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Cover photos (left to right): Receptionist Trudy Prewitt checks in patient Florence Driscoll with her family at the Bethesda Rehab & Therapy Center at Bethesda Dilworth; **Bethesda Gardens resident Bud Voit** takes up gardening in the courtyard; The Charless Home resident Fred Ingleton and his wife, Claudia, enjoy a carriage ride at the annual Strawberry Festival; Marsha Sands, physical therapist at the Bethesda Rehab & Therapy Center, works with patient **Charlotte Kimmel; Bethesda Barclay House resident Anna Chapo trims** roses by the pool; Bethesda Barclay House residents Ann Hawken and Toni Breihan participate in the aqua aerobics exercise class.



Bethesda residents Harry and Violet Schmidt celebrate their anniversary at the Bethesda Southgate Vow Renewal Ceremony.



In 2009, 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 a recipient 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 consecutive year, and the third time in four years, that Bethesda has been named to this prestigious list.

Letter from JOHN W. ROWE

Helping seniors live the lives they love means Bethesda Health Group remains focused on innovation and improvement, as well as its intense commitment to understanding the needs of the St. Louis community. Throughout the past year, Bethesda has continually proven its fortitude and resilience in the wake of unprecedented economic challenges faced by our organization, employees, residents and their families.

No sector of our economy is recession proof, and while the need for care has not abated, the ability to fund even the most necessary services has proven difficult for many health care organizations.

Thankfully, Bethesda's history of fiscal prudence and sound planning means that all of our services continue undeterred. This report details many achievements—large and small—that reflect our ongoing efforts to ensure St. Louis families and their elder loved ones enjoy a quality of life defined on their own terms.

A few highlights...construction of the Bethesda Rehab & Therapy Center at Bethesda Dilworth is complete, and St. Louis now has an all-private room, senior-focused rehabilitation facility unlike any other. We welcomed our first chief technology officer, who is ushering Bethesda into the era of IT innovation, wireless access, electronic medical records and monitoring of care to ensure quality and safety in all we do. Our commitment to employee education continues to earn praise and stands far above that of other organizations.

We also continue to honor our nonprofit heritage by offering as much charitable assistance as possible to our residents whose personal finances have been dealt harsh blows.

Appropriately, we continue to plan for the future of Bethesda. Our board of directors has recently approved a succession

plan that includes the election of Joseph Brinker to serve as President and Chief Operating Officer, while I remain as Vice Chairman and CEO. Joe has served Bethesda for 20 years, earning the trust of our board and myself, and ultimately, he will provide the next generation of leadership our residents and employees deserve.

In gratitude for your continued support,

John W. Rowe

Somw. Rowe

Vice Chairman and Chief Executive Officer

Expanding our Services to MEET THE NEEDS of the Community

When St. Louis seniors need therapy,

rehabilitation, companionship or assistance, they can count on Bethesda's home and community-based services to offer quality, individualized care. Bethesda is a proven leader in helping seniors live the lives they love, and continues to exceed state and national standards in customer service, senior care and programs. Today, Bethesda is working to expand opportunities for receiving our home and community-based

services, giving seniors more choices for a fulfilling and rewarding life.

Adult Day Club

Located on the Bethesda Dilworth campus, the Adult Day Club continues to thrive in its new space, giving seniors a sense of independence and belonging in a safe, secure environment.

The Adult Day Club offers activities and programs that stimulate the mind and body, while also giving family members a needed break. With an on-site licensed nurse to monitor the participants' nutritional and medical needs, as well as provide health screenings, families know that their loved ones are in good hands.

From outdoor picnics to daily in-house activities, such as crossword puzzles and arts and crafts, the Adult Day Club provides a full schedule of activities that meets each participant's interests. Additionally, the

group ventured to the Carousel House, the Marionette Puppet Theatre, the St. Louis Science Center, the History Museum and the Butterfly House.



Top photo: Bethesda Adult Day Club nurse Mary Curtis plays dominos with participants.

Left: Adult Day Club participant Doris Lance bakes a new recipe with Adult Day Club aide Fran Svezia. Muriel Van Oordt, Vice President and Administrator at Bethesda Dilworth; Joseph Brinker, President and Chief Operating Officer at Bethesda; Paul Marti, Mayor of Oakland, Mo.; Missouri Lieutenant Governor Peter Kinder; John Rowe, Vice Chairman and CEO of Bethesda; State Representative Jeanne Kirkton; and George Clements, Jr., Chairman of the Board at Bethesda, at the ribbon-cutting ceremony for the Bethesda Rehab & Therapy Center.

One of the most noticeable benefits has been the presence of pets at the Adult Day Club. Research shows that animals have a calming effect on seniors, so the Adult Day Club maintains a partnership with the Animal Protective Association to allow animals to visit on a monthly basis.

This fall, the Adult Day Club hosted a flu vaccine clinic for the community, and began offering in-service presentations as a way for nurses to educate seniors about various health matters.

Bethesda Rehab & Therapy Center

With the opening of the Bethesda Rehab & Therapy Center, seniors needing additional recovery after a hospital stay now have access to short-term rehab and therapy in a premier setting.

Located adjacent to Bethesda Dilworth, the center features 48 private suites with individual bathrooms and showers, giving its residents a sense of privacy and comfort on their road to recovery.

The Bethesda Rehab & Therapy Center opened in April at nearly full capacity and has remained that way since. Some patients have even called in advance to check bed availability before scheduling a surgery.

At Bethesda, staff members believe that creating a peaceful environment is a key component in the healing process.



Holly Greminger, Medicare Coordinator, gives guests a tour of the center's high-tech therapy gym.

As a result, there are fresh flowers in the lobby and dining rooms, flat screen televisions in each suite, and a spa, which includes whirlpool baths. The Center is also divided into named neighborhoods, each containing their own dining room and family area.

