A Letter from the President & Chair

2017 was an exciting year for Loretto. We continued to make significant progress with furthering innovative care for dementia, celebrating our residents actively living and thriving in our programs, and most importantly, introducing a new brand identity for the Loretto system.

Our new tagline says it best: Exceptional People. Extraordinary Care. The pages of this report will show you how we’re introducing unique programs to build the workforce of the future, how we’re positioned to be a leader in memory care, and highlight some of our proudest achievements.

We are so grateful for the continued support of this community, our board, our employees and our families who each day continue to advance Loretto’s mission, to be a family of exceptional people caring for, and about, each other. Together, we can show all of Central New and beyond how Loretto is – Making every day extraordinary.

Sincerely,
Kim & Sue

New Brand – new era of providing extraordinary care.

Recently, Loretto introduced a new brand and a new story for Loretto—one of Central New York’s most caring and most complete networks.

More than just a new logo, this new brand for Loretto represents who we have always been, but also the changes in our industry, the evolution of our services, our shift in thinking, and our impact on the community.

Our older population is set to double in the next decade. Last month, we celebrated two more centennial birthdays, while at the same time, we are seeing complex health care needs at a younger age — more than 16% of our residents are under age 65. Now, more than ever it’s important for our community to understand the value Loretto brings. The value that comes through our network of 19 programs and facilities across Onondaga and Cayuga counties, and most importantly, the high quality of care and experience that nearly 10,000 people each year have come to expect from our 2,500 dedicated, passionate staff.

As you know, life is full of twists and turns—some of them expected, and some of them not. Fortunately, at Loretto, we can address nearly every single one of those twists and turns through our rehabilitation, medical day programs, independent living, assisted living, skilled nursing, leadership in memory care, caregiver support, palliative care, and more.

But it’s more than just being here for the unexpected life moments. We are focused on creating the highest quality of life and making lasting impressions through innovation and compassion—for our residents, our program participants, their family members, and our staff.

As we went through this journey of self-discovery, we spoke with our employees, our residents, our Board members, community leaders, and others. Several key themes emerged, the strongest of which was, family.

This is why our new tagline “Exceptional People, Extraordinary Care” is dedicated to recognizing the people who make every day extraordinary at Loretto.

The centerpiece of the new Loretto brand, our “Lifecircle” logo, pays homage to our ongoing mission to provide care for all, across the continuum. It’s a symbol of our close-knit family who cares for and about each other. The bold strands of light represent the vibrancy of life itself; that tangible feeling of harmony and happiness that we strive to instill into the everyday lives of our employees, program participants and residents.

This new brand is for the individuals who use our services, and the individuals who provide those services. Our focus is just as much on providing our employees with the support they need—through health care, transportation assistance, our new diaper bank, or many other employee programs—as it is on our residents and program participants.

We invested in a new brand and a new mission because, even though our work has been recognized and valued internally by our employees and residents, many others in the community still do not know everything that Loretto does – including new services and programs we have developed in recent years. Our previous brand and mission reflected an outdated business. It is important for our current family to be properly recognized. It is also important that the community truly understands who Loretto is and all that we do, for our employee recruitment efforts, and for the financial stability of our programs and facilities.

We recently released a State of the Industry for Long-Term Care in Central New York. We will continue to expand our services for Memory Care. And here we are at our newest PACE-CNY location which just received a significant state grant to build a new logistics center. This new facility will help us continue to grow the PACE program to meet the increasing need for PACE services. This is a perfect example of how the industry is changing, how our services are growing, and why we are rebranding.
Focus on Memory Care

The number of Americans age 65 and older living with memory loss, including Alzheimer’s and dementia conditions is projected to increase from 5.1 million in 2016 to 16 million in 2050—close to 18% of that growth will be right here New York State.

Loretto continues to see this increased demand for memory care throughout its programs and is committed to offering the highest level of care to residents and their families. Keeping with that commitment, Loretto remains forward-facing, engaging in new clinical treatments, partnerships and advanced education, to continually innovate the care we provide.

Innovative Therapies

Loretto’s PACE CNY program has taken dementia care to the next level, employing some of the latest techniques in therapy, using light, aromas, even robotic dolls to calm participants affected by the disease. Through these “Memory Care Kits,” participants can cradle life-like dolls and pets, gardening, shown to decrease depression and brooding, or be exposed to certain aromas for sensory stimulation and to aid memory.

