

PARKER PRESS

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CREATING CULTURE TAKES HUMILITY

By Roberto Muñiz, Parker President and CEO

How do we create a great company culture? I recently discussed this with other CEOs and executives at the last Culture 2100 gathering, a group that brings together leaders of organizations to discuss ways of improving company culture in the aging services field.

What I learned is that we are all doing a few things well, but few of us are doing ALL things well. That's why it's so important to move forward together — not with a spirit of competitiveness, but with collaboration, openness, and a willingness to learn from each other.

Our group visited the headquarters of one organization that seems to be doing this right with record-low turnover: In-N-Out Burger. Company pride can be seen from

the servers to the top executives. In-N-Out Burger has some out-of-the-box processes for integrating everyone into the culture, such as encouraging employees to hold each other accountable.

We also discussed ways of integrating new employees into the culture, including orientation and onboarding processes, and continually integrating employees who have been with the company into a culture that may be changing. Many times, they need to feel like they are part of the organization's evolution.

At Parker, we are relentless about finding what works, shedding what no longer works and identifying our uniqueness. Culture is the foundation on which we build an engaged, productive and fulfilled workforce.

HIGH TECH SENIOR FITNESS

By Danielle Woodruffe

In June, Parker opened its doors to a newly renovated high-touch and technology-driven Wellness Center with the addition of new HUR exercise equipment. Bright red, branded equipment gives the center a new, vibrant look; the machines represent a new era of fitness that is more person-centered. The equipment is engineered specifically for older adults and has SmartTouch technology that makes fitness more fun and accessible. "I'm excited about the new technology. Equipment settings can be changed with the swipe of a card," says Lori Morell, Director of the Health & Wellness Center at Parker.

The system monitors and tracks individual progress and provides metrics to improve

performance, muscle mass and lifestyle. Customized training programs are created for each visitor and the information is entered into the system. Each user is then guided through workout sessions, their individual preferences are remembered and the system tracks their progress.

Parker President and CEO Roberto Muñiz says this is one way the company is investing in technology to better serve residents and community members. "As part of our strategic direction we are testing and investing in technology that can support our residents and staff, including sensors, telehealth and voice-enabled digital assistants," added Muñiz. "HUR SmartTouch technology is a great choice for our fitness center and an extension of this work."

PARKER AT MONROE ADULT DAY CENTER

By Margaret Fourounjian



It is with great pleasure that we welcome Saint Peter's Adult Day Center in Monroe Township to the Parker Family. The center, at 200 Overlook Road in Pondview Plaza, was acquired from the Saint Peter's Healthcare System in May and is just right for older adults who live at home and can benefit from daytime social activities and health care services in a safe, caring environment.

Parker's President and CEO Roberto Muñiz in his letter to the program participants and their families, wrote, "I want to reassure you that we are committed to carrying on Saint Peter's tradition of providing outstanding care and service. Please take comfort in knowing that ALL of the employees remain the same." While Leslie D. Hirsch, Interim CEO and President of the Saint Peter's Healthcare System, wrote to all the employees, "The transfer of ownership of the ADC Center is the best way to sustain this important community service. Parker is an excellent organization with a track record of success in providing adult day care."

We welcome Program Director Rachel Kallish and her team to the Parker family and wish them all continued success in serving the aging seniors of the Monroe community.



New Therapy Suite, Parker at Somerset

NEW THERAPY SUITE

By Jim Zauner

In August, we opened our new Therapy Services Suite at Parker

at Somerset. This is the first major step towards upgrading the environment for post-acute rehabilitation and long term care residents.

Parker at Somerset's therapy suite has been elevated to a new level with its fresh, clean and open space, and the entire post-acute floor has been renovated and transformed. This aligns with our promise to provide a vibrant, enriching and creative customer experience. There are now four distinct sections of Therapy Services:

THERAPY GYM – The new gym provides the latest therapy equipment to help patients reach their personal goals, enabling them to return safely home.

TREATMENT ROOM – For patients who are developing skills such as stretching and simulated bed mobility. Our therapy equipment includes ultrasound, gentle electrical stimulation and shortwave therapy to assist with tissue healing, pain, arthritis, joint and orthopedic procedures, and more.

