





Ray Routh, a volunteer at the Adult Day Care program at Bethesda Dilworth, offers a jovial “hello” from the annual Volunteer Appreciation Luncheon.

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Keeping Score

Teams of all kinds track their performance. Standings, rankings, and averages all drive improved performance, regardless of the sport or competition. Our Bethesda team is no different. Our commitment to St. Louis seniors requires us to measure ourselves against our personal goals and compare our success against industry standards.

In the past year, Bethesda has achieved many new milestones, each contributing to our ultimate goal of constantly improving the lives of the seniors and families we serve. In particular, our satisfaction and outcomes measure higher than our peers; our occupancy is increasing; we have earned accolades from the *St. Louis Business Journal* as one of the “Best Places to Work;” and for the fifth consecutive year, we are considered one of St. Louis’ Top 50 organizations dedicated to improving the region.

While we have so much to be proud of, I note that these achievements have been earned during a protracted economic downturn and painful cuts to health care funding.

Our long-term charity care, offered to those residents who have outlived their personal means, is on the rise. Thankfully, many St. Louis families and businesses recognize the essential service Bethesda provides and, in turn, include the Bethesda Health Group Foundation in their charitable giving plans.

Safeguarding the dignity and quality of life for the aging requires a team effort. From the talents of our staff, to the elected officials who determine national health policy, to the generosity of charitable donors—the long-term solution to ensuring that senior care is accessible and focused on quality relies on each of us.

Please enjoy this report of achievement and the many stories detailing a sampling of the amazing residents and employees who comprise Bethesda, and thank you for your continued support.



Joseph J. Brinker
President & CEO
Bethesda Health Group, Inc.



Dedication through the Decades

Thirty years ago, Bethesda was a very different place to work. There were no smartphones, no electronic medical records and no handheld scanners. Even *TIME Magazine's* "Person of the Year," the computer, was just being introduced into the workplace. Some say this era of typewriters and answering machines was a simpler time; others say it took too long to accomplish everyday tasks.

One thing is for certain—throughout the past 30 years, Bethesda has always had compassionate, hardworking professionals who sincerely care about our residents. This is especially true in the case of 10 employees, each of whom has devoted more than 30 years of dedicated service to Bethesda.

"Our work is truly a team effort, and we all have the same goals and believe that our seniors come first."

—Val Sansoucie

They include: Rene Bure, Certified Medical Technician, Bethesda Dilworth; Linda Hamilton, Licensed Practical Nurse, Bethesda Southgate; Mary Knowles, Dining Service Director, Bethesda Southgate; Melvin Lewis, Housekeeper, Bethesda Dilworth; Terrie Massey, Adult Day Care Supervisor, Bethesda Dilworth; Virginia Moore, Dining Service Aide, Bethesda Dilworth; Paulette Parks, Activities Supervisor, Bethesda Dilworth; Val Sansoucie, Director of Purchasing, Bethesda Corporate; Leon Smith, Dishwasher, Bethesda Barclay House; and Deborah Stanley, Medical Records Clerk, Bethesda Dilworth.

These devoted individuals have spent their careers selflessly taking care of the needs of St. Louis seniors at Bethesda. They have witnessed the organization expand as it ensures that seniors live independent and fulfilling lives. This special class of employees agree that making a senior resident feel cherished and loved makes their work day worthwhile.

"The seniors at Bethesda are like family to me," says Mary Knowles, who has been with Bethesda for 32 years. "I started working at Bethesda at the young age of 17, and I really grew up with the residents. Each day, we try to make a difference in their lives, even if it's just making them smile."

The leadership at Bethesda believes that dedicated employees are the organization's greatest asset. The organization works to make sure employees are heard and feel respected. In return, they put their hearts into creating a safe and caring environment for their residents.

"Our employees always put the welfare and health of our residents as their first priority, and in countless situations, go above and beyond their daily responsibilities," says Kathy Joslin, Senior Vice President, Human Resources and Marketing. "This dedication and loyalty to our residents easily illustrates why our employees are our greatest resource. We try to honor that dedication by including them in our mission statement... *providing fulfilling career opportunities...to encourage the possibility of a long and fulfilling career with Bethesda.*"

Kathy says employees are committed and involved in the organization. Each year, two employees are nominated by their peers to join the President's Roundtable, a team that meets with President & CEO Joe Brinker to discuss the challenges and opportunities of the organization.

This year, employees said thank you to the organization by voting Bethesda as one of the "Best Places to Work" in a survey conducted by the *St. Louis Business Journal*.

"We were named a 'Best Place to Work' because Bethesda is a big organization that has that small-town feel," says employee Val Sansoucie, who has been with the company for 34 years. "Everyone knows each other, and the employees bond like a close-knit family."


"Our work is truly a team effort, and we all have the same goals and believe that our seniors come first," she says.



Names (left to right): Mary Knowles, Melvin Lewis, Leon Smith, Val Sansoucie, Rene Bure, Deborah Stanley, Paulette Parks, Terrie Massey and Virginia Moore. (Linda Hamilton not pictured)

Team: Bethesda Employees
Position: 30 or More Years of Dedicated Service

Bethesda Introduces Senior Support Solutions

 **For seniors, maintaining lifelong independence is an invaluable endeavor. For the Bethesda Senior Support Solutions team, helping maintain that independence is a fundamental mission.**

Amy Trau, Corporate Vice President, Home & Community Based Services, spearheaded the creation of the Senior Support Solutions program to fill a true need in the community, ensuring that a comprehensive care plan exists to help seniors stay independent.

“Many seniors are hesitant to talk about newly occurring health issues for fear that they will be forced to move from their homes,” says Amy. “The reality is that there are a variety of services available that offer professional, in-home care and enable them to stay independent longer.”

“We work to build a trusting relationship with seniors and their families. People thank us every day for our work.”

—Terri Glaze

Amy assembled a highly qualified team of senior care professionals who provide thoughtful advice while counseling and offering help.

In addition to Amy, the Senior Support Solutions team includes: Michelle Glass, Vice President and Director; Chandelle Martel, Certified Geriatric Care Manager; and Terri Glaze, Community Care Coordinator. With more than 90 combined years experience, the team is intimately familiar with the needs and concerns of seniors.

“We brought together the best of the best to this project,” says Amy. “Our team is very knowledgeable and practiced in this field. Chandelle, for example, is one of the few certified geriatric care managers in the St. Louis area.”

In “connecting the dots,” the Bethesda Senior Support Solutions team works to understand a client’s specific needs, and introduces them to a range of available and affordable services and supports. Services can include everything from managing medications and

rehabilitation to escorting clients to medical appointments and sharing information with their family.

“I like to compare what we offer to wearing glasses or using a walker,” Chandelle explains. “Our services are just like any other health care tool that helps you stay independent and live your life.”

Chandelle says that once they find out about the program, they are so grateful to be able to confide in the team and get the support they need.

Rita Linck, a seven-year resident of Bethesda Orchard, sought advice from the Senior Support Solutions team. She now receives professional care and services from St. Andrews & Bethesda Home Health, which includes rehabilitation care.

“I was recently hospitalized, and I had to make a big decision about whether or not I could come back to live at my apartment,” says Rita. “I’ve been very pleased with how everyone has been so helpful and willing to extend themselves in order to keep me here and independent at Bethesda. I was so grateful to the Senior Support Solutions team for working to make me feel comfortable.”

Many of the program’s new referrals come from satisfied clients like Rita. As Community Care Coordinator, Terri finds that the response to Bethesda’s new program is overwhelming.

“We work to build a trusting relationship with seniors and their families,” Terri says. “People thank us every day for our work. Even hospitals are taking notice, and are referring us and our services to their patients.”

Michelle also points to the fact that their personalized consultation and evaluation services are free and available throughout St. Louis.

“Our assessment of your needs and progress is completely complimentary,” says Michelle. “Whether you live at a Bethesda community or a private residence, we’ll take the time to go over your care options and find the best solutions.

“Once seniors take the first step and reach out to us, we take care of the rest and make sure they can fully and freely live their lives,” she says.



Names: Michelle Glass, Amy Trau, Chandelle Martel
and Terri Glaze

Team: Senior Support Solutions

Position: Helping Seniors Maintain Independence



Bethesda Meadow's Memory Keeper

Volunteer Bob Morris Honors Veterans While Lending an Ear to Listen

Its entrance is marked by two large wooden doors. It could pass for just another meeting place, but what sets this room apart from the others at Bethesda Meadow is its true sense of patriotism. Flags and ribbons hang from the chandelier in the middle of the room. A growing shrine of frames displaying various photos of the American flag decorates the back wall. Below the frames sits a shadow box-like glass cabinet. Paying tribute to World War II, Korea and Vietnam, the cabinet honors those who have served with the help of memorabilia, plaques, statues and pictures. It tells the story of Bethesda Meadow's veteran residents.

Volunteer Bob Morris dubs this back area the Wall of Honor. And just as the Wall tells the stories of the Meadow's veterans, Bob Morris tells their stories as well, but in his own way.

