

PARKER PRESS

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AGING SERVICES FOR A NEW DECADE

By Roberto Muñiz, Parker President and CEO

It's hard to believe it's 2020 and along with a new year, a new decade. As the past decade came to a close, it had me thinking about the next one: **what's the future look like for aging services in these next ten years?**

One major shift on my mind is adjusting our services and offerings to better meet the needs of the Baby Boomer generation. While ADP Payroll Solutions reports that approximately two-thirds of this generation has already retired, they predict all of them will be retired within the next ten years. While retirement doesn't equate to the need for aging services, it does cause many to stop and better plan for their health and future.

At Parker, we are moving in a direction to better meet the needs and wants of this generation and the generations coming after. One way is by using technology to support and enable people to stay healthy and engaged at home. Also, bringing services and programs to people at home will enable them to live and age in place, as most of us want to do.

Regardless of which programs, services, or technologies people may use to maintain or enhance their quality of life, this generation will be well-informed and savvy about their needs — and just as important what they want!

At Parker we're thinking about the future with optimism and limitless possibility. What will aging look like for you in 2030?

IT'S A BEAUTIFUL DAY

By Margaret Fourounjian

Imagine your loved one's smile as they sing along to one of their favorite songs. Imagine your loved one's joy when they engage in a conversation over lunch and make a new friend. At Parker's Adult Day Centers, we aim to make every day a beautiful day. A beautiful day is when a participant finds purpose or discovery in our programs and looks forward to their next visit. A beautiful day is when a caregiver finds a few hours to themselves because they've entrusted their loved one's care to us.

Daily programming at Parker's Adult Day Centers has been specifically designed for individuals with memory loss; providing structured opportunities to socialize, make new friends, and experience life in its simplest, purest moments. All of our adult day team members

receive dementia training and understand the importance of meeting participants where they are, with warmth and care.

You and your loved one deserve a beautiful day. Join the Parker family and experience our mission to honor, celebrate and care for our friends and family with memory loss.

Did you know? Adult day is often more affordable than home care. Grants and financial assistance to pay for adult day programs are available to those who qualify. In some cases, the adult day program may be fully paid for. Complimentary tours and program trials are available. We welcome you to contact one of our Parker Adult Day locations for more information: Monroe Township: 609-655-6853; Highland Park: 732-565-2400.

LEADERS CHALLENGING AGEISM

By Fern Marder



The #WithIt booth at LeadingAge 2019: A forum of ideas for Challenging Ageism

Thought Leaders are sharing the message that it's time to combat ageism and shift public perception about aging.

In her speech at the LeadingAge Annual Meeting in October, Carol Silver Elliott, newly-elected Chair of LeadingAge, asked members to fight ageism "by calling it when we see it, in ourselves and others, by thinking about the way we treat older adults, including the way we interact and the language we use."

Penny Cook, President and CEO of Pioneer Network, wrote in a recent blog post: "The thing about ageism is that it's universal. It affects all of us. We're growing older, every day. What should we do? Let's celebrate it, let's embrace it, let's shout it loud and far away that 'Old People Are Cool!'"

Roberto Muñiz, President and CEO of Parker Health Group, wrote: "I commend the work that AARP is doing in urging Congress to pass the Protecting Older Workers Against Discrimination Act. LeadingAge's vision of creating An America Freed from Ageism lines up perfectly with what #WithIt is. We agree with the values held by Eden Alternative, Old School, and The Pioneer Network. It's organizations and leaders like these that we would like to take a stand with."

Is it a coincidence that more and more leaders in the field of aging services have become more outspoken about ageism? Certainly not! It's time for our voices to be heard, particularly on social media. Have you or someone you care about experienced ageism? Share your story by contacting us on our newly redesigned #WithIt website and join the movement that challenges ageism!



Happy Fifth Anniversary, Parker at Monroe!

PARKER AT MONROE CELEBRATES 5 YEARS!

