



HOME CARE
HOSPICE AND
PALLIATIVE CARE
MENORAH CENTER
FOR REHABILITATION
AND NURSING CARE
ELDERPLAN MEDICARE
ADVANTAGE PLANS

HOMEFIRST MANAGED
LONG-TERM CARE PLAN
INSTITUTE FOR
INNOVATION IN
PALLIATIVE CARE
FOUNDATION

FOCUS

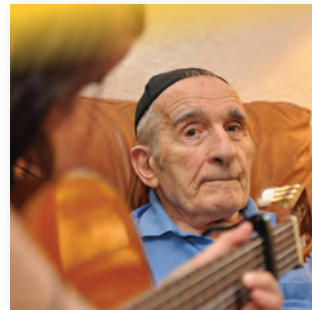
Summer 2017

Inside This Issue

- 2 From the Heart**
A volunteer's story
- 3 Celebrating a Major Milestone by Giving**
12-year-old Gilad gives back to the community
- 4 HomeFirst and MJHS**
A Continuum of Care and Caring
- 6 MJHS Institute Academic Advancement**
Training programs by the numbers
- 7 A Sustained Investment**
Participating in the new planned giving program, the Sustainers Society
- 7 Purrfect Companions**
Lifelike therapeutic kitties increase socialization and communication
- 8 110 Years of Innovation and Caring**
The evolution of MJHS
- 10 Patient Care Fund**
Meets Real World
- 12 Thank You to Our 2016 Donors**
Your continued support ensures the continuation of our services
- 16 Buy Tickets Now to *Come From Away***
See the new Tony Award-winning musical and support Hospice on Broadway!

110 Years of Innovation and Caring

MJHS was founded on the core values of compassion, dignity and respect. With the help of charitable support, the **Four Brooklyn Ladies** provided poor, elderly members of the community with quality health care and a safe place to live.



From that small building among the tenements, MJHS has become one of the largest and most innovative charitable not-for-profit health systems in the region. Today the programs and services of MJHS include: home care, hospice and palliative care for adults and children, Menorah Center for Rehabilitation and Nursing Care and the research-based MJHS Institute for Innovation in Palliative Care.

It also includes Elderplan, which offers health plans for Medicare and Dual Eligible beneficiaries and its managed long-term care plan, HomeFirst, one of the original MLTC plans in New York.

Many MJHS programs and services are aided by grants from MJHS Foundation, which is supported by private and corporate donations.

Walk down memory lane with us
on page 8



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From the Heart



Sister Marie Louise fills goodie bags with sweet Valentine's treats

While the city was blanketed with snow on February 9, Tiara M., Bronx volunteer coordinator at the MJHS Hospice Muriel and Harold Block Residence, and her team were busy creating Valentine's Day care packages for our residents. Every bundle of treats was customized to match each patient's dietary restrictions. Without a doubt, everyone—patients, volunteers, staff and families—felt the love when the surprise sweets were hand-delivered on Valentine's Day.

“Without a doubt, everyone felt the love when the surprise treats were hand-delivered on Valentine's Day.”

Are you interested in becoming a hospice volunteer? There are many ways to help in Manhattan, Brooklyn, Queens, Nassau County and the Bronx. You can offer patient companionship or assist with everyday errands. There's also a need for people who excel at clerical office work or are willing to provide respite care and bereavement support to families. ■

For the next volunteer orientation near you,
email hospvol@mjhs.org or call **(212) 420-2562**

Celebrating A Major Milestone by Giving

When 12-year-old Gilad was preparing to become a *Bar Mitzvah*, he understood that part of becoming an adult means giving back to the community.

When it came time to pick my *Mitzvah* project, I thought about what my parents often say: it's about how you give...not how much you give. Ultimately, it was my grandmother who became my inspiration.

My grandmother had dementia. She couldn't remember things. She couldn't speak. It made everyone in our family very sad, especially my grandfather. But music was the one thing that helped. When the MJHS music therapist played my grandmother's favorite songs, she would brighten up. It was amazing.



After seeing my grandmother with the music therapist, I started singing to her every weekend. Songs she loved when she was my age brought a huge smile to her face and made us all feel good.

So, for my *Mitzvah* project, I decided to help other patients and families affected by dementia. With my mother's support, I contacted MJHS Foundation and asked how I could help. I created a "wish list" of items needed by MJHS for their art and music therapy program. Then, I sent the list out to friends and family so others could give, extending the scope of giving from one person to many.

