



2012 ANNUAL REPORT

We're here *or there*
for you in so many ways...



HEBREW HEALTH CARE
for health, for life

2012 FINANCIAL HIGHLIGHTS

Net Revenues From:

services to our inpatients.....	51,214,403
services to our outpatients.....	10,153,720
services to our members.....	4,273,971
sources such as gifts, grants, bequest, etc.*.....	2,347,484
from investments.....	1,155,603
Total gross revenue.....	69,145,181

Amounts Billed and Not Received:

from Medicare for services provided because payments were limited.....	(3,139,083)
from Medicaid for services provided because payments were limited.....	(9,588,503)
from patients for services provided because payments were limited.....	(835,222)
from patients for services provided because they were unable to pay.....	(371,809)
Total adjustments to earnings.....	(13,934,617)
Actual revenue received from patient care and other services:.....	55,210,564

Operating Expenses:

salaries and wages.....	31,513,992
employee benefits.....	8,897,721
supplies and services.....	11,997,523
utilities.....	683,803
interest/principal.....	2,074,347

To render services to our patients, it cost us..... 55,167,386

Net Income (Loss) for 2011-2012 fiscal year from providing services to our patients..... 43,178

Non Operating Additions / (Reductions):

mortgage principal.....	603,232
pledge receivables.....	(175,000)
depreciation.....	(1,963,917)
accrued vac / prepaid expenses.....	88,750
foundation grants.....	(400,000)

Total adjustments to statement of operations..... (2,080,159)

Net Income (Loss) projection for 2011-2012 fiscal year was..... (2,036,981)

Hebrew Health Care gratefully acknowledges the support of the following organizations for grant funding:

*The Auxiliary of Hebrew Health Care
Connecticut Department of Education-
-Bureau of Health, Nutrition, Family
Services and Adult Education*

*Connecticut Health and Education
Facilities Authority*

*The Archer Trust of the Hartford
Foundation for Public Giving*

*The Brainard Fund of the Hartford
Foundation for Public Giving*

*Farmington Bank Community
Foundation*

*Jewish Community Foundation of
Greater Hartford*

*Jewish Federation of Greater Hartford
North Central Area Agency on Aging
TD Bank Foundation*

**This includes an allocation of \$126,000 for FY2012 from the Jewish Federation of Greater Hartford. The above information is based on unaudited financial statements for the fiscal year ending September 30, 2012.*

FROM THE CHAIRMAN AND THE PRESIDENT



“When we are no longer able to change a situation, we are challenged to change ourselves.” Victor Frankl’s statement has proven to be the watchword for Hebrew Health Care in 2012. Unprecedented drastic reductions in Medicare skilled nursing reimbursement have made it necessary for us to accelerate the pace of implementing our Strategic Plan, adopted in July, 2011, in order to remain viable as a health care provider.

We have begun examining every component of our constellation of services, recognizing that the areas of growth will be with home and community-based programs. We have aligned our goals with the State’s long term care assessment and re-balancing plans. And we have embraced the simple truth that the older adults of today and tomorrow have very different ideas about how and where they want to receive services. They want to stay in their homes, and they want to be in control of the care they receive.

In the face of this fundamental paradigm shift, we remain true to our mission. “Hebrew Health Care provides the community with a broad spectrum of exceptional health care and aging services tailored to the needs of each individual.” But fulfilling that mission will challenge us to find new ways to serve our community.

We spent much of 2012 growing our community services to meet the needs of our aging population. We are providing more and more services in community settings: services like dementia consultations and education, cognitive rehabilitation in the home, home health nursing and therapy services, hospice programs, geriatric consultation and outpatient therapy.

We recognize that there will always be a need for institutional care, but elders’ choices and government reimbursement are driving elder care services to the community. The following pages will highlight how we have spent the last year preparing to meet the demands of our contingent. **While Hebrew Health Care has always been *here* for our community of seniors, we are now working to assure that we will always be *there* for them as well.**



A handwritten signature in blue ink that reads "Richard Rubenstein".

