



“The MJHS Memory Care Residence will provide valuable resources for residents and their family members by giving them the opportunity to create meaningful connections through innovative programs and therapies.”

- Kendra Ray, PhD
Dementia Program Director, MJHS Health System

The Keys to Connection campaign launched with a lead gift from the **Sephardic Home for the Aged Foundation**.

“We selected MJHS Health System for this grant because of their already groundbreaking, research-based and dynamic Dementia care, as well as a shared legacy of providing compassionate care to vulnerable New Yorkers.”

- Clifton Russo,
Chair of the Sephardic Home for the Aged Foundation
Grants Committee

“For this extraordinary effort to continue we need help from our community. You are the Key to Creating this Connection.”

- Arthur Goshin, MD, MPH
Chair, MJHS Health System

For more information about naming opportunities and donations please contact **Linda Schur-Scalettar** at **(212) 356-5820**.

To make a donation online visit www.mjhsfoundation.org



A not-for-profit health system dedicated to providing quality care in the greater New York Area. Whether it's nursing care at home, support for an advanced or chronic illness, long term care, rehabilitation, end of life care, or a health plan. We have been caring every, minute of every day, since 1907.



A campaign dedicated to supporting the new
MJHS Memory Care Residence



CREATING A KEY TO CONNECTION

As a leader in health care, MJHS Health System is designing a state-of-the-art residence dedicated to providing quality care that uses innovative therapies and memory-stimulating tools to add quality of life for residents living with Dementia.

Located on 10 acres in Manhattan Beach Brooklyn, the 80-bed residence at Menorah Center for Rehabilitation and Nursing Care will also provide families with the opportunity to **create meaningful connections with their loved one in a warm, caring and home-like environment.**

“We have stayed at the forefront of Dementia care by providing programs such as music therapy, horticulture and art therapy, which are proven keys to helping residents unlock memories and create meaningful connections with their loved ones. We are proud to continue paving the way with this wonderful new residence.”

- **Alexander Balko**

President and CEO, MJHS Health System



MJHS MEMORY CARE RESIDENCE

Our aim is to create a safe environment that will help residents reconnect with their passions and sense of identity. Our goal will also be to provide family members with useful tools to help them engage with their loved one.

Home-like Environment

Located on the third floor of Menorah Center, the residence is specifically designed for individuals living with Dementia. All enhancements promote safety and encourage independence.

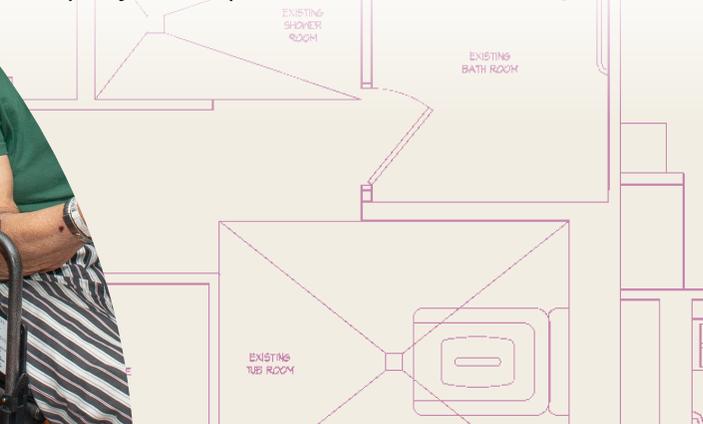
Features will include:

- Intimate and calming restaurant-like dining experience
- Upgraded bathing rooms with therapeutic music system
- Themed hallways with artwork that engages residents and improves way-finding
- Signage at eye-level
- An “essence spa family room” to provide a calming oasis for residents and their families

Specialized Approach to Care

Our resident-centered approach will:

- Focus on the needs and strengths of each individual
- Provide vibrant experiences and techniques to engage residents
- Empower residents to connect with their loved ones and those around them
- Educate our care team in the latest advancements in quality and compassionate care



Enriching Therapies

Residents will receive non-pharmacological therapies that will help unlock memories while addressing symptoms associated with Dementia such as anxiety, depression and agitation.

Some of these include:

MUSIC THERAPY

Improves mood and reduces agitation by playing songs that resonate with the past. This creates a calming effect for residents who suffer from symptoms at sundown



ART THERAPY

Provides an avenue for non-verbal creative expression

DANCE AND MOVEMENT THERAPY

Improves mobility and balance, which helps reduce the risk for falls

PET THERAPY

Improves mental, social, emotional and physical functions

DRAMA THERAPY

Enhances coping skills, promotes self-expression and encourages spontaneous response to others