

# Inspirations

SPRING EDITION 2017



Jewish Senior Housing  
and Healthcare Service

Dubin House | Geshur House | Saltzman House | Lions Gate

[www.jshhs.org](http://www.jshhs.org)  
(856) 667-6826



LIONS GATE

Lifestyle. Care. Community. Tradition.

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residents engaged, CCRCs offer so much more than just a place to live. Residents at Lions Gate say another important benefit offered by CCRCs is peace of mind.

"Of course, our residents come to us hoping they never need more care," says Lions Gate CEO Susan Love. "But, at the same time, they tell us they take great comfort in knowing we have Assisted Living and a five-star Health and Rehabilitation Center right on campus. This provides tremendous peace of mind for residents, knowing that if something happens, they will not have to burden their children and loved ones."

New Lions Gate resident Attorney James Muller says the availability of healthcare was a key factor in his decision to move.

"At Lions Gate, I can continue to live independently, and if there is an issue with my health, I'm covered."

Marlene "Sis" Levy, a well-known community leader with a long legacy of volunteerism, community service and philanthropy, said a recent fall prompted her move to Lions Gate. "I've been involved with Lions Gate for many years because of the wonderful lifestyle it offers to area seniors. So for me, it was never a matter of where, only when," she says. "A fall may have helped me make the decision, but I look forward to taking advantage of all the wonderful programs and opportunities offered here!"

"Eliminating a scramble for care after an acute health issue arises translates to fewer worries for both residents and their adult children," adds Love. "It also eliminates financial worries down the road because you are essentially prepaying for whatever care may be required in the future."

According to a study, titled *Continuing Care Retirement Communities: A Background and Summary of Current Issues*, conducted by the U.S. Department of Health and Human Services, CCRC residents' life-expectancy is 1½ to 2 years longer than other seniors'. CCRCs also have been shown to help reduce the risk of disease

## Why Lions Gate? *Why Now?*

When it's time to think about an ideal home for yourself or an older loved one, what seems most appealing? While nearly 90% of people 65 and older surveyed by AARP® said they would like to "age in place" at home, many find remaining at home can become both physically impractical and socially isolating over time. A popular solution: a Continuing Care Retirement Community.

Continuing Care Retirement Communities, or CCRCs, have been surging in popularity over the past decade, and with baby boomers now hitting retirement age, there are no signs of the trend slowing. CCRCs – like Lions Gate – offer comfort, connections, continuity and community.

Offering attractive and spacious apartment homes and/or cottages with access to multiple dining venues, add-ons like fancy fitness centers and gyms, and busy rosters of activities to keep



Marlene "Sis" Levy, New Lions Gate Resident



*Continued inside*

# Advocacy for Seniors in Today's Society

## A Message from Andi Levin

It's a new year, and we have a new administration in Washington, D.C. If you are reading this newsletter, then you have an interest in how seniors are providing for themselves, where they are choosing to live and how they are taking care of their healthcare needs. Our new congress has expressed interest in fundamentally changing the structure of Medicaid, the joint federal and state program that helps with medical costs, nursing home care and personal care services for people with limited incomes and resources. The congressional proposals would change Medicaid's financing by converting the program into either a block grant to states or into a system of per-capita capped funding allocations for states.

Under either proposal, every state would lose enough federal funding to force them to cut back on services or the populations covered by Medicaid and on the reimbursements to service providers.

This is an opportunity for all of us to be active citizens and stay in touch with our legislators to let them know that these potential changes can be damaging to a large percentage of our aging population:

70% of people who turn 75 will, at some time in their later years, need long-term services and supports.

Medicaid is the most important financial resource available for those who need help in covering the cost of long-term services and supports, whether in their homes and communities or nursing homes.

Seniors who receive services covered by Medicaid are the frailest and most financially vulnerable members of our communities. The services covered by Medicaid can include: personal care, transportation to medical appointments, nursing services, personal emergency response systems, hospice care and more.



*Andi Levin,*  
Board President

Medicaid now pays healthcare providers less than the cost of care: cutting Medicaid threatens the ability of frail older Americans to get the long-term care and services they need, and it certainly will impact the ability of providers to offer quality services.

For Jewish Senior Housing and Healthcare Service, the proposed changes affect every aspect of service to the residents of our agency. Our affordable housing buildings,

Dubin, Gesher and Saltzman, are filled with people who rely on Medicaid to receive their health-related services. At Lions Gate, nearly 60% of the residents in our skilled nursing facility pay for their care with Medicaid. As noted above, these reimbursements do not cover the cost of our five-star CMS-rated service; any additional cuts either reduce whom we can serve or how we can provide the care.