PACE partnered with SUNY Oswego worked closely with PACE to show that animatronic cats had statistically significant impact on the participants’ quality of life, increasing frequency of smiling and a decrease in irritable or aggressive behavior.

Some similar dolls and pets were purchase through a donation from a PACE participant’s family, who found these to be invaluable to their mother’s care. It was their wish to pass along a legacy of access to tools they directly observed to have helped their mother through a difficult time.

Alzheimer’s Association

Throughout the year Loretto hosts a variety of fundraising initiatives and educational programs for employees, residents and families in partnership with the Alzheimer’s Association. In 2017, Loretto was named the top team with over 185 team members raising over $13,000 at the Walk to End Alzheimer’s and conducted numerous educational programs across the facility for staff and families.

Memory Testing & Research

To continue advancing the treatment of the disease as well as finding a cure, Loretto partnered with Clarity Clinical Research, to support their clinical trials on diagnostics and treatment for Alzheimer’s disease.

In the New York State Fair together we offered a series of quick and easy “brain games and trivia” for fairgoers. Those interested were given the opportunity to sign up for a no-cost, private memory assessment, conducted by Clarity, to take place at a Loretto facility, along with educational programs to address the latest research trends throughout the Fall.

Community Leadership

The Heritage Celebrated 25 years of Caring for residents with dementia. Since opening in October 1992, over 1000 people with Alzheimer’s disease or dementia have been cared for at this premiere facility.

When The Heritage first opened, it was the only program of its kind in Central New York. Prior to that, people with memory care disease either stayed at home or moved to a skilled nursing facility. The leaders of Loretto were innovative and forward-thinking when they planned and designed The Heritage. Now, The Heritage—which resides in the original Loretto building built in 1926—continues to be a leader in providing memory care to the community.

In honor of the individuals and families impacted by Alzheimer’s disease and other dementias, Loretto paid tribute to all those effected at The Loretto Foundation’s 2017 “Heroes and Hope” Celebration Luncheon. Loretto shined light on the many faces of this disease has, and recognized the community leaders who are dedicated to end the fight of Alzheimer’s and other dementias.

Training & Education

Loretto Residents will benefit from the individualized care provided by our highly skilled staff, specially trained in providing dementias treatment. Our comprehensive training programs are based on the model of CARES, a standardized training program developed in conjunction with the Alzheimer’s Association, the world’s leading voluntary health organization in Alzheimer’s care, support, and research.

In addition, many will get trained using HAND IN HAND, a program developed by the Centers for Medicare and Medicaid Services [CMS] which focuses on delivering person-centered care to those with Dementia-related Illnesses.
Focus on Employees: Workforce Development

As the 6th largest employer in Central New York, Loretto can – and does – make a big impact on jobs in the area, as well as the people in the community. There continues to be a shortage of the skilled nursing and other professional staff that are needed nationally, and in this region. Recruiting, training, employing and supporting these individuals is a key area of focus for Loretto in 2018.

In support of this, we’ve looked at some of the critical needs of our workforce, and introduced unique programs to not only retain, but help them have a positive work-life balance while growing their career with us.

Employee Health Clinic Treats Minor Illnesses and More

More than 430 employees have paid a visit to the clinic since it opened in mid-2017. While Loretto already offers rich health benefits, taking time off, transportation, even co-pays can be a challenge for some.

Now, Loretto employees can schedule an appointment to see one of our practitioners for minor illnesses, at no charge. The clinic is opened from 9 – 11 a.m. or 2 -4 p.m. weekdays.

Car Buying Program Brings Independence

For some employees a barrier to a job can be adequate transportation, especially for our home health aides who are constantly on the road.

Loretto’s unique partnership with ACME Credit Union, we are helping employees with the process of getting a car loan, qualifying for credit, as well as coaching on financial literacy and understanding the car buying process. Already several employees have qualified.

WorkTrain Partnership Creates Careers for New Americans

Through a unique partnership with CenterState CEO, OnPoint and the United Way, Loretto has found an innovative way to combat the challenges of a nationwide nursing shortage.

In just the last two years, Loretto has hired more than 350 New Americans, many of which served as clinical professionals, doctors and nurses in their home countries. Today, they are growing their careers with us.

Supporting Our Own In An Emergency Through WeCare

From time to time, we know our employees experience unforeseen tragedy or hardship. To provide needed support, Loretto launched the We Care Employee Extraordinary Needs Fund.

