



September 8, 2020

Dear Resident Representative,

As you know, Abramson Senior Care has been engaged in an ongoing review process to determine the future of our organization, specifically with respect to the Horsham campus.

The goal of this process has been to ensure that Abramson's mission of providing care to our community's seniors thrives for generations to come. As previously shared, changing consumer preferences regarding "aging in place" rather than in a nursing facility, combined with substantial shortfalls related to Medicaid reimbursement for nursing home care, have required that we reassess how to best meet the needs of seniors in our care.

After extensive exploration of various options, we have come to realize that the most prudent course of action for Abramson Senior Care is the sale of our Horsham campus. As a nonprofit provider, committed to caring for all seniors, but especially those with limited or no financial support, this decision is necessary for the long-term sustainability of our organization.

We are proud of our history of providing the highest quality resident centered care. In reaching this difficult decision, it was critically important that we ensure the Horsham campus remain a high-quality senior care facility. As such, the purchaser of the Abramson Center for Jewish Life campus is also a senior care provider, fully committed to continuing to provide compassionate, high quality care to seniors on the Horsham campus.

Abramson Senior Care selected Imperial Healthcare Group, one of the top skilled nursing facility operators in the Pennsylvania region, as our purchaser. Imperial has chosen the Horsham Center for Jewish Life as the new name for the campus. We are happy to share that Ellie MacBeth will remain as Personal Care Administrator. We anticipate change of ownership on October 1, 2020.

We chose Imperial because we are confident in Imperial's commitment to quality, providing ongoing exceptional care to our residents, while working closely with families and resident representatives. Furthermore, as an organization deeply rooted in Jewish values, it was crucial to us that the facility maintain its Jewish identity. Imperial is fully committed to maintaining the Horsham Campus as a Jewish facility with the provision of kosher food, honoring Jewish traditions through rabbinical services, and the observance of Jewish holidays, including Shabbat.

As a resident representative who has entrusted us with the care of your loved one, we recognize that you will have questions and concerns. Most importantly, *please know that this sale does **NOT** mean that any residents will need to leave the Horsham campus.* The new leadership is dedicated to ensuring that all residents continue to receive compassionate and excellent care, while also responding to any concerns that families may have throughout the transition.

We are deeply committed to ensuring open lines of communication throughout this transition. We will be contacting every resident representative to discuss any questions or concerns you may have. In addition, we will have a call-in number starting on September 10 for resident representatives to call with questions between the hours of 9am and 5pm. Please call 215-371-3827 or 215-371-3828 during these times. You will be able to leave a voice message which will be monitored during off hours. Mr. Charlie Steg, President of Imperial Healthcare Group, will be holding virtual information sessions via zoom with families on Sept 10, 2020 from 12:30pm to 1pm and on September 17, 2020 at noon.

Instructions for connecting to the zoom meetings are on the next page.

We are also pleased to share that all of Abramson Senior Care's community based services, including home care, hospice, palliative care, care advisors and certain physician based services will be available to all residents who wish to purchase them or whose insurance coverage includes these services. Abramson Senior Care will be a preferred provider of these services for Imperial and Abramson will have an on-site office as a base of operation for providing these services. By making these services to residents, we will be able to help ensure both continuity and quality of care.

Abramson Senior Care will continue to care for nearly 5000 seniors throughout the Philadelphia area in our various services and locations. Through the sale of the Horsham campus, Abramson will be able to expand our impact in the community, and will be well positioned to innovatively tailor our services to the needs and preferences of seniors well into the future. Furthermore, the sale will provide us with the resources to ultimately serve a substantially greater number of seniors throughout the community through extensive new services that will enable seniors to age in place independently whenever possible.

Please know that our nearly 160 year mission of serving the frailest and neediest seniors in our community wherever and however they need us is unchanged. Our commitment to the families we serve remains at the very core of this mission, and we look forward to continuing to be here for you as you navigate the aging journey with your loved ones.

Sincerely,

Carol A. Irvine  
President & CEO

Abramson Center is inviting you to scheduled Zoom meetings.

**September 10, 2020 – 12:30 to 1pm**

**To Join our Zoom Meeting: Log onto: <https://zoom.us/>**

**Meeting ID: 843 3242 3656**

**Passcode: 806458**

**\*\* For those that join Zoom online - a chat box is located at the bottom of the screen to ask a question.**

Or to join by phone:

One tap mobile

+16465588656,,84332423656#,,,,,0#,,806458# US (New York)

+13017158592,,84332423656#,,,,,0#,,806458# US (Germantown)

Additional lines -

Dial by your location

+1 646 558 8656 US (New York)

+1 301 715 8592 US (Germantown)

+1 312 626 6799 US (Chicago)

+1 669 900 6833 US (San Jose)

+1 253 215 8782 US (Tacoma)

+1 346 248 7799 US (Houston)

To find your local number: <https://us02web.zoom.us/j/kd6a4dVw47>

**September 17, 2020 – 12 (Noon)**

**To Join our Zoom Meeting:**

**Log onto: <https://zoom.us/>**

**Meeting ID: 832 3604 8249**

**Passcode: 821189**

**\*\* For those that join Zoom online - a chat box is located at the bottom of the screen to ask a question.**

Or to join by phone:

One tap mobile

+16465588656,,83236048249#,,,,,0#,,821189# US (New York)

+13017158592,,83236048249#,,,,,0#,,821189# US (Germantown)

Additional Lines:

Dial by your location

+1 646 558 8656 US (New York)

+1 301 715 8592 US (Germantown)

+1 312 626 6799 US (Chicago)

+1 669 900 6833 US (San Jose)

+1 253 215 8782 US (Tacoma)

+1 346 248 7799 US (Houston)

Find your local number: <https://us02web.zoom.us/j/kkvyT7RoY>