

REPORT TO THE COMMUNITY 2007



"There is only **one success**—to be able to spend **your life** in **your own way.**"

—Christopher Morley, American Author



# **Mission Statement:**

To be the premier provider of care and services for seniors in the St. Louis region, while maintaining financial strength and providing fulfilling career opportunities.

#### REPORT TO THE COMMUNITY 2007

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Bethesda Health Group is a not-for-profit, St. Louisbased senior care organization that provides financial assistance to those residents whose daily living expenses exceed their resources.

Cover photo: Jean Cobain, Bethesda Dilworth resident.



# **Letter** from the President

# "How may we help you?"

This simple question reflects the Bethesda Health Group of today. We are an organization with an intense focus on the needs of St. Louis seniors and an equally strong commitment to offering services that improve the quality of life, wherever and however they are needed.

As a nonprofit organization, we have the distinct advantage to offer services that are right for seniors. In 2007, that mission is reflected in our reinforced strategic direction to offer individual-focused care for our residents while extending our expertise into the community. For example, we joined with St. Andrew's Resources for Seniors to form what will be one of the region's largest home health agencies. Soon, we will be helping hundreds of individuals each week through our collaborative efforts.

Our expertise in caring for individuals at the end of life has evolved into a community-based Hospice service that now brings our experienced team into private homes as well as skilled nursing communities throughout the St. Louis region. We have invested in new offices and are expanding our team of Hospice caregivers to meet the growing demand for this highly valued senior service.

Rehabilitation services play a crucial role in maintaining quality of life for seniors. After a fall, a broken hip or other major medical challenge, patients need the dedicated attention of a rehabilitation specialist to resume their independence. Bethesda has redoubled its commitment to this specialty area by exploring the most effective approaches for necessary in- and out-patient rehabilitation. We now offer post-hospitalization Rehabilitation Care (also known as Transitional Care, which is usually covered by Medicare A) at each of our four skilled nursing communities and are actively pursuing options that will allow us to care for even more seniors who are still healing after treatment.

In total, 2007 was an exceptional year for our residents, our employees and our organization. In this report, you will note the many accomplishments recognized in the past several months. I personally am most grateful for the continued loyalty and innovation shown by our 1,200 employees who engage every day in improving the lives of St. Louis area seniors.

In good health,

John W. Rowe

John W. Rowe President and Chief Executive Officer

# **Raising** the Bar

Bethesda Health Group's priorities are clear-we place the care of St. Louis seniors ahead of profits. While our person-centered focus is straightforward, the process to ensure continuous quality improvement requires a persistent, multifaceted effort.

For the St. Louis seniors entrusted to our care, Bethesda works tirelessly to emphasize quality in all we do, focusing on improvements both large and small.

# **Regulatory Excellence**

To meet and exceed regulatory requirements, Bethesda employs a professional compliance staff led by a full-time compliance officer who serves at the highest executive

level of the organization, reporting directly to the president. In addition, to ensure adherence to evolving Medicare and Medicaid regulations, Bethesda's compliance team guides each residence in the never-ending quest to enhance efficiency and quality standards.

For external oversight, Bethesda follows the principles of



the American Association of Services for the Aging's Quality

First initiative. In signing its covenant, Bethesda adheres to the Quality First plan for achieving excellence in aging services and its public promise to make meaningful advances

Kelli Harris, CNA Mentor, and Gillia (Doris) Hunt set up a puzzle in the newly renovated quiet room at Bethesda Meadow.

in the care and quality of life for those we serve.

### **Data-Driven**

The systematic collection and analysis of key performance data rests at the heart of Quality First. Accordingly, in 2007, Bethesda employed My InnerView, one of the nation's leading providers of qualitymanagement surveys for long-term care facilities. While Bethesda has used internal surveys to gauge performance and quality standards for a number of years, this was the first time Bethesda used an external organization to solicit greater feedback and comparison measures with senior care organizations across the country.

The results were positive. Specifically, the survey respondents, including employees, residents and their families, noted the staff's care and concern as Bethesda's hallmark.

# Seal of Approval

Bethesda's efforts are not only recognized by our employees, residents and their families but also

Bethesda Barclay House residents Elsbeth Crawford and Jean Goebel share a toast at the Pasta Night dinner.





Linda Degenhardt, Bethesda Southgate Activities Assistant Supervisor, leads a "Salsa Moves" exercise class with (l-r) Roger Musgrove, Genevieve Hill, and Charles Schulze.

by organizations such as the Better Business Bureau, which counts Bethesda as one of a select few senior care providers in the nation that meet its Wise Giving Alliance standards.

Possibly the most significant validation of Bethesda Health Group's excellence in senior care has come from the Joint Commission. The Commission's national accreditation, known as the Gold Seal of Approval, represents one of the highest honors awarded in our industry. It certifies that our skilled nursing communities provide our residents with superior skilled nursing care and meet the dedicated performance criteria in areas including resident

rights, resident treatment, resident safety and infection control. To earn and maintain its accreditation, Bethesda's skilled nursing communities must undergo an on-site survey by the Joint Commission team at least every three years.

While we at Bethesda are proud of our efforts and accomplishments, we will never rest on our laurels. Our commitment to the residents and our calling to be the premier provider of care and services for aging adults prompt us to continue raising the bar of excellence in senior care.

# Did You Know?

In 2007, Bethesda Health Group commissioned a study by Kuhlmann Design Group to evaluate Bethesda's emergency power needs. Bethesda's Board of Directors then adopted a \$1.5-million plan to upgrade Bethesda's residences to sustain power in outages. Updates will include the upgrade and/or installation of emergency generators to maintain comfortable common areas and support food service capabilities and an increase in the residences' battery-operated emergency lighting to supply extended capabilities.



