

BETHESDA HEALTH GROUP I REPORT TO THE COMMUNITY 2013

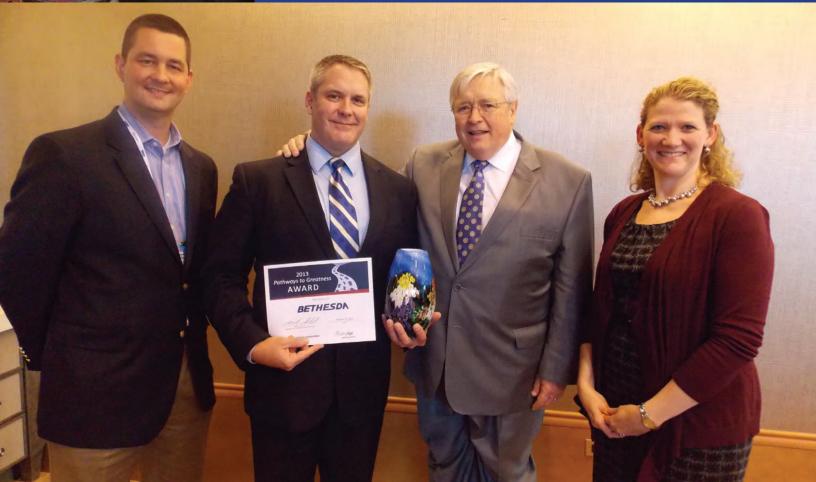


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Table of Contents

A MESSAGE FROM JOE	. 3
AN ILLUSTRATED LIFE	.4
GOING STRONG	. 6
ONE MORE MISSION	. 8
CELEBRATING LIFE	10
BACK TO BASICS	12
GOOD ADVICE	14
SMART MOVES	16
2013—AN AMAZING YEAR!	18
MAKING IT EASY TO HELP	20
HONOR ROLL OF DONORS	21
VOLUNTEER GROUPS	27
MANAGEMENT TEAM	29
BOARD OF DIRECTORS	30
"SATISFACTION IS OUR GOAL"	32
YEAR IN PHOTOS	34



(below) Bob Morris (left) and John Rowe were recipients of LeadingAge Missouri awards in 2013.

(bottom) Joe Brinker accepts the Pathways to Greatness Award from LeadingAge President and CEO Larry Minnix (third from left) and representatives from CliftonLarsonAllen.







A SOURCE OF great pride for me is the ongoing efforts made by the entire Bethesda team toward providing exceptional senior care and services. Bethesda's vision for the future is to foster successful aging through compassion and innovation, and in 2013 our journey toward this vision was

validated through our clinical outcomes, increased independent senior living occupancy and numerous accolades.

We earned significant national recognition within our industry when we were named the 2013 "Pathways to Greatness" award honoree! CliftonLarsonAllen, a national CPA, consulting and advisory firm, and LeadingAge, a global network of 6,000 non-profit aging services organizations, sponsor the nationwide initiative, which is aimed at identifying traits of high-performing organizations (like Bethesda) so that other providers can learn from and capitalize on proven best practices. We are one of only seven organizations nationally to have been honored with this prestigious award since 2007.

Additionally, Bethesda was once again recognized by the St. Louis Business Journal as one of the "Best Places to Work in St. Louis," a proud testament to Bethesda's goal of becoming a regional employer of choice in aging services.

Bethesda received the St. Louis Regional Chamber's inaugural "Arcus Award for Educational Attainment" for our strong commitment to advance employee education and training, which includes our collaboration with St. Louis Community College, our "School-at-Work" and "LPN to RN" programs, and our generous tuition reimbursement policy.

Bethesda also earned its second consecutive "Spirit of Innovation" award from Lincoln Healthcare this one feted our Geriatric Care Management program, for dedication to improvement, development of best practices and commitment to success.