A retired lithographer, Bob joined the Bethesda team after a neighbor encouraged him to spend his newfound free time helping others at the skilled nursing community. Now in his sixth year volunteering, he has since become the outlet for Bethesda Meadow's residents to share their stories.

"My volunteer interviewer said something about being a Hospice volunteer," Bob says. "I told her I was hesitant, and that I'm not trained for that. But she said, 'I hear so much about you. Just do what you're doing now—just talk to people.'"

Serving as a Bethesda Meadow and Bethesda Hospice Care volunteer, Bob is not limited by a description of what his job entails. His main objective is to be a friend—someone residents can talk to about the day they've had, and someone to banter with. Most of all, he is their confidant, their "go-to guy" to reminisce with about their life stories and achievements.

"I have too many memories and too many stories," he says. "I ought to write a book. You could write a chapter everyday about a new person—war stories or what they did growing up. It's amazing what they can tell you about their families."

In addition to maintaining the Wall of Honor, Bob helps organize the annual Veterans Day celebration. It begins with a touching ceremony to commemorate all veterans, and culminates in the "Living Avenue of Flags," during which veterans and residents and their families brave the cold and wave flags on Old State Road to the delight of honking passersby.

Always lending an ear to listen, Bob finds joy in knowing the residents on a one-on-one basis. He understands how important recognition is to the veteran residents and is excited to continue to find new ways to give it.

Bob also established the Boys of Bethesda—or as residents like to call it, B.O.B.—a group for male residents that holds barbecues and organizes field trips to local attractions such as the Soldier's Memorial and the Museum of Transportation. With the B.O.B., as with everything he does, Bob promotes camaraderie not just between himself and the residents but also between the residents themselves.

Always lending an ear to listen, Bob finds joy in knowing the residents on a one-on-one basis. He understands how important recognition is to the veteran residents and is excited to continue to find new ways to give it.

"For some of them, it brings back a lot of memories," he explains. "A lot of them like the exposure to be recognized again—a pat on the back goes a long way."



Name: Bob Morris
Team: Bethesda Meadow and Bethesda Hospice Care Volunteer
Position: Confidant, Friend, "Go-to Guy"

Courtney Shands Enjoys Home Sweet Home Thanks to Bethesda's Rehab & Therapy Team

Relaxing in the breezy sitting room at his century-old cedar shake home in Kirkwood, Courtney Shands Jr. loves watching the Eurasian Tree Sparrows bounce from branch to branch on the trees outside the home's large windows.

"The Eurasian Tree Sparrow was brought to the St. Louis area in the 1870s," Courtney explains as he points out the bird's distinctive black mark on its cheek. "They stayed right here in St. Louis and didn't spread. In fact, it's the only place in North America where you can find them."

Courtney can relate to the loyal sparrow. After traveling around the world as a child, he settled in St. Louis as a young adult and never left.

Originally born in St. Louis, Courtney moved often with his family. His father, Courtney Shands Sr., was a respected U.S. Navy Admiral who served in World War II and the Korean War.

Because of his father's active naval career, Courtney grew up in far away places, including China, where he attended the Shanghai American School. Courtney went on to earn his bachelor's degree from Washington University and a law degree from Harvard University. He returned to St. Louis, where he raised his family and launched a successful legal career with his firm, Kohn, Shands, Elbert, Gianoulakis & Giljum, LLP.

Now retired at age 83, Courtney takes pleasure in the simple quiet of his home and enjoys spending time outdoors with his wife, Bliss. The couple has nurtured a sweeping garden retreat throughout their front and back lawns. Everything from oak and holly trees and French lilac bushes to Better Boy tomatoes and snapdragons grows casually throughout their yard and gardens.

Courtney is especially proud of a dramatic flower known as a Night-Blooming Cereus. It's an exotic plant that blooms at night; its seven-inch striking blossoms are pure white and only last for one night.

"It's rare that you see a bloom like this," Courtney says. "We managed to bring this plant back from Hawaii and have had it for many years."

Courtney's ties to his home and community continue to grow stronger. This year, he received care at the Bethesda Rehab & Therapy Center at Bethesda Dilworth, which has enabled him to remain independent and enjoy his beloved home.

"The people at Bethesda were wonderful. They did everything to make me feel comfortable."

—Courtney Shands, Jr.

Following treatment at Missouri Baptist Medical Center for congestive cardiac failure, Courtney went to the Rehab & Therapy Center to further his healing and rehabilitation. With the help of the Bethesda team, he was able to regain his strength.

"The people at Bethesda were wonderful," he says. "They did everything to make me feel comfortable."

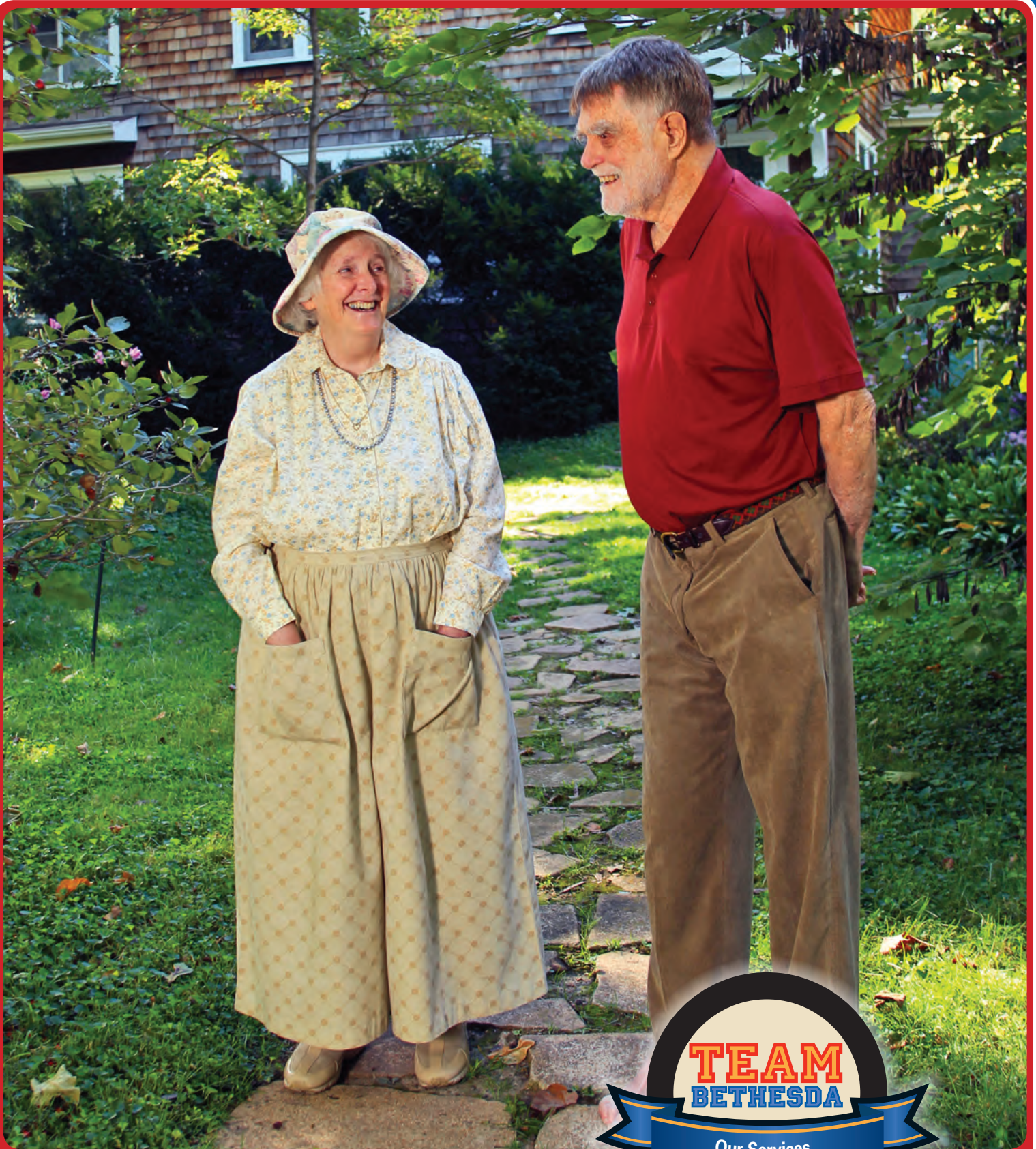
Courtney felt the location of the Bethesda Rehab & Therapy Center at Bethesda Dilworth was a perfect fit for his family. His wife, children and grandchildren were able to visit often, as he was only five minutes away from his own home.

"It was convenient for everyone," Courtney says. "My daughter was able to really supervise my care."

"Having been a nurse, she knew a few extra tricks," Courtney says with a smile. "She made sure there was always a filled candy dish in my room so that I got extra attention from the nurses."

Now back at home, Courtney is grateful for his regained independence. He lovingly named his home "Amble By" after the home's first owners, the Ambler family, and because the yard is known to neighbors as a friendly bypass or shortcut through the neighborhood as they often amble by.

For Courtney and Bliss, "Amble By" has become a place where friends, family, a cat named Velvet and even the faithful Eurasian Tree Sparrows love to be.