When the MJHS music therapist played my grandmother's favorite songs, she would brighten up. It was amazing.

I hope that my *Mitzvah* project will inspire my friends and that sharing this story will encourage others to celebrate important milestones by giving to MJHS so they can support other families like ours. ■

—Gilad

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Please join me in supporting the MJHS dementia program.
Visit mjhsfoundation.org/dementia

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HomeFirst and MJHS

A Continuum of Care and Caring



I'm a registered nurse who joined MJHS five years ago. Today I work for MJHS Health Plans as a care management supervisor for HomeFirst.

As part of the MJHS Health System, HomeFirst is able to offer many of our members with complex health issues a continuum of care backed by our same core values. Harvey, a 78-year-old man from the Bronx, knew this well.

HomeFirst Began Managing Harvey's Care

Harvey transferred to HomeFirst from another managed long-term care plan in May 2015. At the time, he suffered from multiple health issues: chronic obstructive pulmonary disorder (COPD), congestive heart failure, stroke, diabetes, an irregular heart rate, high blood pressure and more.

As a new member, Harvey was seen by a HomeFirst assessment nurse. Based on his complex health issues, he was approved for an increase in home health aide support to 12 hours a day, 7 days a week. MJHS Home Care was there to provide the care Harvey needed.

MJHS Home Care Stepped In To Help Harvey...and His Wife

In June, he was hospitalized for his COPD. In July, for heart failure. The MJHS Home Care nurse noticed that every time Harvey was hospitalized his wife neglected herself and started to deteriorate. Concerned that Debbie, 74, was struggling and needed services herself, the nurse referred her to HomeFirst. After an assessment, she too was enrolled.

HomeFirst, a product of Elderplan, is one of the largest managed long-term care plans in New York

When September rolled around, and Harvey was admitted to the hospital again, the HomeFirst care management team brought up hospice. Too weak to speak, Harvey asked us to discuss it with his wife.

Married for more than 50 years, Debbie basically lived at the hospital with him. She was the best advocate he could wish for, and she couldn't bring herself to admit that Harvey was dying. In October, when his COPD and heart failure became worse, he was re-hospitalized. Once again, we brought up hospice and Harvey's family said no. By late December, Debbie finally accepted hospice services.

MJHS Hospice Cared For Harvey at Home and Offered Debbie Support

The hospice team immediately began caring for Harvey and supporting Debbie. His symptoms were effectively managed at home. There were no more stressful hospitalizations. Harvey and Debbie could enjoy their time together. Four months later, with the support of the HomeFirst team and MJHS Hospice, he passed away peacefully at home.

We stayed in close contact with Debbie who suffered terribly from the loss of her husband. She would call me regularly just to talk. She also received bereavement support from MJHS Hospice. Debbie valued time with her counselor.

Debbie still requires assistance to remain safely at home and greatly appreciates the care and support she receives from the team.

MJHS Road to Recovery got Debbie Back on Her Feet

After Harvey's death, Debbie was hospitalized for a knee replacement and once discharged, began receiving rehab services at home from the MJHS Home Care Road to Recovery program. She made wonderful progress.

When I think about how HomeFirst and MJHS helped this special couple with so many of their health care needs, it makes me very proud. It's an honor to work for an organization that can help our patients and members in so many ways.

—Olga A.

Care Management Supervisor, HomeFirst



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*Some information, and the picture, were changed to protect member privacy.

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MJHS Institute Academic Advancement By the Numbers

The MJHS Institute for Innovation in Palliative Care has one of the country's largest interdisciplinary professional training programs for palliative care. This includes post-graduate fellowship education for physicians and nurse practitioners; internships for nurses and pharmacists; and training programs for researchers in varied disciplines. Institute staff also provide support for the directors of other training programs, such as the internships for bereavement counselors, creative arts

therapists and social workers.

These programs provide a robust clinical experience through MJHS Hospice and Palliative Care. And, they have various sources of support. Some, like the fellowships, depend on philanthropy.

