# The Now: Bethesda Health Group at 120 Years Instory of commitment and innovation



Report to the Community 2008





In 2008, Bethesda Health Group was named as one of the "best of the best" by the St. Louis Regional Chamber & Growth Association, as it was named as one of the recipients of the prestigious "Top 50 Businesses Shaping our Future" award. The award recognizes local companies and organizations that have made a significant economic and civic impact on our region. This is the second time in three years that Bethesda has been named to this prestigious list.

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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.

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:

# Letter from the President



Welcome to the 2008 Report to the Community from Bethesda Health Group. I look forward to this opportunity to share with you the many

achievements of the past year and to take a peek into Bethesda's future.

As we enter our 120th year, I am struck by the significant role Bethesda has played in the care and well being of St. Louisans since the city's early beginnings. Our track record for success is credited to decades of leadership that, even as the individual leaders changed, has maintained an unwavering focus on three core commitments:

- Providing high quality care and services
- Achieving financial sustainability
- Hiring and cultivating caring and committed employees

In 2008, we made significant contributions in each of these areas, including the creation of a new executive position responsible for improving our use of technology throughout the organization. Appropriate and effective use of technology will enhance the quality of care, instill operating efficiencies and free our employees to focus even more on the personal interaction with residents that is our hallmark.

Further, recognizing the growing need for rehabilitation services for seniors in St. Louis, Bethesda Health Group launched the Bethesda Senior Therapy Center. Located in the Old Orchard section of Webster Groves within walking distance of Bethesda Orchard, the Bethesda Senior Therapy Center offers outpatient rehabilitation and therapy under the supervision of therapists specifically trained in senior rehab care.

And I can't say enough about the development of our Bethesda Rehab & Therapy Center, as the first location will open at Bethesda Dilworth in February 2009. Each new center is specifically designed to provide a unique level of comfort, security and privacy to those individuals who are in need of additional days of recovery after being discharged from the hospital. Our commitment to providing the highest level of care for these patients will endure.

Our employees are incredibly talented and loyal. Their dedication is appreciated more than simple words can say, and when rising consumer prices for gasoline and food put pressure on their pocket books, the organization re-allocated the budget mid-year to accommodate a wage increase for all employees. Maintaining our position as a great place to work is paramount to our current and future success.

Finally, to ensure that the community as a whole pays its fair share to care for our seniors, we believe that the issue of Medicaid funding for longterm care should be discussed and deliberated by our elected officials. We strongly feel that Missouri seniors deserve their concerted attention to ensure that dignified, appropriate care is available regardless of an individual's financial situation.

Thank you for your continued support of Bethesda Health Group, our residents and employees.

In good health,

Jan W. Rowe

**John W. Rowe** President and Chief Executive Officer

**Bethesda Health Group:** 

# A History That Graciously Repeats Itself

Before the discovery of penicillin or the advent of aspirin, Bethesda served the St. Louis community by providing care to those unable to care for themselves. Founded in 1889, Mrs. Elizabeth Hayne started Bethesda with her husband, Roger Hayne, and their friend, Dr. Edward W. Saunders. They first opened a home to care for abandoned infants, unwed mothers and elderly women suffering from influenza, pneumonia and other devastating aliments of the day.

In an article for the *Bethesda Herald*, a journal that chronicled their early work, Elizabeth Hayne wrote that Bethesda was born of prayer and faith, and was created based on "an earnest desire to provide a home for aged women who were no longer able to support themselves and for the helpless little ones, rescued from lives of neglect and suffering." Today, Bethesda remains as one of St. Louis' oldest human services organizations and serves more people than at any time in its past through community-based education, training, industry leadership and direct care to hundreds of individuals living in our nine communities located in South St. Louis City and St. Louis County.

Just as Mrs. Elizabeth Hayne courageously challenged the status quo of her time by providing medical care and shelter to those who otherwise would have been neglected, Bethesda is providing innovative solutions to the challenges faced by seniors today. As the population ages, Bethesda works tirelessly within the St. Louis community to meet seniors' evolving residential, medical and social needs.

History Highlights: Growing to Meet the Needs of St. Louis



Bethesda Home for the Aged formally opened in a renovated mansion on Russell Avenue near Ninth Street in St. Louis. This first year, the founders pooled their resources to the sum of \$40 to begin their work, serving more than 117 people in need.

# Meet the Founders of Bethesda



### Mrs. Elizabeth Hayne

Mrs. Hayne was a woman of courageous faith who devoted her life to caring for abandoned children and for aged women. Staunchly faithful to her cause, Mrs. Hayne served as Bethesda's President, a role she later revisited at the age of 84.



### Mr. Roger Hayne

Mrs. Hayne's devoted husband was fully committed to his wife's vision for Bethesda. As a partner at a dry goods commission company, Mr. Hayne's business experience was leveraged as the director of the hospital.



### Dr. Edward W. Saunders

Dr. Saunders befriended the Haynes at their small Christian church and soon partnered with the couple to minister to the poor and afflicted. Dedicated and passionate, he was responsible for implementing Bethesda's high medical standards that remain the essential foundation of care.