Richard Rubenstein
Chairman of the Board of Trustees

A handwritten signature in blue ink that reads "Bonnie B. Gauthier".

Bonnie B. Gauthier
President & CEO

DEMENTIA CARE:

We are here for you...

Many people know that Hebrew Health Care has a dementia program with a specific dementia care unit. What some may not know is that Hebrew Health Care has been working tirelessly at becoming a resource center for individuals with various forms of dementia and their caregivers. Our state of the art program on one of our skilled nursing units has specially trained staff, rich staffing patterns and a broad array of process focused programs for those residing there. In addition, our sensory room, providing both calming and stimulating features, is a great outlet for individuals who need to either relax or become more engaged.

Our resource library, located on the lower level, contains a number of educational brochures that can assist caregivers in understanding services that are available to them when faced with the challenges of caring for their loved ones. And, with support groups that include early stage dementia and caregiver support, along with support offered for those afflicted with Parkinson's disease and dementia related to that illness, caregivers have others to connect with during challenging times.

Our special art programs are designed to provide a creative outlet to our residents. The two programs are The Sadie Mindell Master Painting Program and A Fresh Canvas: An Alzheimer's Arts Program. The Sadie Mindell Master Painting Program provides opportunities for creative expression for residents of Hebrew Health Care through painting. A Fresh Canvas: an Alzheimer's Arts Program, funded in part by the Bella and Max Shulman Family Fund of Jewish Community Foundatiuon, provides expressive art, music, and dance therapies to people with progressive dementia in our skilled nursing units as well as in our adult day center.

Our dementia specialists evaluate residents throughout our facility as they progress in their aging to assure we continue to meet their needs. These individuals provide training to staff across our service lines, including nurses, nursing aids, and other applicable staff to help them deal with challenges of caregiving for individuals with dementia.





***“Laughing one minute,
crying the next – and that
was me! Let’s just say
I was the one at a total
loss in dealing with Dad’s
dementia. Now, we have
ways of making memories
far more important and
cherished than those he’s
forgotten.”***

-Libby S., Granby

Aging Care Academy™
Caregiving with confidence

Our experts are there for you...

Recognizing that individuals want to remain in their homes rather than rely on institutional settings to receive their care, our dementia specialists have developed a comprehensive menu of educational offerings for both professional and lay caregivers, as well as consultative services to assure those individuals are safe in the community.

Aging Care Academy is a program sponsored by Farmington Bank Community Foundation that is designed to assist family members who are caring for older adults. With a focus on every aspect of aging, including but not limited to elder law, finance, support, household safety, and emergency preparedness, this unique program of non-credit courses offers families the tools to be the best, most confident caregivers they can be.

Through the National Council of Certified Dementia Practitioners – formed to promote standards of excellence in dementia and Alzheimer’s education training to professionals and other caregivers who provide services to dementia clients - our experts train professionals to provide appropriate, competent, and sensitive direct care and support for the dementia patient. Whether seeking certification - or simply looking to remain at the cutting edge in care - our certified dementia practitioners offer classes nationwide.

We have partnered with the Learning Resource Network, LERN/UGotClass, to provide continuing education to individuals seeking knowledge for professional or personal reasons that are offered online. Additionally, our experts frequently lecture at senior centers, health fairs and trade expositions.

Family Support and Consultation services take place in individuals’ homes, and are designed to take the fears and uncertainties of dementia out of dementia care. Our experts assess functional abilities of the individual, provide resources and information, make referrals and develop appropriate care plans. The program focuses on keeping the individual home safely and comfortably for as long as possible, while helping the caregiver avoid burnout.

REHABILITATION SERVICES:

You can come to us...

Rehabilitation is essential for individuals to regain their independence after a surgery or when recovering from an illness. Hebrew Rehabilitation Group offers physical, occupational, speech, and cognitive rehabilitation services to individuals on both an in-patient and out-patient basis.