THERAPY SUITE – A fully open and spacious area that provides a safe environment for patients to simulate the activities of daily living with a full kitchen, bedroom and laundry area.

RESTROOM – A full bath with shower that allows patients to develop the skills they need to function safely when they return home.

This is the first phase of construction for Parker at Somerset, with exciting plans for significant expansion of building and services to follow.

MILLENNIALS: A GREAT FIT FOR PARKER

By Bill Hagaman, Chair, Parker Board of Trustees

As Baby Boomers

continue to age out of the work force, their positions are being filled by Millennials.

Widely known for their love of technology, social media and selfies, some may doubt they

have what it takes to succeed in

a career in long-term care. Having experienced working alongside this generation in my "day job" as CEO of a public accounting firm, I can enthusiastically state that they are. Here's why:



- Although Baby Boomers invented computers and other technologies, Millennials were raised with a computer mouse or game controller in their hands. As the healthcare industry continues to embrace digital technology, their skill sets will prove very beneficial.
- Millennials are comfortable working in diverse teams, due to their early experiences at school and sports. Teamwork promotes innovative problem solving and millennials feel rewarded when their solutions have been implemented.
- Having been raised by Baby Boomers who encouraged their children every step of the way, Millennials are a confident bunch. Self-confidence builds greater autonomy in workers, which is especially important for employees working in a clinical setting where decisions must be quickly made.

Most importantly, Millennials have an innate drive to live life with a sense of purpose. Working in long-term care non-profit organizations like Parker helps them achieve their altruistic goals to make a difference. And that makes them perfectly suited for the job.

Parker's 2nd annual survey of AGING IN AMERICA

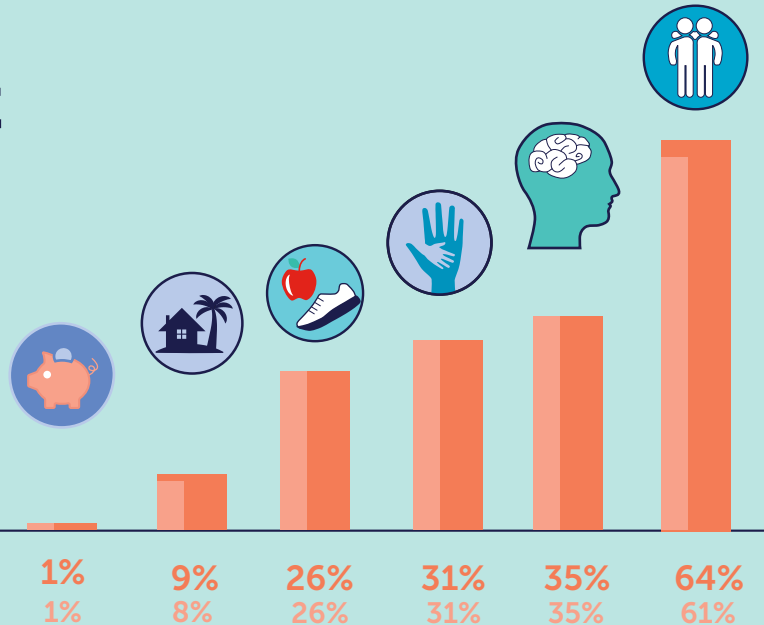
2018 Trends

For the second year, Parker conducted a national survey to gauge changing perceptions around aging in America. Overall Americans still have a positive outlook on approaching those Golden Years!

Staying young at heart

Americans credit positive attitudes & lifestyle choices with keeping them young at heart

2018
2017



Key

Positive attitude & social connection



Gaining wisdom & experience



Friends & family relationships



Exercise & healthy eating



Anticipating retirement

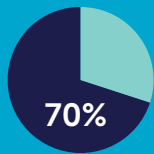


Acquiring wealth or material goods



Age is only a number

Most Americans do not consider people in their 50s and 60s to be "old."