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At the time of inception, Bethesda's officers included:

- Mrs. Roger Hayne, President
- Mrs. Morton, Secretary
- Mrs. V.O. Saunders, Treasurer
- Mr. W. S. Maury, Mr. Roger Hayne, Dr. E.W. Saunders, Trustees
- Mr. Millard Watts, Legal Advisor
- Dr. E.W. Saunders, Physician.

### 1892—1893

A Maternity Home for unmarried mothers opened with a gift of \$500 from the Missouri Medical College and was soon located at 1210 Grattan Street, which was loaned to Bethesda free of expense by the Presbyterian Home Board.

## Home and Community—Based Services

We understand that every person is unique in their choices that make them happy, content and fulfilled in life. That's why every year we ensure that families and residents have options in their long-term care, adapting our programs to fit the needs of seniors wherever they choose to call home.

### **Adult Day Club**

The Adult Day Club located on the Bethesda Dilworth campus continues to grow as a preferred senior care option for St. Louis families wanting to help loved ones maintain their independence in a safe and secure environment. Due to the growing popularity of day time care and services, the center has moved into a larger, stand-alone building on the Bethesda Dilworth campus.

The Adult Day Club Center has its own entrance, offering easy access for families coming and going throughout the day. In addition to two activity rooms, the Adult Day Club features a spacious enclosed patio for residents to enjoy.

Bethesda's Adult Day Club services include managing the basic medical needs of our seniors while improving health and well being through social and recreational activities. Participants are assisted by a licensed nurse who monitors their daily health needs by managing medications, providing health screenings and making sure nutritional needs are met.

In addition, the Adult Day Club's creative recreational activities focus on enriching lives by building on individual strengths and abilities. Whether activities include group reminiscing about Elvis or interactive cooking sessions, the staff makes sure that every day is a unique and fulfilling experience for all participants.



### Bethesda Rehab & Therapy Center

This year Bethesda's communitybased services expanded in a significant way with the construction of the Bethesda Rehab & Therapy Center located on the Bethesda Dilworth campus. The ambitious project fulfills a direct community need for seniorfocused, short-term rehabilitation and therapy care, providing comfort, security and privacy to all patients.

1896

The Maternity Home was unroofed by a devastating cyclone, and the babies were relocated to a building that had previously been the Methodist Orphans Home. One by one, 43 babies were carefully moved on mattresses lining the floors of large wagons.

1899

A training school for nursing started under the direction of Dr. John Zahorsky, a young physician who first began working with Bethesda by volunteering to care for babies with influenza.



Under the Medicare Part A benefit, the new center will feature 48 private suites, each with a shower as well as dedicated dining and therapy areas. In addition to the Bethesda Dilworth location, Bethesda has plans to ultimately develop three more Rehab & Therapy Centers at The Charless Home, Bethesda Southgate and Bethesda Meadow.

The innovative project will offer the best quality care in a relaxing, private environment to help promote a stress-free recovery that quickly gets seniors back to the lives they love.

For more information on the Bethesda Rehab & Therapy Center, please call 314-277-9959 or click on www.bethesdahealth.org.

### **Bethesda Senior Therapy Center**

Located in the Old Orchard area of Webster Groves, the Bethesda Senior Therapy Center specializes in

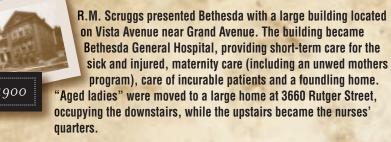


providing outpatient one-on-one therapy by experienced professionals dedicated to serving seniors. Through a partnership with Bethesda Health Group and RehabCare, the Bethesda Senior Therapy Center, in conjunction with the patient's physician, will develop a care plan that is customized for each patient's needs. All services offered by the Bethesda Senior Therapy Center are covered by Medicare Part B.

### **Hospice Care**

Planning for the loss of a loved one is an emotional and difficult period for a family. Now in its sixth year as a stand-alone community-based service, Bethesda Hospice Care offers expanded end-of-life care to seniors, wherever they call home. Whether they're current residents of Bethesda, living at another skilled nursing facility or living in a private home, hundreds of St. Louis families turn to Bethesda Hospice Care each year.

To ensure the highest quality of care and commitment to both patients and employees, Bethesda Hospice Care added Dr. Jane Loitman to the team as Executive Medical Director in July. This makes Bethesda Hospice Care the first local hospice program to have a full-time Medical Director on staff. Bringing more than 10 years of experience in symptom management and quality of life care to her new role,





Mrs. Elizabeth Dilworth of Kirkwood passed away, leaving the majority of her estate to Bethesda at an estimated \$400,000. This generous gift allowed Bethesda to develop the Dilworth Memorial Home for aged ladies. Although the original mansion doesn't stand

today, Bethesda has a collection of artifacts from the home, including a white Venetian marble fireplace that is located at \_\_\_\_\_.

Dr. Loitman is board certified in Hospice and Palliative Medicine as well as Pain Medicine.

In addition, our team of professionals continues its full range of support through a variety of community outreach opportunities. Throughout 2008, Bethesda hosted events to educate the public about hospice and answer questions families may have. For example, Bethesda Hospice team members participated in the following:

- Health Care Decisions Day, a free informational community event that helped people learn how to address tough topics in end-of life preparation such as health care decisions, living wills and advance directives.
- Celebration of Life, a social event that encouraged families to lovingly remember and share stories of the lives of their recently departed loved ones.