# Home and Community-Based Services

Now more than ever, seniors have a choice in how and where they live. Aging-in-place is a concept borne of the desire to remain independent and live wherever one chooses. This monumental trend has spurred Bethesda Health Group on the path of innovation and customer service—to deliver needed care and services wherever a senior chooses to call home.

# **Home Health**

In 2007, Bethesda announced a significant partnership with St. Andrew's Resources for Seniors, which will add another dimension to the continuum of care Bethesda offers. Certified Home Health Care services will now be available to all in the community. Acting as a resource to both residents who have progressed through Transitional Care and seniors living at home, St. Andrews & Bethesda Home Health will offer a full range of services, including skilled nursing, physical therapy, occupational therapy, home health aid and nutritional support.

This program, officially beginning in early 2008, is indicative of Bethesda's commitment to offering a full range of care. Best of all, many services are covered under Medicare, and the collaboration with St. Andrew's will allow patients to maximize their benefits while enjoying the highest quality home health care. Heather Hawkins, LPTA, Program Director of The Charless Home therapy department, shows resident Stella Seeger a range of motion exercise during the recent open house.

The addition of Home Health brings the total number of Bethesda's Home and Community-Based Services to five. We are proud to set the standard for choice and quality when it comes to all aspects of senior life, and look forward to the opportunity to increase the comfort and care of our residents in the coming year.



Kathy Stewart, Bethesda Dilworth Volunteer Coordinator, shares a laugh with resident and former volunteer Elsie Berberich.

# **Transitional Care**

Falls, accidents and major illnesses become more common as people age—also common is the desire to get well and return home, especially for seniors challenged by recovery after a hospitalization. Transitional Care is a crucial step in ensuring a safe and healthy return home. Rest and rehabilitation are essential steps in the process and are made possible through Bethesda's Transitional Care service, now available at each skilled nursing community.

In fact, The Charless Home recently opened a new Transitional Care unit especially dedicated to post-hospitalized seniors covered by Medicare. As with the service provided at Bethesda Southgate, Dilworth and Meadow, Transitional Care at The Charless Home includes occupational, physical and speech therapy.

# **Respite Program**

Many families choose to have older members remain living at home, yet today's active families sometimes need a break from full-time caregiv-



ing. While they "take a break" or focus intently on other pressing matters, St. Louis families have the perfect solution in Bethesda's Respite Program, which offers temporary care for their loved ones in one of Bethesda's skilled nursing residences.

Guests in the Respite Program experience all the comforts and advantages that full-time residents enjoy, including day trips, full service meals and physical therapy. Bethesda caters to individual needs and can accommodate a guest for just a few nights or up to 30 days. Webster University students volunteer at Bethesda Dilworth by painting a mural on the fourth floor as part of the Webster Works Worldwide program.



### **Hospice Care**

Hospice is a family-centered and precious service for many seniors approaching the end of life. Bethesda's Hospice Care is available at each Bethesda residence as well as in nursing facilities and private homes throughout St. Louis.

Our Hospice program benefits from the compassionate volunteers who assist with the program. Volunteer applicants are trained through a variety of role-playing and informational activities before making initial supervised visits. Being a Hospice volunteer is truly a unique and special calling, and those who participate experience significant personal rewards while making a dramatic difference in the lives of patients and their families. Bethesda Hospice volunteer Carol Oppenheim (left) and Bethesda Dilworth resident Lois Adcock share a common interest in music and singing. Carol has also forged a relationship with Lois' daughter, Karen Adcock (standing), as a result of her visits.

# **Private Duty In-Home Care**

Bethesda's Private Duty service began five years ago in response to the need expressed by many seniors residing in private homes yet requiring assistance in bathing, meal preparation and other light help. The service continues to grow almost exclusively through reputation and loyal clients who express high satisfaction with the consistency of care they receive.

### **Adult Day Club**

Whether a trip to the winery or an afternoon spent watching a movie, seniors at the Adult Day Club at Bethesda Dilworth experience an unmatched variety of activities. Bethesda's Adult Day Club offers a convenient option for families who want their aging loved ones to continue living at home yet require daytime care so family members can work or attend to other responsibilities. The Adult Day Club offers limited medical care and an opportunity for seniors to socialize and enjoy unique comforts.

# Did You Know?

Bethesda is planning an expansion for the Adult Day Club. The Club is in the process of moving to a larger facility on the Dilworth campus that will offer even more amenities and space for the club members.



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A group of Bethesda Dilworth 100-plus-year-olds gather with members of the nursing team to give a "thumbs up". (l-r) Margaurite Nauman; Mildred Sturdy; Christine Thacker, CNA; Cindi Major, RN, Nurse Manager; Irene Steinkamp; Rosie Nixon, CNA; Lieda Laane; Vicki Ahmed, CNA; Ashley Samuel, CNA; and Rosie Pruitt.



# Bethesda's **Independent Living** Communities

Independent living communities continue to grow in popularity as seniors increasingly seek social, entertaining and safe environments. Bethesda Health Group is proud to offer affordable and high-quality housing options with benefits including dining, transportation and events right at the resident's door.

As one of the leading nonprofit providers in St. Louis, Bethesda Health Group brings a rare combination: a mission to care for seniors and a commitment to re-invest profits into the organization itself. Quite literally, everything Bethesda Health Group does, it does in the best interest of St. Louis seniors.

