

CHAI LIGHTS



A newsletter produced by the Madlyn and Leonard Abramson Center for Jewish Life



REHABILITATION GYM

ABRAMSON AND LANKENAU MEDICAL CENTER: CREATING THE FUTURE OF SENIOR HEALTHCARE

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An aging population, merging health care systems, and legislative changes are all contributing to a healthcare landscape that is constantly evolving. Healthcare organizations need to be dynamic and innovative to continue to meet the needs of patients. For Abramson, that means helping seniors age-in-place by getting them healthy and back home after a hospitalization. To that end, we are proud to announce the opening of Abramson Senior Care's Birnhak Transitional Care at Lankenau Medical Center.

PARTNERS IN HEALTH CARE SUCCESS

Through Abramson's valued relationship with Main Line Health, we first partnered with Bryn Mawr Hospital to open the Edna Young Gordon Healthy Brain and Memory Center. Now, Abramson is delighted to partner with Lankenau Medical Center

to offer short-term rehabilitation at Birnhak Transitional Care at Lankenau, our second transitional care facility after our first was opened on our Horsham campus in 2010.

Both Lankenau and Abramson have been serving the Philadelphia region for over 100 years and share a common mission to provide high-quality healthcare and a focus on both reducing unnecessary hospitalizations and returning patients to their homes safely after a hospital stay. Additionally, strong research backgrounds have positioned both organizations as leaders in healthcare procedures and best practices.

"When you look at both of our goals and values, a partnership makes sense," explains Phil Robinson, Lankenau Medical Center president. "Between our broad clinical expertise and Abramson's impressive outcomes in transitional care, we hope to make Birnhak Transitional Care the provider of choice on the Main Line to help patients



STAFF PROFILE

Meet Katie Starrantino



Katie Starrantino, LSW, care advisor at Abramson Senior Care's Edna Young Gordon Healthy Brain and Memory Center, smiles when she discusses her relationship with her grandfather who, at 96 years old, is still vibrant and active. "Being close with my grandfather was really why I chose to pursue a career in senior care," she says. "He is my inspiration."

Katie shares her grandfather's energy and joy for life. Her smiling face is one of the first that clients at the Memory Center encounter. Drawing on her empathy and vast knowledge, she provides assessments and case management to clients and their loved ones. When she first meets a client, Katie's focus is to make them as comfortable as possible by learning about their personal interests and hobbies. From there, she begins an incredibly thorough assessment process that involves both the client and the caregiver. "We look at their homes to make safety

recommendations, their favorite recreational activities, daily routines and habits, and their medications and medical care," she explains. "By getting to know the client as a whole person, we can then develop an individualized care plan that focuses on cognitive abilities, mental and physical health, interests and family dynamics." When the assessments are finished, the care team, which may include recreation therapists, psychiatrists, and physicians, will work together to develop a unique care plan to enhance the client's daily lives and care.

"Katie has truly been a lifesaver," says one grateful caregiver. "She has provided tangible, helpful guidance that we can easily apply to our lives."

Thanks to Katie's "amazing and spunky" grandfather, Abramson Senior Care is fortunate to have her as a caring part of the professional team.

FAMILY MEMBERS LEND SUPPORT AND CARE

Moving a loved one to a long-term care facility can be a big emotional adjustment for both the senior and their family members – it's not easy to trust the care of someone you love to somebody else. To help new families through the transition, a group of family members with loved ones living at the Abramson Residence have joined together to provide support and advice.

Through a buddy system, the **Family to Family Program** pairs existing resident family members with those who have recently moved their loved ones to the Residence. Buddies will help new resident family members learn about the Abramson community and provide support if family members just need to talk.

Additionally, a **Family to Family Support Group** meets in the sunroom on B3 the first Thursday of the month from 2:30 – 3:30 p.m. For more information or to be paired up with a buddy, please call Marilyn Frazier, director of Social Services, at 215-371-1387.

continued from cover story

Abramson and Lankenau on the Main Line

in the community get back on their feet and transition from hospital to home."

THE FUTURE OF SENIOR HEALTHCARE

Planning for the future and addressing the trends in senior healthcare is an important reason for both our partnership with Lankenau and for expanding our short-term rehabilitation program to the Main Line. In the next eight years, there will be a 50% increase in the number of seniors in the United States. This increase is expected to correspond with more chronic diseases and co-morbidities. At the same time, seniors are increasingly showing a preference for wanting to remain in their own homes as they age. Short-term rehabilitation will be an important component in addressing both of these population needs.

Currently, Birnhak Transitional Care at Lankenau Medical Center can offer services and care to 22 patients. The facility is undergoing a two-year renovation process to upgrade and modernize the space. When construction is finished, the transitional care center will have 35 beds on two floors and offer the best in patient care and comfort.

As trends in health care continue to shift toward more personalized services that allow seniors to age in place, our expansion of our short-term rehabilitation program will be able to provide more seniors with the services they want and need.

If you are interested in learning more about Birnhak Transitional Care on the Main Line, please call 215-371-3400.