■ Humane Society Partnership, a unique event that offered community members bereavement support for the loss of beloved pets.

### **Private Duty**

Bethesda Private Duty continues to grow as a favored care option for seniors wanting to maintain their independence at home. Whether the need is of nursing assistance, an escort to a doctor's appointment or help with everyday household chores, Bethesda Private Duty offers seniors individualized home care services, frequently provided by the same staff member, throughout the St. Louis area.

### St. Andrews & Bethesda Home Health

In March of 2008, Bethesda and St. Andrew's Resources for Seniors launched St. Andrews & Bethesda Home Health, a Medicare-certified home health agency that helps seniors

maintain their independence at home as they age.

With its mission of respecting a senior's desire to live as comfortably and independently as possible, St. Andrews & Bethesda Home Health offers a full range of home health services, including skilled nursing, physical and occupational therapy, speech therapy, medical and social work, home health aides and nutrition support.

An important complement to Bethesda's full continuum of care, the new program gives families flexibility while considering the best care options for their loved ones. With resources and support from two of the area's most respected senior care providers, St. Andrews & Bethesda Home Health provide unmatched customer service, often arriving at a new patient's home within a day of their initial referral.

Visit the new interactive web site to learn more, www.standrewsbethesda.com.



Through the John M. Wolff Foundation, the Edith Wolff Hall was added at Bethesda



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**Dilworth Memorial Home expanded** to meet the growing needs of St. Louis' senior population. The Springer Hall was built and joined by a ramp to the home



1954

A newly constructed, fully equipped hospital opened on the Vista Avenue location. In addition, the Intensive Care Unit was added in 1967, and in 1979 the Bethesda Eve Institute was constructed as a joint venture of Bethesda and St. Louis

University School of Medicine's Department of Ophthalmology.



For more than 100 years, Bethesda has provided comfortable and independent living at an affordable value. As one of the leading nonprofit providers in St. Louis, Bethesda continues to grow both in size, amenities and opportunities while keeping the residents' best interests at the center of every decision.

Bethesda leadership believes in continuous improvement and constantly strives to advance choices in lifestyle, services and care. These efforts are rewarded with high resident satisfaction and low staff turnover.

Bethesda takes pride in creating a safe environment based on dignity and respect, and making sure every resident is treated as an individual and feels like part of a family. The quality of care at Bethesda exceeds standards with highquality employees who are committed to addressing the ever-changing needs of the aging population with solutions that are both efficient and effective.

With nine communities to choose from and countless activities that stimulate the mind and body, Bethesda succeeds in providing seniors with a way of life, a level of care and peace of mind.

We are proud to be recognized for our excellence in senior care as all three of our dedicated skilled nursing residents have received the Joint Commission's national accreditation, known as the Gold Seal of Approval and one of the highest honors awarded in our industry.

### **Skilled Nursing** Bethesda Dilworth

Bethesda's largest facility has seen significant change this year with the construction of a new rehabilitation and therapy center, and the renovation of many services and programs.



Located in the city of Oakland, the skilled nursing residence began making modifications with the intent to develop a senior-focused inpatient rehabilitation program. The Bethesda Dilworth campus was selected due to its size and ability to accommodate the necessary physical changes, as well as the large number of referrals made to the centrally located facility.

The campus's West Building was vacated to make room for the Bethesda Rehab & Therapy Center at Bethesda Dilworth, an investment of approximately \$10 million. Opening in 2009, the building will feature 48 private rooms with showers and a new rehabilitation gymnasium with an outdoor patio.

1961

Bethesda acquired the Catherine Springer Home, a residence hall for young women, serving both students and businesswomen, near the Saint Louis University Campus. Later, the Springer Home building was sold to Saint Louis University in 1966, and a wing in honor of Catherine Springer was dedicated at the Bethesda Dilworth Memorial Home. 1964

Bethesda purchased the Bethesda

Townhouse at #60 Plaza Square downtown, providing modern apartment living with life care for seniors.

Programs and services previously offered in the West Building, which included the chapel and the beauty salon, were moved to the Watters-Kitsch Building, making it more accessible to residents.

As part of the renovations,



Bethesda Dilworth is dedicating a hospice family room in the Watters-Kitsch Building where family members can congregate during the last few days and hours of a resident's life. The room will be set

with comfortable furniture and designed to accommodate the hospice resident, if they choose. It's a unique way families can be near loved ones in a supportive, homelike setting.

### **Bethesda Meadow**

Bethesda Meadow leveraged the widening of Old State Road by improving their front entrance with a number of new architectural details. Brick pillars, a new sign and lighting now welcome residents and visitors to the Ellisville facility to showcase the ever-improving skilled nursing residence.

The community also has brightened up its facility with a number of interior improvements that define a caring and loving home.

For example, pastel colors have been replaced with warm tones in the fourth floor dining area to match the current window treatments, and the



shower area now emulates a spa with

soft drapery, music and aromatherapy, making the bathing experience more enjoyable and relaxing. From a visual standpoint, rooms are more inviting, and residents appreciate the noticeable differences

Residents have embraced a new naming scheme for each floor. Rather than having a number, each floor is now referred to as one of four neighborhoods-Hawthorne Place, Cardinal Court, Buzzing Bee and Turtle Cove. The names were suggested and voted upon by Bethesda Meadow residents.