By Fern Marder

At Parker, we believe in celebrating successes and honoring achievements. Late last year, we celebrated the fifth anniversary of a ground-breaking achievement that has begun to change society's view of long-term nursing care — the construction and implementation of the “small home” model that we established at Parker at Monroe.

Parker at Monroe has an extraordinarily tight-knit group of employees due to the nature of the “small home” model. Staff are assigned to always work in only one small home, which helps them to develop close relationships with residents. But they also develop close relationships with the people they work with. For this reason, the employee celebration to commemorate our milestone anniversary was upbeat, joyous, energetic and filled with pride!

At the celebration for the leaders and staff of Parker at Monroe, Beth Sparling, COO, said: “Recently, I had the opportunity to speak with many of our families and elders. A common theme that I heard was why they decided to move to Parker at Monroe. They say (it was) because of the relationships you have fostered with the elders, with each other, and their families. That’s a calling! That’s something that you accepted when you came to this field and why you have stayed here at Monroe. So, on behalf of Parker and the Board of Trustees, we thank you for accepting that calling and for continuing to remain committed in the future.”

PARKER EARNS TWO LEADINGAGE AWARDS

By Danielle Woodruffe



At LeadingAge NJ 2019, Stonegate Assisted Living was awarded the Excellence in Innovation Award for its use of technology to improve quality of life for residents. Using Amazon Echo, paired with a ParkerLife skill app, residents at Stonegate can access information about our programs and services including menus and activities, and they are using Alexa to play music, news and more. There have been some unintended uses as well. One resident with a speech difficulty reported using Alexa as a speech therapist because it makes them “enunciate and speak more clearly.” The initial pilot in 2018 included 15+ residents and we are expanding the use to all residents who are interested in 2020.

A second LeadingAge NJ award was earned by Parker employee, Candice Pietrzak, Talent Management & Organizational Development Specialist. She was recognized with the Excellence in Community Service Award for her work in bringing person-centered care to Parker, and for becoming a role model for culture change in the field of aging services.

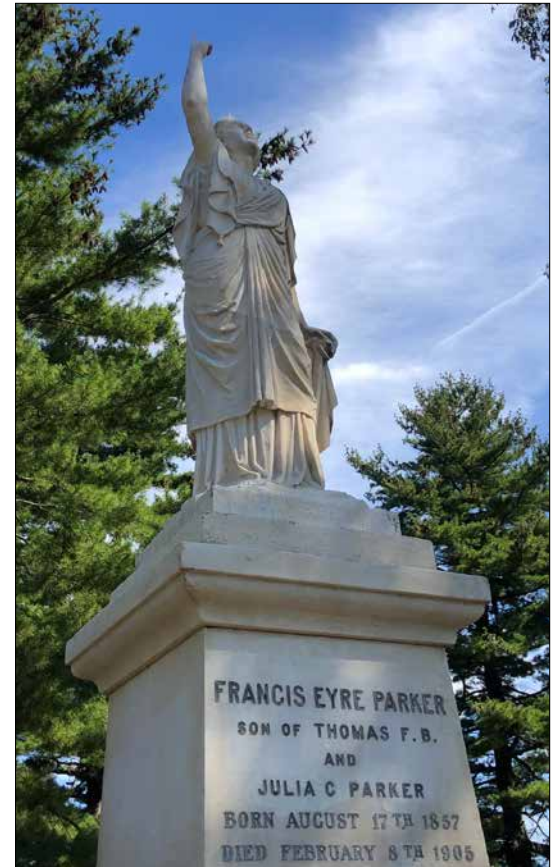
PARKER HEALTH GROUP HONORS FOUNDERS WITH RESTORED MONUMENT

By Danielle Woodruffe

A beautiful, rare, marble statue sat on the gravesite of Parker Health Group founders Henrietta and Francis Parker for more than a century with hardly anyone recognizing it. The statue and gravesite were hidden from plain view; covered in ivy and brush, and parts of the monument were broken.