We have broadened our inpatient practice by adding a post-acute pulmonary rehabilitation therapy program in collaboration with Dr. Eric Shore, CT Multispecialty Group Pulmonologist and Director of MICA at Hartford Hospital. Our interdisciplinary team of occupational, physical, respiratory and speech therapists; in-house physicians and APRNs; in-house pharmacists; social workers and nursing staff work with Dr. Shore to provide this vital program. Respiratory therapy is also available on-site by O₂ Safe Solutions. We utilize our expertise in geriatric medicine to treat older adults with pulmonary disease and other complicating co-morbidities.

The Swallowing Center at Hebrew Health Care is another new service offered on our main campus in partnership with Swallowing Diagnostics. The Swallowing Center offers swallowing diagnoses and treatment from experts in dysphagia management. Patients exhibiting swallowing disorders are diagnosed and treated under one roof, without delay between diagnosis and treatment, thereby improving patient comfort and prognosis.

HHC's "As Desired Program," allows long term care residents to preserve available range of motion, strength, and activity tolerance by continuing with exercises once they have maximized their abilities and have been discharged from a skilled rehabilitation program. The rehabilitation technician is supervised and collaborates with a designated therapist to ensure residents are following their established routines.





“The therapists are very good and respectful of patients. They instilled confidence in me when I needed it most; every staff person was helpful, professional and competent. The culture of the facility is very positive and promotes healing.”

-Evelyn W.

Or we will come to you...

Hebrew Rehabilitation Group serves the Greater Hartford community in a variety of ways in the homecare setting with physical, occupational and speech services provided. Responding to the needs of the community we have expanded our breadth of services.

Our new Cognitive STARTS program is an occupational therapy program for individuals with varying stages of memory impairment that offers Cognitive Strategies, Testing for Abilities, Rehabilitation, Therapy, and Support. Offered both on a homecare and outpatient basis. Through Hebrew Health Visiting Nurses, Cognitive STARTS goals are to minimize care burden, maximize strategies for adapting care, and minimizing behaviors related to cognitive loss. For this reason, all care plans are designed considering the needs of both the individual and the care partner. Training and education may include strategies for providing physical care, techniques in cueing, environmental adaptations, communication techniques, and methods for addressing burdensome behaviors.

Our trained physical and occupational therapists are available in the community, doing assessments and education in senior centers throughout the Greater Hartford area and at health fairs and trade shows. Our physical therapists have performed fall screens to identify individuals who are at greater risk to sustain a fall along with education on strategies to decrease the risk of falls for instance, participating in a formalized rehabilitation program to improve balance, strength and gait or identifying environmental factors that may contribute to a fall.

Our occupational therapists have performed grip strength assessments to identify individuals that have decreased hand strength that may be interfering with their abilities to perform daily life tasks, such as opening a jar, as well as, education on exercises that will preserve or increase their hand strength.

HEBREW HOME HOSPICE:

Hospice in the place you call home...

Hospice services are an important part of the constellation of services that Hebrew Health Care offers its individuals and their families. Hospice care is geared towards individuals who are dealing with a life-limiting illness, the supports of hospice are directed to the individual and their family during this time when families and their loved ones need support the most.

Many patients and their families find it difficult to discuss the possibility of hospice care or palliative care. Hebrew Health Hospice staff work with families to ease the transition from curative care to a plan of care that is more focused on comfort measures.

Most people would prefer to die in their own homes, spending their final days in a familiar, comfortable environment. With the support of Hospice, patients can be at home surrounded by loved ones, and the care provided allows family to focus on what matters most at this critical time. The hospice program recognizes that people may call many different places home, for this reason the routine home care level of hospice can be provided in the patient or their family's private residence, a skilled nursing facility or assisted living facility.

Our interdisciplinary team includes the patient's physician, a hospice doctor, a nurse case manager, spiritual care provider, medical social workers, a dietician, therapists,



pharmacologist, and bereavement coordinator and many trained volunteers. The team develops a care plan tailored to the patient's individual need for pain management and symptom relief, and provides all the necessary drugs and therapies for comfort, medical supplies, and equipment necessary to maintain the patient at home, or as long as the family feels is necessary.