This year, the residence created a Food Committee where residents take an active role in setting the menu. Every Wednesday morning, seniors are treated to a breakfast buffet and the facility's chef can be found cooking a

### 1971

the Watters Kirsch Memorial, a sixstory addition made possible by the estate of the late Mrs. Laura Watters Kirsch. a long-time supporter of Bethesda.

Bethesda built



**Bethesda General Hospital** expanded to offer complete diagnostic, medical and surgical services. Ophthalmology residents from the St. Louis University School of Medicine also trained at the fully accredited hospital.

1989

**Bethesda Meadow opened** to support seniors and their families in West County

with a comforting, community-based senior care residence.





featured item right in the dining room. From Belgian waffles to pancakes and omelets, residents pack into the dining room every Wednesday morning.

### **Bethesda Southgate**

Bethesda Southgate continues to incorporate innovation and technology to provide efficient and high-quality care. Making improvements in the



fields of technology and personnel, this South County facility takes pride in being a nationally-recognized skilled nursing community.

This year, staff members were encouraged to document each part of their job to determine how they could be more efficient. Employees were divided into teams where they brainstormed ideas to help increase productivity in the workplace.

As a result, more than 50 improvements were made in the work process, and staff members agreed it was a positive experience that has allowed Bethesda Southgate to run more effectively. Managers at Bethesda Southgate continue analyzing ways the team can work smarter and recognize employees who come up with successful ideas that are implemented.

Bethesda Southgate has joined the electronic medical records (EMR)



"revolution" as staff members swapped pens and paper for digital tablets to keep track of their residents' progress. EMR is widely regarded as an important step in improving care throughout the health care industry.

Certified Nurses Assistants also were provided with Palm Pilots to electronically document care administered at the point of service.

**Bethesda Gardens** opened in Kirkwood and within nine months

of opening, the majority of the independent living apartments were occupied.



The Department of **Ophthalmology moved to a** newly renovated building at the corner of Grand and I-44. During this time Bethesda's General Hospital focused specifically on the growth of the geropsychiatric unit, skilled nursing unit and the comprehensive brain injury rehabilitation program.



**Bethesda acquired** 1995 **Barclay House, offering** independent, cosmopolitan living for seniors in Clayton.



### **Bethesda Orchard**

The past year has been busy for Bethesda Orchard in Webster Groves on the inside and out. Independence is the hallmark of Bethesda Orchard, where the staff is dedicated to accommodating each resident's individuality and desire for an active lifestyle.

As Bethesda's largest apartment residence, Bethesda Orchard provides residents more choices in their living



spaces. Many seniors are taking advantage of personalizing their apartments to their own tastes with the option of new carpeting and paint colors.

A new recreation room is also getting a lot of attention from residents. Bethesda Orchard seniors can choose between relaxing with a big screen television, using the exercise equipment, playing billiards or just relaxing and socializing with fellow residents.

With abundant activities and a focus on service-based amenities at Bethesda Orchard, it's no wonder Bethesda Health Group was the recipient of the 2007 Outstanding Business Award by the Webster Groves– Shrewsbury Chamber of Commerce. The award is given to one business annually during the "Heart of the Community" award ceremony in February.

### **Bethesda Barclay House**

If you feel like you've walked into someone's home at Bethesda Barclay House, it's because you have.

With stylish new furniture that welcomes visitors and walls adorned with paintings from residents' private collections, it's no wonder residents enjoy calling Bethesda Barclay House home.

Bethesda Barclay House has been undergoing renovations since April 2007, including upgrades in resident apartments and hallways, the elevators, and the north patio, which now includes new sidewalks, trees, rose bushes and shrubbery.

New emergency lighting and security cameras were installed on the property, and dining is now arranged in restaurant fashion.

Inspired by the success of theme nights at other Bethesda residences, Bethesda Barclay House residents now

### 1999

To offer comprehensive services to seniors throughout the St. Louis region, Bethesda

acquired Bethesda Orchard in Webster Groves, and Bethesda Southgate and Bethesda Terrace in South County from Tenet Healthcare Corporation. 2000-2003

In assessing the needs of the St. Louis community as hospitals, by natural

progression, became larger and more integrated, Bethesda sold its General Hospital and Bethesda Townhouse to focus on the growing need for high quality, communitybased senior care.

### 2001

Continuing to address the needs of St. Louis seniors, Bethesda began offering cus-

tomized community-based care services; Private Duty in 2001, Hospice Care in 2002, Home Health Care services in 2007 and Outpatient Therapy Services in 2008.



can feel as if they are traveling the world with international food nights, featuring meals from cultures across the globe. This past year, residents indulged in Italian, German and Jewish cuisines, all from the comfort of the Bethesda Barclay House dining room.

### The Oaks at Bethesda

Secure, private and spacious. These words describe the patio homes at The Oaks of Bethesda, where residents have created a community within itself on the Bethesda Dilworth campus in Oakland.

Within close distance to the shopping and restaurant areas of Kirkwood and Sunset Hills, The Oaks of Bethesda offer its residents the perfect balance between recreation and relaxation.