Name: Courtney Shands, Jr. (with his wife, Bliss)
Team: Bethesda Rehab & Therapy Center patient
Position: Retired Attorney, Gardener, Bird-Watcher

“If you are able to, then give back.”

Behind every great team is a strong general manager—the person who finds a way for the rest of the team to reach their potential. In nearly every aspect of his life, Harris Frank has served this vital role and has ultimately helped more people than he can count to achieve their personal best.

Tapped to chair the St. Louis Jewish Community Center’s (JCC) 100th anniversary in the late 1970s, Harris had his hand in a number of different projects aimed at honoring the JCC’s long history of supporting athletics and fitness in the community. Through this work, he learned about regional sporting competitions for seniors across the nation; each were locally organized without a national network connecting them. Rather than host something similar, he envisioned combining the best of these into a national competition.

With the help of many St. Louis businesses and a “very well-organized dear friend,” Ken Marshall, Harris helped spearhead what became the Senior Olympics. Those first games were held in 1987, mostly on the campus of Washington University, and competitors enjoyed closing ceremonies under the Gateway Arch that featured Bob Hope. Since then, many thousands of senior athletes have competed across the nation every year.

This behind-the-scenes coordinator dipped his toe into the competition one time. Thinking he was in pretty good shape at 64 years old, he trained for a triathlon. “Swimming was rough,” he recounts. “The ride wasn’t so bad, but when I got off the bike, I saw runners already coming in

to the finish. That was one very beautiful, quiet and lonely run, but I finished!” he describes with self-deprecating humor.

Today, Harris keeps his computer and iPhone busy doing research, staying current and managing a busy calendar of appointments out of his new home at Bethesda Barclay House. His Clayton home keeps him central to each of his interests. An avid golfer, he intends to play “as long as I shoot my age or better, and as long as they have golf carts.” Harris also enjoys frequent lunches and dinners out at the area’s many restaurants.

“I tutor elementary students because I want to help them be successful.”

—Harris Frank

He consults with his former real estate business colleagues on a weekly basis and tutors four elementary students, each two times a week. “I like to work with them young, catching them as they start to read and write to make a greater difference in their ability to learn,” he says. Why does he volunteer to help four kids, instead of just one or two? And why twice a week instead of just once, as is more typical? “I want to help them be successful, and I believe capturing their attention on a consistent basis twice a week is helpful to them.”

Although a successful businessman, Harris is most comfortable sharing details of his community work and contributions. He sums up his priorities well: “You can make a lot of money, or you can make a difference.”



Name: Harris Frank
Team: Bethesda Barclay House Resident
Position: Philanthropist, Civic Leader, Triathlete



Follow Her Lead

Legendary film star Mae West liked to say, “You only live once, but if you do it right, once is enough.” **Opal Otis is definitely doing it “right.”** The feisty redhead recently celebrated her 100th birthday—a fact which is hard to believe. It’s not that Opal has aged gracefully; rather, it’s as if she hasn’t aged at all. Her zest for life is enviable, and her positive outlook is contagious.

Life seems to amuse Opal, and she exudes an adventurous “what’s next?” charm. She’s able to find the good in just about every situation, and she wants to share the joy—like a piper beckoning others to follow and join the fun. With far more than a spring still in her step, Opal continues to teach dance to those who are daring enough to try and keep up with her.

Dance has been front and center in Opal’s life since childhood. A natural performer, her real passion is helping others learn to dance—something she’s been doing for more than 80 years. From the neighborhood kids she recruited for her backyard productions, to the Bethesda residents learning to line dance, Opal has shared her love of dance with thousands of students.

Opal was born in south St. Louis in 1912. As a small girl, she enjoyed music, dance and Girl Scouts. All would prove to be lifelong interests for her. In high school, Opal recalls how boys would come to her locker, and she would teach them basic steps so they could dance with their dates at prom. After graduation, she opened a beauty shop with her mom, which they operated together for several years.

Through her involvement with an accordion club, Opal met Warren Otis, and they quickly became friends and started dating. Though she was fond of Warren, there was a slight glitch—he didn’t know how to dance!

“I told him that if he couldn’t dance, I wouldn’t marry him,” laughs Opal. So she taught him to dance, and he loved it. Dance would remain an integral part of their life together.

The couple married in 1938, and had three sons: Robert, Stephan and Whitney. While the boys were young, Opal stayed at home, devoting her time and energy to support their various activities and interests.

When the boys were older, Opal and Warren became more involved in dancing, and began to teach at the local YMCAs and other locales. For more than four decades, the couple danced and taught others the varieties of their craft, including square dance and rounds, ballroom, fox trot, swing, tango and country-western styles.

Their students performed at a wide range of venues: charity balls, hospitals, nursing homes, prisons and even ocean cruises. Opal also organized and directed two special Girl Scout dance performances—one at Busch Stadium and the other at the old Arena. Both performances involved months of practice with scouts from troops across the region.

In addition to dancing, Opal and Warren enjoyed hosting parties at their beautiful Kirkwood home. Opal loves to entertain, so their parties would be splashy affairs. Some required formal attire, many were themed, and all featured great food, music and, of course, dancing.

Warren passed away in 1992. Opal remained in their home for a number of years by herself, continuing to teach dance and exercise classes. In 2010, after coaxing from two close friends who were residents, Opal moved to Bethesda Gardens, not far from her home in Kirkwood.

Opal hasn’t lost a step since moving in. She continues to teach dance, meet friends for lunch and host dinner parties. She appreciates all that Bethesda Gardens offers. “There is enough going on to keep you busy—games, movies, field trips and more,” she explains.

Recently, Opal was honored as one of the oldest living Girl Scouts in the St. Louis area. As part of the honor, she participated in several special events to commemorate the Girls Scouts’ 100-year anniversary, including the downtown St. Louis parade and the unveiling of the first Girl Scout postage stamp.

One of Opal’s greatest joys is spending time with her family. Her three sons are all married, and Opal says she “hit the jackpot” when it comes to her daughters-in-law, grandchildren and great-grandchildren.

Hitting the jackpot: The perfect way to describe Opal Otis’ life.



Name: Opal Otis
Team: Bethesda Gardens Resident
Position: Dancer, Teacher, Girl Scout



Introducing Bethesda's "Resident" Medical Team

Throughout Bethesda's 123-year history, the organization has been dedicated to providing the highest quality care and services to St. Louis seniors.

It's no surprise then that four local physicians, each intimately familiar with providing quality patient care, have found that living at Bethesda Barclay House is "just what the doctor ordered."

For Drs. Roger Nelson, Roy Jerome Williams Sr., Austin Montgomery and Llewellyn Sale Jr., the Clayton-based senior living community offers the perfect blend of socialization, comfort and convenience. After decades of faithfully caring for St. Louisans, the doctors are enjoying a more relaxed pace at the senior living community.

Looking back, the Bethesda Barclay House's physician residents fondly share insights from their life experiences.

Who inspired you to become a doctor?

Dr. Williams: In my family, it truly became a tradition. My father, my brother and my two sons all have worked in medicine.

What's an important lesson that you've learned during your years of practice?

Dr. Nelson: It's important to listen more than you talk. Take the time to really hear what people are saying. This can apply to working in medicine and life in general.

What's the secret to living a long and healthy life?

Dr. Sale: Be sure to exercise your mind and body, yet allow yourself to relax each day. I told my

patients it was good to unwind after a hectic day and have a daily happy hour, or minute, with a beverage of your choice.

How did you ensure your patients were comfortable?

Dr. Williams: I enjoyed having a friendly rapport with my patients and always tried to make them feel at ease. In all my years of practice, I never gave a "shot" to any of my patients. I only gave "injections." To patients, injections don't hurt as much as shots!

As the saying goes, laughter is the best medicine. Do you find this to be true?

Dr. Montgomery: Yes, yes, yes! I always try to leave my patients laughing.

What did you find most rewarding about being a doctor?

Dr. Nelson: I truly cherished the trusted doctor-patient relationship.

What's the best advice you give your patients?

Dr. Montgomery: Remember this simple rule: All things in moderation... and always listen to your doctor!

What do you like about living at Bethesda Barclay House?

Dr. Sale: The entire Barclay House staff is wonderful. I feel safe and value my freedom here. I enjoy spending time with fellow residents, walking in Shaw Park and watching sunsets here.



Name: Drs. Roy Jerome Williams Sr., Roger Nelson,
Llewellyn Sale Jr., and Austin Montgomery

Team: Bethesda Barclay House Residents

Position: Retired and Semi-Retired Physicians



Community Engagement

Bethesda Hosts Community Speakers Series

This year, Bethesda partnered with the St. Louis chapter of the Alzheimer's Association to introduce a new educational series tailored to caregivers whose loved ones are living with Alzheimer's disease. Special guest speakers included:

- Dr. Gary Small, Director of the UCLA Longevity Center and Division of Geriatric Psychiatry.
- Dr. John Morris, Director of the Charles F. and Joanne Knight Alzheimer's Disease Research Center at Washington University.
- Dr. Charles Crecelius, a St. Louis gerontologist.
- Dr. Valerie Walker, a St. Louis family medicine specialist.