THREE GENERATIONS OF THE BIRNHAK FAMILY SHARE COMMITMENT TO ABRAMSON



BOB BIRNHAK, JOHN BIRNHAK, AND MARILYN BIRNHAK z"l

HELP PROVIDE MEANINGFUL SERVICES TO SENIORS IN OUR COMMUNITY

Our Bundled Services Program provides needed social and health programs to frail seniors throughout Northeast Philadelphia, including at Abramson Medical Adult Day Center. Your generosity will help ensure that we continue to provide high-quality care that allows seniors to thrive.



Your donations today will help purchase needed items and provide invaluable support for the mental, physical and social functioning of our seniors at the Day Center:

- **\$50** helps purchase art supplies for our art therapy space.
- **\$75** sponsors music therapy and entertainment.
- **\$100** pays for one robotic cat or dog to bring comfort to clients with dementia.
- **\$250** pays for ONE DAY of nutritious meals for seniors who come spend their day with us.

Your support of Abramson ensures that our residents and clients continue to enjoy a wide variety of recreational, educational, cultural and religious programs.

To help, please call 215-371-1881 or visit abramsoncenter.org/donate

Bob Birnhak, his late wife Marilyn z"l, and their son, John, have long been involved with Abramson, dating back to its days as the Philadelphia Geriatric Center (PGC). Their support and business sensibilities have played an invaluable part of Abramson's evolution.

Proud of his work with PGC's Medical Committee, Bob and Marilyn reinforced the importance of volunteerism and philanthropy to their family. "I like to remind my kids, that no matter how much I had growing up, my parents always made sure that giving back was a part of my life," John recalls. He continued the tradition with his own family – all four of John's children have volunteered with Abramson.

In 2010 the Birnhaks contributed the lead gift to establish Birnhak Transitional Care on the Horsham campus. Understanding the importance of continuum of care, they believed a post-hospital rehabilitative care center was a benefit for both Abramson and the community. Marilyn, ahead of her time as a business woman and philanthropic investor, had a tremendous capacity to see opportunities for meaningful impact that were also savvy business decisions. Her unique brand of style, energy, humor and determination to help others will be deeply missed, both at Abramson and throughout our community.

The Birnhaks were also fully supportive of Abramson's plans to create a second transitional care center on the Main Line. "Abramson needed to diversify services while also maintaining the organization's mission to serve the senior community," explains John, who serves on the Board of Trustees with his father.

The positive feedback about the care we provide makes it all worthwhile for Bob. "Being told that what you did helps people – it doesn't get better than that! Marilyn kvelled whenever people told her how wonderful it was. Our support of the expansion was an outgrowth of that pride," he says.

For three generations the Birnhaks have represented a dedication to giving back. "Generations of families need to carry the baton and stay involved in community –and with the future of Abramson," says John. We could not agree more. We are eternally grateful for the visionary leadership of the Birnhaks.



2018 Florida Board Meeting

Abramson held its annual Florida board social on Friday, January 19th at the Woodfield Country Club in Boca Raton.

Elaine and Irv Levin generously hosted over 110 board trustees and friends of Abramson for lunch and an update on our services for seniors. The afternoon included a presentation given by Carol A. Irvine, Abramson president and CEO, and Phil Robinson, Lankenau Medical Center president, on the partnership between Abramson and Main Line Health that led to Birnhak Transitional Care at Lankenau Medical Center.



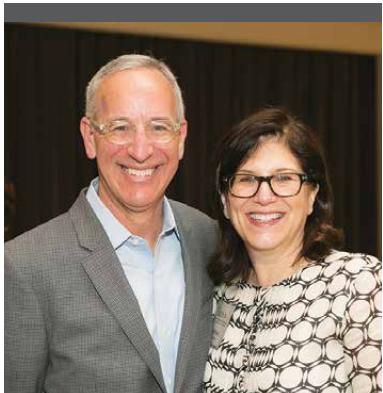
DONALD BERG, PHIL ROBINSON (LANKENAU MEDICAL CENTER PRESIDENT), AND RICHARD FRANKEL



ELAINE AND IRV LEVIN,
MEETING HOSTS



ARVIN AND MELANIE JOFFER, ELYNN LEHR, HARRIET SILBERMAN,
SETH LEHR, ROSALIE GOLDBERG AND ANN FRANKEL



HOWARD J. DAVIS, ESQ.,
(BOARD CHAIR),
AND WIFE BARBARA

BIRNHAK TRANSITIONAL CARE ARRIVES ON THE MAIN LINE

Chai Lights summer 2018 features a great deal of energy throughout our community. Leading off our latest news is the opening of Abramson Senior Care's Birnhak Transitional Care unit at Lankenau Medical Center. Inside this issue, you'll also find information about our Family to Family program, an interview with the Birnhak family, and how easy it is to support the Abramson Center. Check our website, blog, Facebook and LinkedIn pages for ongoing updates on these and other exciting initiatives.



Madlyn and Leonard
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