With a century-old reputation for excellence and a

staff committed to top-tier care, Bethesda residents enjoy living in apartment and patio home communities throughout the St. Louis area. Whether they choose to venture into attached gardens or travel into the countryside for a view of fall foliage, seniors live as they choose in Bethesda Health Group residences. Bethesda Orchard residents Dorothy Kuchem and Audrey Mueller enjoy a game of cards on the computer.

# **Bethesda Orchard**

Inside and out, Bethesda Orchard has it all. Orchard residents are entertained watching the big-screen television in the new multi-purpose room or walk through the garden to soak up the sun. New treadmills and elliptical machines added in 2007 offer exercise opportunities to maintain wellness and to stay in shape for the many active day-trips taken by Orchard residents.

Orchard's convenient location in the Old Orchard area of Webster Groves gives residents access to all of the commercial and cultural offerings of the area, allowing the seniors to be active members of this vibrant community.



Children scramble in search of eggs at the annual Easter egg hunt at Bethesda Orchard.

### **Bethesda Gardens**

This year was an historic one for Bethesda Gardens, as it marked the grand opening of the 56,000 squarefoot addition, featuring 43 apartments, a social lounge, recreation center, large patio and enclosed walkways connecting back to the original residence.

The construction, which started in 2006, created additional spacious apartments while maintaining the friendly atmosphere for which the Gardens is known. The expansion was built to match the growing demand for high-quality independent living in the Kirkwood area, close to many venues often frequented by our residents.

Throughout construction, our residents were as active as always, enjoying events such as barbeques, outdoor community gatherings and themed dinners.



John Rowe addresses the crowd at the Ribbon Cutting Ceremony to celebrate the opening of the addition to Bethesda Gardens.

# The Oaks at Bethesda

The patio homes offered at The Oaks at Bethesda fill a distinct need for some St. Louis seniors—those who seek privacy and independence wrapped in a carefree package. These new homes, located on the Bethesda Dilworth campus, have been especially popular and are nearly completely occupied.

As the community has welcomed its residents, a true sense of neighborhood has taken hold in the last year. Residents gather in their clubhouse social center with amenities such as a big-screen television, a library and an exercise room.

Barbeques and a relaxing patio entice the neighbors to remain active, enjoying their new home and new found sense of community.

# **Bethesda Terrace**

South County was treated to something special when E.T., Elliot and the rest of the gang graced the silver screen at Bethesda Terrace for an outdoor movie night extravaganza. As part of the ongoing commitment to community interaction, Bethesda Terrace movie night provided residents and their neighbors the chance to enjoy a big-screen classic hosted by the staff and residents. The movie night, presented by the Bethesda Health Group Foundation, was made possible by the generous support of many area businesses, including AXA Equitable, Bartels-Missey, Southside Lions, Mehlville Lions and St. Louis Pizza and Wings.

In keeping with the idea of community outreach and involvement, Bethesda Terrace has partnered with a local Cub Scout pack to provide unique experiences for the young and young at heart. The seniors and scouts have enjoyed activities together, story time and just learning about each other. Truly, all ages have enjoyed spending time at Terrace this year!

Ongoing renovations keep all residences up-to-date, and Terrace enjoyed its own polishing this year, including the installation of upgraded lighting, new furniture and other remodeling. Members of the Oakville community join Bethesda Terrace residents and family members for an outdoor movie night.



# **Bethesda Barclay House**

As the mercury climbed this summer, the Bethesda Barclay House pool proved ever more popular for residents and guests from other Bethesda communities who enjoyed a cool swim, a water aerobics class or the occasional pool party. Located in Clayton, across the street from Shaw Park, Barclay House hosted many resident events this year, from Oktoberfest to wine tastings and off-site dinners.

Regular excursions to Forest Park helped the residents keep up with everything from current exhibits to the newest additions at the zoo, while new furniture in the common areas keeps the community stylish and comfortable.

Bethesda Barclay House is also proud to welcome a new general manager, John Campisi, who carries on the Campisi family tradition of hospitality and customer service (his grandmother was the namesake for The Hill favorite Mama Campisi's restaurant.) His leadership at Barclay House has already included a special Pasta Night dinner, featured in the *St. Louis Post-Dispatch*.

John Campisi, Bethesda Barclay House General Manager, reviews the Pasta Night menu with dinner guests.



# Did You Know?

Gifts to the Bethesda Health Group Foundation fund expanded and enhanced senior programs such as The Foundation of Good Health Seminar Series. Held at each senior living community and open to friends and family of our residents, the topics include "Talking With Your Doctor," "How to be a Good Patient Advocate," and "Medications, Medications, Medications!"



# Our Skilled Nursing Residences

# **Bethesda Meadow**

Bethesda Meadow continues to deliver residents an unparalleled experience with expert, compassionate care. Meadow was proud to unveil Phase 2 of the beautiful Promenade, which features peaceful and artistically designed walking paths, professional landscaping and shaped hedges. The newly dedicated "Jeanne Felker Bland Promenade" gives residents access to a park-like setting and enables them to enjoy the beautiful outdoors of west St. Louis County.

Thanks in large part to the Promenade, Bethesda continues to hold "Meadow Mixers." Everyone benefits from these gatherings, as generations come together to enjoy good company, music and food in what has become a hallmark of Bethesda Meadow.

Renovations to the Memory Care Unit, including an enclosed patio and remodeled quiet room, highlight some of the transformations that have added comfort to the structure of Meadow. Meanwhile, stimulating and unique activities continue to abound for residents.