With the proven success of the Bethesda Rehab & Therapy Center, Bethesda plans to eventually develop similar centers at Bethesda Southgate, Bethesda Meadow and The Charless Home, which also provide rehabilitation and therapy services.

Julie Herman, daughter of Reinhold Henningsen, a Bethesda Rehab & Therapy Center patient, meets with Marla Terry, a unit secretary at the center.



Bethesda Senior Therapy Center (Outpatient Therapy)

Just a year after opening at Bethesda Orchard in April 2008, the Bethesda Senior Therapy Center has already expanded to two of Bethesda's independent senior living communities and **is now available to all seniors in the St. Louis community.**Today, the center's steady growth is a sign of increasing need for access to quality

The Medicare-certified Bethesda Senior Therapy Center offers therapy services for those who have suffered injuries and/or balance difficulties. Providing personalized therapy designed to meet the individual's specific needs helps patients rest assured that they are receiving the best care and are on track for a fast recovery.

outpatient therapy for aging adults.

The number of patients who have received care at the center has doubled since last year, mostly in part from its expansion to Bethesda Terrace and Bethesda Gardens. Seniors at all three communities now have ready access to outpatient services close to their homes, allowing those who rarely received therapy to now visit multiple times per week.

The Bethesda Senior Therapy Center not only helps improve quality of life for seniors, but also provides a continuum of care from within the Bethesda community. As the need for easily accessible outpatient rehab continues to grow, so will our commitment to expand in additional locations in the future.



Senior Therapy Senior Center physical therapist Brian Rose assists resident Dan Ecoff.

Bethesda Hospice Care

Preparing for end-of-life care is a difficult and trying time for families and their loved ones. That's why Bethesda Hospice Care is committed to optimizing quality of life and comfort to those who seek it.

This community benefit offers a team of medical experts skilled in symptom control and pain management to families throughout the St. Louis region.

This year, Bethesda Hospice Care made several new additions to its staff and programs. Dr. Hany Salama serves as medical director and is certified in both hospice and palliative care.

In the spring, Bethesda's Hospice Care Chaplain, Rev. Dorothy Gannon, began teaching continuing education classes at Eden Theological Seminary (near Webster University) and Safe Harbor Hospice in Fredericktown. The classes stemmed from community clergy who were looking for ways to feel more prepared in caring for dying and bereaved parishioners. Today classes include participants from St. Louis city and county, St. Charles, Warren and Lincoln counties, as well as from Illinois.

As a direct result of the classes, Bethesda Hospice Care began offering six months of on-going mentored training. Community pastors are invited to learn more about the end-of-life process with Bethesda's hospice team of professionals.



St. Andrews & Bethesda Home Health

When seniors need skilled health care while maintaining their independence at home, they turn to St. Andrews & Bethesda Home Health.

This Medicare-certified, senior-care provider offers a full range of home health services, including skilled nursing, physical and occupational therapy, speech therapy and nutrition support.

High-quality care and personal attention by staff has resulted in outstanding patient satisfaction scores—a testament of the staff's knowledge, professionalism and friendliness. Additionally, St. Andrews & Bethesda Home Health exceeded state, national and local market averages on nearly all federal quality indicators and was recognized among the top 25 percent of home health agencies in the U.S. by the OCS HomeCare and DecisionHealth.

In 2009, St. Andrews & Bethesda Home Health added St. Charles County to its coverage area, which includes St. Louis city and county, as well as Jefferson and Franklin counties.

The agency also launched a Web site, www.standrewsbethesda.com, where visitors can now learn about the various services





Bethesda Gardens resident Jean Engel visits with Bethesda Private Duty's LaVonda Whittington.

provided or use an interactive map to find a home health location.

Bethesda Private Duty

From a full-time helping hand to companionship as needed, Bethesda's Private Duty is a personalized care option that adapts to your family's needs in a professional and caring manner.

This at-home assistance program offers the services seniors need to live a healthy and productive life. Whether running errands, making a meal or helping with medications, Bethesda Private Duty provides flexible help from three to 24 hours a day.

In June, Bethesda Private Duty extended its services to include independent living residents at The Charless Home. Also this year, Private Duty staff helped organize and hosted, along with Bethesda Hospice Care and St. Andrews & Bethesda Home Health, a kickoff fundraising carnival for the annual United Way campaign.

St. Andrews & Bethesda Home Health celebrated its one-year anniversary with an Open House.

Our COMMUNITIES

Each day, Bethesda helps area seniors live the lives they love by being acutely aware of the residents' needs and desires. Whether accessing the superior care at one of Bethesda's nationally accredited skilled nursing communities or maintaining a safe and active lifestyle at one of the independent apartments or villa homes, Bethesda seniors are encouraged to live their lives to the fullest.

As a nonprofit organization supported through charitable donations to the Bethesda Health Group Foundation, Bethesda is able to reinvest in the organization, continuously improving our communities with residents' best interests at the center of every decision.

Thus, many improvements are related to the advancement and overhaul of technology, which allows the dedicated care team to allocate additional time to personalized senior care and less time to paperwork.

With a focus on fiscal responsibility, Larry Hickman, Bethesda's new Corporate Vice President and Chief Information Officer, and his technology group have researched extensively the role of technology to create an organization that is increasingly efficient and effective.

As technology infrastructure expands, many of Bethesda's nine communities see improvements and additions such as electronic "touch-screen" medical records, wireless Internet, updated television access and an integrated electronic system for administering prescriptions.

As hospitals and medical groups adopt electronic medical records in the near future, Bethesda, a regional leader in senior care, is positioned to make the transition with its newly created technology and data infrastructure.

By focusing on the appropriate uses of information technology, Bethesda is prepared for future growth to meet the medical and social needs of the ever-evolving senior population.