Thanks to a seed donation from the Loretto Foundation, this new program, grants of up to $1,000 each are available for financial relief for unexpected problems such as: a natural disaster, a serious illness or injury, a death, or other Catastrophic or extreme circumstances. Employees are able to contribute to the fund through one-time donations, payroll deduction, or even through their United Way Contribution.

In just three months since it was established, three worthy grants have been issued and through the 2017 United Way campaign, employees contributed an additional $7,000 to the fund to support fellow co-workers.

Making Employee Outings a Family Affair

More than 1,000 employees, residents and family members gathered at NBT stadium for a great day of baseball on July 30th as Loretto sponsored this year’s Syracuse Chiefs Wall of Fame Game. Through a special contest employees nominated peers for the chance to throw out the first pitch; our director of Music Therapy Megan Mawhinney sang the national anthem, and employees’ children served as the honorary coach and got to yell “Play Ball!” at the start of the game. The first 1,000 attendees also received a commemorative model of the original McArthur Stadium, complete with a Loretto logo as part of our sponsorship.

It was an affordable, fun opportunity to our employees, partners, residents and families to enjoy a Sunday afternoon, have a cold beverage, take a few selfies and see some greats inducted into the Wall of Fame.

Bringing Back a Community Tradition

“Challenge? We run more in a single shift,” or so said the shirts donned by over 60 dedicated employees who weathered the rain and cold temperatures to participate in the 2017 Syracuse J.P. Morgan Corporate Challenge. After several years of not participating, employees rallied together to form a team and like the postman, nothing was going to hold them back, the least of which was a little rain! Already, employees are brainstorming how to improve the event and turnout for 2018.

Focus on Employees: Workforce Development

Meet Odaysi Cardin Cabeza, CNA at Loretto Health & Rehabilitation, joined the Loretto family in March of 2017 after moving to the U.S. from Brazil. In Brazil, Odaysi was a family medical doctor and wanted to continue her career in health care after moving to the U.S. Once she moved to Syracuse, Odaysi became involved with CenterState CEO Health Train and English-as-a-second-language program, where she gained the skills and techniques needed to work with residents with disabilities and gain more confidence during her interview process. On Point then helped guide her through the application and interview process, ultimately leading her to Loretto. Odaysi said, “Loretto believed in me! I was so proud of myself when Loretto offered me the job because I had only been in the U.S. for 6 months and didn’t speak much English.” Odaysi plans to enroll in Loretto’s LPN program so that she can go back to school to earn her degree as an Registered Nurse. Congratulations Odaysi for your hard work, dedication, and accomplishments! Loretto is so grateful for all that you do!
Residents Prove Over and Over, You’re Only As Old As You Feel

One of the fundamental tenants of our mission is to ensure a good quality of life for all our residents, which is truly accomplished through active living, as was visible through many programs throughout 2017.

Age Out Loud Social Awareness Campaign—Older Americans Month

Each year in May we celebrate National Older Americans Month. Under the national theme “Age Out Loud,” Loretto took a creative spin on how our residents stay young. We invited Middle Schoolers from Onondaga Hill Middle School to interview our residents – ask them questions about what they enjoyed growing up, what they do now to stay young or really “age out loud,” and through the use of fun white boards, they exchanged answers to some of the questions. It was an amazing day of storytelling and the students left in a halo of hugs and having made some new friends. Videos of the interviews were shared through traditional and social media, and the program even won an international marketing award.

Seniors Are Tech Savvy

Did you know, roughly one-third (32%) of seniors say they own tablet computers? We do! Our residents have embraced new technologies in many ways—smart phones, iPads to read the newspaper or follow stocks, and more! One of our Spectrum Aging Well segments featured our tech clubs at the Nottingham and PACE CNY, weekly groups that help residents and participants navigate the ins and outs of technology. They learn how to do their banking, even find apps to manage their medications, but the most common use by far is as a way to stay connected to their families. Nottingham resident Louis Iaquo says “technology brings me up to date with the modern world. I enjoy using the phone to receive pictures of my grandchildren.”

Elvis is IN The Building

To promote active living, residents at the Bernardine found unique way to get exercise, walking outside and counting the steps to famous destinations. Their goal was to “Walk to Vegas,” which meant logging 2,413 miles!

Loretto partner Kindred donated pedometers and when they hit their goal, they celebrated with a Viva Las Vegas Casino Party, complete with our very own Elvis, to sing and dance with the crowd.