Respondents who say people in their 50s and 60s are not "old"



Baby Boomer respondents who say people in their 50s and 60s are not "old"

Bring on the Tech!

3 out of 5 Americans want more technology innovation focused on the needs of older people

The economic power of seniors is profound, with over 50 million people age 65+ today, expected to grow to 83 million by 2050!



Confidence in the abilities of people in their 80's is increasing.

80 is not too old to...



	2017	2018
Practice Yoga	88%	89%
Teach a Class	84%	84%
Be CEO of a Fortune 500 Company	70%	74%
Run a Marathon	70%	71%
Serve in Government	60%	63%

“SELFISH” VOLUNTEERING

By Daniel Carr



“It’s selfish, partially,” Pearl Teller admits when asked why she and her husband Marty have been volunteering at Parker for the past few years. “It enhances us. Helping others gives us the opportunity for new experiences.”

Community stewardship has guided much of the Tellers’ emotional, professional, and even romantic lives. As a growing professional Marty had memberships with the Middlesex County Junior Chamber of Commerce, Kiwanis Club, and a now-defunct local chapter of Knights of Pythias.

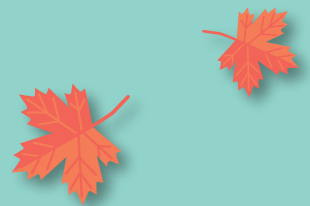
Pearl, on the other hand, volunteered at her local library as a teenager. It was during that volunteering stint that Marty first asked her out on a date. After a career in the computer field and teaching high school mathematics, Pearl made the decision to volunteer at the ESL Services of Middlesex County Literacy Volunteers, taking on a full-time role as director only a year later.

This “selfish” philosophy towards volunteerism stayed with them when they retired. At that time, Marty was recovering from bypass heart surgery and was overweight, and Pearl had recently left rehab for a broken leg. After learning about Parker’s services, fitness programs, personal trainers, and indoor pool, they joined the Parker Registry, signed up for our Health and Wellness Center, and began volunteering.

The Tellers appreciate being able to utilize their many skills, but Marty wants to make one thing clear. “It’s very important to understand why we continued here. Yes, the facilities are nice, but what makes Parker for us are the people. We quickly found out we enjoyed interacting with the people—not only the staff but also the residents. It’s just a friendly community and we love being here.”

We invite you to let us know what being **#WithIt** means to you and share your own **#WithIt** stories with our community [@parkerlifeorg](https://www.parkerlife.org) |   

HOW TO HELP YOUR PARENTS MOVE



By Fern Marder

For most people, moving from one home to another is exhausting. Moving can result in a host of physical and psychological changes, including loss of sleep, agitation, depression, withdrawal, short-term memory loss, loss of appetite and nausea.

To fix the problem, you need to do everything in your power to restore a sense of control to the older person and help ease their transition:

1. Prepare for the move. Offer choices. Involve your parent as much as possible.
2. Don't assume your parent can't participate. Even a person with cognitive issues can tell you what they want to bring with them.
3. Validate their feelings. Ask how your parent is feeling about the moving process and don't try to talk your mom or dad out of any negative feelings.
4. Keep the doctor informed. If your parent is showing signs of not adjusting well to the move, report those symptoms — but give the medical provider some context.



Visit the **Where Do I Begin** section of the Parker website to get more valuable information about the transitions in the lives of you and your loved ones.



Meet Anita

Anita's morning yoga practice keeps the rest of her day in balance. **She's #WithIt.**

Share what aging means to you, and see the stories that are changing the conversation about aging in America.

Follow our #WithIt campaign: [@parkerlifeorg](https://www.parkerlife.org) |   

we make aging part of **life**

To learn more about Parker, please visit [Parkerlife.org](https://www.parkerlife.org) or contact **(732) 902-4200**

Home Office: 1421 River Road | Piscataway, NJ 08854



Parker is a nonprofit, New Jersey-based aging services organization that is committed to changing perceptions about aging, empowering older Americans, and making aging part of **life**. For over a century, Parker has led the way in aging services—challenging, changing, and expanding the idea of what it means to grow older in America.