Here's a snapshot of our trainee disciplines and where each candidate worked (or studied) before acceptance into our program. ■

2016 Interdisciplinary Graduate School Internship and Fellowship Report

Post-Graduate Fellow Education

Discipline	Origin	Number of Trainees
Hospice and Palliative Medicine Physician Fellows Hospice and Palliative Medicine Nurse Practitioner Fellows	<ul style="list-style-type: none"> Veterans Hospital Puerto Rico Norwalk Hospital New York Methodist Beth Israel Medical Center 	5
Rotating Physician Fellows	<ul style="list-style-type: none"> Montefiore Medical Center New York-Presbyterian Hospital 	8

Internships

Discipline	Origin	Number of Trainees
Bereavement Interns: <ul style="list-style-type: none"> Graduate Schools of Social Work Mental Health Counseling 	Hofstra University	4
Creative Arts Interns: <ul style="list-style-type: none"> Graduate Schools of Music and Art Therapy 	<ul style="list-style-type: none"> Shenandoah University SUNY Fredonia Nazareth College Montclair State University Temple University Colorado State University 	12
Media Specialist Interns: <ul style="list-style-type: none"> Graduate Schools of Media Technology 	<ul style="list-style-type: none"> New York University New York Institute of Technology 	4
Nursing Interns: <ul style="list-style-type: none"> Graduate Schools of Nursing (Doctorate and Masters) 	<ul style="list-style-type: none"> New York University Columbia University Hunter College 	8
Pastoral Care Interns: <ul style="list-style-type: none"> Graduate Schools Theological Seminary 	<ul style="list-style-type: none"> Union Theological Seminary Jewish Theological Seminary Yeshiva University 	15
Pharmacy Interns: <ul style="list-style-type: none"> Graduate School of Pharmacy 	Saint John's University	4
Public Health Interns: <ul style="list-style-type: none"> Graduate Schools of Public Health Research 	<ul style="list-style-type: none"> University of Southern California New York University City College of New York 	4
Social Work Interns: <ul style="list-style-type: none"> Graduate Schools of Social Work 	Columbia University	28

Total 92

A Sustained Investment

Reaching our 110-year anniversary of caring is an exciting milestone, especially considering how much health care has changed in the past century. Participating in the new planned giving program, called the **Sustainers Society**, is one way supporters can help continue the MJHS legacy of caring every minute of every day, regardless of future health care policies.

There are many ways to make a planned gift to MJHS and join the Sustainers Society.

1. Make a **Bequest** to MJHS Foundation through provisions in your will/estate plan
2. Contribute through a **Charitable Remainder Trust** in your estate plan
3. Name MJHS as a beneficiary in your **Life Insurance Policy**
4. Designate MJHS as the beneficiary of your **Retirement Plan, or Savings Account**
5. Provide a **Charitable Gift Annuity** to the UJA-Federation of New York on behalf of MJHS (see the chart for more info)

With either option, your gift of any amount can be unrestricted or dedicated to a specific area of care, such as:

- Hospice and Palliative Care
- Menorah Center for Rehabilitation and Nursing Care
- Home Care

The elite group of Sustainers Society donors will be honored in future issues of this newsletter, on the Sustainers Society page of the MJHS Foundation website (mjhsfoundation.org) and at exclusive events in their honor. ■

Charitable Gift Annuity Rates

Age	Rate*
65	5-7%
70	6.1%
75	6.7%
80	7.6%
85	8.9%
90+	10.5%

*Sample rates shown are for one-life charitable gift annuities, starting at age 65.

Two-life and deferred gifts are also available.

*Minimum gift is \$10,000

For more information, contact Linda Schur Scalettar, Chief Development Officer at **1-855-692-5058**

Purrfect Companions

For many of our 420 residents and patients at Menorah Center, each day is filled with dynamic programs and activities such as physical therapy, arts programming and even a menu tasting club. But the purrs of our robotic cats named Snowbell, Princess and Tuli have melted hearts in so many ways.

The lifelike therapeutic kitties provide tactile stimulation and enhance hand/eye coordination through the motion of petting. They also increase socialization and communication. Nonverbal patients, especially those with dementia, are often delighted or become calm when with the cat. Visiting relatives are often surprised and



touched to hear their loved ones swap stories about long-gone family pets and chat about their new furry companion. Absolutely purrfect! ■

2016 EMPLOYEE GIVING CAMPAIGN

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Porteous	Maldonado
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110 Years of Innovation and Caring

1907–1999



1907

Sarah Webelovsky, Emma Rosenthal, Sarah Berlin and Flora Grodin found the organization in Brownsville, Brooklyn



1938

With community support and successful fundraising, new building can care for 700+ patients who need medical, surgical, nursing and dental services, plus recreational and occupational therapy