Wynier Cushshon, certified nurse assistant, works at one of the electronic "touch-screen" medical records station.

Skilled NURSING

Bethesda Dilworth

While the Bethesda Dilworth campus has experienced significant changes with the opening of the new Bethesda Rehab & Therapy Center, the community's core commitment to the highest quality senior health care has not changed. Accredited by the national Joint Commission and nestled in Oakland, near Kirkwood, Webster Groves and Crestwood, Bethesda Dilworth offers expertise in geriatric specialties including Alzheimer's care and senior-focused rehabilitation.

Five generations
of family, including
great-great
granddaughters
Tiarra and Trenay
Adkins, joined
Bethesda Dilworth
resident Rosie
Pruitt to celebrate
her 105th birthday.

In 2009, Bethesda Dilworth's Auxiliary program coordinated with volunteers and local community organizations to create unique programs and activities that strengthen spirits and create an enriching living environment.

One such example is the horticulture therapy program that was developed in partnership with the Missouri Botanical Garden. The program takes place in Bethesda Dilworth's newly renovated green house, where residents use plants and gardening to reduce stress, gently exercise aging joints and stimulate memories.

Bethesda Meadow

As a recipient of the Joint Commission's national accreditation, Bethesda Meadow and its caregivers are often recognized for their excellence in senior care.

Bethesda Meadow residents and staff take a tour of the locally renowned Schlafly Bottleworks brewery during a group outing.



This year, Julie Yates, a longtime volunteer; Lori Gegg, a licensed registered nurse; and Brenton Zeigler, a certified nurse assistant, received unique awards that showcased their dedication and invaluable ability to keep our seniors safe.

Julie was awarded the 2008 "Quality of Life Caregiver Award" from the St. Louis Long Term Care

Ombudsman Program for her dedication to volunteering at Bethesda Meadow for more than six years.

Lori and Brenton received the "American Red Cross Lifesavers Award" for assisting a resident during mealtime by successfully performing the Heimlich maneuver. They were nominated for the Red Cross award by the resident's exceedingly grateful family.

Employees at this Ellisville skilled nursing community also completed the Multi-Disciplinary Certificate Program in Dementia Care, which was developed by the Alzheimer's Association. This continuing education program provided expert perspectives on the psychological, social and practical care of Alzheimer's disease and related dementias.

Bethesda Southgate

Located in the heart of South St. Louis County, the Bethesda Southgate staff is dedicated to ensuring that residents have endless opportunities to stay engaged, active and social.

In addition to developing unique activities and clubs, the staff at Bethesda Southgate has an innate ability to recognize residents' growing interests and passions.



John and Loretta Owings share a kiss at Bethesda Southgate's Vow Renewal Ceremony.

This year, employees created a special vegetable garden for the residents, who have since harvested lettuce, radishes and cucumbers.

This community also received a grant from the Retirement Research Foundation to expand its Nintendo Wii Fit exercise program to help seniors stay active and improve balance.

In addition to delivering compassionate senior care, the staff at this Joint Commission-accredited community ensures that life and family are celebrated. On Valentine's Day, the community hosted a vow renewal ceremony for our married couples.

Twenty couples celebrated more than 800 combined years of marriage!



Bethesda Southgate residents and employees attend a St. Louis Cardinals baseball game.

INDEPENDENT and ASSISTED Living

Bethesda Orchard

The residents at Bethesda Orchard are uniquely connected to the culture and community surrounding this independent-living community. Located in the Old Orchard area of Webster Groves, residents take advantage of this active neighborhood by enjoying the nearby boutiques, restaurants and other businesses, including the popular fresh produce stand.

True to their nature of community involvement, many Bethesda Orchard residents are particularly involved with the Shepherd's Center, a local, senior-focused community organization committed to helping seniors maintain their vitality and independence by promoting learning, travel and ministry opportunities.

Employees at Bethesda Orchard supported the residents' involvement by lining the street with signs that read "Seniors Rock" as the Shepherd's Center celebrated its tenth anniversary with a special town event.



The Patt Holt Singers entertain residents and guests at Bethesda Orchard.



Nathan Torno, Assistant Manager at Bethesda Barclay House, gives guests a tour at a community open house.

Bethesda Barclay House

As the only independent senior living community in downtown Clayton, Bethesda Barclay House offers the unique benefits of cosmopolitan living in a safe and caring environment. Each stylish apartment features all the comforts of home, including a full kitchen with updated appliances and fixtures.

Across the street from Shaw Park, Bethesda Barclay House is the perfect location for friends and family to visit and attend many festive parties. This year, Bethesda Barclay House hosted several community parties, including a wine and cheese reception, a pool party complete with a jazz band and an international cuisine festival, where residents invited friends and loved ones to join in on the fun.

The residents at Bethesda Barclay House enjoy an active lifestyle as they visit unique attractions throughout the area including the Missouri Botanical Gardens, the City

Garden and Forest Park.
These outings complement the monthly "Dining Out" club, where residents visit the latest trendy, local restaurants.

Bethesda Barclay House resident Marjorie Courtney stops to smell the flowers during a group outing at the Missouri Botanical Garden.





The Oaks at Bethesda residents John and Jackie Gable shop at an antique store during their group tour of Ste. Genevieve.

The Oaks at Bethesda

The private brick villas at The Oaks at Bethesda offer residents beautiful, maintenance-free homes and grounds. Located in Oakland near Kirkwood, Webster Groves and Crestwood, the carefree lifestyle at The Oaks allows residents to travel and spend more time with family, friends and neighbors.

This year, residents enjoyed specially planned group outings and parties at the Boathouse in Forest Park, the Bolduc-Lemeilleur House in Ste. Genevieve, and the Chandler Hill Vineyards, as well as happy hours at the community's clubhouse.