Jeanne Bland, President of Bethesda's Women's Board, at the "Jeanne Felker Bland Promenade" Dedication Ceremony.



Bethesda Meadow resident Margaret Jones enjoys the fresh air with Patti Clark, RN, Weekend Nursing Supervisor.

# **Bethesda Southgate**

This has been a busy year for south St. Louis County-based Bethesda Southgate. Already viewed as a leader in innovative and effective senior care, Bethesda Southgate has continually explored exciting and stimulating programs to complement its nationally accredited approach to care.

This year, Bethesda Southgate partnered with Wohlwend Elementary School in an initiative that brought 24 curious and enthusiastic fifth-graders into

the residence for regular visits. The youngsters brought energy and laughter to the seniors, who returned the favor with nuggets of wisdom and tender loving care. This partnership was featured prominently in the *St. Louis Post-Dispatch*.



Missouri State Senator Harry Kennedy and John Rowe look on as Ken Bass reads a Proclamation from St. Louis Mayor Francis Slay declaring October 23, 2007, as The Charless Home Day in St. Louis as part of the ribbon-cutting ceremony to open the Transitional Care unit.

Southgate residents have also taken a walk on the wild side this year when they received a visit from the Gateway River Rats, whose members took residents for rides in their motorcycle sidecars.

For the young at heart, a Nintendo Wii video game system has been added to Southgate's many on-site activities. This very popular interactive computer system promotes coordination, cognition, light physical activity and healthy competition often between residents and staff!

### **Bethesda Dilworth**

Life for Bethesda Dilworth residents is better than ever. Located in Oakland, nestled between Kirkwood, Webster Groves and Crestwood, Dilworth offers a winning combination of best practices, comfort and a commitment to the highest quality health care. The acclaimed Dilworth Memory Care Unit continues to offer advanced services oriented for the early to mid-stage dementia and Alzheimer's patient.

Dilworth has been "home" to a comprehensive culture change taking place throughout Bethesda Health Group. Also included in this campaign are Meadow, Southgate and The Charless Home. The culture change focuses on the concept that each resident is cared for as an individual. rather than as a member of a medical group. Our employees recognize that each resident is a person who has lived a full life, each with their own stories, memories and habits. Our unique approach to caring for individuals honors their past and invites them to live an enriched life within a Bethesda community.

A myriad of activities regularly await the residents, from a monthly Foundation-sponsored Matinee Soiree to outings with the Red Hat Society, a women's social club. Additionally, for a number of years, Webster University has committed both staff and student resources to Dilworth, by painting beautiful murals within the residence and offering musical entertainment.



# **The Charless Home**

In 2007, The Charless Home added another service to round out its impressive continuum of care offered on its south city campus. The residence now provides Transitional Care for individuals who are leaving the hospital but not ready to go back to their home.

Distinguished by its homey charm, city location and historic presence, The Charless Home is also the only residence in Bethesda Health Group to offer licensed assisted living services as well as skilled nursing and residential care—yet another important choice for St. Louis seniors as they consider their options.



# Community Citizenship and Services

# **Earning Industry Recognition**

The Missouri Association of Homes for the Aging (MoAHA) was proud to present the 2007 E. Willis Piehl Award of Honor to Patricia Kapsar, Senior Vice President and Corporate Compliance Officer of Bethesda Health Group. This honor, given to a person who has made an outstanding contribution to the field of senior services in the state of



Missouri, was given to acknowledge Pat's commitment to service, pursuit of innovative solutions for senior

Pat Kapsar is the recipient of the 2007 E. Willis Piehl Award of Honor.

issues and longstanding history of work for MoAHA. "Pat Kapsar is our Healthcare Idol!" remarked Chris Crouch, the Vice President and Administrator of Bethesda Southgate who nominated Kapsar. "No one exemplifies passion and dedication to this topic like Pat."

In addition to Pat Kapsar, MoAHA also honored Tom Smith with the 2007 Volunteer of the Year Award. Tom has been delivering mail and smiles six days a week at



Ben Hughes, a participant in the Special School District Career Training Program, serves Bethesda Orchard residents Marti Hughes (l) and June Bynum (r).

Bethesda Meadow for the last two years. His wife was a resident at Meadow before she died three years ago, and he has since proven himself a valuable and consistent part of the Meadow volunteer community. The award, which goes to a volunteer who demonstrates unusual commitment to the preservation of the dignity, well being and independence of residents, serves as appropriate recognition to a man who truly cares for those around him. Tom also received the Outstanding Volunteer of the Year from the Long-Term Care Ombudsman Program.

# **Norwood Award**

Peg Grigg and Marie Zucchero know what it means to serve a community. They know how to cheer people up with music, lead by example and show passion in their work. After a combined 60 years of service and countless lives changed, Peg and

Tom Smith, Bethesda Meadow Mixers on the Promenade Bartender, Auxiliary Member, and MoAHA 2007 Volunteer of the Year.

# Marie Zucchero, 2007 Norwood Award Recipient with Ken Bass.



Marie have been honored with the 2007 Norwood Award for their commitment and dedication to Bethesda. Established in

1998 to recognize individuals who exemplify the values and mission of Bethesda in their service to the organization and residents, the Norwood Award has honored some of Bethesda's most valuable and capable men and women.

Peg, a founding member of Bethesda's Women's Board, has shown passion and ability in promoting health care for seniors with a focus on helping Alzheimer's patients. Marie



has held a variety of volunteer

> Peg Grigg, 2007 Norwood Award Recipient with Ken Bass.