The interdisciplinary team is available 24 hours a day, 7 days a week to provide physical, psychosocial, and spiritual care. The team makes regular visits to assess individual needs and alter the plan of care to accommodate these needs. After the patient has died, families receive bereavement services for up to 13 months, or as the family feels.



Or supporting you in the community...

Hebrew Health Hospice supports individuals in the community in a number of ways and spent much of fiscal year 2012 broadening its reach. In addition to serving individuals and their families in HHC's skilled nursing units and hospital, area nursing homes and assisted living facilities, the interdisciplinary team serves the community by offering support groups and education.

Lectures and seminars were held on topics including End of Life Ethics and End of Life Decisions. The Program has held an eight session bereavement series that served many members of the community. By request of the people attending the series an ongoing support group was developed.

Educational sessions were offered at local senior centers, skilled nursing facilities and assisted living facilities throughout Hartford County.

“From the day hospice came into our lives until now, my husband and I felt loved and cared for by guardian angels.”

-Mary P.

HEBREW HEALTH VISITING NURSES:

*We are **here** in our community...*

From the beginning, Hebrew Health Care has focused on the needs of the community and has been growing and expanding to meet those needs. The community has always been central to the mission of the organization. Hebrew Health Visiting Nurses was developed to meet the needs of the community; we see community education as essential to helping improve the health of adults in the community, and we strive to provide education to the community in a number of settings.

Our team of nurses, social workers and therapists conduct educational sessions, health screenings, gait and safety screenings and bereavement and support services. These programs can be provided at senior centers, assisted living and independent care facilities as well as at our office located in the Wintonbury Mall in Bloomfield.

Throughout the year we have developed stronger working relationships with local senior centers, social groups, religious institutions and libraries in the 19 towns we now serve. We have been working with the leadership of these community resources to offer lectures, screenings and support services. We will continue to work in the coming years in coordination with other Hebrew Health Care affiliates to address needs identified and increase awareness within the surrounding area.



“We strive to earn the trust of all whom we serve by living our mission, vision and core values.”

-HHVN





And care for you there...

Trends in healthcare are changing. Individuals want to avoid institutional settings and want more choices in the ways and places that they receive care. Hebrew Health Visiting Nurses is the answer for those individuals. With nurses, therapists and aides providing care in peoples' homes, seniors can remain safe and independent for as long as possible. Education remains important to our mission; our professional staff works with each client and their caregiver to give them the tools they need to successfully age in place.

Our Telehealth program assists people with CHF to manage their disease and prevent re-hospitalization. Clients on the program receive a special scale, pulse-oximeter and blood pressure cuff that transmit readings through secure technology to the staff in the office. The nurses can see the readings daily and can identify changes in vital signs and client's weight that indicate the client is having changes in their status before they are in crisis and need to be hospitalized. The nurses can work with the client's physician to make changes to resolve the issues before a client would need to be hospitalized.

The home health agency works closely with the Wound Certified Nurse at the Hebrew Home to provide continuity of care for people leaving the hospital or short term rehabilitation unit who are being treated for wounds. The clients are seen by the Wound Certified Nurse in addition to the Visiting Nurse staff to assure that the plan of care continues to meet their needs. This program highlights the strength of having a constellation of care where people can be followed in all settings (acute care, short term rehab and home healthcare) and the threads of their care are interwoven.

In addition to expanding the programs offered through Hebrew Health Visiting Nurses, our service area has been expanded to 19 towns within Hartford County. This expanded service area has helped us increase our census and our community referrals within the past year. Our goals for 2013 are much the same; we hope to bring more services to more people in more places so that they can age the way they want to.

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Christine Waldie, *Director, Hebrew Health Hospice*

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Valerie Bartos, *Director, Community Relations*
Michael Dussault, *Executive Chef*





Our Community...

Hebrew Health Care keeps the promises we've made to the elderly and to our community by teaching the next generation of caregivers, educating seniors and their families about aging, participating in public policy advocacy and ensuring quality in all that we do.