Bethesda Gardens

Bethesda Gardens is home to residents who enjoy their independence while accessing services that make everyday life more convenient, such as weekly housekeeping services and daily dining (as does all of the independent living communities), along with planned

shopping trips and various outings. A social lounge, recreation center and large sundeck complete this lively Kirkwood residence.

Staying well and fit is easy at Bethesda Gardens because weekly exercise programs, onsite health screenings, and rehab and therapy care are integral parts of this vibrant apartment community.

Bethesda Gardens residents Pat Hamm and Betty Luna play miniature golf in the lobby as friends cheer them on.





The Charless Home

Residents at The Charless Home enjoy peace of mind knowing that they have access to the complete continuum of high quality senior care at one location.

A South St. Louis landmark, The Charless Home offers independent living, assisted living, skilled care and rehab services all under one roof. This year, employees, residents and their families raised money for a local animal shelter in honor of Cosmo, The Charless Home's family dog.

Bethesda Terrace

Located in South St. Louis County, Bethesda Terrace offers a range of apartment styles and activities for every interest.

Committed to creating a supportive, family-oriented community, this year Bethesda Terrace employee leadership took turns creating thoughtful and unique events for the residents, which included a

Guest Carol Bingham visits at The Charless Home's annual Strawberry Festival celebration.

spa experience, pizza party and a Willy Wonka-themed party, complete with chocolate treats.

In addition to events and activities at Bethesda Terrace, employees helped seniors foster their own interests in local culture. For example, several residents are members of the St. Louis Jazz Club, where they enjoy live jazz music at a variety of metro-area venues. Bethesda Terrace supports the group by providing transportation and coordinating discounted ticket prices for residents.

Bethesda Terrace resident Elaine Leopold dances with a guest at a St. Louis Jazz Club event.



COMMUNITY Engagement

Norwood Awards

It is not surprising that the two people who received this year's Norwood Awards are perhaps two of Bethesda's most acclaimed volunteers. Peter Krombach and Ray Routh were both honored at the 11th Annual Norwood Awards ceremony for their commitment and dedication to Bethesda.



Peter, a longtime Bethesda board member, joined the organization in the mid-1980s. As a member of the board of directors, he served as Vice Chairman and managed the first strategic planning effort.

Peter currently serves as a member of the Bethesda Advisory Board.

Ray's involvement with Bethesda also started more than 20 years ago when his mother began attending the Adult Day



Club. He joined the
Bethesda Dilworth
Auxiliary and was
instrumental in
building the shadow
boxes outside the
doors of the Memory
Care Units at both
Bethesda Dilworth

and Bethesda Southgate. Today, Ray volunteers at the Adult Day Club five days a week, helping with activities, visiting with the members and managing the daily crossword puzzle.

Terrie Massey, Adult Day Club supervisor, said Ray is a social person who is willing to help out with any task he is given whether it's picking up hamburgers for lunch, helping prepare outdoor activities or serving as the club's handyman.

40 Under 40 and 30 Under 30

The *St. Louis Business Journal* recognized two of Bethesda's own staff members. Corporate Vice President and Chief

Financial Officer Tim Vosse was selected as one of the class of 2009 "40 Under 40," and Candice Brown, Assistant Administrator at Bethesda Dilworth, was named in the Journal's class of 2009



"30 Under 30." Both lists are comprised of St. Louis professionals who are already making their mark on the local business community.

Tim joined Bethesda in 1999 as assistant controller. Over the past decade, he served as the organization's Vice President and Director of Finance. Today, Tim oversees the day-to-day financial operations of the organization.

Outside of Bethesda, Tim is involved with the Attention Deficit Disorder Association of Missouri.



Candice joined Bethesda in 2006 as a management trainee. Within a year, she was promoted to assistant administrator and now oversees 125 staff members in three departments and 100 volunteers. Candice also

manages the Adult Day Club, chairs the Accreditation Committee and has developed a program that pairs Bethesda seniors with children in local school districts.

Governor's Award

The St. Louis Agency on Training and Employment (SLATE) organization honored Keith Sharp, a facilities management employee at Bethesda Southgate, with the Governor's Award.

SLATE filmed a documentary on Keith after he sought additional education to advance his career at Bethesda. Keith has been with Bethesda for more than three years, and according to colleagues, he has a strong work ethic and desire to learn.

Mature Age Planning Classes (M.A.P) Come Home

In 2009, Bethesda Health Group moved their series of free Mature Aging Planning classes from St. Louis Community College to Bethesda communities to help educate seniors and their caregivers about available resources in the area. Classes provided information from Medicare to home care and rehab.



Dancers participate in the dance exhibition at the 30th Annual St. Louis Senior Olympics. Bethesda sponsored the Tap Dance Exhibition for the second consecutive year.

Through Bethesda's established relationships in the community, professionals volunteer their time to address relevant issues facing seniors at the M.A.P. classes. Most recently, topics included veteran benefits and senior insurance plans. In the fall, Bethesda added an early afternoon session, making it even more convenient for those interested to attend.

Senior Olympics

Bethesda Health Group was a proud sponsor of the 30th Annual St. Louis Senior Olympics, an event that promotes health and wellness of men and women 50 years of age and older.

Bethesda was proud to sponsor the tap dance exhibition for the second consecutive year, which kicked off the five-day event at the Staenberg Family Complex on May 21. A crowd of more than 300 people enjoyed the show and learned about Bethesda's services.

Employee Relations

We are fully committed to investing in Bethesda's dedicated employees and their futures. Providing employees with professional development and educational opportunities further advances the mission of Bethesda to provide superior quality senior care.

This year, Bethesda offered a select group of 15 licensed practical nurses the opportunity to participate in a scholarship program that would allow them to earn their registered nurse licenses while working at Bethesda. The program was made possible by a partnership with The National Education Alliance and Rue Education, two organizations that have a vested interest in increasing the number of qualified nurses in the job market.