Dr. Gary Small signs a copy of his book "Alzheimer's Disease—Will I Get It, Too?" after his presentation at the March 19 Caregivers Speaker Series.

Recognition and Awards

Employee Awards

Theresa Metz, Volunteer Coordinator at Bethesda Dilworth, received the Special Ambassador award from the Special School District (SSD). Theresa was



Theresa Metz (left) looks on as Muriel Van Oordt, V.P. and Senior Administrator at Bethesda Dilworth, admires Theresa's Special Ambassador award.

chosen for her commitment to helping students with developmental disabilities learn work skills through the Community-Based Vocational Instruction program.



Karen Zurick smiles as she accepts her "Excellence in Nursing" award.

Karen Zurick, RN, Director of Nursing at Bethesda Southgate, was honored as a finalist for an "Excellence in Nursing" award from *St. Louis Magazine*. The awards recognized nurses who are dedicated to patient care, as well as adhere to strict clinical, ethical and professional standards.

Steven Wilk, CPP, Director of Corporate Security at Bethesda, was awarded the Carl Bender Security



Steven Wilk, CPP, Director of Corporate Security at Bethesda, accepted the Carl Bender Security Professional of the Year Award.

Professional of the Year Award by the St. Louis Chapter of the America Society for Industrial Security. Wilk was chosen for his significant contributions made to the local security industry.

Norwood Awards

Each year, Bethesda recognizes individuals who reflect the mission and values of Bethesda in their service to the organization and our seniors. At the 14th annual Norwood Awards ceremony, Bethesda honored two individuals celebrating 30 years of service at Bethesda.

Earle H. Harbison, a former Bethesda Board Member and current member of the Advisory Board, was one of the driving forces behind the Bethesda Legacy Society. Earle serves as co-chair of the Legacy Society, and under his leadership the number of Legacy Society participants and donations have grown substantially.



Earle Harbison (left) and Robert Neuenhahn, the 2012 Norwood Award winners, pose for a photo with Joe Brinker.

Robert L. Neuenhahn has been a consistent presence at Bethesda Dilworth for the past 19 years, by escorting residents to rosary and Catholic Mass services on Saturdays. He develops lasting friendships with the residents and helps raise their spirits, giving meaning and purpose to their lives.

Bethesda Earns National Spirit of Innovation Award

Bethesda has been selected as a winner of a 2012 LTC & Senior Living LINK Spirit of Innovation Award.



This national achievement recognizes companies for their innovation, dedication to continuous improvement, development of best practices,

and commitment to the success of the long-term care industry. Bethesda was chosen for its advancements in the areas of technology and software development for improved senior care.

"We're thrilled and honored to win this award, and the positive light it shines on Bethesda's dedication and focus in using technology as an enabler of better health outcomes," says Larry Hickman, Senior Vice President and Chief Information Officer.

St. Andrews & Bethesda Home Health Boasts High Performance

Lowering re-hospitalization rates (the rate in which a person has to return to the hospital after being discharged due to continued illness) is a top priority for hospitals and senior care organizations alike.

According to reports from the Health Outcome Assessment Information Set (OASIS) C, St. Andrews & Bethesda Home Health had the lowest re-hospitalization rate of any home health agency in St. Louis.

In fact, not only was its rate of 18 percent lower than its nearest local competitor, but it is 6 percent less than the Missouri average and 8 percent less than the national average!

RCGA Top 50

The St. Louis Regional Chamber & Growth Association (RCGA) has once again named Bethesda Health Group as one of the "Top 50



Businesses Shaping Our Future" in the Greater St. Louis area. This is the fifth consecutive year, and the sixth time in the last seven years, that Bethesda has been selected!

Bethesda Named One of the Best Places to Work in St. Louis



2012 Finalist

Bethesda has been recognized as one of the "Best Places to Work" by the *St. Louis Business Journal*. The selection process included an online survey in which all Bethesda employees were invited to take.

"The idea that our employees think highly enough of Bethesda to be selected to an exclusive group of organizations is a tribute to the employees themselves," says Kathy Joslin, Senior Vice President, Human Resources and Marketing. "We wouldn't have been selected if it hadn't been for their commitment and dedication to Bethesda, our residents and their families."

2012—A Solid Year for the Foundation



As I reflect on the efforts this past year of the Bethesda Health Group Foundation, I'm reminded of a quote by Anne Frank— "How wonderful it is that nobody need wait a single moment before starting to improve the world."

It's an inspiring philosophy embraced by so many members of the Bethesda family.

This year, 1,116 dedicated donors contributed more than a million dollars to the Foundation. Additionally, more than 900 volunteers logged nearly 31,000 hours of service. These are individuals who didn't wait. They saw a need and took action—either by making a monetary donation or volunteering their time and talent to help others.

From the resident who contributes to the John W. Rowe Humanitarian Care Fund to the volunteer who spends countless afternoons playing board games with our residents, each of the individual acts is impactful—as a whole, they are a powerful force for good.

The theme of this year's *Report to the Community* is "Team Bethesda"—which truly captures what we're all about. As a team, we deliver on our mission to provide quality care and services to St. Louis seniors—while providing financial assistance to residents who have outlived their resources.

Your generosity continues to make the critical difference in what we do at Bethesda. It's the reason why we can offer essential services, such as wellness programs or a certified geriatric care manager, free of charge to our seniors; continue improving our facilities; bridge the gap between what government support (Medicare/Medicaid) covers and what the care (or service) actually costs; and keep care affordable, particularly during times of economic downturns and state and federal cutbacks.

Throughout our long, rich history of senior care, we have managed, even during challenging times, to provide assistance to those residents who outlived their assets. This past year, we provided more than \$11.5 million in uncompensated charitable support to St. Louis seniors.

The Bethesda Health Group Foundation is committed to a donor-centered practice of philanthropy. Our fundraising approach recognizes the importance of voluntary leadership in our work and the voluntary character of giving. Our donor-centered fundraising also emphasizes how giving meets the needs of our older adults and adds value to their community life.

Among our highlights this past year:

- **The Legacy Society**—nearly 150 donors and growing, these committed individuals continue to serve as the cornerstone of our fundraising effort.
- **Lasting Heritage**—provides our residents with an opportunity to donate part or all of their refundable entrance fee or deposit back to their Bethesda community or service.
- **Beyond Bethesda**—a new social accountability publication which profiles volunteers who give tirelessly of their time, as well as the many ways in which Bethesda gives back to the St. Louis community.

I am grateful to all the members of our Bethesda family who live our mission every day through their spirit and generosity. I applaud their heart and their initiative. And I encourage others to follow their lead—to not wait. If you see a need, respond to it. Reach out. Help improve the lives of our seniors today and tomorrow—one caring gesture at a time.

Pamela E. Dempski
Corporate Vice President
and Director of Fund
Development



Honor Roll of Donors

(Year Ending June 30, 2012)

We gratefully acknowledge our donors for their support and generosity. Every effort has been made to accurately recognize our donors. If in the future you would like your name listed differently than how it appears below, or if any errors have occurred, or if you prefer to be listed anonymously, please accept our sincere apology and contact the Foundation office with your changes at 314-800-1916.

Life Legacy (planned gifts)

Tom W. Bennett
Irrevocable Trust
Marge Bieser
Alyce Blome
Daniel and Blanche Bordley
Fund for Bethesda; A Fund
of the Greater St. Louis
Community Foundation
Antoinette C. Breihan
Susan Rassicur Buder
Memorial Trust
Leo R. Buder Foundation Trust
Margaret L. Butler Trust
Mary Alice Collins Memorial
Fund; A Fund of The Greater
Saint Louis Community
Foundation
Winifred E. Cummins
George B. D'Arcy Trust
Nicholas Dopuch
Robert and Lorene Drews
Beatrice Edson
Evelyn L. Eldridge Living Trust
Eleanor G. Ryan Estate
Joyce A. Fincher
Mary Poore Fobes
Flower Fund
Margaret B. Grigg Foundation
Harris Frank
Dorothy Hanpeter
Alfred* and Mary Jane
Heitzmann
Russell and Virginia Jones
Jack and Sally Lilly
Bill Malcolm
Mary E. J. Mermod Trust
Annelise Mertz*
Jean Mullgardt
Jean G. Newton
Joe Palacek
Viola J. Reynolds Trust
John W. Rowe

Frank A. and Alpha H. Ruf
Fund; A Fund of the Greater
Saint Louis Community
Foundation
Katherine Stauffer
Charitable Trust
Lois C. Tuttle*
Ethel V. Wilder Trust
Ray Wolverson

Pillar Level (\$10,000+)

Anonymous
Bethesda Meadow Auxiliary
The Charless Foundation
Emerson
Paric Corporation
RehabCare

Founder Level (\$5,000-\$9,999)