Mary Paasch, Bethesda Meadow resident and Volunteer at the 2007 Senior Olympics, awards a medal to a victorious participant in track and field.

leadership positions at Bethesda Dilworth, in addition to playing piano and singing with the "Ding-a-Lings," who serenade residents in the dining room and residence floors every Thursday.

Peg and Marie join a prestigious group of past recipients, including John F. Norwood, Mrs. Howard T. (Jeanne) Bland, Albert O'Brien, Dr. Robert C. Drews, Gilbert Novotny, David L. Fleisher, Charles G. Schott, Jr., Dr. Bray O. Hawk, Arthur E. Wright, Jr., Earl K. Dille, Mary F. Hamm, Dr. James D. McKelvey, John P. Baird, Mrs. John J. (Jackie) Shillington, Doris Svoboda and Joseph E. Birk, Jr.

# **Senior Olympics**

Bethesda was a sponsor of the 2007 Senior Olympics track and field events. The track was ablaze with sprinting, jumping and throwing as Bethesda Health Group employees



and volunteers were on hand to time events, measure distances and hand out medals. When all was said and done, Bethesda was proud to be part of an event that promotes St. Louis senior health and well being, and looks forward to returning to the Olympics next year to see more feats of strength and speed from local seniors.

# **Special School District**

As part of our ongoing commitment to the community, Bethesda partners with the Special School district of St. Louis County in a cooperative agreement to establish vocational training for students of the district and help them develop critical skills to pursue a future career in senior care and services. Bethesda is proud to make this work experience available. 54028\_REPORT 1/16/08 6:12 AM Page 18

# Bethesda Employees

Our employees are the foundation on which all Bethesda communities and services are built. We know that in order to provide residents with the best care, we need to continually invest in our employees—helping them to be satisfied in their careers while always advancing their professional knowledge and skills.

Each of our 1,200 employees enjoys the support of an organization committed to their long-term wellbeing. We value the individuals who work together to provide the best possible care for our residents, always aware that each employee contributes his or her own unique skill set and knowledge.

Bethesda employees show their commitment in a number of ways every day. We are particularly proud of the low turnover rate among staff and the high occurrence of individual generosity. In fact, in 2007, 75 percent of our employees "gave back" and made a charitable donation to the Bethesda Health Group Foundation in our annual Employee Appeal.

In the past year, Bethesda has introduced the School at Work program, which is designed to offer a variety of educational services, from brush-ups in basics like

Participants in the School at Work (SAW) program included Sharon Bornefeld, Nursing Administration Secretary; Sharon Bateman, SAW Coach (standing); and Cathy Taylor, Housekeeping Supervisor. Cindi Major, RN, Nurse Manager, and Jeffrey Craft, Food Service, serve lunch-toorder for Bethesda Dilworth residents.

communication and math, to advanced coursework in medical terminology and technology. We encourage our staff to enroll with any number of goals in mind. While some staff members seek to earn a higher education degree, others just appreciate the opportunity to learn about new advances in caregiving.

We are proud to have graduated our first class of the School at Work program, and look forward to providing top-level professional development for our staff members, who in turn pass the excellence on in their care and services. By investing in our employees, we are ensuring their future and the healthy future of Bethesda something that benefits each of us.





# Bethesda Health Group Foundation

# Bethesda Health Group Foundation

The Bethesda Health Group Foundation, also a non-profit organization, supports Bethesda Health Group in providing a comforting and caring lifestyle for St. Louis seniors. Specifically, the Foundation was established to offer benevolent care for seniors who have outlived their assets, to develop new or enhanced senior programs and to expand our senior residences. Generous charitable contributions have funded the Foundation throughout its timehonored history.

# **Tribute Gifts**

Bethesda residents, family members, friends and employees make tribute gifts through donations to the Bethesda Health Group Foundation to celebrate special occasions, such as birthdays, holidays, or to recognize a job well done.

# **Guardian Angel Program**

The Guardian Angel Tribute Program gives our long-term care residents and family members the opportunity to express their gratitude and recognize staff members they feel are going above and beyond through their extraordinarily loving and compassionate approach to providing care.

Guardian Angel Tributes may honor any member of our caregiving team including nurses, CNAs, activities staff, social workers, dietary staff, housekeepers, facilities staff—anyone who serves with a heartfelt passion to make a difference in the daily lives of our residents. Bethesda Orchard residents Jane Brown, Sophie Lockard, Russell and Doris Schoenbeck, and friends of the Schoenbecks join in the Foundation of Good Health seminar "Medications, Medications, Medications!" sponsored by the Bethesda Health Group Foundation.

The Bethesda Health Group Foundation hosts an annual induction ceremony for employees who are recognized with Guardian Angel Tributes. Residents and family members who make Guardian Angel Tributes are invited to attend, and if they like, participate in the ceremony. In addition, Guardian Angels are acknowledged in internal publications, in a Guardian Angel display at their residence, and the Guardian Angel recognition is placed in their permanent employee record.

Guardian Angel Tributes provide affirmation for Bethesda employees that their efforts to provide extraordinary care on behalf of our residents are appreciated. Also, the Tribute donation provides support for Bethesda Health Group Foundation programs that benefit our residents.

# Memorial Gifts and Gifts for Bethesda Hospice Care

We feel it is a very special privilege to have the Bethesda Health Group Foundation designated as a recipient of memorial gifts at a time of loss for a family whose loved one was in Bethesda's care. Memorial gifts are a unique expression of love and friendship. Families often direct memorial gifts to support an area of significance for their loved one such as Bethesda Hospice Care, or a specific Bethesda residence. It is our sincere hope that family members and friends of our residents find comfort and a sense of peace in the knowledge that these memorial gifts, made in their loved one's honor, support the special care and services provided by our Bethesda team of caregivers.