Bethesda nurses Maggie Van Dover and Jeanine Pollion were featured in a special "Health Care Recruitment" section in the *St. Louis Post-Dispatch* that highlighted their participation in the Rue Education program.

With support from the St. Louis Agency on Training and Employment, Bethesda has continued to offer our School at Work program, which is designed to offer a variety of educational services, from brushups in basics like communication and math to advanced coursework in medical terminology and technology. The program allows employees to learn about new advances in care giving while experiencing onsite training at Bethesda.

In addition to these established programs, Bethesda also supports employees

taking continuing education and licensure training classes as it relates to advancing their careers.

With several continuing education programs available at Bethesda Health Group, employees are able to grow and develop their individual strengths for the good of the organization and its residents and families.



BETHESDA HEALTH GROUP Foundation

At Bethesda, we aspire to provide excellent care and services and a continuum of distinct residential options to St. Louis seniors. The Bethesda Health Group Foundation recognizes that providing excellent care and services comes at a cost that may sometimes exceed residents' resources. We rely on generous donors to help us support humanitarian care and provide quality senior programming that our residents have come to appreciate over the years.

Investing in Our Future

Even in good economic times, providing the resources required for exceptional senior programs and services can be challenging. In times of economic uncertainty, this same challenge is magnified by the increased need for humanitarian care. Charitable gifts to the Bethesda Health Group Foundation may be made either as an outright donation or through a planned gift.

You may designate Bethesda as a beneficiary in your will, living trust, retirement plan, life insurance policy or refundable entrance fee. A gift through your estate may help you:

- Keep assets in your control during your lifetime
- Reduce your federal estate tax liability
- Create a lasting legacy that is recognized today for a gift that is realized later

Leaving a Legacy Through Your Entrance Fee

Lois B. Tuttle, a 12-year resident, wanted to leave a meaningful gift in recognition of the quality of service and care she received from the wonderful staff of Bethesda Barclay House. "If I ever have a problem, they are always there to help me," says Lois.

Lois has designated the Bethesda Health Group Foundation as beneficiary of her Entrance Fee Refund after she leaves Bethesda Barclay House. When asked why she decided to make this special gift commitment, Lois commented,

"It seemed like the right thing to do—helping an organization that is so deserving."

Many residents like Lois have discovered the option of specifying a percent or portion of their refund to be earmarked for a charity such as the Bethesda Health Group Foundation on their Entrance Fee Refund Designation form. Lois has found the Refund Gift Program to be a convenient way to make a charitable contribution while still meeting her personal financial needs. The Refund Gift Program allows seniors to leave a legacy that will have tremendous impact on the lives of other Bethesda residents. Residents who make these provisions on the Refund Form automatically become members of Bethesda's distinguished Legacy Society.



If you choose to support the Bethesda Health Group Foundation through your will, the following language may be used in your bequest:

"I give and bequeath to the Bethesda Health Group Foundation (employer ID 43-1278967) for the benefit of (name of retirement community or senior living location) (written amount or percentage of estate or description of property) to be used for (humanitarian care, unrestricted purposes, or state purposes for which your bequest is to be used)."

Legacy Society

When you make a planned gift, bequest or outright gift of \$500 or more to the Bethesda Health Group Foundation, you are awarded membership into Bethesda's *Legacy Society.* Distinguished members of the Legacy Society are invited to select events, included on the annual recognition list in our Report to the Community and receive other member benefits.

Legacy Society

\$500-\$999	Opportunity Level
\$1,000-\$2,499	Empowerment Level
\$2,500-\$4,999	Independence Level
\$5,000-\$9,999	Founder's Level
\$10,000 and above	Pillar Level





Bethesda employees celebrate at the volunteer appreciation picnic.

Giving Begins at Home: Our Annual Employee Campaign

Employees of Bethesda understand the impact they have each day by providing care and attention to our seniors. Last year, more than half of Bethesda's employees reinforced their commitment by also making a gift through the annual Employee Campaign. More than 500 employees contributed to last year's campaign. Donations benefited humanitarian care in the various Bethesda communities and services. Employees "rallied the troops" in creative ways such as omelet days, dress-down days and an auction. Giving to the Employee Campaign makes good sense—and makes Bethesda a better place for its residents and those who work here.

Humanitarian Care

Another way in which Bethesda is advancing is through its ardent dedication to social accountability—the humanitarian care that we provide above and beyond the services and care that our residents require. Last year, Bethesda provided more than \$7 million in humanitarian care to residents in need.

Never in Bethesda's history has a resident ever been asked to leave because they lack the resources to pay for their care. The Humanitarian Care program assures residents that they will always have a home in our retirement communities. It also means all residents receive the same high quality of health care and services, regardless of their financial status.

Because we anticipate tougher economic challenges in the future, strengthening this program is more vital than ever.

Pam Dempski, Vice President and Director of Fund Development, and guest Felecia Fleishman greet each other during an open house at Bethesda Barclay House.

Remembering Friends and Loved Ones

Many families often direct gifts to support Bethesda's *Tradition of Excellence* tribute program or hospice program in honor or memory of friends and loved ones. These gifts are a thoughtful and convenient way to honor birthdays, anniversaries, holidays and memorials or recognize the special caregivers in your life. Last year, more than 800 donors contributed to the Bethesda Health Group Foundation. More than half of these gifts were made in honor or memory of residents at our communities. When you make a gift to the Bethesda Health Group Foundation, you make a difference in the lives of others.

To find out how you can help, please contact Pam Dempski at the Bethesda Health Group Foundation, 314-800-1981 or pedempski@bethesdahealth.org.



The Wolff Foundation Makes Imprint on Generations

The legacy of John M. Wolff was fostered on Christmas morning in 1907 with the gift of a toy printing press. Made from heavy metal and rubber lettering, the gift was quickly used for more than just child's play.