Anonymous
The John M. Wolff Foundation

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

Anonymous
Joe and Susan Brinker
Phil and Judy Hutchison
Mel and Ruth Kohl

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

Anonymous
Sarah Arnold
Jamie J. Aukskalnis
John and Virginia* Baird
Ken and Judy Bass
Waltraut and Elwyn Bowell
Jane D. Bryan
George and Barbara Clements
Nick and Marian Clifford

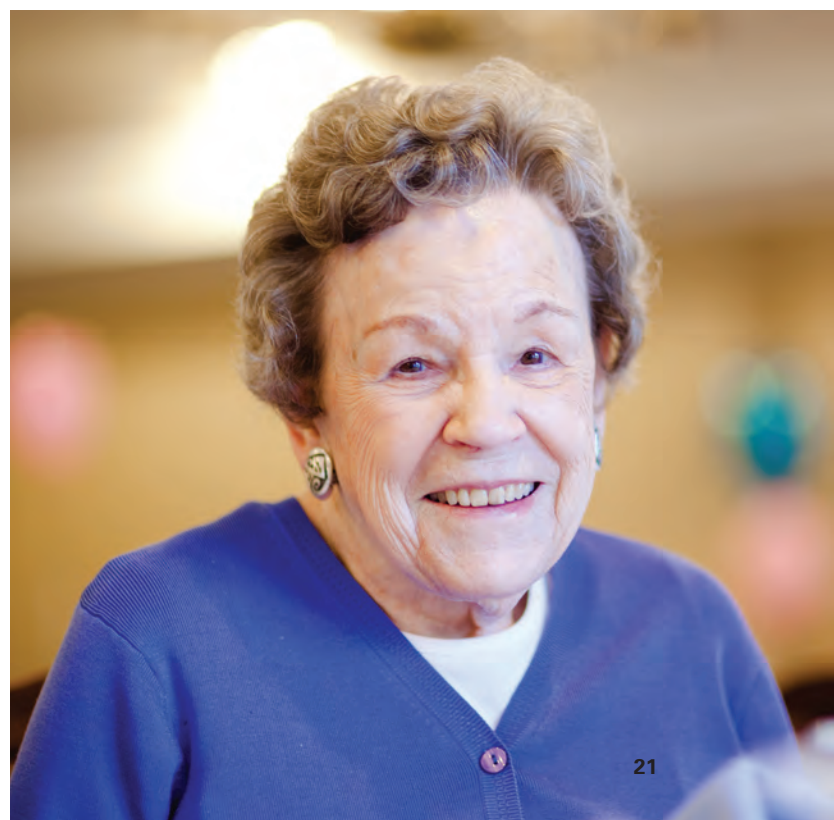
Tom and Jennifer Collins
Tom and Chris Crouch
David and Joan Culver
Tom and Pam Dempksi
Denis L. DuMontier
Louise DuMontier
Franc and Anne Flotron
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John F. Norwood

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Barbara J. Puckett
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James and Mary Sertl
Leslie G. Simon
St. Louis Service Bureau
Foundation
Nathan and Kelly Torno
Mike and Amy Trau
Tom and Muriel Van Oordt
Tim and Martha Vosse
Jeffrey and George
Waldman

Opportunity Level (\$500-\$999)

Goran Abutovic
Anonymous
Robert S. Barrett

**Bethesda Gardens resident
Martha Johnston takes a
second from her busy day to
give the camera a smile.**



*deceased

Marie E. Bartels
 Sharon L. Bateman
 Tom and Joan Bayer
 Bruce and Elisabeth Beeler
 Joe and Jean Birk
 Ken and Mary Bower
 Michael Boyd
 Shawn and Candice Brown
 Joyce M. Cleary
 Linda S. Craig
 Common Ground Public
 Relations, Inc.
 Juanita E. Curry
 Martha Rieber DeGray
 Earl and Martie Dille
 Justin and Ruth Donahay
 Augusta T. Feehan
 David and Carol Fleisher
 Dorothy M. Hanpeter
 Juanita Hinshaw and
 Ted Harrison

Francis Rieber
 Christy J. Roberts
 Rosemary E. Schmidt
 CherRae R. Shanley
 Joshua Sharp
 John and Jacqueline
 Shillington
 Lila Simpson
 Audrey F. Smith
 Brian and Andrea Snyder
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 Joan S. Whitfield
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 Teresa L. Glaze
 James Hall
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 of Christ
 Arthur Korte
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 PSDE Planning Spaces
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 Ann F. Sternberg
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 Phon and Sue Voorhees
 Sarita S. Weldon
 Julie Wolfe
 Karen Y. Zurick

Donald and Shirley Denning
 Marcella F. DePont
 Richard A. Dickhaner
 Benjamin and Catherine
 Edwards
 Robert and Becky Eggmann
 Toni C. Emery
 Curt and Rosalie Engler
 Colleen Epstein
 A. Nicholas and Abigail
 Filippello
 Robert and Lois Frentzel
 David Friedman
 Fred and Carol Gaskin
 George E. Glass
 Tom and Carole* Gorman
 Holly Greminger
 John Hagedorn
 Shelby Harp
 Ted and Gail Hoef
 Martha Holland
 T. and Barbara Hoshiko
 Tracy Hounsom
 Bill T. Howery
 William and Gloria Hutchings
 David Iberg
 Nathen Johnson
 Randy Johnson, Jr.
 Shirley Karsznia
 Janice Keale
 Theresa Kelly
 Pam Klable
 Richard Knight
 Mary L. Knowles
 Ruth V. Kreuger
 Mary Krone
 Sue LaChance
 Laughing Stock Syndicate
 Erle Lionberger
 Howard and Marilyn Lovely
 Tim and Karen Luebbers
 Tom C. Lyons
 Lorraine Magee
 Kimberly Martin
 Lansden and Ann McCandless
 Rita S. McShea
 Dale and Lydia Meier
 Todd C. Meury
 Esther G. Meyer
 Paul and Tam Milligan
 Pat and Carlene Moehn
 Deanie and Jackie Montieth
 Richard C. Mueller, Jr.
 John and Susan Murphy
 Roger and Jan Nelson
 D'Autral Nicholson
 Jackie A. Oakes
 Maureen F. O'Day
 James and Mary Kim Ojile
 Linda Piel
 Kathleen E. Pongracz
 Marshall and Susan Potterton
 Thomas and Susan Riggs



Participants Justina Guerra (left) and Evagela Halastanis watch the Cardinals game at Adult Day Care program at Charless Village.

Richard and Sandra Hughes
 James and Jeanette Kille
 Ken and Babs Kolkmeier
 Peter and Susan Krombach
 Marcia Lange
 Kelly Maier
 Darrell Marcum
 Tom and Sherry Miskle
 Austin and Barbara
 Montgomery
 Pat L. Mueller
 Francis Mufawali
 Piper Jaffray & Co.
 Tom and Cathy Reiss

*deceased

Dignity Level (\$250-\$499)

Darlene Alabran
 Allied Benefit Systems
 Anonymous
 Bartels-Missey, Inc.
 Ronald and Mary Ann Brinker
 Ronald and Sharon Burkhardt
 Patricia Bushman
 Donna P. Day
 John G. Denu
 Taylor and Marian Desloge
 Cindy Eckelkamp
 Sherry Ehrler
 Jen L. Francis

Ability Level (\$100-\$249)

James Adams
 Dana Airsman
 Larry and Kathleen Albright
 Anonymous
 Carolyn G. Armstrong and
 Kyrigma Bible Study Group
 JoAnn Arnold
 Carroll A. Baechle
 Mel* and Sue Bahle
 Helen B. Ballard
 Clarence and Linda Bargmann
 Mary Ellen Barnard
 Jessica L. Bathon
 Peggy Beard
 Jack Behrens
 Sharon Beirne
 Patricia A. Bennett
 James and Katherine Bentley
 Kimburley Berry
 Bethany Chiquita
 Mitchell Beuke
 Catherine Bishop
 Wayne and Carol Black
 Lynn Blandford
 Patrick Boone
 Janie Bradford
 Diane Brennan
 Hortense Bretscher
 Kathryn Britt
 Larry Brooks
 Charlotte Busch
 Sonia A. Chetta
 Morton Clifford
 Carol Conner
 Continuum, LLC
 Marjorie S. Courtney
 Winifred E. Cummins



Bethesda resident Bob Auer participates in an exercise activity with his fellow residents at Assisted Living at Charless Village.