Much to Celebrate and Congratulate—3 Leaders Promoted to VPs

Joelle Margery
VP, Skilled Nursing

Joelle Margery was named Vice President, Skilled Nursing. She will lead the administrative staff at all three Loretto skilled nursing facilities—Loretto Health & Rehabilitation, The Commons on St. Anthony, and the skilled unit at The Nottingham. Joelle has been at Loretto for more than 10 years. She earned her RN degree from St. Elizabeth College, her BSN from Southern New Hampshire University, and is certified as a Legal Consultant.

Jennifer Ingerson
VP, Housing

Jennifer Ingerson was promoted to Vice President, Housing. She oversees Loretto’s five assisted living facilities—Buckley Landing, Sedgwick Heights, The Bernardine, The Heritage, and The Nottingham, as well as Loretto’s Community Residences. Jennifer has been at Loretto for over 25 years, and previously was the Executive Director of Housing. Jennifer is currently Vice President of the NYS LeadingAge Retirement Housing Cabinet. She holds a Master’s Degree in Health Services Management from The New School of Social Research, Green Belt certification in Lean Six Sigma, and is a graduate of Centerstate CEO’s Executive Leadership Development Series.

Stephanie Button
VP, PACE CNY

Stephanie Button was promoted to Vice President, PACE CNY. PACE CNY is Loretto’s program of all-inclusive care for the elderly. Stephanie manages operations across both PACE sites—The Sally Coyne Center in North Syracuse and Catherine McAuliffe Health Center in East Syracuse. Stephanie has been with Loretto and PACE CNY for more than 15 years, previously serving as the Executive Director of PACE CNY. She holds a Master’s Degree in Social Work from Syracuse University, with a Certificate of Achievement.
Loretto Welcomes New Board Members

Loretto Foundation

Lyman Named Nurse of the Year

Vicki Lyman, Wound Care/Infection Control RN Specialist for Loretto, received Nurse of the Year award as part of the 6th annual Excellence in Healthcare Awards presented by the Central New York Business Journal in October 2017. Vicki has been with Loretto for more than 19 years and in that time has introduced numerous innovations and proactive improvements to drive the effective management of infections and wounds across the Loretto system; some of which have been adopted across the state.

ADCC Recognizes Loretto Leader for Excellence

The Adult Day Health Care Council has awarded their annual Christine M. Fitzpatrick Advocacy Award to Christine Tanchak, Program Director of Loretto’s Daybreak.

Adult Day Medical Program. Loretto’s Daybreak adult medical day program assists adults 21 and older with medical conditions they’re unable to manage by themselves, helping people to remaining living their community while providing supportive medical services, structured activities, case management and more.

The Nottingham Recognized as Healthcare Facility of the Year

What an honor to have The Nottingham recognized as the Healthcare Facility of the Year! The Business Journal described The Nottingham as “one of the first continuum care facilities of its kind in New York- a unique concept they pioneered in CNY in 1988 that enables residents to ‘age in place’. The Nottingham was recognized for its diversity in programming, care excellence and focus on continued innovation in the development of enriched services for older adults.”

The Nottingham Recognized as Healthcare Facility of the Year

Loretto Management Corporation

John B. McCabe, MD is Professor and Chair Emeritus in the Department of Emergency Medicine at Upstate Medical University in Syracuse, New York. From May 2009 until January 2017, he served as Chief Executive Officer of University Hospital and Senior Vice President for Hospital Affairs at the Upstate Medical University. Dr. McCabe received his MD degree from the Upstate Medical College of Medicine in Syracuse, New York in 1979. He completed a residency in Emergency Medicine at the Wright State University School of Medicine in Dayton, Ohio.

Gregory Lancette is president of The Central-Northern New York Building & Construction Trades Council (CNYBTC) which represents approximately 5,000 construction workers and 17 member unions that are highly skilled in a wide array of crafts. Occupying positions with the NYS Fair Advisory Board and the Onondaga County Resources Trust, Greg also holds the responsibilities of vice president of the CNY Area Labor Federation and of the NYS Pipe trades association.

Kathy Wiese
Philanthropist Leader

Kathy is an experienced leader in philanthropy. She has over 35 years of fund raising experience both in a volunteer and professional capacity. Most recently, Kathy was the Major Gift Officer at Hamilton College in Clinton, NY. Her past experience includes MLSDO Senior Proposal Cost Specialist for GE Federal and Electronic Systems Division, Manager; International Management Consulting for Price Waterhouse Office of Government Services; Senior Auditor at Coopers & Lybrand; and Financial Administrator at Syracuse Football Club.