At the age of 10, John started his own makeshift printing business by printing specials and coupons for grocery stores near his childhood home in St. Louis.

John's entrepreneurial aspirations grew throughout his lifetime. By the time he was Chairman of the Board of Bethesda Health Group, he had transformed his childhood curiosity into a highly successful, local printing company.

Upon selling the company, John devoted his life to building a stronger St. Louis community. He not only was committed to Bethesda, but also was instrumental in shifting Bethesda's mission from the hospital to focus more broadly on the need for high-quality senior care.

As a prominent leader in the community, John was personally involved in the lives of Bethesda seniors and residents. Although busy on several boards in St. Louis, including The Salvation Army, Missouri Association of Homes for the Aging and the Episcopal Church Foundation, John made it a priority to visit with seniors at Bethesda every day.

John M. Wolff passed away in 1971, but his legacy lives on from the significant yearly support garnered from the Wolff Foundation and the generosity of his son, John Wolff, III, whom friends and family know as Jack.

"The mission of Bethesda was extremely important to my father, and the Wolff



The late John M. Wolff served as Chairman of Bethesda's Board of Directors from 1956 to 1970.

Foundation will continue to support Bethesda's work from generation to generation," Jack said.

Jack is co-trustee along with Commerce Bank of the Wolff Foundation, and he plans to pass the responsibility on to his son, Michael.

Through the generosity of the Wolff Foundation, Bethesda has been able to improve the lives of St. Louis seniors in ways that would have never been possible. The foundation not only helped expand the Bethesda Dilworth campus in 1958 but also has funded the creation of Dilworth's outdoor Promenade area and continues to support Bethesda's annual operations. Today, a portrait of John M. Wolff hangs at Bethesda Dilworth to commemorate his support.

The Wolff family commitment continues to touch the lives of seniors, and is a treasured gift that truly keeps on giving.

Honor Roll of DONORS

THANK YOU!

We gratefully acknowledge our donors for their support and generosity. Every effort has been made to accurately recognize our donors. If any errors have occurred, please accept our sincere apology and contact the Foundation office with any corrections at 314-800-1916.

Our special thanks go to the following donors for their generous support through charitable gifts to the Bethesda Health Group Foundation. This listing reflects gifts received from July 1, 2008, through June 30, 2009.

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Bethesda Barclay House resident Annelise Mertz admires a sculpture at the new Citygarden in downtown St. Louis.



Amethyst Brown Giovanna Bruno Jane D. Bryan Shirley W. Bub John Buck, Sr. Gerard Bullard Laura Burch **Irving and Jerrie Burrows** Marlene Carey Barb Taylor Carpender Don and Mary Cashion Shanell Ceasar Vicky Chapman Jean Choate Jack Christophel Marian B. Christy Arthur Clark Patricia C. Clark Friends at the Coldwell Banker Gundaker Office Chesterfield **Edward Collins** Barbara B. Corley Donald and Joan Cox Latoya Craig Creve Coeur Women's Club Genora Croffett Joseph Croghan Anete Cross Laura Craig

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Mary A. Jost

Rick and Melodye Juelfs

Bethesda employees Lisa Stewart, ShaVonda LaGrand-Smith, Sue Trout and Andrea Snyder enjoy chocolate-covered strawberries at the Strawberry Festival at The Charless Home.



Bethesda Dilworth resident Ruth Spence greets a lamb with Little Buckaroos Barnyard Buddies owner Judy LeBrell.

Robert and Marjorie Kalhorn Dejan Karan Marinko Karan Isaac K. Kariuki Brian Kayman Lawrence and Jean Keller Loretta Keller Bradley Kelley Brenda Kelly and the Staff of St. Lukes OR Valerie Kelly Karen Kempland Cheryl Kincade Sanna King Ana Kitanovic Dorothy Kleberger Joshua K'Nuckles Jerry Kostadine Jacqueline D. Krafft Doris Krai Tammy M. Kraus Barbara Krisch Bonnie Kuhn **Edward and Carol** Kurmann **David Kvernes** Velja A. Lacey Leland Lambert Gary Landwehr Rae Ann Langenfeld Ann Larson Caroline Ledbetter Kenneth H. Lemp Ruben and Robin Leon Deborah A. Letchworth Gwenda Lewis Bea Lichtenstein **Eunice Lickert** Moses Lilako R. Leslie Limbaugh Carla A. Link Donna Lococo Joe and Dorothy Loeffler Larry and Nancy Longworth Marilyn S. Lord Vickie Lorenzen



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Guests enjoy music at the annual Strawberry Festival at The Charless Home.

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Corey Yates

Rosemary Yawdoszyn

Bethesda Southgate employee Amy Eckstein and Bethesda Southgate resident Frances Johnson cheer on the St. Louis Cardinal's baseball team.



James and Prudence Yerkes Judy Youngblood Arnold L. Yzermans Paul and Marlene Zagarri Lindsey Zarr Fred and Ruth Zeller Brad Zerr Janet A. Zucker

Inkind Gifts

Howard L. Watson Goldie Pillar John W. Rowe Carl Schlanger Margaret Spencer

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Cecelia M. Kocot Andrew Kocot

Eunice Lickert
Gail S. Meyer
William and Mary
O'Connor



Bethesda Terrace resident Tom Stallone gets up-close and personal with the wildlife at the August A. Busch Conservation Nature Center during a group outing. Robert Litzau
Ruben and Robin Leon

Sherman Long Edith Barham

Mary C. Lyles A6X Sunshine Club AKP & B Brokerage Joan M. Bathe William A. Bertetto, Jr. Mr. and Mrs. William Bertetto Eric Braverman Roy and Ruth Gordon Denise Grebel-Otwell Charles and Karen Hall **Lanter Delivery Systems** Larry and Nancy Longworth Dennis E. Martin Don and Linda Martin **Shelley Miller** John and Linda Pearson Dorothy Rakowski Lorraine Rakowski Fran Schmitz Shelly Shevlin

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Fred and Ruth Zeller

Jody Munroe Shirley P. Rumer

Al Muetzelfeld Maureen Muetzelfeld

Fred and Virginia Norris Deborah L. Wynn



Bethesda Terrace resident Esther Aros enjoys dinner at St. Louis Jazz Club group outing.