Charmaine A. Rinaldo
 Jeffrey C. Robeff
 Kathy Roseland
 Linda Roubal
 John and Victoria Rutledge
 Roy and Linda Schauble
 Schnucks
 Frederick K. Schwarz
 Lisa Sertl
 Tanyette Shannon
 Edmond R. Siefert
 Stan Soboleski
 Scheryl Spangler
 Steel Dynamics, Inc.
 Dannon Stover
 Richard and Beverly Straub
 Frances B. Stuhl
 Gary and Bonnie Taylor
 Vicki L. Taylor
 Martin and Cindi Templin
 Amanda Ulrich
 Richard and Joann Wagner
 Darin Wilkerson, Jr.
 Cordia Young-Brown
 Marie A. Zuccherro

Friends Level (\$1-\$99)

Jack T. Ahrens
 Robert and Lynn Albus
 Linda Aldag
 Brianna Allred
 Brigid Amoroso
 Anna Anderson
 Anonymous
 Marilu Arellano
 Ruth Arney
 Marilyn Arras
 Jessica Asp
 Joan L. Asp
 Kevin Aubuchon

Amanda Austin
 Sandra Austin
 John Ayers
 Joan Baer
 Steven Barnes
 Michael and Nancy Bartel
 Christina Bartels
 Bailee Baumberger
 Terrice Beals
 Caroline Beasley
 Joseph Beaven
 Janine Benjamin
 Carol Bennett
 Donna Bennett
 Patricia Berberich
 Sylvia Bergbauer
 Bethesda Barclay House
 Employees
 Bethesda Corporate
 Employees
 Bethesda Dilworth Employees
 Bethesda Orchard Employees
 Bethesda Private Duty
 Employees
 Bethesda Gardens Employees
 Bethesda Hospice Care
 Employees
 Bethesda Meadow
 Employees
 Bethesda Southgate
 Employees
 Bethesda Terrace Employees
 Marge Bieser
 Eddie Billingsley
 Mimoza Bitri
 Ron Blackwell
 Roy Bland
 Lamont Blockton
 Frank and Georgette Bloecher
 Olga Bojko
 Sharon M. Bornefeld

Clayton Borage
 John and Marilyn Boschert
 Carol Bots
 John and Allie Botz
 Patricia Bowers
 Jim and Sally Bradford
 Linda Bradshaw
 Robert and Sharron Braning
 Antoinette C. Breihan
 Nancy Breitenstein
 Marion and Ann Marie
 Brewster
 Pamela Brice
 Leigh Brickler
 Mary T. Briece
 Cheryl Brosch
 Wanda Brose
 Gloria Brostoski
 Karla Brueck
 Lujana Brunner
 Giovanna Bruno
 Shirley W. Bub
 Margaret Buckely
 Tiffany Buckner
 Wakita Buford
 Rene K. Bure
 Michelle Burlingame
 Burns & McDonnell
 Emina Bursac
 Mary Busby-Simpson
 Patrick Bush
 Janet Campbell
 Robert and Rose Campbell
 Gene K. Cannon
 Peggy Cantrall
 Judy Carleton
 Shelley Carley
 Dorothy J. Carney
 Jim Cary
 Brian J. Casey
 William and Emily Castle
 Holland F. Chalfant
 The Charless Home
 Employees
 Zachary Christensen
 Jacki Christenson
 Arthur Clark
 Kim Clark
 Sharon Clark
 Jerry and Mary Claywell
 Barbara Cline
 Catherine J. Cloyd
 Mary Cody-Hill
 Cheryl Cole
 Edward Collins
 Mirla Collins
 Anne Connor
 Cathy M. Consolino
 Cathy Conway
 Sarah Cook
 Robyn Cooper
 Patricia Corzine
 TaSherra Cotton

Theresa J. Coughlin
 Linda Cowan
 Michael and Nancy Cowan
 Lera Crady
 Phyllis Crane
 Kathleen Cranor
 Carrie Craven
 Roxana Crawley
 Genora Croffett
 Joseph Croghan
 Janet Crosby
 Bonnie R. Cuneo
 Kevin L. Curry
 Anthony and Mary Ann Cutelli
 Marie Cutsoukos
 James M. Cymbor
 Katie Czarnecki
 Edward and Gail Dabler
 Brenda David
 Teresa Davidson
 Ginger Davis
 Reginald and Amanda Davis
 Sherry L. Deery
 Cam DeLancey
 Mary Desuza



Mildred Kunce "visits" with Harrison the Cockatiel at the Adult Day Care program at Bethesda Dilworth.

Fred and Pat DeWitt
 Erin Dexter
 Laura Dillard
 John A. Dillingham
 Fatima Dizdarevic
 Nicholas Dopuch
 Rhonda Doran
 Marvin Dorsey
 Pamela Doyle
 Erin Duckett
 Lois L. Duggins
 Daniel and Patricia Duncan
 Arlesa Dungy
 Denise Easterwood

*deceased

Earlene Eckert
 Dennis Eddlemon
 Carl M. Edwards
 Kayla Edwards
 Konnie Egertson
 Coleen Eggemeyer
 George Eigel
 Joyce M. Eiserle
 Byrl Engel
 Natalie Estes
 Jeanette L. Estopare
 Anastasia Ewing
 Gary and Doris Ferguson
 Michelle Fielden
 Tanya Fields
 David and Gay Fillo
 Joyce A. Fincher
 David and Janice Flake
 Karen E. Fletcher
 Ian Frank
 Cate Freeman
 Jacqueline Frerichs
 Virginia Fry
 Monica Fry
 Jackie Gable
 Dorothy Gannon
 Precious Garner
 Rod Garner
 Gene E. Garrett
 Melissa A. Garrett
 Melissa V. Geisler
 Carmela Gennaro
 Marion Georgen
 Mable Gilmore
 Ralph and Liz Glaser
 Howard and Rosella Gleason
 Tammy Gleiforst
 Jan Goeke
 Leon and Elaine Golfin
 Mary Goodwin
 Paul and Pamela Gordon
 Kenneth and Sharon
 Gottschall
 Fikreta Gracanin
 Kingsland and Janet Graf
 Stephanie Graf
 Kim Gray
 Deb Grayem
 Mary Grebe-Bird
 Helene Gregor
 Mary Groesch
 Thomas and Lisa Grommet
 JoAnn Grotegeers
 Dorothy Guderian
 Lorraine Guderian
 Melody J. Guillies
 Margarita Haessig
 Hivot Hailom
 Jonathan and Edith Hale
 Rena E. Hale
 Lisa Hamilton

*deceased



"King" George Steiger, "Queen" Kathy Smith, and the rest of the court and resident "floats" celebrate after the annual Mardi Gras parade at Bethesda Meadow.

Reba Hamilton
 Marian Hamlen
 Barry Hanson
 Robert and Diane Harness
 Marilyn L. Harrington
 Robert Harris
 Pamela Hasenbeck
 Jim Hawkins
 Tom S. Hawkins
 Alicia Hazard
 Mary A. Hefferly
 Leola J. Hendel
 Charles and Elizabeth Henerey
 Haley Hercules
 Erica D. Herman
 Joshua Hill
 Joan B. Hiller
 James Himmelberg
 Mary Lou Holland
 Scott and Joan Holley
 Anne Holmes
 Shirley Holmes
 Jean Holtz
 Robin Hood
 Carrie Hopley
 Theresa Horn
 Tori Hotz
 Emily House
 James House
 Theodis Howard, Jr.
 Jan Irvin
 Joann P. Iwasyszyn
 Brenda Jackson
 Rose Jacobsmeyer
 Jessica Janson

Michael and Carla Jarvis
 Jasmina Jasarevic
 Maud Jeanty
 Alice L. Jockish
 Kiki Joest
 Audrey Johnson
 Demarco Johnson
 Jerry and Renita Johnson
 Michael R. Johnson
 Michele E. Johnson
 Pamela Johnson
 R. Duane and Susan Johnson
 Tremain Johnson
 Martha Johnston
 Lois Jones
 Sharon Jordan
 M. E. and Cheryl
 Jungewaelter
 Fatbardha Kalemaj
 Esther Kaufman
 Robert and Doris Kaufmann
 Brian Kayman
 Lawrence and Jean Keller
 Loretta L. Keller
 Michael Keller
 Monica Kelley
 Valerie L. Kelly
 George J. Ker, Jr.
 KeyBank Foundation
 Shirley Keyes
 Charles and Carol Kibbons
 Ruth Killen
 Jeremy King
 Jelena Kitanovic
 Harold E. Knight, Jr.