A couple of Parker descendants made the discovery while trying to learn more about their family history and sprang into action. Working alongside family members, Parker Health Group and Elmwood Cemetery, they hired conservationists from Philadelphia to carefully clean the monument, re-carve missing fingers, fill voids and cracks in the marble and hand-cut lost lead lettering. A statue that looks as good as new now adorns Elmwood Cemetery.

All involved recently held a re-dedication ceremony to mark the occasion. "We are proud to be able to participate with the family. We are very proud of being able to share Parker's history with the family," said Parker President & CEO, Roberto Muñiz. Many Parker family members traveled from out of state to attend and learned more about their ancestors and the legacy they left behind in starting Parker Home.



"It's a shining testimonial to a couple that did some wonderful things, including one of the most important parts of their legacy, forming the Parker Home," remarked descendant, Cliff van Voorhees. "They would be so proud of that and I'm sure all my cousins are – of the progress that the Parker Home has made. We are thrilled by this and very grateful to Parker Health Group for doing this."



Parker dedicated a marble bench at the site next to the statue. The statue is now plain to see and it's the hope she will serve as a source of inspiration for all who visit.

PRESTIGIOUS AWARD FOR PARKER AT STONEGATE

By Danielle Woodruffe and Daniel Carr



Although praise for the work we do is never necessary, it's a special moment when we are recognized by other organizations. Parker at Stonegate has earned a 2019 Gold – Excellence in Quality Award by the American Health Care Association and National Center for Assisted Living (AHCA/NCAL) for superior performance in long-term and post-acute care.

The award recognizes nursing home and assisted living organizations nationally that serve as models of excellence in providing high-quality care. Parker at Stonegate was one of only five assisted living communities and nursing homes nationwide to receive the 2019 Gold – Excellence in Quality Award. In 22 years, AHCA/NCAL has recognized only 38 organizations—excluding this year's recipients—with awards at the Gold level. "This award signifies the dedication of our team and the quality of excellent care we strive to bring each day to our residents. We are honored to be recognized for what we do," says Catherine Martino, Parker at Stonegate Administrator.

"Parker at Stonegate has attained results that demonstrate they are the best of the best of long-term care in the country," said Alana Wolfe, chair of the AHCA/NCAL National Quality Award board of overseers. "They should be incredibly proud for achieving our profession's highest honor of quality recognition and joining an elite group of assisted living communities to be bestowed the Gold Award."

Based on the core values and criteria of the nationally recognized Baldrige Performance Excellence Program, the AHCA/NCAL National Quality Award Program challenges member providers to achieve performance excellence through three progressive levels—Bronze, Silver, and Gold. The Gold – Excellence in Quality Award is the most renowned of the program. The award was presented to Stonegate in October during AHCA/NCAL's 70th Convention & Expo in Orlando, Florida.

MAJOR CHANGES AHEAD FOR PARKER AT SOMERSET

By Danielle Woodruffe

Parker at Somerset, our post-acute rehabilitation and nursing home, has begun phase two of a makeover that has been years in the making. We recently broke ground on what will be a major building addition and model for Parker and others in aging services with a more spacious environment and opportunities for varied support services and hospitality.

The existing building will be fully renovated to promote more space for residents to live and staff to perform their tasks. There will be new common areas including a cafe, lounges, multi-purpose rooms for residents and visitors to enjoy, an education suite, and administrative spaces. In the new addition, each 16-room neighborhood will have its own dining area. For more direct access to nature, we are adding additional patios for all to enjoy. On top of all this, there will be a new rehabilitation center with state-of-the-art equipment. We are especially excited for the hydrotherapy equipment — the first of its kind at Parker.



Additionally, we are bringing a new service to Somerset — an Adult Day Center — which will be modeled after our current successful programs in Highland Park and Monroe Township.

Even before becoming part of the Parker family in 2016, this community has consistently been rated 5 stars. Why? The staff is exceptional, the care that we provide is second to none and we are setting the standard for what person-directed care should look like.

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

Follow the **#WithIt** movement at [@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

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Parker Health Group, Inc. 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.