Student Education

UCONN Medical Students
UCONN, Yale, and University of
Saint Joseph Nurse Practitioner Students
UCONN, University of Saint Joseph,
and Goodwin Community College
Nursing Students
Capital Community College CNA's
and Nursing Students
University of Saint Joseph
Social Work Students
University of Hartford Physical
Therapy Students
Porter and Chester Institute LPN's
UCONN and University of Saint Joseph
Dietetic Interns

Community Education

Blood Pressure Screenings
Fall Prevention
"For Health, For Life"
Public Access Television
Flu Shot Clinics
Mentoring Minds Program
with Michael D. Fox School
Advance Directives
Memory Loss
Winter Health and Wellness
Laughter Therapy
Dementia Care Services
Social Work and the Medical Model
Physical Therapy Safety

Healthy Dental Care for Seniors
Nutritional Services
Physical Techniques to
Promote Relaxation
Fall Screenings
Chinese Culture Presentation
Injury Prevention
Hand Hygiene

Community Support Programs

Foodshare Food Drive
Summer Youth Volunteer Program
Donation of Goods to
South Park Inn Shelter
Holiday Caring and Sharing
for McKinney Shelter
Alzheimer's Memory Walk
Green Fair
American Heart Association
Go Red For Women Day
Dress for Success Collection
Lions Club Eyeglass Collection
Bloomfield Police Department
Cell Phone Collection
Jessie's Community Garden
Prayer Shawl Ministry

Support Groups

Bereavement Support Group
Dementia/Alzheimer's Caregiver
Support Group
Parkinson's Support Group

FROM THE AUXILIARY PRESIDENTS



Lisa Snyder Berman
Co-President, Auxiliary



Pia Rosenberg Toro
Co-President, Auxiliary

Pia and I want to wish everyone a very Happy and Healthy New Year! During Rosh Hashana, Pia and I reflected on our first year as Co-Presidents and so many wonderful and successful events that have taken place over the past few months.

The Auxiliary sponsored their annual Resident Mother's Day, Father's Day and Strawberry Festival Parties serving delicious treats and fantastic live music. We held our Mother's Day Plant Sale and the Best Ever Baubles and Bags Sale. Our hard work and dedication didn't stop there; we continued to volunteer at Loaves and Fishes and hosted our annual Card Party in April. The newest achievement and most exciting of the past year was the Renovation of the Coffee Shop, the new and improved Main Street Café! What an accomplishment! Many thanks to our Life Members and all the Donors who made this dream become a reality.

Our Annual Family Fun Day~Apple Fest that was held on September 9th found the residents once again gathered on the green outside the Hebrew Home, listening to the live music, eating yummy treats and smiling from ear to ear as they watched the children play games, laugh and hula hoop. The event raised \$20,000 thanks to the Corporate Sponsors, admission, basket auction and food sales. **What a way to start of the New Year!**

Much Love and Peace,

Lisa and Pia

HEBREW HEALTH CARE ANNUAL FUND *Donors*

Annual Fund donors historically view Hebrew Health Care as a shared community responsibility understanding that our continuing response to community needs requires a continuing commitment from its citizens. The story of Hebrew Health Care is a perfect depiction of what happens when philanthropy embraces vision and need, enabling organizations to move from “if only we could” to “this is how we will.” Annual Fund donors ensure that Hebrew Health Care can continue to deliver on our 111 year old promise to remain a visionary partner in the health care environment while identifying and responding to the ongoing needs of those we serve. A partnership of donors representing individuals, corporations and businesses, foundations, government sources, the Jewish Federation of Greater Hartford and the Jewish Community Foundation ensure this organization’s ability to continue serving the elderly in our community. Hebrew Health Care gratefully acknowledges the generous contributions made by all our donors, including those who, because of space constraints, cannot be listed here.