A unique clubhouse, featuring a library, exercise room and large-screen television, provides a retreat for

Crestwood and Webster Groves.

2005

The Oaks at Bethesda, originally built in 1990, expanded in 2005 with 22 new attached brick patio homes located on the Bethesda Dilworth campus in Oakland, near Kirkwood,

residents to gather with neighbors and friends. When residents aren't taking in the landscape around the facility, you can find them participating in one of the many activities or day trips staff members have arranged.

### Bethesda Gardens

Located in downtown Kirkwood, in the center of community activity-Bethesda Gardens is perfect for those independent seniors for whom being involved in the community is a vital part of everyday life.

This year, the staff members and residents generously donated their time and money to two great organizations: Nurses for Newborns and the Special School District of St. Louis County.

Employees and residents donated more than 100 outfits and \$400 to Nurses for Newborns, exceeding the amount collected last year. The items and cash were collected during "baby showers" held in April.

**Bethesda acquired** 2006 The Charless Home in South St. Louis.





**Bethesda Gardens** 2007 expanded with a 56.000-squarefoot addition that added more spacious apartments and amenities.





Bethesda Gardens also is proud to be a part of the Career Training Program with the Special School District of St. Louis County. Students spend part of the day working in different departments at Bethesda Gardens, such as food service, maintenance, housekeeping and grounds. Students not only experience a real work environment, but the staff and residents appreciate their help and enjoy getting to know the students.



As part of Bethesda's ongoing goal to continue offering superior senior housing, Bethesda Gardens has installed a back-up generator for power outages and has combined eight one-bedroom apartments into four two-bedroom apartments to better meet the needs of the community.

Residents also enjoy a full calendar of social activities from happy hours to themed dinner to a festive pig roast.

### **The Charless Home**

For many, life begins at the The Charless Home in South City.

Founded on the principles of pride, tradition and excellence, The Charless Home welcomes residents to a warm and loving environment, deeply rooted in history.

More than 70 seniors make their home at this historic structure set on a sprawling eight-acre property. The setting alone invites seniors to experience first-class living with extraordinary attention to care. The Charless Home is unique to the Bethesda community in that it's the only residence that offers residential living, assisted living and skilled nursing care all at one location. The Charless Home also opened a transitional care and rehabilitation unit, rounding out the list of services and truly making it a leader in senior care. Residents find comfort in knowing all their needs can be cared for without having to move as they age.

Staff members at The Charless Home are known to spend quality oneon-one time with residents. Residents value the staff's dedication, whether it's going for a walk, visiting a museum, or simply taking the time to have a conversation. It's just another way Bethesda further enhances the quality of life for their residents.





The annual Strawberry Festival in May continues to be a trademark event for the residents, families and staff. Despite stormy weather this past year, more than 100 residents and guests turned out, marking 135 years of "fruit-filled" fun. Residents and visitors, including Missouri State Senator Harry Kennedy, Missouri State Representatives Jeanette Mott Oxford and Tom Villa, indulged in chocolatedipped strawberries and other tasty treats inside The Charless Home, which was decorated especially for the occasion.

Commitment to quality living and care by staff and volunteers makes life at The Charless Home nurturing, enjoyable and hospitable—just a few hallmarks of a Bethesda community.

### The Charless Home: Shared History and Vision

Often cited as St. Louis' oldest stilloperating nonprofit organization, The Charless Home was opened in 1853 by Mrs. Charlotte T. Charless. Originally named the Home of the Friendless, The Charless Home remains a South St. Louis historical landmark.

In May of 2006, The Charless Home joined Bethesda to combine strengths and share in their deep-rooted tradition of serving the senior population. Today, The Charless Home offers a range of residential options for more than 100 seniors, some who live independently and others who need assisted living or require skilled nursing services.





### **Bethesda Terrace**

Bethesda Terrace is one of the most popular retirement communities in South St. Louis County and maintains a "full house" with residents who love the vibrant social atmosphere and strong sense of community.

The team at Bethesda Terrace understands the value of keeping our residents active both in the community and at home. With more than 150 residents, Terrace's roster of activities includes everything from shopping days and bingo to movie and ice cream socials.

Residents can count on creatively themed meals and special visits from people and animals. For example, monkeys were part of the entertainment for August's Jungle-theme dinner. Even Elvis made an appearance at the event, which drew more than 100 residents.

Whether it's trying a new restaurant or starting a new club, residents at Bethesda Terrace know that their ideas and suggestions will always be heard by staff and volunteers.



Just ask Jeanne Schmieg, who established a genealogy group earlier this year. Once a month, Jeanne and group of 10 to 20 residents gather to write stories and leave legacies for their grandchildren.

Focused on community involvement and providing an active, family-oriented environment, Bethesda Terrace is committed to creating a sense of belonging among its residents.



### **Norwood Awards**

Every year, Bethesda Health Group recognizes individuals who have demonstrated commitment and dedication in their service to the organization. This year, Ruth Kohl and Dr. James Sertl were recognized.

The two were named 2008 recipients of the 10th Annual Norwood Awards ceremony this spring.

Ruth is a long-time volunteer of Bethesda and has served in several



leadership roles, including current president of the Bethesda Meadow Auxiliary. In 2002, she began serving as a volunteer for Bethesda Hospice Care and continues to be an integral part of the Bethesda community.