2017 Board Members

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Loretto Emeritus

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Mary Ann Winfield
Joyce Carmen
D. Jeffrey Gosch
F. Philip Kessler, Jr.
Heroes & Hope Benefit Celebrates Memory Care Heroes and Brings in over $250,000

With over 400 guests in attendance and over 100 sponsors, the Loretto Foundation’s hosted another successful luncheon at the Oncenter on November 15th. This was the Foundation’s 13th Annual Celebration Luncheon that paid tribute to memory care heroes Dr. Sharon A. Brangman and the Alzheimer’s Association of Central New York, for their passion and dedicated service to Central New York. Raising over $250,000, Loretto will continue to invest back into our facilities by improving our programs and enhance the environments so many people call home.

Thank you to everyone who attended and supported our event!

Transformational projects receive grants!

The Loretto Foundation Board approved the awarding of several grants for key Loretto projects totaling more than $200,000! Residents at the Heritage will be able to enjoy the sunny outdoors while still feeling secure with a newly renovated courtyard; Improvements to the floors at The Cunningham have created a more home-like environment for residents and their families, The Commons on St. Anthony out in Auburn has improved resident and staff safety by purchasing new safe patient handling equipment—and so much more.

Congratulations to all our winners and the Foundation is proud to support these transformational projects for our residents and staff!

Syracuse Auto Dealer’s Association Charity Preview helps fuel the Loretto mission!

For the first time, The Loretto Foundation was honored to be charity of choice for the Syracuse Auto Dealers Association Charity Preview, raising over $16,000 in 2017. The Charity Preview is one of the “best night’s in town” where over 2,000 guests gather for some complimentary wine, champagne, and beer, eat some delicious hors d’oeuvres and desserts, check out the latest and greatest new cars, all while supporting the charity of their choice. The Loretto Foundation is grateful to be a part of such an amazing event that gives back to so many deserving local non-profits.

A big Thank You to all of the committees, sponsors and underwriters who made it all possible.

DONATE, VOLUNTEER AND SUPPORT OUR EVENTS!

There are so many ways you can give!

- Give a gift in honor or in memory of a loved one through our Wonderful Life Tribute Program
- Give a gift to the Loretto Foundation’s Founders Endowment Fund
- Give a restricted gift to any of the 19 affiliated Loretto programs and sites
- Give a gift of appreciation toward the thousands of amazing people who care for our elders
- Give the gift of your time and submit an application to become a volunteer
- Support us by attending our Loretto Foundation celebration events

To learn more, visit www.lorettocny.org/foundation or contact Katie Mondrick, Development Manager, at 315.413.3909 or kmondrick@lorettosystem.org
**What’s Happening in 2018**

**Telisstat Restorative Care Unit at Loretto Health & Rehabilitation**

Opened April 23rd

The first of its kind in Central New York, Loretto’s Telisstat Restorative Care Unit (TRCU) now offers 25 beds designed to help those requiring medically complex care, including those with cardiac conditions, to rehab more comfortably in a more home-like setting, resulting in quicker recovery and reduced hospital readmissions.

**Daybreak to Move to Brighton Avenue**

Loretto’s Adult Day program, currently located on Intrepid Lane, will move over to the main campus on 700 East Brighton Ave June of 2018. The program will gain a much larger space to accommodate more participants.

**PACE CNY Receives State Funding for the Transportation Logistics Center**

PACE CNY has been awarded $965,000 to build a centralized transportation center to support the growing transportation needs of our PACE participants. This includes a bus garage and maintenance facility next to our existing McAuliffe Health Center in East Syracuse. This will enable us to greatly extend the useful life of our vehicles and more efficiently manage transportation needs. Transportation is one of the most significant benefits for our PACE participants and this funding will help us ensure that these participants receive the help they deserve.

**Great things happening at The Nottingham**

2018 marks The Nottingham’s 30th anniversary of providing care in Central New York. Continuing with its tradition of innovation and excellence in care, The Nottingham will be expanding in many ways! This summer, we will begin construction on 22 luxury independent living apartments, featuring an indoor first floor parking garage, and an upscale Bistro, offering brick oven pizza and specialty breads, sandwiches and salads. Plus, watch for more news about our continued expansion of memory care services in an exciting new direction.