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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
From the Heart

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.

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

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

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 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 rehospitalized. 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

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

<table>
<thead>
<tr>
<th>Discipline</th>
<th>Origin</th>
<th>Number of Trainees</th>
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<tbody>
<tr>
<td>Hospice and Palliative Medicine Physician Fellows Hospice and Palliative Medicine Nurse Practitioner Fellows</td>
<td>Veterans Hospital Puerto Rico</td>
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<tr>
<td></td>
<td>Norwalk Hospital</td>
<td></td>
</tr>
<tr>
<td></td>
<td>New York Methodist</td>
<td></td>
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<tr>
<td></td>
<td>Beth Israel Medical Center</td>
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<td>Rotating Physician Fellows</td>
<td>Montefiore Medical Center</td>
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<tr>
<td></td>
<td>New York-Presbyterian Hospital</td>
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#### Internships

<table>
<thead>
<tr>
<th>Discipline</th>
<th>Origin</th>
<th>Number of Trainees</th>
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<tr>
<td>Bereavement Interns:</td>
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<tr>
<td>• Graduate Schools of Social Work</td>
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<td></td>
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<tr>
<td>• Mental Health Counseling</td>
<td></td>
<td></td>
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<tr>
<td>Creative Arts Interns:</td>
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<td>SUNY Fredonia</td>
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<td></td>
<td>Nazareth College</td>
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<td></td>
<td>Montclair State University</td>
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<td></td>
<td>Temple University</td>
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<td></td>
<td>Colorado State University</td>
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<td>Media Specialist Interns:</td>
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<td>Nursing Interns:</td>
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<td></td>
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<tr>
<td></td>
<td>Hunter College</td>
<td></td>
</tr>
<tr>
<td>Pastoral Care Interns:</td>
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</tr>
<tr>
<td>• Graduate Schools</td>
<td>Jewish Theological Seminary</td>
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</tr>
<tr>
<td>• Theological Seminary</td>
<td>Yeshiva University</td>
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<td>Public Health Interns:</td>
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<tr>
<td>Graduate Schools of Public Health Research</td>
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<td>City College of New York</td>
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<tr>
<td>Social Work Interns:</td>
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</tr>
<tr>
<td>• Graduate Schools of Social Work</td>
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</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>Age</th>
<th>Rate*</th>
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<tr>
<td>65</td>
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<td>6.1%</td>
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<td>85</td>
<td>8.9%</td>
</tr>
<tr>
<td>90*</td>
<td>10.5%</td>
</tr>
</tbody>
</table>

*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!
110 Years of Innovation and Caring

1907–1999

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

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.
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

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

2013
Becomes one of few hospice programs in New York State to provide hospice services to children who are actively seeking curative treatment

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

2014
Becomes $1 billion not-for-profit organization

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

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

THANK YOU

2016 EMPLOYEE GIVING CAMPAIGN

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Artemio Namaca
Jacqueline Neal
Michelle Neddo
Yelena Nekrasov
Alicia Nelson-Jones
Patient Care Fund

Meets Real World

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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Mr. and Mrs. Samuel S. Solow
Mr. and Mrs. Sidney Levine
Mr. Armand Abbott
Mr. Barry M. Kopleff
Mr. Edward W. Gersten
Mr. Joseph Weingast
Mr. Marvin Albert
Mr. Robert R. Bennett
1907 FOUNDERS' SOCIETY

The 1907 Founders' Society is our annual giving society, bringing together MJHS’s most dedicated philanthropic partners to help further the mission of the organization. The support of Society members enables MJHS to continue to be an industry leader, providing outstanding care to our patients and their families. With a minimum annual contribution of $1,000,* members receive invitations to special events with access to meet MJHS Executives, recognition on the MJHS Foundation website, at events, in the MJHS in Focus newsletter and more.

For more information on benefits of membership or how to join, please email Allison M. Wesalo awesalo@mjhs.org

ADVOCATE—$250,000 & UP
Estate of Jutta Tannhauser
UJA-Federation of New York

BENEFACCTR—$100,000-$249,999
Mr. and Mrs. Ira D. Riklis
The Milbank Foundation
The Patrick and Catherine Weldon Donaghue Foundation for Medical Research
United States Cancer Pain Relief Committee Inc.

LEADER—$25,000-$99,999
American Academy of Hospice and Palliative Medicine
Anonymous
Harold and Isabel Feld Philanthropic Fund of the Jewish Communal Fund
Moses L. Parmelsky Foundation
Ms. Sylvia Golden
The Derfner Foundation- Mr. Jay Lieberman
The Manne Family Foundation

CHAMPION—$10,000-$24,999
Ametek Foundation
Baron Capital Foundation
Drs. Teena and Larry Lerner
Estate of Phyllis & Lee Coffey
Estate of Stephanie Arcel
Mr. and Mrs. Alan R. Batkin
Ms. Valerie Harper and Mr. Avrom Greenberg
The Wasley Family Foundation

PATRON—$5,000-$9,999
Conference on Jewish Material Claims Against Germany, Inc.
Dr. and Mrs. Arthur Goshin
Dr. Sita Krishnaswamy
Estate of Florence Neinken
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Ms. Valerie Harper and Mr. Avrom Greenberg
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Mr. and Mrs. Michael Proper
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Mr. and Mrs. Uri Aspir
Mr. Craig Azoff
Mr. David Koschitzki
Mr. Elliot Brooks
Mr. Francisco Polanco
Mr. Herbert Rubin
Mr. Jimmy Smits

*Minimum contribution is based on annual, non-event related contributions to the MJHS Foundation. Pledges are listed by the full amount in the year the commitment was made.
THANK YOU TO OUR 2016 GOLF CLASSIC & HOSPICE ON BROADWAY SPONSORS

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Morgan Stanley
Special Touch Home Care Services
TD Bank

PLATINUM EVENT SPONSOR—$10,000
Allen Health Care Services
Gerald Ferrante
Graystone Consulting
LI Script, Inc.

GOLD SPONSOR—$5,000
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Americare Pharmaceutical Services
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Daniell Family Foundation
Isabella Geriatric Center
James R. Borynack
New York Presbyterian Queens
Sentosa Care

Support this year’s MJHS Hospice on Broadway with your sponsorship today!
Visit www.mjhsfoundation.org

2016 ANNUAL GOLF CLASSIC

ACE—$125,000
Bestcare, Inc.
Special Touch Home Care Services, Inc.

DOUBLE EAGLE—$75,000
TD Bank

19TH HOLE—$35,000
Allen Health Care Services
Loeb & Troper LLP

BACK NINE—$25,000
Cadwalader, Wickersham & Taft LLP

STARTER—$25,000
LI Script, Inc.

BIRDIE—$20,000
Andrew Kohen
Community Home Care Referral Service, Inc.

RUB OF THE GREEN—$15,000
Centers Health Care

THE TURN—$10,000
Command Business Solutions
Informis Health Solutions, LLC
Isabella Geriatric Center
Manatt, Phelps & Phillips, LLP
Modern Diagnostic Laboratories, Inc.
Premier Home Health Care Services, Inc.
Printing House, LLC
Sentosa Care
Steven L. Topal

TAP IN—$7,000
Access Nursing Services
Alexander S. Balko
Better Home Health Care, Inc.
Brooklyn Nets
Clifton, Budd & DeMaria LLP

Command Business Solutions
Comport Technology Solutions
Corporate Synergies
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