As medical director of Bethesda's employee health program, Jim has helped mold Bethesda's programs and policies into what they are today. Jim has not only served as Medical Staff President at Bethesda General Hospital, but has cared for patients both at Bethesda Dilworth and Bethesda Meadow, where he served as Medical Director.

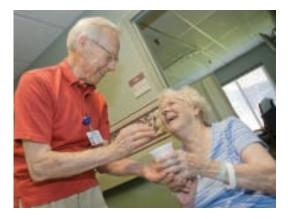
### Volunteer Recognition

Howard Watson gets paid in thank you's and smiles. It's not what most people think of as the ideal salary, but for this 91-year old, he wouldn't trade it for anything.

Howard spends six days a week at Bethesda Southgate, helping keep residents hydrated by taking water and juice to their rooms. He says it's very gratifying.

"Some of these people are in need of company, kind words and a beverage," said the Bethesda Terrace resident. "I look forward to doing it every day and I like seeing all the people and staff."

Howard started volunteering at Southgate after his wife Gloria, who was a resident, passed away. Before



then, he came every day to visit her and got to know the staff.

After her death, Howard asked Eve Brevard, activities director for Bethesda Southgate, where she thought he would be the most beneficial. Eve felt that Howard could lend the staff a helping hand, ensuring that residents got plenty of their daily liquids.

"It was a natural place for me to volunteer," Howard said. "I needed something to occupy my time. I volunteered and they accepted me."

After just three months, Howard is already a favorite among the residents, and Eve said she doesn't know what she'd do without him.



"He's made a lot of friendships and people, including myself and our staff, just adore him," Eve said. "We think he's great and look forward to seeing him every day."

Last week, the staff celebrated Howard's 91st birthday with a cake. Howard said he was very surprised and appreciative of the kind gesture. "He's one in a million and I'd be sad if he wasn't here," Eve said.

As far as volunteering, Howard doesn't plan on stopping any time soon.

"As long as I am able, I expect to continue volunteering," he said. "I certainly don't have a reason not do it, but I have lots of reasons to do it."

### **Community Care Coordinator**

When it comes to questions about senior care in St. Louis, Terri Glaze has the answers.

As Bethesda's Community Care Coordinator, Terri guides and assists current senior living residents and potential residents and families both at Bethesda and in the St. Louis community.



"I try to assess their situation and educate them on the services available in the community," Terri said. "I also act as a liaison for residents whose families live outside the St. Louis community."

Terri said she assesses and identifies problems as far as eligibility and assistance for any service, provides resources about senior living care to residents in the St. Louis area, answers questions pertaining to Medicare and Medicaid and addresses individual care options for residents following hospital stays or stays in a skilled nursing community.

"I promote how Bethesda can help residents, potential residents, and anyone from the community," she said. "They can call on me for information and resources."

Terri spent 15 years working in the senior care industry in Florida before coming to St. Louis. She has worked in all aspects of senior care including residential, assisted living, Alzheimer's, skilled nursing and rehabilitation.

"Bethesda is an incredible organization that sincerely cares for its seniors as well as residents in the community," she said. "They are very customer driven, and I love the interaction and getting to know our residents."

### **Health Screenings**

As part of a community service to the elder population, Bethesda Health Group offers regular health screenings throughout the year. Screenings give the community a chance to get routine blood pressure checks with the convenience of visiting their local market or grocery store.

### **Holiday Lights**

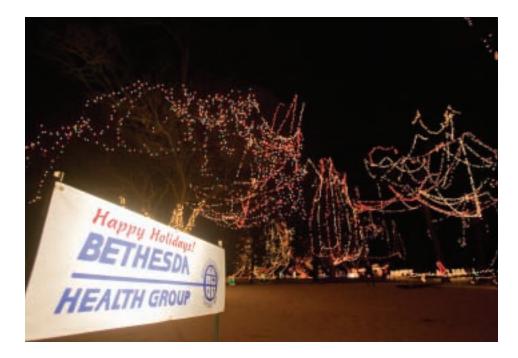
Bethesda Health Group served as a premier sponsor for one of St. Louis' most enjoyable winter time traditions—the dazzling Winter Wonderland light show at Tilles Park in Ladue. An estimated 120,000 people drive through each year, including several busses filled with Bethesda residents.

### **Senior Olympics**

Bethesda Health Group took part in the 29th Annual St. Louis Senior Olympics as an event sponsor.

The six-day event featured more than 25 sporting events held at facilities across the St. Louis metropolitan area. More than 1,000 seniors participate in the Olympics, and new events included a seven-member team soccer tournament and nine-hole golf tournament.

Bethesda was proud to sponsor an event that champions the talents of St. Louis seniors and looks forward to being involved in 2009.



# Bethesda Employees



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### **Bethesda Employees**

Each year, we continue to value and invest in our greatest asset—the team of dedicated Bethesda employees who take pride in being a part of something bigger than themselves and their individual daily tasks. They are dedicated to the community through their work to give superior care to the aging.