The board and staff of our agency know that we have an obligation to speak up for those we serve. Please join us in following the proposals being made in Congress and calling or writing to your congresspeople and senators to voice your concerns. We will post information periodically on our website, [www.lionsgateccrc.org](http://www.lionsgateccrc.org), or send emails to ask for your help. National organizations – The Jewish Federations of North America®, LeadingAge®, and the Association of Jewish Aging Services – are important sources of information on these issues, and they provide tools, sample letters, important facts, congressional phone numbers and email addresses to help us all keep these issues at the forefront. Even if Medicaid funding is cut, the needs of our vulnerable seniors will not go away. We can help be their protectors; I hope you will join us.







*Continued from front*

and improve the overall health and functioning of residents. Although little research has been done on what exactly causes these noticeable benefits, many have attributed it to the more active approach that CCRCs are taking toward wellness.

“At Lions Gate, we strive to combine a variety of services, amenities and programs designed to positively impact the overall well-being of our residents,” says Lions Gate Director of Residential Life, Cristina Palella. “We believe our services, along with a clear strategy to promote wellness, ultimately encourage residents to be more involved in maintaining their own health.”

Love adds that because care is readily available on campus, Lions Gate can also focus on disease prevention and early detection. “Our on-site team of nurses, social workers and physicians can coordinate services to prompt residents to take proper medical precautions,” she says. “We also offer immunizations against common preventable diseases, as well as periodic medical exams and screenings for various conditions.”

### Worry-Free Resort Living

While available healthcare is a draw, most residents at Lions Gate chose it for the maintenance-free, resort-like lifestyle offered. And, as baby boomers continue to retire, Lions Gate is adapting and preparing for a generation more focused on active living. Palella says the boomers are in fact the driving force behind the renovation project currently underway at Lions Gate.

“By creating an environment that promotes independence and complete well-being,” says Palella, “we are playing an instrumental role in helping to make the lives of our residents more active and more enjoyable – for longer.”

## CHERRY HILL AWARD PROGRAM HONORS SALTZMAN HOUSE

Saltzman House was selected for the 2016 Best of Cherry Hill Award in the Senior Citizen Housing category by the Cherry Hill Award Program.

Each year, the Cherry Hill Award Program identifies companies it believes have achieved exceptional marketing success in their local community and business category. These are local companies that enhance the positive image of small business through service to their customers and our community. These exceptional companies help make the Cherry Hill area a great place to live, work and play.

Various sources of information were gathered and analyzed to choose the winners in each category. The 2016 Cherry Hill Award Program focuses on quality, not quantity. Winners are determined based on the information gathered both internally by the Cherry Hill Award Program and data provided by third parties.

“Saltzman House is honored to be recognized for our ability to implement best practices and our dedication to improving the community,” says MariAnne Torres, Director of Property Management for the Saltzman, Dubin and Gesher Houses. “We work hard and take great pride in making sure Cherry Hill seniors have access to an engaging, affordable and happy lifestyle.”

A Jewish Senior Housing and Healthcare Service community, Saltzman House offers comfortable, maintenance-free and affordable accommodations to seniors. It provides a wide range of social, cultural and recreational activities along with a dynamic and active lifestyle. Residents benefit from an environment that fosters wellness and healthy aging. It is named in tribute to Raymond and Gertrude R. Saltzman.

To learn more about Saltzman House, including eligibility and wait list information, visit [www.jshhs.org](http://www.jshhs.org) or call (856) 751-3343 today.

# Celebrating 10 Years ... *and Counting.*



By Susan Love, MS, LNHA – *Chief Executive Officer*

## Planting the Seeds

The Lions Gate dream became reality more than 45 years ago when a dedicated, passionate group of Jewish Federation volunteers made it their mission to ensure South Jersey seniors had access to quality living and quality care as they aged.

After years of planning, studies, fundraising efforts and tireless determination, the Jewish Geriatric Home (JGH) was born. It began its legacy of caring and, for decades, it provided a home, along with nurturing care and services, to thousands of Jewish seniors throughout Southern New Jersey.

JGH set the standard for senior care, providing long-term care, skilled nursing and rehabilitation. Beyond quality care, JGH was known for enhancing lives. It was a community in which adult children could honor their parents while keeping Jewish traditions alive and family at the heart.