Visionary

- Auxiliary of Hebrew Health Care
- The Abrahms Family
- Susan and Donald* Block
- Penny H. Cohn Fund for Indigent Elderly
- Connecticut Alliance for Long Term Care
- Estate of Ruth H. Cohn
- The Goldfarb Family
- The Harry E. Goldfarb Foundation
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- Bella and Max Shulman Family Fund
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- Fechter Family Foundation, Inc. Fund
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- The Gelles Family
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- Doris and Simon Konover Fund for Hebrew Home and Hospital
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- Beatrice Fox Auerbach Foundation Fund/Koopman Share
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- Frances and Philip Feltman
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- Madelene and Jim Francese
- Janice and Clifford Gibson
- Edith A. and Herbert L. Granstein Fund

- Carol and Neale Hauss
- The HHC Youth Volunteers
- Marcia and Michael Hickey
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- Neuwirth Foundation, Inc.

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- Gayle and Steven Temkin
- United Jewish Appeal
- Marjorie M. Walton Fund
- Ruthan Wein
- Patti and Howard Weiner
- Woodland Autobody Co.
- West Hartford - Bloomfield Health District

Please note that the donor list reflects gifts received as of September 30, 2012

*Deceased

ENDOWMENT FUND *Donors*

Hebrew Health Care is grateful to the following donors who have made donations to our endowment. Endowment gifts are the most enduring investments in our organization; perpetuating an annual income stream that supports many of the programs and services that are not covered by any form of reimbursement. Endowment funds provide supplemental support to life enrichment activities, volunteer services, bereavement programs, and programs related specifically to the cost of being Jewish; just to name a few. Hebrew Health Care is recognized as a top provider in aging services and this is in part due to our endowment fund donors. We gratefully acknowledge all endowment donations, including those who, because of space constraints cannot be listed below.

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*Hebrew Health Care sincerely
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Our Affiliations

At Hebrew Health Care, we understand the importance of establishing and maintaining quality standards and the need of partnering with leading local and national organizations. These partnerships allow us to fulfill our mission of providing quality health care to those in our care now and in the future. We are pleased that through these partnerships Hebrew Health Care assures the future of aging services. We note with pride the following affiliations and memberships for 2012.



Affiliated with...

Alzheimer's Association
Anna Maria College
Bay Path College
Branford Hall
Capital Community Technical College
Capital Workforce Partners
Central Connecticut State University
Goodwin College
Hebrew High School of New England
Jewish Federation of Greater Hartford
Jewish Community Foundation
Learning Resources Network/UGotClass
Leave a Jewish Legacy
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Lincoln Technical Institute
Manchester Community Technical College
Quinnipiac University School of Allied Health
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Springfield Technical Community College
Stone Academy
University of Connecticut, Schools of Business Administration, Dentistry, Medicine, Nutrition, Nursing, Pharmacy, and Social Work
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Yale University Schools of Medicine and Nursing

Member of...

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American Dietetic Association
American Geriatrics Society
American Health Information Management Association
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Association of Long Term Care Financial Managers
Association of Jewish Aging Services
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Avon Chamber of Commerce
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Connecticut Association for Adult Day Centers
Connecticut Association for Home Care and Hospice
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Connecticut Association of Therapeutic Recreation Directors
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Connecticut Coalition on Aging
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Connecticut Hospital Association
Connecticut League for Nursing
Connecticut Nurse's Association
Consortium for Gerontological Education
Healthcare Financial Management Association
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National Association of Jewish Chaplains
National Association of Social Workers
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Partners in Senior Life (formerly Associates of Jewish Homes and Services for the Aging)
Professional Advisory Board of Home and Community Health Services
Qualidigm
Rabbinical Council of America
University Park
Visiting Nurse and Health Services of Connecticut
West Hartford Chamber of Commerce



Celebrate Life 2012

On Sunday, April 29, 2012 Hebrew Health Care hosted a memorable and enjoyable event, Celebrate Life 2012. Sponsored by TD Bank, guests enjoyed entertainment by *The Capitol Steps*; a group of Senate staffers who set out to satirize the very people and places that employed them. The extended cocktail hour offered a buffet style meal, which included a variety of delectable foods. Happiness and laughter filled the ballroom as friends, families, employees, and board members all committed to the excellence of Hebrew Health Care mingled and bonded.





HEBREW HEALTH CARE
for health, for life

1 Abrahms Boulevard,
West Hartford, CT 06117

860.523.3800

www.hebrewhealthcare.org