# **Bethesda Legacy Society**

The Bethesda Legacy Society recognizes individuals who have invested in Bethesda's future by making annual charitable gifts to the Bethesda Health Group Foundation of at least \$500 or who have named Bethesda as a beneficiary in their

Bethesda edacy Society

estate plans. The Bethesda Legacy Society currently has more than 120 members.

Members of the Bethesda Legacy Society receive invitations to our annual appreciation event plus periodic mailings and other special recognition. A highlight of our 2007 donor appreciation event was a presentation by Charlie Brennan of KMOX Radio who discussed his insights on the history of St. Louis.

### Charitable Gift Annuity Program

Available to individuals who are 65 years of age or older, Bethesda Charitable Gift Annuities offer donors an opportunity to receive quarterly income for life, at favorable interest rates, with potential tax benefits, while supporting the mission of the Bethesda Health Group Foundation. Charitable Gift Annuity donors become lifetime members of the Bethesda Legacy Society.

# Information on Making a Gift

To learn more about making a charitable donation to the Bethesda Health Group Foundation, contact Marcia Quint, Director of Development, at 314-800-1988 or email mjquint@bethesdahealth.org. We also invite you to click on the Gifts button of our Web site www.bethesdahealth.org.

Bethesda Orchard resident Nancy Hasenmueller and her daughter, Vicki Streb, stop at the antique mirror in the lobby, a family heirloom donated by Jackie Shillington of the Bethesda Women's Board and Advisory Board for Orchard residents to enjoy.



# Our **Donors**

Our special thanks go to the following donors for your generous support through your charitable gifts to the Bethesda Health Group Foundation. This listing reflects gifts received from July 1, 2006, through June 30, 2007. Our apologies for any errors or omissions.

Dignity Level (\$250-\$499)

# **Legacy Society**

Pillar Level (\$10,000+) Blanche Bordley-Bethesda Fund of the Saint Louis Community Foundation Margaret B. Grigg John M. Wolff Foundation

#### Founders' Level (\$5,000-\$9,999) Bethesda Meadow

Auxiliary Bethesda Women's Board Irene Cermak

#### Independence Level (\$2,500-\$4,999)

Frank Ruf–Bethesda Fund of the Saint Louis Community Foundation Katherine Stauffer Charitable Trust

# Empowerment Level (\$1,000-\$2,499)

John and Virgnia Baird Inga Ball Thomas and Joan Bayer Jeanne Felker Bland Joseph and Susan Brinker George and Barbara Clements Mary Alice Collins Memorial Fund of the Saint Louis Community Foundation Anne C. Franchot Earle and Suzanne Harbison Joseph and Patricia Kapsar

Mel and Ruth Kohl Mutual of America John F. Norwood Kevin and Marcia Quint John and Virginia Rowe U. S. Bank

### **Opportunity Level**

(\$500-\$999) Jamie Aukskalnis Melvin and Mildred Bahle Cathy Barton Ken and Judy Bass Janice C. Beekman Bruce and Elisabeth Beeler Martha E. Bynum Thomas and Jennifer Collins Donald and Eileen Cognata Common Ground Public Relations, Inc. Linda Craig-Craig Consulting Tom and Christine Crouch David and Joan Culver Winifred E. Cummins Marion Doutt-Brunk Linda E. Ernst Hugh Ferringer David and Carol Fleisher



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Bethesda Southgate resident Mary Boon goes for a ride in a three-wheel motorcycle as part of an activity with the Gateway River Rats.

Jack Christophel Vivian M. Cilufo Nicholas and Marian Clifford Fave S. Compton Gail Cordia Dolores J. Courtney Mary Crowden Cam M. DeLancey Paul Deslo Earl and Martha Dille Ethel Dimont Evelyn L. Eldridge James and Ellen Esther Augusta T. Feehan A. Nicholas and Abigail Filippello First Presbyterian Church of Kirkwood Lee and Janice Foland Jill M. Frein General Electric Company Karole Green Ed Golterman Susan Grunik Wade Hachman Pattie Hellman Erica Herman M. Jane Hezel Martha Holland Jen Holle Rosanne Holle Martha E. Hughes Christy F. James Michael Jarvis Shirley Karsznia Lawrence R. Keller David and Karen Ann Keske Ronald and Janice Kiehn

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Bethesda Southgate resident Loretta Rackley with Maggie, the resident pet. Ryan Curry Kevin L. Curry Mary Curtis George H. Curtis, Jr. James M. Cymbor Huy Dang Nancy S. D'Arcy Odessa Darris Sheryl Davis Maynard Davis **Rochelle Davis** Phyllis Davis James and Jane Davis Donna Day Melissa Debus Nancy Deckard Sherry Deery Frank and Joan DeFrancesco Mary D. Degenhardt Carla DeLaurelle Slavica Delic Donald and Shirley Denning John Denu Paul Deslo Connie Dewrock Jean T. Diehl Linda M. Diel Harry and Marilyn Dillon Tracey Dixon

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Bethesda Barclay House resident George Hendry places his order with server Carmel Gennaro.

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Bethesda Meadow Food Service aide Araceli Fabros with resident Helen Jones.

