Loretto Has New Leadership

In November Loretto announced two major leadership changes. Kim Townsend was introduced as Loretto’s incoming President and CEO, a position she assumed in January when Loretto’s management agreement with Health Management Partners ended. Townsend had served on Loretto’s Board of Directors for 10 years and had been Chair of the Board since 2011. Townsend was the Associate General Counsel and Senior Director of Government Affairs for Welch Allyn in Skaneateles.

In addition Loretto announced that Senior Vice President and 38-year Loretto employee, Steve Volza, was named Chief Operating Officer of Loretto’s Skilled Nursing and Housing operations, a role that he filled immediately.

“...we will continue to transform the way elder care is delivered in our region and across the United States.”

Townsend told the board, senior leadership and community leaders who gathered at Loretto that November day, “I have spent my career shaping strategy, solving problems and building strong relationships. I will bring those strengths to Loretto. Working with Loretto’s outstanding leadership team and Board of Trustees, our great community partners, our elected officials, and the dedicated employees of Loretto, we will continue to transform the way elder care is delivered in our region and across the United States.”

Ellen O’Connor, who became Chair of the Board when Townsend became President and CEO, was named Loretto’s Chief Financial Officer in April of this year. O’Connor served as the Chief Financial Officer for Dairylea Cooperative Inc. A certified public accountant, O’Connor is an adjunct professor in the Madden School of Business at Le Moyne College.

Pierre Morriseau, CEO of Bailey, Haskell & LaLonde Insurance, who had served as Chair of the Loretto Foundation became the Chairperson of the Loretto Management Corporation Board of Directors. Paul M. Predmore, a member of the Board of Managers at Bousquet Holstein, who formerly served as Secretary of the Loretto Board, is the new Chair of the Loretto Foundation Board of Trustees.

The Cottages at Garden Grove

Loretto, Crouse Hospital and St. Joseph’s Hospital Health Center broke ground for the Small-Homes Project in Cicero in 2013. The project, later named The Cottages at Garden Grove, is a cooperative project to build a skilled nursing community consisting of 12 small homes to accommodate a total of 156 elders. Some of the homes will be designated for short-term rehabilitation patients.

Small-home residences are an innovative care model that we are pleased to introduce to Central New York. This concept is taking hold across the nation as traditional nursing home facilities are replaced with small, home-like environments; environments that support individual choices and free residents from much of the defined routines of a traditional nursing home. This endeavor is funded as part of the NYS Heal 12 Grant Project.

According to Loretto President and CEO Kim Townsend, “This project is the perfect example of what collaboration among organizations that share a common vision can achieve. This small-homes project will change the face of skilled nursing care in our community. We are blessed to have progressive partners in Crouse Hospital and St. Joseph’s Hospital Health Center and to have the strong support of the Town of Cicero. They have welcomed us with open arms. We already feel like members of the community.” The facility is expected to open in late summer.
DEAR LORETTO FAMILY & FRIENDS

A year of celebrations, a year of growth and innovation, a year of collaboration. Those are the key phrases that capture the essence of 2013 at Loretto.

Loretto plays a critical role in the community. We care for more than 50% of frail elderly in the area. To enable us to provide the highest quality of care to people in need, regardless of their ability to pay, Loretto looks to create new and stronger partnerships as health care reforms continue to produce industry-wide ripples.

We have forged even stronger working relationships with political leaders, with health care leaders, with community organizations who share our vision and values, and within our own workforce as well.

Together, we are working to meet unmet needs. In early 2013, we launched a complex care program to serve elders who had to remain hospitalized because there was a lack of alternative care. Through our complex care program, Loretto now has the ability to care for medically complex elders—those who may require infusions, catheters, feeding tubes, wound care. A grant from St. Joseph’s Foundation provided the training and the equipment necessary to fulfill this vital service. This frees up hospital beds and provides a safer setting for frail elderly who are shown to be more vulnerable in hospital settings. And the average length of stay in our program is shorter than it would be in the hospital.

We are fully focused on our mission to improve the quality of life of elders. As innovators in elder care, Loretto will continue to develop groundbreaking new initiatives to help us do just that. Thank you for your support.

Kimberly Townsend, President & CEO

Loretto Expands to Cayuga County
The Commons on St. Anthony in Auburn

Cayuga County, Loretto, Mercy Health and Rehabilitation Center and the Sisters of St. Francis have been working collaboratively for some time to evaluate the needs of the aging population in Cayuga County. As a result of this collaboration, a decision was made to combine the strengths of Mercy Health and Rehabilitation and the Cayuga County Nursing Home into a consolidated 300 bed facility in the City of Auburn. The project was made possible with a NYS HEAL Grant. Ground was broken for the project in October.

The Commons on St. Anthony, formerly Mercy Health and Rehabilitation, has been in operation since 1972. The Commons on County House Road, formerly the Cayuga County Nursing Home, has been in operation since 1984. The two facilities have merged and are now owned and operated by Loretto as Auburn Senior Services, Inc.

The Commons on St. Anthony is undergoing a complete renovation along with construction of a new addition and will become the sole site of the next generation of skilled nursing and rehabilitation care. Currently, The Commons on St. Anthony concentrates on long-term skilled nursing care and The Commons on County House Road specializes in short-term rehabilitation.

The Commons on St. Anthony offers a specialized unit for elders with dementia. This secured unit promotes independence and safety with a wander alert system. Therapeutic and recreational programs are designed for cognitive stimulation and memory enhancement.

Recreational therapy activities on other units vary based on the abilities of the elders, but all of our rehabilitation activities are stimulating, fun-filled and geared toward wellness and independence.