The President's Roundtable affords loyal employees an opportunity to share ideas with each other and with John Rowe, Bethesda President and CEO. Each year, employees are selected to join the President's Roundtable based on their commitment to excellence at Bethesda. The group offers ideas and addresses important issues affecting employees and residents. Their input has proved invaluable

Bethesda also continues to invest in the professional development of our employees. This year, Bethesda received a state grant that empowers our employees to further develop their strengths and talents. The program, "Ready for Education and Careers in Health Care" (REACH), is offered through St. Louis Community College and is designed to prepare employees for the "School at Work" program, allowing them to pursue coursework during work shifts and further their careers in health care.

Finally, Bethesda has increased the rate of pay for hourly employees, recognizing the financial hardships of this year's rising gasoline prices. The *St. Louis Post Dispatch* featured Bethesda as one local company assisting employees during the 2008 financial crisis.

We understand the value of loyal employees and know that investing in their future will advance a flourishing future at Bethesda for our residents.

# Bethesda Health Group Foundation

The Bethesda Health Group Foundation raises money from individual gifts and through grant applications to the benevolent care of seniors who have outlived their assets, to develop new or enhanced senior programs and to enhance our residences. The Foundation relies on the generous support of volunteers and Bethesda Health Group employees.

### **The Annual Employee Appeal**

In 2008, the Foundation raised a record level of gifts from employees a remarkable additional commitment from the men and women who provide the care and attention to our residents every day.

### **The Foundation of Good Health**

The Bethesda Health Group Foundation sponsors a series of educational forums for our residents, offering information on healthy living and practical advice on a wide range of matters. In the past year, the Foundation series has addressed a variety of topics, including: Talking With Your Doctor; Medications; Medical Records; Maintaining Mobility; Making Healthy Choices for Nutrition; and Preparing for Hospitalization.

### 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 who 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 care giving team, including nurses, CNAs, activities staff, social workers, dietary staff, housekeepers and facilities staff anyone who serves with a heartfelt passion to make a difference in the daily lives of our residents.

The Bethesda Health Group Foundation hosts an annual induction ceremony for employees who are recognized with Guardian Angel Tributes. Residents and family members who In Memoriam Jeanne Felker Bland, 1922–2008

Jeanne Bland was an active Bethesda supporter for many years. She served Bethesda as President of the Bethesda Women's Board and tirelessly served to improve the lives of St. Louis seniors. In particular, Bethesda Meadow residents and their families enjoy the beautifully landscaped Jeanne Felker Bland Promenade. We offer our deepest sympathy to her family and gratitude for the dedication Jeanne gave us.

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 the 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 be 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 egacy Society

### **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 and/or who have named Bethesda as a beneficiary in their estate plans. The Bethesda Legacy Society currently has more than 120 members.

### **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.

For more information about making a charitable donation to the Bethesda Health Group Foundation please contact Bethesda's Director of Development, at 314-800-1900. We also invite you to click on the Foundation button at www.bethesdahealth.org.

# 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, 2007, through June 30, 2008. Our apologies for any errors or omissions.

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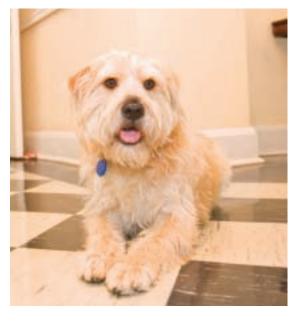
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Photo taken in 1945, a group of ladies pose on the front porch at Bethesda's Home for the Aged.



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**George Nauman** Fern Nauman

Katherine Nunnally Russell Nunnally

Jeannette O'Hagan Jon and Dianne Boren Jeffrey and Martinna Lee

Rosemarie Ollio Frances M. Burns Dorothy Oncken Marion Doutt-Brunk

**Emil Pinter** Bill and Elfrieda Roth-Roffy

Kenneth Purcell Larry and Patricia Hatridge

H. Dale Rees Florence L. Rees

Edith Reinert Donald and Brenda Faulkner Irene Roberts Shelley and Debra Roberts Judith E. Vallieres Tim and Laurie Zell

Jeanne M. Rhodus Donald Huffman

Jeanne Robertson

Robert and Shirley Bahn Mary Colombo R. C. Daniels Skip and Lisa Daum Sally Ebinger Rick and Ruth Ann Emnett Connie Nies Finger Donald and Diane Fischer Georgia L. Fischer James and Anne Fischer Eugene I. Garrett, Jr. Jean D. Grav Margaret Nies Hale Carl L. Hermann Dale, Myra, and Hanna Hollenberger Raymond C. Jaudes Joe Kauffmann Carol Keaton

Mary-Alice Kissel Elaine McFarlin Donald P. Nies Thomas Pappas Ruby Piel Mary Louise Piotter Alan and Karen Runge Harold E. Simpson Stanley and Laura Sitek David and Carol Vielhaber Frank J. Vielhaber Theodore and Kathleen Vielhaber

**Margaret Rooney** 

Jack Christophel

### **Mildred Sanguinet**

John and Judith Briscoe Will and Norma Jean Downey Michael and Mary Ann Gentry Steven and Kathleen Kreitner James R. Sanders Craig and Bonnie Sanguinet David and Darlene Surkamp Paul Ziegler