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Christy Terry, a member of Bethesda Dilworth's Activities team, takes fresh-baked cookies out of the oven. Keith Velten Stephanie Velten Mary J. Villani Kathleen W. Voelz Louise Vogelpohl John J. Volpo Dianna Wade Ed Wade Alan and Janet Wagner Shelly Wagner Thomas and Janet Wakelam Carol Wallace Angela M. Walsh Ann Walton Shirley Walz Lisa W. Ward Don Warmbrodt Jackie Washington Howard and Gloria Watson Tomeika Watson Tiffany E. Webster Ray A. Wegman Alverda M. Wehrsten Derrick Weisbrod Jennifer Weisenburg Norman and Dolores Wenneker Mary Wessel Marcus Westfall Allan O. Wetzel Shelley Whisler

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The Charless Home Administrator, Michelle Glass, coaxes resident pet Cosmo into a trick. Employees at Bethesda Dilworth-6<sup>th</sup> Floor Clara Leak

**Employees at The Charless Home** Gil and Helen Stroback

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Bethesda Dilworth nurses (l to r) Connie Moore, LPN; Sharon Conway, CMT; and Dawn Miller, LPN, Nurse Manager, confer at the nurses station on the second floor.

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Walter Karcher Lillian Karcher

Harold Kelly Gertrude Kelly Bethesda Southgate resident Jo Thoele celebrates getting a strike in Wii Bowling with Marsha Jefferson, CNA.

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#### Sara Weathers

Shirley A. Bocek Paul and Patricia Brown Gerald and Rebecca Butler Faye S. Compton Harry and Marilyn Dillon Betsy Heck Della Jenkins James and Deborah K. Lehman Dorothy Ritts Maureen P. Sobol Priscilla J. Steele Linda Varner Marilyn Weatherford

#### **Elmer Wiltsch**

Club

Ronald and Lena Barkey David Barkey David Barkey, Sr. **Dorene Robertson** Joseph and Jean Bauer Mary Frances Bristow John and Joyce Clemens David and Mary Coleman First Presbyterian Church of Kirkwood Robert J. Gaddy General Electric Company Gertrude Groham Robert and Alice Guignon **Lorraine Harkins** Donald A. Hong **Quest Diagnostics** William and Elfrieda Roth-Roffy Roberta J. Schweisguth Speculative Investment



Ding-a-Lings have been a volunteer singing group at Bethesda Dilworth for more than 25 years. They sing for residents on alternating floors and during lunch in the Dining Room every Thursday.

Ding-a-Lings (left to right) Joyce Byers Hines, Nancy LaTourette, Herald Hamann, Anna Terner, Jerry Kornfeld (a resident), Loretta Keller (also a Switchboard Operator for Dilworth), George D'Arcy, Judy Doyle, Jim Ginn, Carol Oppenheim, Karen Fletcher (Activities Assistant played the piano that day), and Annie Williamson.

Members of the Ding-a-Lings not pictured include: Teri Brady, Bo Bruce, Mary Butler, Candace Culinane, John Kelly, Ken Pourcho, Genia Rogers, Gerrie Severson, Florence Jenicek, Peggy Kirkwood, Teri Brady, Mary Lee Wright, and Marie Zucchero (plays the piano for the group).

# **Financial** Report

### Charity Care and Community Services

In support of its mission, the Corporation provides services to residents who lack the financial resources to pay established rates. In addition, the Corporation provides services to residents, which are paid for by the Medicaid and Medicare programs. These programs pay the Corporation less than established rates for the services provided to these residents.

The following is a summary of the uncompensated charges related to these services for the years ended June 30, 2007 and 2006:

	2007	2006
Medicaid	\$ 5,749,922	\$ 5,565,370
Medicare	861,198	917,926
Charity	586,945	824,523
Total charity care and community		
services	\$ 7,198,065	\$ 7,307,819

### Bethesda Health Group, Inc. and Subsidiaries Combined Balance Sheets

June 30, 2007 and 2006

	2007	2006
ASSETS		
Current assets		
Cash and cash equivalents	\$ 1,623,227	\$ 1,364,774
Assets limited as to use	9,203,648	8,432,245
Service accounts receivable, net of		
the estimated allowance for		
uncollectible accounts of \$800,000		
for 2007 and 2006	1,355,116	1,030,820
Other current assets	1,051,047	1,607,796
Total current assets	13,233,038	12,435,635
Assets limited as to use		
Assets limited as to use, net of amount		
required to meet current obligations	83,899,683	85,595,402
Property, plant and equipment, net	91,503,378	87,373,207
Other assets	1,187,185	1,103,202
Total assets	\$189,823,284	\$186,507,446
LIABILITIES AND NET ASSETS Current liabilities	\$ 1,005,000	¢ 055.000
Current maturities of long-term debt Accounts payable	<sup>3</sup> 1,005,000 1,840,929	\$ 955,000 1,760,850
Accrued expenses	4,730,098	4,113,831
Other current liabilities	1,627,621	1,602,564
Total current liabilities	9,203,648	8,432,245
Long-term debt, less current maturities	69,550,000	70,555,000
Life residents' fees	35,695,212	34,146,847
Other liabilities	2,909,333	4,323,347
Total liabilities Net Assets	117,358,193	117,457,439
Unrestricted	69,826,044	65,185,594
Temporarily restricted	2,639,047	3,864,413
Total net assets	72,465,091	69,050,007
Total liabilities and net assets	\$189,823,284	\$186,507,446