Henryetta N. Knobel
 Marjorie B. Koconis
 Sue Ann Kodner*
 Barb Koehler
 Brittany Komerous
 Mike and Ann Korte
 Jack and Pat Kramer
 Tammy M. Kraus
 Keith L. Krebeck
 Janelle Kronshagen
 Craig Krull
 Bob and Carol Kuhl
 Lou Kuhnmuensch
 Ben Kukor
 Piotr Kulikowski, M.D.
 Annamay Kunz
 Linda Kyle
 Jeran Lane
 Charles H. Larkin
 Christopher and Gloria
 Lawrence
 Lilian Lawrence
 Frank Lebeau
 Betty Lee
 Joan T. Lehmkuhl
 Alex Leinicke
 William and Michele Lenz
 Steven and Kathryn Leonard
 Christina LeRiche
 Deborah A. Letchworth
 Robert Levy
 Melissa Licata
 Lynn M. Licklider
 Moses Lilako
 Rita C. Linck

Dorothy Long
 Monica M. Lorance
 Paul Lorenz
 Victoria Lorenzen
 Keith Lott
 Steven Luetkemeyer
 Daniel Luna
 J. Roderick and Linda
 MacDonald
 Ismeta Macura
 Audrey E. Maixner
 Bill Malcolm
 Sadeta Malkic
 Ivo Mannarelli
 Ernie Marquez
 Jenna Marshalek
 Bradley Marx
 William Marx
 Terrie Massey
 Ann Mathew
 Joanne Mattli
 John and Janet McCarey
 Dudley and Elizabeth
 McCarter
 Brian McCoy
 Jane McKie
 Alexandra McMaster
 Michael and Marilyn McMillen
 Cheryl Meacham
 Darlene M. Meier
 Clayton Melrose
 Graciel Mendoza
 Cheryl Merkel
 Carolyn Merris
 Eva Mete
 Theresia Metz
 Eric Michaelree
 Debbie Michniok
 Robert Mielziner Jr.
 Lawrence J. Milles
 Leigh Ann Minch-Jones
 Maria I. Miro
 Sally C. Mobley
 Deborah Moll
 Susan Brust-Monroe
 Colleen Moore
 Nicholas Moore
 Pamela S. Moore
 Sharon J. Moran
 Joe Moreno
 Rosemary Moseley
 Donna S. Moser
 Martha Mudd
 Mary K. Muegge
 Stephanie Mueller
 Toni C. Mueller
 Mimi Mulvihill
 Robert Muriel
 Donna Murphy
 Sondra Murray
 Henry and Marge Nations
 Martha D. Neblett
 Darla Neely

Marjorie E. Neiningger
 Joe Nemece
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 Carol Nivens
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 Gregory C. O'Brien
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 Dorothy Olfe
 Janice and Ervin O'Neal
 Joyce Osborne
 Opal Otis
 Jann Outman
 Karen Outman
 Kevan Outman
 Norma Pace
 Rebekah L. Parcel
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 Sheila E. Prusacki
 Angela Pryibil
 Vincent C. Punzo
 Dalia J. Quiroz
 Diane E. Rabin
 Gary and Betty Raines
 Hilda Ramirez
 Heather Ramsey
 Marlene M. Rankey
 Cynthia Redel
 Carolyn Redpath
 Chyrle Reed
 Emily Reese
 Pamela Renick
 John and Roberta Ressler
 Kathleen Reutter
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 Patricia Rogers
 Cindy Rogger
 Brandon Rohlfig
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 Mary Roqueplot
 Richard Rosenthal
 Bill* and Elfrieda Roth-Roffy
 Maynard Rozeboom
 Mildred Rudanovich
 Fikreta Sabic
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 Arthur Seger
 Paula Sensabaugh
 Zigmund D. Serafin
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 Kirk Sheppard
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 Lenore Sherwin
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 Lee Stolzer
 Lisa Stolzer
 Donald H. Streett
 Geralyn Stricker
 Daniel and Mary Stutte
 Paul and Doris Stutte
 Sugar Creek Gardens
 Zachary Sullentrup
 Fred and Deborah Sutton

**Ray Routh, Chaplain Michael Tooley, Reverend Howard Gleason,
 Ruth and Mel Kohl at the Norwood Awards dinner.**



*deceased

Frances Svezia
 Joann Swain-Herr
 Ed Swallow
 Georinna Swearson
 Tara Szymanski
 Nancy L. Talley
 Jimmy Tassin
 Lillian Tate
 Kathleen C. Taylor
 Christina Terry
 Courtney Thomas
 Julie Ann Thomas
 Patricia M. Tice
 Erin Tobey
 Glenda Treadway
 Rachel Trimble
 Enis and Emina Tutundzic
 Mary Uhlenbrock
 Amanda Ulrich
 Judy Unger
 Diana G. Valdez
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 Mary Vance
 Lillian Ventimiglia
 Cristina Vigil
 Carrie Vogelgesang
 Bud Voit
 Diane L. Voit
 Sally Voss
 Betty Wagoner
 Jessica Wallace
 Tamra Walsh
 Kenneth Walters
 James Wampler
 Julia Waterson
 LaTonya Watkins
 Carole Webster
 Jan Weitzel
 Eula Wells
 William and Elizabeth Wells
 Mary Wessel
 Jane Wever
 Shelley Whisler
 Scott and Melissa Whitcraft
 Amy Whiteside
 Alice Whitney
 Pam Whittaker
 LaVonda Whittington
 Tammy S. Wiedner
 Steven S. Wilk
 Mary B. Williams
 Roshell Williams
 Laurel Willis
 Antoinette Wilson
 Maurice Wilson
 Nancy Wind
 Thomas Winkle
 Daniel Wobbe
 Edith Wohldmann



Gloria Jennings, a Bethesda Orchard resident who received services at the Bethesda Senior Therapy Center, works on arm exercises with therapist Debbie Goltschman.

Rich and Dotty Wolf
 Ruthann Wolz
 Marion E. Wood-Smith
 Sabrena Wortham
 Betty Wright
 Thomas and Gayle Wright
 Rick Yehling
 James and Prudence Yerkes
 Yorlum Enterprises, LLC
 Jeanette Young
 Scott Young
 Annelise Zeltmann

In-Kind Gifts

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 C & F Restaurants, LLC
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 Jim Cary
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Coca-Cola Refreshments
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 Adora Frick
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 Hostess
 Suzanne Jaworoski
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 Jilly's Cafe and Steakhouse
 Kay's Cleaners
 Sanna King
 Lee's Famous Recipe Chicken
 The Lodge Des Peres
 LookAfter Hair Company
 The Magic House
 Massage Envy Spa Oakville
 Dorothy L. Morris
 NTB-Tire Kingdom

Oberweis Dairy
 Olympiad Gymnastic
 Paperdolls Boutique
 Peppers Deli & BBQ Company
 Tina Pittman
 Chyrle Reed
 Mary Roqueplot
 St. Louis Times
 Sam's Club
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 Design
 Starbucks
 Sun Farm Food Service
 Swing-A-Round
 Sandy Tegethoff
 Theatre Guild of Webster
 Groves
 Two Doors Down By
 Lindwedel Jewlers
 Viviano's
 Walmart #2213
 Kirkwood-Webster Groves
 Family YMCA

*deceased

Volunteer Groups

2012 Women's Board



Back row, left to right: Inky Ball, Sally Lilly, Ginny Rowe, Susan Krombach, Susan Brinker, Nancy O'Brien, Judy Bass, Sue Bahle, Lorraine Magee, Pat Kapsar, Kathy Joslin, Joan Bayer, Erle Lionberger, Jane Hughes, Marian Desloge, Lydia Meier

Front row, left to right: Ann McCandless, Jane Bryan, Audrey Smith, Patricia Bushman, Julie Poelker (Treasurer), Barbara Clements (President), Mary Sertl (Membership Chair), Dorothy Harper, Susan Goodman, Sue Voorhees

Not pictured: Carroll Baechle, Florence Baur, Jean Bouchard, Sharon Burhardt, Martie Dille, Lorene Drews, Carol Gaskin, Suzanne Harbison, Mary Harris, Juanita Hinshaw, Susan E. Logie, Dessa Morrow, Fran Stuhl, Amy Trau, Joyce Ulrich, Georgee Waldman, Joan Whitford

2012 Advisory Board



Back row, left to right: Tom Bayer, Sally Lilly, Dale Meier, Gary Mayes, John Rowe, Earl Dille, Harry Kennedy, Jim Mills, Earle Harbison, Bob Drews, Jim Sertl, Joe Brinker, Steve Woodard

Front row, left to right: Peter Krombach, Betty Sims, Cathy Reiss, Franc Flotron

Not pictured: John Baird, Bob Barrett, Ben Edwards, Jim Esther, David Fleisher, Juanita Hinshaw, Ruth Kohl, John McClure, Subodh Mehra, John Norwood, Jackie Shillington, Joan Whitford

Volunteer Groups

Legacy Society Executive Committee



Back row left to right: Joe Brinker, Joe Birk, Joan Culver, David Culver, Earle Harbison, Jr., Tom Collins, Joan Bayer, Tom Bayer, Ginny Rowe, John Rowe, Mary Sertl, Jim Sertl

Front row, left to right: Bob Drews, Lorene Drews, Jack Lilly, Sally Lilly, Susan Goodman

Not pictured: Ken Bower, George and Barbara Clements, Earl and Martie Dille, Jim and Ellen Esther, Harris Frank, Bob Kane, Fred and Ida Perabo

Bethesda Dilworth Auxiliary



Marie Zucchero, Vice President; Charlene Zinkl, President; Theresia Metz, Volunteer Coordinator; Peggy Kirkwood, Retiring President

Not pictured: Maud Jeanty, Secretary

Bethesda Meadow Auxiliary



Bob Morris; Janice Surti; Ruth Kohl, President; Emily Lankau, Secretary; Mary Ellen Pfeifer; Betty Bohling; Fran Burns, Vice President; Sharon Waddell; Ann Bruschi; Faye Compton; Rachel Stricklin; Darla Neely, Volunteer Coordinator

Meet the Management Team

Joseph J. Brinker

President and
Chief Executive Officer

R. Kenneth Bass, Jr.

Senior Vice President,
Senior Living

Larry D. Hickman

Senior Vice President,
Administrative Services
and Chief Information 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

Pamela E. Dempski

Corporate Vice President and
Director of Fund Development

Amy J. Trau

Corporate Vice President,
Home and Community
Based Services

Timothy L. Vosse

Corporate Vice President and
Chief Financial Officer

Christine E. Crouch

Vice President and Senior Administrator

Michelle M. Glass

Vice President and Director,
Bethesda Senior Support Solutions

Martha E. Schenk

Vice President and Administrator

Muriel C. Van Oordt

Vice President and Senior Administrator

Jeffrey R. Waldman

Vice President and Director
of Marketing

Meet the Board of Directors



Thomas R. Collins
Chairman of the Board,
President and Chief
Executive Officer at
Northern Trust Company
of Missouri.



