs in Manhattan and Westchester

1,077 patients received rehabilitation services in their homes through our Certified Home Health Agency

← A physical therapist works with a client to get in and out of the car.
→ A client completes her final physical therapy session before returning home.

2018

New Rehab Gym

In 2018, The New Jewish Home proudly opened its most advanced rehabilitation facility. Located at our Sarah Neuman campus in Westchester, the new 4,010-square-foot, short-stay facility combines our superb professional rehabilitation services with a person-directed care model, allowing patients to enjoy the highest level of skilled care while living in a modern and comfortable setting with luxury amenities.



- 1927
Laboratories and department of physical therapy are instituted
- 1930
Occupational therapy becomes a stand-alone department
- 1938
Becomes the first skilled nursing facility with a full-time social worker
- 1940
Starts to offer home health care, long before it is offered by government programs
- 1942
Becomes the first skilled nursing facility in New York State with a full-time, on-site physician
- 1943
Receives full accreditation as a hospital from The Joint Commission
- 1944
Medical research fund is established

A LOVING HOME

Older adults with dementia, as well as those nearing end of life, require not just the best medical attention, but a level of care that emphasizes dignity, respect and compassion. Our Manhattan and Westchester campuses provide a safe, nurturing environment that maximizes physical and cognitive well-being provided by dedicated staff trained in palliative and person-directed care.



A CARING STAFF

100%
of the registered nurses, social work, clinical nutrition, physician, nurse practitioner and therapeutic recreation staff in our nursing homes completed training in palliative care communication, focusing on empathy and establishing goals of care.

2018

Dementia Care

We believe that loss of cognitive function should not mean a loss of dignity. Both our Manhattan and Westchester campuses are accredited by Comfort Matters®, a nationally recognized research and education program that trains staff to deliver person-directed care to residents with dementia. Patients live in a safe and comfortable environment, waking up and going to sleep when they wish, eating what they want and engaging in activities on their own terms. Through a partnership with Inspired Memory Care at our Westchester campus, staff and caregivers receive intensive training in caring for older adults with cognitive impairment. In 2018, our research and clinical team made efforts to achieve a gradual dose reduction of antipsychotic medications on our dementia care unit.

- ← Staff members know how a simple touch can have a positive impact on dementia patients.
- An occupational therapist works with a client on a mind-stimulating puzzle game.



MILESTONE



1938

Jewish Home becomes the first skilled nursing facility with a full-time social worker.

1949
Becomes New York State's first skilled nursing facility with a department of psychiatry

1956
Becomes New York State's first skilled nursing facility with a department of rehabilitation

1963
Dr. Frederic D. Zeman establishes the Center for Instruction in the Care of the Aged, offering training courses for professionals

1970
Kittay Senior Apartments, independent housing for older adults, opens in the Bronx

1985
Establishes the country's first extensive geriatric teaching program with Icahn School of Medicine at Mount Sinai

1990
Lester Eisner, Jr. Center for Geriatric Education is dedicated

A HOME FOR ALL

As an organization run for the benefit of the community, we are driven by our values: extending welcome, embracing diversity, affirming dignity, respecting one another, embodying compassion, increasing knowledge and pursuing justice. That means our doors and arms are open to all regardless of ethnicity, religion, gender identity or ability to pay. Beyond our walls we enact our values through educational programs for young people; world-renowned contributions to research and innovation in the care of older adults; and an unwavering commitment to combating ageism, society’s systematic and persistent bias against older adults.



Umar Suraji, student of the Geriatrics Career Development Program, with Mrs. Spruel, tenant at our University Avenue Assisted Living Program.



1883

After years of operating in leased facilities, Jewish Home opens a permanent location on West 105th Street.