The Commons on St. Anthony is also the site of a 50 person Adult Medical Day Program named Daybreak on St. Anthony. Program participants ages 18 and up are provided with the medical and supportive services they need to maintain their highest level of independence while continuing to live in the community.

Commenting on the magnitude of this collaborative effort, Loretto President and CEO Kim Townsend said, “Cayuga County is all about community. Everyone at the table has had the best interests of the community in mind. The goal was to create a plan that would best serve the elders in this county, both today and in the future; to essentially change the face of elder care forever.” The combined facilities provide the most comprehensive, state of the art elder care services in Cayuga County.

STATISTICS OF ELDERS SERVED IN 2013

<table>
<thead>
<tr>
<th>Home &amp; Community-Based Care Services</th>
<th>Senior Housing</th>
<th>Specialized Health Care Services</th>
</tr>
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<tbody>
<tr>
<td>Daybreak Adult Medical Day Program</td>
<td>The Bernardine</td>
<td>Mcauliffe Health Center Dental: 2,132</td>
</tr>
<tr>
<td>PACE CNY</td>
<td>Buckley Landing</td>
<td>Podiatry: 2,269 Vision: 160</td>
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<tr>
<td></td>
<td>Community Residences</td>
<td>Total Visits: 4,561</td>
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<tr>
<td></td>
<td>Forest View at Fayette</td>
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<td></td>
<td>The Heritage</td>
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<td></td>
<td>Highland House</td>
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<td>Malta House/Malta Manor</td>
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<td></td>
<td>The Nottingham</td>
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<td></td>
<td>O’Brien Road Apartments</td>
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<tr>
<td></td>
<td>Sedgwick Heights</td>
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<td></td>
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<td>Total: 3,634</td>
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For more information about Loretto programs and services, please call (315) 469-1991 or go to www.loretto-cny.org.

Food Services

AdvancedMeal

In addition to Loretto, AdvancedMeal also serves non-affiliated skilled nursing facilities and community-based nutrition programs. In total, AdvancedMeal served 2,232,000 meals in 2013.
Landmark Anniversaries

**PACE CNY 15 Years**
PACE celebrated its 15th anniversary in May with a reception at its Sally Coyne Center in North Syracuse. Among the special guests were NY State Senator John DeFrancisco, who played a key role in getting legislation passed to enable PACE CNY to provide services, and Kathy Ruscitto, CEO of St. Joseph’s Hospital Health Center.

**Buckley Landing 20 Years**
During their 20th anniversary celebration in April, Buckley Landing celebrated by unveiling its Tribute Tree. Two leaves were added to the tree in honor of North Syracuse Mayor Mark Atkinson and former mayor Diane Browning.

**Nottingham 25 Years**
The Nottingham had a special activity every day for 25 days to mark their 25th Anniversary. At one event, an Ice Cream Social, residents and staff were encouraged to bring in school supplies to benefit the Town of Dewitt “People in Action” program. It’s a community enrichment program for local families with limited resources. Several residents visited one of the centers to meet the students who received the donated supplies.

Annual Celebration Luncheon

Lisa Renzi, Director of Program Sales at Renzi, accepts the Loretto Dove Award from Kim Townsend.

The theme of our annual celebration luncheon in October was First Responders: Compassion in Action. Over 400 luncheon guests joined Loretto as we expressed our gratitude to all of the first responders who play an intricate role in our mission. We rely on the assistance of these brave men and women for the safety and well being of our elders and other program participants. Loretto is proud of the partnerships we have built with the Emergency Medical Technicians, the Fire Departments and the Police Departments and we honor them for their unyielding commitment to the safety and care of all members of the Loretto family.

Loretto Guild Donates iPads to Loretto

At this year’s annual Guild luncheon, Guild members presented 4 iPads to Loretto housing for the use of residents. Guild members were impressed by how completely the elders embraced this new technology and knew there was a need for more units.

The Loretto Guild is an organization of volunteers founded in 1946 with the mission to enhance and enrich the lives of Loretto residents, and to provide support and assistance for their comfort and well-being. For 68 years, the Guild has purchased necessities for residents of Loretto skilled nursing homes, sponsored ice cream socials for residents of housing sites, and organized special events and fundraising activities to benefit various Loretto programs.

To learn more, or to become a member, please contact the Loretto Foundation office at 251-2662, ext. 3209 or foundation@lorettoystem.org.

The Total Number of Individuals Served by Loretto Programs & Services in 2013 Was 3,634

**2013 Revenue by Service Area**
- Clinical Services/PACE: 29%
- Skilled Nursing/Daybreak: 49%
- Private & Commercial: 26%
- Medicaid: 57%

**2013 Revenue by Source**
- Fundraising/Other: 2%
- Medicare: 15%

**2013 Expenses by Service Area**
- Clinical Services/PACE: 29%
- Skilled Nursing/Daybreak: 49%
- Total $118 Million
2013 CARE PROGRAMS & SERVICES

Home & Community-Based Care Services
Daybreak Adult Medical Day Center
PACE CNY (Program of All-inclusive Care for the Elderly)

Food Services
AdvancedMeal

Senior Housing
The Bernardine
Buckley Landing
Community Residences
Forest View at Fayette
The Heritage
Highland House
Malta House
Malta Manor
The Nottingham
O’Brien Road Apartments
Sedgwick Heights

Skilled Nursing
Loretto Health & Rehabilitation Center
Cunningham Skilled Nursing
Fahey Rehabilitation
The Nottingham Residential Health Care Facility

Specialized Health Care Services
McAuliffe Health Center

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