### Sylvester Schomaker

John and Sylvia Pope

### Judith Schreiber

Erika Bach Judy Balconi Janet M. Bickner Karen L. Bulbuk Stephen and Jill Carroll Kyunghee Choi Shirley M. Diamond Barbara A. Groom Rhonda Hoffman Elliott Landsman Roberta Lazar Diane Gershman Levine Dawn A. Long Kerry L. Marroni Martin and Thelma Nemeroff Novi Woods Staff Barbara Ray Sandra Rodriguez Isolde Sarnecki-Devries Anthony Scagnetti David and Rosalyn Schreiber Susan E. Seidman Patricia Stamboulian Debra L. Steinway Ronald and Carol Tims Audrey Troy Herbert Virgin and Joan Downey Rosemarie Ward Washington University Department of Pathology & Immunobiology Brian K. Weaver Susan Weissman

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Bessie Shell Sally Lilly

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### Margaret H. Stoeckel

Seiler Instruments & Manufacturing Company, Inc. Stephen and Christine Soucy The Stoeckel Family

### Charles Stremsterfer

Charlotte Stremsterfer

Mildred Sturdy Evelyn Schlager

Margaret Thien Richard and Kathy Wollenberg

Mr. and Mrs. Joseph Toeniskoetter Patricia Suelmann

Helmut Unger Bill and Elfrieda Roth-Roffy

Mr. and Mrs. Cornelius Vennemann Patricia Suelmann

Marion Waldo Grace E. Ottolini Forensic Psychiatric Services, Dr. Sadashiv D. Parwatikar

**Robert Walden** Bill and Elfrieda Roth-Roffy

**Virginia Walden** Robert Walden Robert and Margaret Auer Alberta F. Coleman Evelyn L. Eldridge Eliot Chapel Nursery School Pat Harris Billie Houk Betty Linneman Susan Newell Martha D. Qualls Stephen and Ludie Springmeyer Clella Walton Howard L. Watson Ethel V. Wilder

Gloria Watson

**Sara Weathers** Harry M. Dillon Pfizer Foundation

Elmer Wiltsch Rosemary Wiltsch

William A. Wilson Joan S. Wilson

Lorraine Weich Shirley A. Bocek

**Anna Winkler** Val L. Sansoucie

**Cleordia Young** Carrie Y. Vincent



Students from Bethesda's School of Nursing study together.



### **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



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. and Subsidiaries Combined Balance Sheets

June 30, 2008 and 2007

Fina	ncial
Repo	ort

### 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, 2008 and 2007:

2008	2007
\$ XXXX	\$ 5,749,922
XXXX	861,198
XXXX	586,945
120	1
\$ XXXX	\$ 7,198,065
	\$ XXXX XXXX

	200	8	2007
ASSETS			
Current assets			
Cash and cash equivalents	\$ XXX	X	\$ 1,623,227
Assets limited as to use	XXX	X	9,203,648
Service accounts receivable, net of			
the estimated allowance for			
uncollectible accounts of \$800,000			
for 2008 and 2007	XXX	X	1,355,116
Other current assets	XXX	X	1,051,047
Total current assets	XXX	X	13,233,038
Assets limited as to use			
Assets limited as to use, net of amount			
required to meet current obligations	XXX	X	83,899,683
Property, plant and equipment, net	XXX	X	91,503,378
Other assets	XXX	X	1,187,185
Total assets	\$XXX	X	\$189,823,284
LIABILITIES AND NET ASSETS Current liabilities			
Current maturities of long-term debt	\$ XXX		\$ 1,005,000
Accounts payable	XXX		1,840,929
Accrued expenses	XXX		4,730,098
Other current liabilities	XXX	X	1,627,621
Total current liabilities	XXX	X	9,203,648
Long-term debt, less current maturities	XXX	X	69,550,000
Life residents' fees	XXX	X	35,695,212
Other liabilities	XXX	X	2,909,333
Total liabilities	XXX	X	117,358,193
Net Assets	~~~~	~~	60.006.044
Unrestricted	XXX		69,826,044
Temporarily restricted	XXX		2,639,047
Total net assets	XXX	X	72,465,091
Total liabilities and net assets	\$XXX	X	\$189,823,284

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

Years Ended June 30, 2008 and 2007

	2008	2007
Unrestricted revenues,		
gains and other support		
Net service revenue	\$XXXX	\$50,287,816
Other revenue and gains	XXXX	7,915,926
Contributions	XXXX	140,433
Net assets released from restrictions		
used for operations	XXXX	1,301,282
Total revenues, gains and		
other support	XXXXXXXX	59,645,457
Expenses		
Professional care	XXXX	23,554,024
Dietary services	XXXX	6,421,681
General services	XXXX	7,925,841
Administrative services	XXXX	8,765,342
Employee health and welfare	XXXX	3,271,973
Depreciation	XXXX	5,177,573
Interest	XXXX	3,173,498
Provision for uncollectible accounts	XXXX	114,322
Total expenses	XXXXXXX	58,404,254
Operating income	XXXX	1,241,203
Change in net unrealized gains of assets limited as to use	XXXX	4,067,726
Change in net unrealized gains (losses) of interest rate swaps	(XXXX)	(62,157)
Effect of adopting provisions of FAS 158	(XXXX)	(606,322)
Increase in unrestricted net assets	\$ XXXX	\$ 4,640,450



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