Marian F. Clifford
Board Secretary, civic
leader and Board
Member of the Charless
Foundation.



John W. Rowe
Vice Chairman of the
Board and former
Bethesda President and
Chief Executive Officer.



Kenneth J. Bower
Principal at Moneta
Group, LLC.



Joseph J. Brinker
President and Chief
Executive Officer of
Bethesda Health Group.



George W. Clements, Jr.
Retired family
business owner and
former President at
Midtown Medical
Center Redevelopment
Corporation.



Joseph E. Birk, Jr.
Board Treasurer, retired
attorney and executive
at Ameren UE.



David M. Culver
Retired banking and
insurance executive.



Thomas J. Harris
Executive Vice President
of MMS—a Medical
Supply Company.



Richard C. Mueller Jr.
Principal at Bopp Chapel.



Philip A. Hutchison
Retired Senior Vice
President of Human
Resources at Emerson
Electric Company.



Fred H. Perabo
Retired Director of
Community Affairs at
Ralston Purina Company
and former President at
Metropolitan Association
of Philanthropy.



Kenneth J. Kolkmeier
Retired President of
Nooter Construction
Company.



Susan G. Moore
School teacher, civic
leader and Board
Member of the Charless
Foundation.

Financial Report

Bethesda Health Group has been caring for St. Louis seniors since 1889, and never have our employees, volunteers and board members had reason to be any prouder of our ability to serve those seniors truly in need than right now.

The commitment and diligence in doing whatever is needed for our residents and the senior community wherever they call home continues to exceed any expectations, as evidenced by the awards we have earned from St. Louis agencies and national organizations.

And this past year, through the incredible generosity of our donors and perseverance of the Bethesda Health Group Foundation, we have been able to offer more than \$11.5 million in Humanitarian Care support. As we've stated before—you will likely find it rare for a non-profit organization of our size to make a commitment of this magnitude.

We are honored that the legacy and mission of the Charless Foundation is still present throughout Bethesda despite the closing of The Charless Home. This legacy is most evident in our Charless Village campus in South County.

We are heartened by the commitment shown by the Bethesda Health Group "family"—both in minimizing expenditures and continuing to support the Foundation's efforts to ensure that no resident will be forced to leave a Bethesda community because they outlived their means.

One of the important components of the Bethesda mission is maintaining financial strength. The organization has a strong and sound financial footprint, with net assets in excess of \$41 million.

We at Bethesda continue to:

- Expand our care and service offerings
- Make needed capital investments
- Implement technology advancements for residents and staff
- Recruit and retain caring and compassionate employees

The following data, totaled for the 2012 fiscal year, offer a glimpse into the care and services we provide to our residents, their families and the general public:

Skilled Nursing days	231,266
Inpatient Rehabilitation and Therapy days	30,874
Home Health visits	11,991
Senior Support Solutions visits	41,577
Hospice Care days	19,909
Meals on Wheels delivered	28,250
Capital Improvements Expenditures	\$4,307,180
Bethesda Employees	1,150
Bethesda Volunteers	900
United Way and other Community Charities	\$79,640
Money raised for "Hearts for our Homes" employee campaign	\$63,500

**Bethesda Health Group, Inc.
and Affiliates
Combined Statement of Operations**

Year ending June 30, 2012

Revenues

Net service revenue	\$59,431,403
Other revenue and gains	4,833,649
Contributions	1,011,810
Total revenues	<u>65,276,862</u>

Expenses

Professional care	28,258,632
Dietary services	7,685,928
General services	8,500,213
Administrative services	12,542,930
Employee health and welfare	3,522,848
Depreciation	7,517,843
Interest	3,498,087
Provision for bad debts	431,160
Total expenses	<u>71,957,641</u>

Humanitarian Care

The amount of charity care that Bethesda provided to hundreds of deserving seniors who lacked the financial resources to pay established rates was larger than ever.

For the fiscal year ending June 30, 2012, total uncompensated charges related to services was \$11,542,000, an increase of more than 21 percent (\$2 million) in charitable support from the previous year. This total takes into consideration the unreimbursed charges of Medicare and Medicaid that Bethesda incurred for the services we provide to our seniors.

And with net assets exceeding \$41 million, Bethesda continues to offer a strong and stable financial environment for our residents, their families and the community.

**Bethesda Health Group, Inc.
and Affiliates
Combined Balance Sheet**

Year ending June 30, 2012

ASSETS

Current assets

Cash and cash equivalents	\$ 3,606,001
Assets limited as to use	388,868
Accounts receivable	3,151,481
Other current assets	2,246,923
Total current assets	<u>9,393,273</u>

Assets limited as to use, net of amount required to meet current obligations 69,563,602

Property, plant and equipment, net 104,629,477

Beneficial interest in trusts 864,772

Other assets 854,056

Total assets \$ 185,305,180

LIABILITIES AND NET ASSETS

Current liabilities

Current maturities of long-term debt	\$ 1,005,000
Accounts payable	1,268,853
Accrued expenses	4,478,177
Other current liabilities	2,641,243
Total current liabilities	<u>9,393,273</u>

Long-term debt, less current maturities 75,425,000

Life residents' fees 36,543,180

Other liabilities 22,376,012

Total liabilities 143,737,465

Net assets 41,567,715

Total liabilities and net assets \$ 185,305,180

Donate Today!





Thank You for All You Do!



Ding-a-Ling Singers at Bethesda Dilworth



Bethesda Hospice Care volunteers



Shirley Powers (standing) and Billie Houk attend fellow Bethesda Orchard resident Bea Davidson's 100th birthday party.



Bethesda Meadow residents, volunteers and staff, as well as area first responders, celebrate Veterans Day.



Bethesda Gardens resident Pat Graf participates in Wii bowling competition.



(far left) Volunteers from Charless Village, which includes Bethesda Southgate, Assisted Living at Charless Village and the Bethesda Rehab & Therapy Center at Bethesda Southgate

(left) Bill DeWitt III, President of the St. Louis Cardinals, with Bethesda Barclay House resident Toni Breihan at the Fall Legacy Society Luncheon.

Community Care and Celebrations

Sherry Deery, an RN case manager with Bethesda Hospice Care (right) and CNA Monica Fry provide care to Bernice Raebel, a former resident at Bethesda Meadow.



Bethesda Terrace resident Ginny Mattlage, and Bethesda Terrace employee Casey Gerhard.



Bethesda Dilworth resident Suzanne Troutman with Fredbird during the annual "Opening Day" celebration.



Tom Miskle, Executive Director of Medicare Services, and CherRae Shanley, IT Applications Administrator, participate in the 2012 "Hearts for our Homes" fundraising campaign.



Members of the Bethesda Terrace Dining Services team show off desserts at the Strawberry Festival.



Joyce and John Clemens take a walk as (left to right) Jackie Gable, Susan Goodman, Art and Carol Oppenheim and Georgeann Gaebe, fellow residents at The Oaks at Bethesda, enjoy a beautiful day.



BETHESDA

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) 372-5839

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

ASSISTED LIVING

Charless Village
5943 Telegraph Road
St. Louis, MO 63129
(314) 606-9891

BETHESDA SKILLED NURSING COMMUNITIES (including memory care, rehab and therapy and respite care)

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

Adult Day Care at Bethesda Dilworth
9645 Big Bend Blvd.
Oakland, MO 63122
(314) 446-2103

Adult Day Care at Charless Village
5943 Telegraph Road
St. Louis, MO 63129
(314) 846-2003

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

Bethesda Senior Support Solutions
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) 446-2122

Bethesda Rehab & Therapy Center at Bethesda Southgate
5943 Telegraph Road
St. Louis, MO 63129
(314) 846-2001

St. Andrews & Bethesda Home Health
8175 Big Bend Blvd.
Suite 150
Webster Groves, MO 63119
(314) 218-2600

Bethesda Senior Outpatient Therapy Center
8175 Big Bend Blvd.
Suite 130
Webster Groves, MO 63119
(314) 218-2610

Meals on Wheels
Bethesda Dilworth
(314) 968-5460, ext. 5410
Bethesda Southgate
(314) 892-1124



Bethesda Health Group is a nonprofit organization that creates supportive and caring lifestyles for St. Louis-area seniors with an equal focus on superior quality and value. Bethesda Health Group does not discriminate on the basis of race, color, religion, gender, national origin, sexual orientation, disability or age in admission, treatment or participation in its programs, services and activities, or in employment.