MILESTONE

2018

Workforce Development

Since its founding in 2006, our Geriatrics Career Development Program (GCD) has provided hundreds of youth from underserved communities access to college while getting real-world experience in geriatric health care. Under the supervision of our staff, high school participants from under-resourced schools in upper Manhattan and the Bronx contributed a total of 24,000 hours of care for patients or about 100 hours per student annually. The students, in turn, are mentored by residents, learning valuable life lessons and forging enduring relationships. The 2019 class comprised 77 high school seniors, 100 percent of whom graduated and were accepted to college. To date, more than 640 young people have completed the program. Two are currently enrolled in medical school, three are in doctoral programs and, over the years, more than 130 GCD alumni have joined our staff. In 2014, GCD piloted a program for out-of-school/out-of-work youth similar to the high school program. Since then, more than 160 youth have completed that program.

WE SERVE A DIVERSE POPULATION

49% White
27% Black/African American
22% Hispanic
2% Asian/Pacific Islander

•
41% Catholic
29% Other Christian
19% Jewish
9% No Affiliation
2% other

→
TOP ROW, FROM LEFT: John Cruz, Director, GCD Program; Michael Luskin, Board Chair, Jewish Home; Dr. Jeffrey Farber, President & CEO, Jewish Home; Rosana Perez, Bronx High School for Medical Science; Dr. William Quintana, Bronx High School for Medical Science; Sandra Haydak, Health Opportunities High School; Al Pearlman, tutor. BOTTOM ROW, GCD 2019 graduates, from left: Elmy Urena, Bryan Mendez, Ayomide Ayuden, Jennifer Guerrero.



1991
Acquires Sarah Neuman skilled nursing facility in Westchester

2006
Establishes Research Institute on Aging and Geriatrics Career Development Program

2013
Expands the continuum of care by establishing Certified Home Health Agency and the Assisted Living Program in the Bronx; begins partnership with NYU Langone Health for Cardiopulmonary Rehabilitation Center in Manhattan

2014
Opens first Small House at Sarah Neuman, based on The Green House care model; launches Geriatric Substance Abuse Recovery Program

2018
Opens 23,000-square-foot, state-of-the-art adult day health care program in the Bronx

THANK YOU

The New Jewish Home is grateful to the many individuals, foundations and corporations which have provided financial support in 2017 or 2018.

\$250,000+

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EIGHT OVER EIGHTY Benefit Gala

Some 500 business and philanthropic leaders, influencers, older-adult advocates and cultural patrons gathered at the Ziegfeld Ballroom, **March 5, 2018**, at the fifth annual Eight Over Eighty benefit gala. Eight New Yorkers who, in their ninth and tenth decades, continue to live lives of remarkable achievement, vitality and civic engagement, were honored. The event raised over \$1 million.

The honorees were entertainment legend **Clive Davis**, 85; journalist **Marilyn Berger**, 82; political trailblazer **David Dinkins**, 90; philanthropist **Elizabeth McCormack**, 96; academia and philanthropy visionary **Vartan Gregorian**, 83; nonprofit luminary **Stephen Solender**, 80; and finance leaders **Roy Zuckerberg**, 82, and **John G. Heimann**, 88.



↑
LEFT TO RIGHT, STANDING: John G. Heimann, Roy Zuckerberg, Marilyn Berger, Clive Davis.
SEATED: Elizabeth McCormack, David Dinkins, Stephen Solender, Vartan Gregorian

Save the Date
March 4, 2020
Eight Over Eighty Gala
at the Ziegfeld Ballroom

EVENTS 2018

19th Annual Stein Lecture on Dementia.

Dan Cohen, M.S.W., founder and executive director of Music & Memory, spoke about using personalized music to optimize the quality of life and care for patients with cognitive and physical challenges. *April 26*

Boys in the Band. Friends of The New Jewish Home attended a performance of the Broadway hit in observance of Pride Month, followed by a reception at Sardi’s to meet The New Jewish Home’s CEO, Dr. Jeffrey Farber. *June 5*

New York City Pride March. Sixty residents, volunteers, staff and family members representing The New Jewish Home marched to celebrate and support the LGBT community. *June 24*

Lecture and book signing by award-winning *New York Times* journalist John Leland, author of *Happiness is a Choice You Make: Lessons from a Year Among the Oldest Old*. *September 26*