Alyene Novak
Michael and Evelyn Novak

Katherine Nunnally Russell Nunnally

Mollie Pokres
Ann Larson

George C. Rankey, Jr. Marlene M. Rankey

Calvin L. Rudder Una M. Rudder

Margaret Ida Schlanger
Laura Bissell
Freemont and Flora
Bliggenstorfer
Nancy Bramsch
and Family
Thomas and Lynn Holstein
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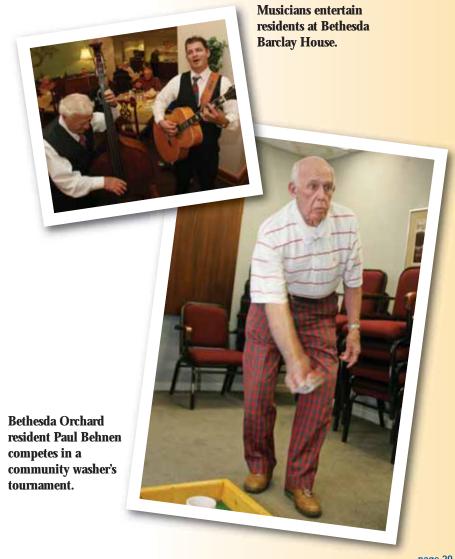
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Financial REPORT

Bethesda Health Group has been caring for the needs of St. Louis seniors since 1889, and for the first time in our long history, our annual operating revenues exceeded \$66 million!

This achievement, which occurred despite the economic difficulties experienced by many businesses in 2008-09, was a reflection of the growth of our Home and Community-Based Service offerings, specifically the strong performance of the Bethesda Rehab & Therapy Center at Bethesda Dilworth.

Though our net income declined from the previous year due to a significant reduction in investment returns and expanding charity care, we are pleased to report that the growing numbers of St. Louis seniors for whom we provide care and services, coupled with corporate-wide expense control, led to positive 2009 financial results.

Through our continuing profitability and strong financial position, Bethesda continues to:

- Serve an increasing number of St. Louis seniors
- Expand our care and service offerings
- Make needed capital investments
- Implement technology advancements for residents and staff

- Recruit and retain caring, compassionate and committed employees
- Adapt quickly to ongoing changes in healthcare funding

Throughout this Report to the Community, you have read and learned about the benefits our residents and their families receive from the services that we offer, touching an immeasurable number of lives in the St. Louis community.

The ability to offer these benefits is a source of great pride for our employees and volunteers, as is the following data, totaled for the fiscal year, that offers insight into the care and services we provide to our residents and community members:

Skilled Nursing days	239,382
Inpatient Rehabilitation and Therapy days	24,603
Home Health Services visits	9,650
Private Duty Services visits	43,100
Hospice Care days	27,649
Meals on Wheels delivered	31,534
Capital Improvements Expenditures	\$14,739,946
Number of Bethesda Employees and Volunteers	1,352

Bethesda Health Group, Inc. and Subsidiaries Combined Balance Sheet

Year ending June 30, 2009

ASSETS

Current assets	
Cash and cash equivalents	\$ 1,402,990
Assets limited as to use	10,189,300
Accounts receivable	5,886,436
Other current assets	1,206,240
Total current assets	18,684,966
Assets limited as to use, net of amount	
required to meet current obligations	51,938,835
Property, plant and equipment, net	100,080,586
Other assets	1,228,053
Total assets	\$ 171,932,440
IABILITIES AND NET ASSETS Current liabilities	
Current maturities of long-term debt	\$ 1,120,000
Accounts payable	2,118,714
Accrued expenses	4,879,202
Other current liabilities	2,071,384
Total current liabilities	10,189,300
Long-term debt, less current maturities	67,370,000
Life residents' fees	37,762,658
Other liabilities	12,439,916
Total liabilities	127,761,874
Net assets	44,170,566
Total liabilities and net assets	\$ 171,932,440

Bethesda Health Group, Inc. and Subsidiaries Combined Statement of Operations

Year ending June 30, 2009

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Net service revenue	\$60,188,462
Other revenue and gains	4,548,605
Contributions and net assets released	
from restrictions	1,529,976
Total revenues	66,267,043
Expenses	
Professional care	26,758,282
Dietary services	7,285,062
General services	8,417,568
Administrative services	10,565,799
Employee health and welfare	3,630,718
Depreciation	6,287,657
Interest	2,832,822
Provision for bad debts	204,058
Total expenses	65,981,966
Operating income	\$ 285,077

Humanitarian Care

In support of its mission,
Bethesda provides services to residents
who lack the financial resources to
pay established rates. Medicaid and
Medicare reimburses Bethesda less
than the determined rate for services
provided to these residents.

The following is a summary of the uncompensated charges related to these services for the fiscal year ending June 30, 2009:

Medicaid & Medicare	\$ 6,147,285
Charity	860,084
Total uncompensated care	\$ 7,007,369

*Meet the*BOARD OF DIRECTORS



John P. Baird, member of the board, is retired and was formerly General Counsel at Ralston Purina Company.



Joseph E. Birk, Jr., member of the board, is retired and was formerly an attorney and executive at Ameren UE.



Kenneth J. Bower, member of the board, is a principal at Moneta Group, LLC.