## Continuing Care Blossoms

In the late 1990s, the Jewish Federation Housing Committee and the three affordable housing communities – Dubin, Geshar and Saltzman Houses – combined into one agency, Jewish Senior Housing and Healthcare Service (JSHHS). The focus of the new organization: to expand service offerings to include wellness-focused independent and assisted living lifestyles. The goal: to create a Continuing Care Retirement Community that empowered seniors to live and age in place.

Together, with the Jewish Federation of Southern New Jersey and the generosity of the Raymond & Gertrude R. Saltzman Foundation, JSHHS purchased 50 acres in Voorhees to begin developing Lions Gate, a new community designed to offer area seniors gracious, supportive living accommodations rooted in Jewish values. The group believed those in need of long-term and skilled care could be better served by this state-of-the-art community devoted to overall

well-being. The decision was made to sell JGH and bring the same quality, compassionate services and care to the new community – a community now known as Lions Gate.

Lions Gate opened in 2007 and since then, it has set the standard for senior living. Whether a resident has the ability to lead an independent lifestyle or needs some level of assistance, Lions Gate is committed to meeting needs and exceeding expectations. Our commitment extends to all those we care for – regardless of religious affiliation.

## A Look Back at Our Accomplishments in Assisted Living & Skilled Nursing

When the community opened on January 22, 2007, residents began to develop friendships and became active in various programs and activities. It did not take long before Lions Gate became a true community where residents were excited and proud to call home.

As apartments became available again, renovations and updates began. Flooring was upgraded, granite countertops in kitchens and bathrooms were added and stainless steel appliances were installed. In 2015, all public areas in our Assisted Living community were renovated. Residents enjoyed new carpeting and furniture along

with fresh new paint in the lobby, living room, library and media room.

To ensure Lions Gate was providing the best possible care and service, in 2012, we added a new, state-of-the-art rehabilitation center that provided residents – and the community at large – with short-term post-hospital care featuring private rooms and private showers, as well as outpatient care.

The Health Center at Lions Gate currently holds a Five-Star Rating from the Centers for Medicare & Medicaid Services – the highest possible. Our Health Center was also named one of the Best Nursing Homes in the country by *U.S. News & World Report* for 2016-2017, based on ratings in health inspections, nurse staffing and measures of quality care.



# *Inspiring Wellness...* Today and Tomorrow.

## The Next Generation

As Lions Gate prepares for the next generation of seniors, needs are changing once again. While quality of life has different meanings for different people, at Lions Gate, we recognize the need to find new and exciting ways to enrich our residents' lives.

Our current renovation project is another example of our focus on wellness and our commitment to responding to the community's needs. In addition to new and updated common spaces, our renovations will allow Lions

Gate residents to enjoy a growing variety of programs, including exercise groups, art lessons, interactive cooking demonstrations and more.

"Our renovation project will appeal to this incoming generation of seniors who expect more out of everything," says Susan Love. "From our décor to our programs to our dining selections and more, we are adapting to make sure we are offering the choices and lifestyle these new residents want and expect."



## *Thank You.*

It has been a full and successful 10 years, but there is still a lot to learn, a lot to teach and a lot to do. Sometimes it still feels like day one. The pace of innovation has increased, preferences have changed and the stakes are higher. We strive to share, adapt and continue to be the best community we can possibly be – every day.

Thank you to our staff, residents, families and our community for creating a Lions Gate that we can all be proud of. Together, we dig deeper and go further than would ever be possible without each other. Let's keep it going for the next 10 years and beyond!

Susan Love, MS, LNHA  
*Chief Executive Officer*



# Special Renovation Pricing at Savings That Won't Last!

It's an exciting time at Lions Gate. We're getting close to completing our extensive renovation project that will help reshape our future for years to come. From adding a new bistro and bar and expanding our dining options to creating an upgraded fitness center and inspiring art studio, the improvements we are making will enhance the lives of our residents today – and meet the desires of the next generation of retirees.

During the renovations, we are offering special savings that make becoming a Lions Gate resident more affordable than ever. But hurry in, as renovations are almost finished and availability is limited!

As we reimagine our future, it's a great time to reimagine yours . . . and **save thousands** on available independent living homes.

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To receive *Inspirations* electronically,  
please email [fkelem@lionsgateccrc.org](mailto:fkelem@lionsgateccrc.org).

*Celebrating 10 Years!*



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JSHHS | (856) 667-6826 | 3051 West Chapel Avenue | Cherry Hill, NJ 08002  
Lions Gate | (856) 782-1200 | 1110 Laurel Oak Road | Voorhees, NJ 08043