The Sixth Annual Himan Brown Symposium on Advances in Senior Health. Featured speaker Ashton Applewhite, author of *This Chair Rocks, A Manifesto Against Ageism*. *October 10*

16th Annual Palliative Care Conference. Presenters for the four sessions, examining the ethical, legal and logistical issues around end of life, were Nancy Dubler, L.L.B., Adira Hulkower, J.D., Elizabeth Chuang, M.D., M.P.H., FAAHPM and Mary Beth Morrissey, Ph.D, M.P.H, J.D. *November 13*

Is Medical Marijuana Right for You? A lecture at Sarah Neuman in Westchester by Dr. Bernie Lee, Associate Chief Medical Officer at Metropolitan Jewish Hospice and Palliative Care. *November 29*



\$2,500+

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←
The New Jewish Home at the New York City Pride March, June 24, 2018

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\$1,000+

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Thank You to Our Public Funders
We are deeply grateful to our champions in the public sector. Public support enables our award-winning Geriatrics Career Development Program, as well as community-based support services and recreational programming for older adults. In addition, funding from the National Institute on Aging supports research projects on the cognitive and physical health of older adults and their caregivers.

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- National Institute on Health
- NYC Department for the Aging
- NYC Human Resources Administration
- NYS Department of Education
- NYS Department of Health

FINANCIAL
STATEMENT
2018

	2018	2017
Assets		
CURRENT ASSETS	166,992,726	177,757,653
ASSETS LIMITED AS TO USE	8,506,380	8,548,187
NONCURRENT ASSETS	148,173,394	142,860,663
Total assets	\$323,672,500	\$329,166,503
Liabilities and Net Assets		
CURRENT LIABILITIES	41,397,641	35,632,729
LONG-TERM LIABILITIES	92,514,966	100,753,211
Total liabilities	\$133,912,607	\$136,385,940
 NET ASSETS	 189,759,893	 192,780,563
Total liabilities and net assets	\$323,672,500	\$329,166,503
 Revenues/Expenses		
OPERATING REVENUES	178,207,213	169,032,631
OPERATING EXPENSES <i>(includes interest of \$739,744 in 2018 and \$629,808 in 2017)</i>	194,951,771	180,230,045
Operating gain (loss)	(16,744,558)	(11,197,414)
 NONOPERATING REVENUES, EXPENSES, GAINS AND LOSSES	 1,074,813	 11,280,445
Discontinued operations	(98,480)	(434,371)
 Adjustment to pension liability funded status	 12,747,555	 (\$1,808,494)
Change in net assets	(3,020,670)	(2,159,834)
Net assets – beginning of year, restated	192,780,563	194,940,397
Net assets – end of year	\$189,759,893	\$192,780,563

In 2019, The New Jewish Home's Board of Directors adopted a new strategic plan that will bolster the fiscal health of the organization while continuing to advance our social mission to care for older adults across the economic spectrum.

Board of Directors

Michael Luskin <i>Chair</i>	David Haas
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Lisa Feiner	Sofia Segal
Margot Freedman	Jayne M. Silberman, Ph.D.
David J. Freeman	<i>(as of October 2019)</i>
Susan Glickman	

1927



Executive Leadership Team

Jeffrey Farber, M.D. <i>President and CEO</i>
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Alyssa Herman <i>Chief Development Officer</i>
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Mark Weiss <i>Chief Financial Officer</i>
Ed Wu, M.D. <i>Chief Medical Officer</i>
<i>(as of October 2019)</i>

←
Residents gather
around the radio



1926

↑ Residents on the ward
← Social worker and client having a chat.

2018

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Harry and Jeanette Weinberg

Riverdale House

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Call or email to
schedule a visit:

(800) 544-0304

Info@JewishHome.org

JewishHome.org



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"Perhaps in after years,
this little structure will
be the cornerstone of
some immense edifice
that shall carry out
our purpose a hundred
fold in magnitude."

— Hannah Leo during the
dedication of Jewish Home's first
building on 17th Street, 1870

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