# Bethesda Health Group, Inc. and Subsidiaries Combined Statements of Operations

Years Ended June 30, 2007 and 2006

	2007	2006
Unrestricted revenues,		
gains and other support		
Net service revenue	\$50,287,816	\$45,149,097
Other revenue and gains	7,915,926	8,485,847
Contributions	140,433	138,414
Net assets released from restrictions		
used for operations	1,301,282	69,285
Total revenues, gains and		
other support	59,645,457	53,842,643
_		
Expenses		
Professional care	23,554,024	21,034,297
Dietary services	6,421,681	5,638,172
General services	7,925,841	7,166,366
Administrative services	8,765,342	7,430,419
Employee health and welfare	3,271,973	4,225,930
Depreciation	5,177,573	4,742,817
Interest	3,173,498	2,828,284
Provision for uncollectible accounts	114,322	249,131
Total expenses	58,404,254	53,315,416
Operating income	1,241,203	527,227
Change in net unrealized gains of assets limited as to use	4,067,726	446,911
Change in net unrealized gains (losses) of interest rate swaps	(62,157)	3,347,638
Effect of adopting provisions of FAS 158	(606,322)	_
Increase in unrestricted net assets	\$ 4,640,450	\$ 4,321,776

Bethesda Meadow resident Velma Kirtman and her daughter, Pat McGinnis, share their reasons for supporting the Bethesda Meadow Promenade with charitable donations at the Dedication Ceremony.



# Management Team and Board of Directors

#### **Management Team**

John W. Rowe, President & Chief Executive Officer

Joseph J. Brinker, Executive Vice President and Chief Operating Officer

**R. Kenneth Bass, Jr.,** Senior Vice President, Senior Living

**Donald J. Cognata,** Senior Vice President, Administrative Services

**Steven L. Gosik,** Senior Vice President and Chief Financial Officer

Katherine E. Joslin, Senior Vice President, Human Resources and Marketing

**Patricia P. Kapsar,** Senior Vice President and Corporate Compliance Officer

Alphonse D. Poelker, Senior Vice President, Long Term Care Christine E. Crouch, Vice President and Administrator

**Muriel C. Van Oordt,** Vice President and Administrator

**Timothy L. Vosse** Vice President and Director of Finance

### **Board of Directors**

John W. McClure, Chairman

John W. Rowe, President & Chief Executive Officer

George W. Clements, Jr., Vice Chairman

Fred H. Perabo, Secretary

Richard C. Mueller, Jr., Treasurer

John P. Baird

Joseph E. Birk, Jr. Marian F. Clifford

Thomas R. Collins

David M. Culver James H. Esther, M.D. Kenneth J. Kolkmeier Peter B. Krombach Susan G. Moore Elizabeth G. (Betty) Sims BBB Wise Giving Alliance Standards

# stlouis.bbb.org

Bethesda Health Group has earned high marks from reviewing agencies, such as the Better Business Bureau's Wise Giving Alliance. In fact, Bethesda is one of the very few senior care providers in the nation that has met the BBB's standards.



#### Bethesda Health Group, Inc.

1630 Des Peres Road, Suite 290 St. Louis, MO 63131 www.bethesdahealth.org

### Bethesda Independent Living Residences

Bethesda Barclay House 230 S. Brentwood Blvd. Clayton, MO 63105 (314) 725-1000

#### Bethesda Gardens

420 S. Kirkwood Road Kirkwood, MO 63122 (314) 965-8100

Bethesda Orchard 21 N. Old Orchard Ave. Webster Groves, MO 63119 (314) 963-2100

# The Oaks at Bethesda

Big Bend, West of Berry Road Oakland, MO 63122 (314) 965-8100

### Bethesda Terrace

2535 Oakmont Terrace Dr. Oakville, MO 63129 (314) 846-6400

# Residential, Assisted and Skilled Care

**The Charless Home** 4431 South Broadway St. Louis, MO 63111 (314) 481-4840

#### Bethesda Skilled Nursing Residences

**Bethesda Dilworth** 9645 Big Bend Blvd. Oakland, MO 63122 (314) 968-5460

Bethesda Meadow 322 Old State Road Ellisville, MO 63021 (636) 227-3431

**Bethesda Southgate** 5943 Telegraph Road Oakville, MO 63129 (314) 846-2000

#### Bethesda Home and Community-Based Services

**Bethesda Adult Day Club** 9645 Big Bend Blvd. Oakland, MO 63122 (314) 446-2103

**Bethesda Hospice Care** 8175 Big Bend Blvd., Suite 200 Webster Groves, MO 63119 (314) 446-0623

Bethesda Private Duty Home Care 8175 Big Bend Blvd., Suite 202 Webster Groves, MO 63119 (314) 446-0700

### Bethesda Transitional Care

1630 Des Peres Road, Suite 290 St. Louis, MO 63131 (314) 277-9959

#### St. Andrews & Bethesda Home Health

8175 Big Bend Blvd., Suite 150 Webster Groves, MO 63119 (314) 218-2600

### Your Gift Supports St. Louis Seniors

We invite you to make a tax-deductible donation to the Bethesda Health Group Foundation. Your charitable contribution supports the mission of the Bethesda Health Group Foundation to provide benevolent care for our residents who require financial assistance; to foster the development of new or enhanced senior programs; and to fund capital improvements at our senior residences. The gift you make today directly benefits our residents and enables us to provide a true quality of life through excellent and compassionate care. A gift envelope is enclosed. We are sincerely grateful for your support.

**Bethesda Health Group Foundation** 

**Bethesda Legacy Society** 

**Bethesda Tribute and Memorial Gifts** 

1630 Des Peres Road, Suite 290 St. Louis, MO 63131 (314) 800-1988

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