George W. Clements, Jr., Chairman of the Board, is a retired family business owner and former President of Midtown Medical Center Redevelopment Corporation.



Thomas R. Collins, Board Treasurer, is President and Chief Executive Officer of Northern Trust Company in St. Louis. MO.



In July 2009, **Joseph J. Brinker** was elected President and Chief Operating Officer of Bethesda. Joe's extensive experience in senior care and services includes 20 years at Bethesda Health Group.

Joe began his career with Bethesda in 1989, when he joined as Assistant Administrator of Bethesda General Hospital. He eventually served as the hospital's CEO, and joined the corporate management team in 2000 as a Senior Vice President of Long-term Care. In 2007, Joe was promoted to Executive Vice President and Chief Operating Officer and was responsible for all operating units

within Bethesda, which includes Long-Term Care, Independent Senior Living, Adult Day Care, Hospice Care, Private Duty, Rehabilitation and Therapy, and Home Health services.

While developing a succession plan, Bethesda's board of directors felt that Joe's commitment to Bethesda and his vision for the organization going forward make him the ideal candidate for this respected and well-deserved position.



Marian F. Clifford, member of the board, is a civic leader and former President of the Board of Trustees at The Charless Home.



Susan G. Moore, member of the board, is a civic leader and teacher.



David M. Culver, member of the board, is a retired banking and insurance executive.



Richard C. Mueller, Jr., Board Secretary, is principal of Bopp Chapel.



James H. Esther, M.D., member of the board, is a physician at St. Luke's Hospital.



Fred H. Perabo, Vice Chairman of the board, is the former Director of Community Affairs at Ralston Purina Company and former President at Metropolitan Association of Philanthropy.



Harry Kennedy, member of the board, is the Legislative Director for the President of the St. Louis Board of Alderman and a former Missouri State Senator.



John W. Rowe, is Vice Chairman and Chief Executive Officer of Bethesda Health Group.



Kenneth J. Kolkmeier, member of the board, is retired and was formerly President of Nooter Construction Company.

MANAGEMENT TEAM

Management Team

John W. Rowe

Vice Chairman and Chief Executive Officer

Joseph J. Brinker

President and Chief Operating Officer

R. Kenneth Bass, Jr.

Senior Vice President, Senior Living

Donald J. Cognata

Senior Vice President, Administrative Services

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

Larry D. Hickman

Corporate Vice President and Chief Information Officer

Timothy L. Vosse

Corporate Vice President and Chief Financial Officer

Christine E. Crouch

Vice President and Administrator

Pamela E. Dempski

Vice President and Director of Fund Development

Michelle M. Glass

Vice President and Administrator

Muriel C. Van Oordt

Vice President and Administrator

Martha E. Schenk

Vice President and Administrator

VOLUNTEER BOARDS

Bethesda Women's Board

Giving of oneself through time, talent or treasure is a gift that many of our volunteers offer each day at Bethesda. More than a group of volunteers, the Bethesda Women's Board is a close group of friends who share the common goal of supporting Bethesda and its mission. With more than a 30-year history, the Women's Board has played a valuable role in shaping Bethesda's future. Projects that the Women's Board has funded throughout the years include: the remodeling of Bethesda Terrace's beauty salon, the purchase of pianos for Bethesda Dilworth and Bethesda Southgate Special Care Units, the acquisition of pulse monitors used in our communities, and the dedication of the Promenade at Bethesda Meadow in honor of Jeanne Bland.



Women's Board: back row left to right: Jackie Shillington, Barbara Clements, Sue Bahle, Lorraine Magee, Mary Sertl, Sis Krone, Susan Krombach, Sue Voohees, Pooh Ewing. Front row left to right: Martie Dille, Susan Brinker, Judy Bass, Nancy O'Brien, Ginny Rowe. Not pictured: Virginia Baird, Inky Ball, Ann Bates, Martha Bynum-Austin, Marian Freschi, Anita Graves, Suzanne Harbison, Juanita Hinshaw, Marianne Howell, Pat McCain, Ann McCandless, Annette McRoberts, Fran Maloney, Stella Pettus, Audrey Smith, Franny Stuhl

Bethesda Advisory Board

Bethesda's Advisory Board has been in existence for nearly 40 years and includes many former Board members in its roster of dedicated people who provide wise counsel, guidance, and support of the Bethesda Health Group Foundation.



Advisory Board: back row left to right:
Joe Brinker, David Fleisher, Jackie Shillington,
Robert Barrett, George Clements, James Sertl, M.D.,
Thomas Bayer, Jr., Betty Sims, Sue Voorhees,
Sally Lilly, John Rowe. Front row left to right:
Leo Peck, Martha De Gray, Robert Drews, M.D.,
Robert Kane. Not pictured: Charles Allen, Jr.,
Benjamin Edwards, IV, Earle Harbison, Jr.,
Juanita Hinshaw, Peter Krombach, John McClure,
John Norwood, Subodh Mehra,
Clarence Turley, Jr., William Ward, Jr.



Bethesda Health Group, Inc. 1630 Des Peres Road, Suite 290 St. Louis, MO 63131 314-800-1900 www.bethesdahealth.org

Bethesda Independent Living Communities

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) 972-4777

Bethesda Terrace

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

Independent and Assisted Living and Skilled Care

The Charless Home

4431 South Broadway St. Louis, MO 63111 (314) 481-4840

Bethesda Skilled Nursing Communities

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

8175 Big Bend Blvd., Suite 202 Webster Groves, MO 63119 (314) 446-0700

Bethesda Rehab

& Therapy Center at Bethesda Dilworth 9645 Big Bend Blvd. St. Louis, MO 63122 (314) 446-2150

St. Andrews & Bethesda Home Health

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

Bethesda Senior Therapy Center

8175 Big Bend Blvd., Suite 130 Webster Groves, MO 63119 (314) 218-2610