1950

Geographic reach of care expands to Coney Island

1968

Becomes affiliated agency of Federation of Jewish Philanthropies

2000–2017



1999–2000

Launches community-based hospice care in Manhattan, Queens, the Bronx and Nassau County for patients at home



2008

Acquires Menorah Center for Rehabilitation and Nursing Care, a 320-bed skilled nursing facility on 10 acres of oceanfront property in Manhattan Beach

Launches community-based palliative care program



2010

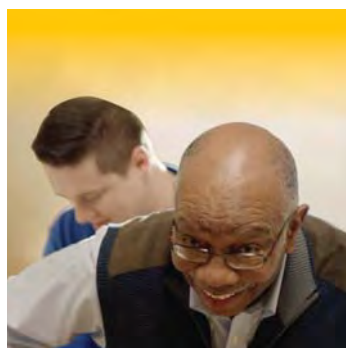
Acquires Jacob Perlow Hospice, assumes ownership of The Mollie and Jack Zicklin Residence in Riverdale and becomes one of the largest not-for-profit hospice and palliative care programs in Greater New York

2012

MJHS Hospice Muriel and Harold Block Residence opens in Bronx

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1980

Elderplan is formed; becomes 1 of 4 original Social Health Maintenance Organizations (SHMOs) in US

Becomes one of first hospice demonstration projects in New York State

1984

Short-term rehabilitation program is created; later becomes one of first subacute programs to be accredited by Joint Commission



2014

Becomes \$1 billion not-for-profit organization

Opens first hospice inpatient residence in NYC to care for children and adults at Menorah Center

Debuts MJHS Institute for Innovation in Palliative Care

Menorah expands to 420-bed center after adding 100 mostly private beds for subacute and long-term patients

1995

First hospice to receive Joint Commission accreditation; long-term care program also receives accreditation

HomeFirst launches; becomes one of first managed long-term care plans in New York State



2016

MJHS Home Care first health care organization in US to receive Community-Based Palliative Care (CBPC) certification from Joint Commission

2017

Celebrates 110 years of caring



2013

Becomes one of few hospice programs in New York State to provide hospice services to children who are actively seeking curative treatment

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You hear them all the time—amazing stories about everyday people who help strangers through selfless gestures. If you appreciate these stories and believe that small acts of caring make a big difference, the Patient Care Fund is one way you can put that belief into action.

These stories explain why your contribution matters.



There's no place like home

Charlene* is 50, married and has two young daughters. She lives with cervical cancer and receives MJHS Hospice care at home. Increasingly overwhelmed by Charlene's medical needs and routine family obligations, her spouse was forced to resign from a full-time job: the main breadwinner became the round-the-clock caregiver. A loss of steady income and a rapidly dwindling bank account put Charlene's entire family at risk. The family struggled to pay rent and utilities. Thankfully, through the generous support of donors to our Patient Care Fund, we were able to assist with a month of Charlene's rent. Suddenly, there was more breathing room and Charlene's

hospice social worker had more time to find longer-term resources and support for the family.



Heating things up

Yelena*, a Russian-speaking MJHS Hospice patient on Medicaid, remembers surviving freezing temperatures when she was young. But at 96-years-old, this past winter's brutally cold days and nights were becoming too much to bear. The central heating in her apartment didn't work in December or January. Despite multiple requests to have it repaired, her landlord was unresponsive. As the temperature dropped Yelena's episodes of pneumonia increased. When Yelena was awarded assistance from the Patient Care Fund, two portable heaters were immediately purchased for her. The remaining money was used to offset her increased electric bill. With a

warm apartment and peace of mind, Yelena was able to see falling snowflakes as things of beauty, not something to fear.

Interested in donating to the Patient Care Fund? Go to www.mjhsfoundation.org/donate/patient-care-fund.
Your tax deductible gift brings hope, solutions and fast real world relief to New Yorkers in need.

**Name changed to protect identity.*

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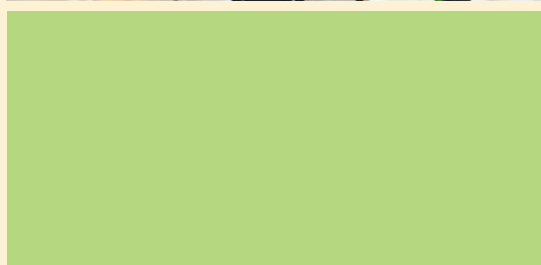
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