Two of our own, John Rowe and Bob Morris, received top accolades from LeadingAge Missouri, our statewide professional organization. John, retired President & CEO of Bethesda, received the prestigious **"Award of Honor,"** which honors an individual whose contribution to the field of senior services is exceptional, exemplary and has a state-wide impact. Bob received the "Volunteer of the Year" award for his significant volunteer service and his commitment to preserve the dignity and well-being of Bethesda residents. In addition, Bob's commitment to preserving the legacy of our resident Veterans is unmatched!

Bethesda continues to pursue innovative practices and technologies that will allow older adults to age successfully, and we invest heavily in renovating our communities to provide our residents with a comfortable living environment that they are proud to call home.

Our wellness initiatives explore ways for participants to incorporate healthy living activities into daily routines to prevent illness and promote independence. Participation in these initiatives has exceeded expectations; in its first year, 75% of Senior Living residents participated, and the program continues to grow!

The popularity of our Senior Support Solutions and Geriatric Care Management programs continue to expand our ability to serve the needs of our residents and seniors throughout the St. Louis area. We proudly share our quality outcomes with local hospitals to demonstrate our value as a partner in caring for seniors after a hospitalization.

Yet we will never waver from our commitment to give back to our community. We annually partner with Meals on Wheels to provide tens of thousands of meals to area seniors. We continue to be a proud supporter of the United Way campaign, and have provided more than \$13 million in charity care and financial assistance through the Bethesda Health Group Foundation to help residents whose assets have been depleted.

The willingness of our employees, volunteers and supporters, especially our own residents and their families, to commit to this level of support touches me greatly, and we are so very appreciative of your generosity.

I'm extremely proud to lead an organization with as much success and promise as Bethesda, especially as we move into 2014 and the celebration of our 125th anniversary! Thank you for your continued support, and please enjoy the articles and organizational milestones that made 2013 a year to remember.

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

Creative, talented and passionate:

Al Schweitzer's Illustrated Life

IF THE MEASURE OF A MAN can be found in the sheer volume of his work and range of his interests, Al Schweitzer dwarfs most.

In the early 1940s, the young enlistee turned the shouting-drilling-and-marching of Marine boot camp into a humorous illustrated booklet sold in the PX for 25 cents. It sold upwards of 10,000 copies in the first week. Upon returning home, he captured the history of St. Louis in a folded poster and drew his way into another hot-selling piece where his artistry brought life to the city's chronologic history. He founded Rivercity Publishing Co., which printed and sold more than 60,000 copies.

He used his artistic talent to add real dimension to stories and the news of the day. From advertising illustrations to nationally syndicated news editorial cartoons, Al's sharp wit and smooth hand earned him an award from the Catholic Press Association while also some criticism for his images depicting racial acceptance during the deeply divided racial debates of the 1960s.

At the height of his career, Al worked at the *St. Louis Post-Dispatch*, creating editorial cartoons and daily adaptions of the famous front-page Weatherbird. Al's work ultimately crossed the thresholds of more than 300,000 St. Louis homes and businesses every day (and 500,000 on Sundays).

According to an article in the March 24, 2013 St. Louis Post-Dispatch, "the Weatherbird cartoon, the daily front-page icon of the St. Louis Post-Dispatch, still reigns as the longest continuously running comic strip in U.S. newspapers." Only six cartoonists have drawn the bird since its creation in 1901, and according to Al, "every artist develops his own bird. I liked to draw happy birds, often with a cigar...I thought the cigar made my bird a little saucy."

The current Weatherbird cartoonist, Dan Martin, admires Al's artistic talent. "The quality of his line and overall ability is just outstanding." With that said, Dan stresses the quality of Al's character over his remarkable talents. "He's one of the classiest people I've ever met. He's the most refined, educated guy and as the one who gave me a shot right as I came out of college, I will be eternally grateful," he says.

This 92-year-old Bethesda Barclay House resident clearly loved his work. On a recent visit to the St. Louis Mercantile Library to review his 900-plus piece archive, he jokingly referred to the pieces as "his children." While clearly a large part of his life was spent with pen in hand, Al credits family and friends with the real reason he enjoys life and has been blessed with longevity.

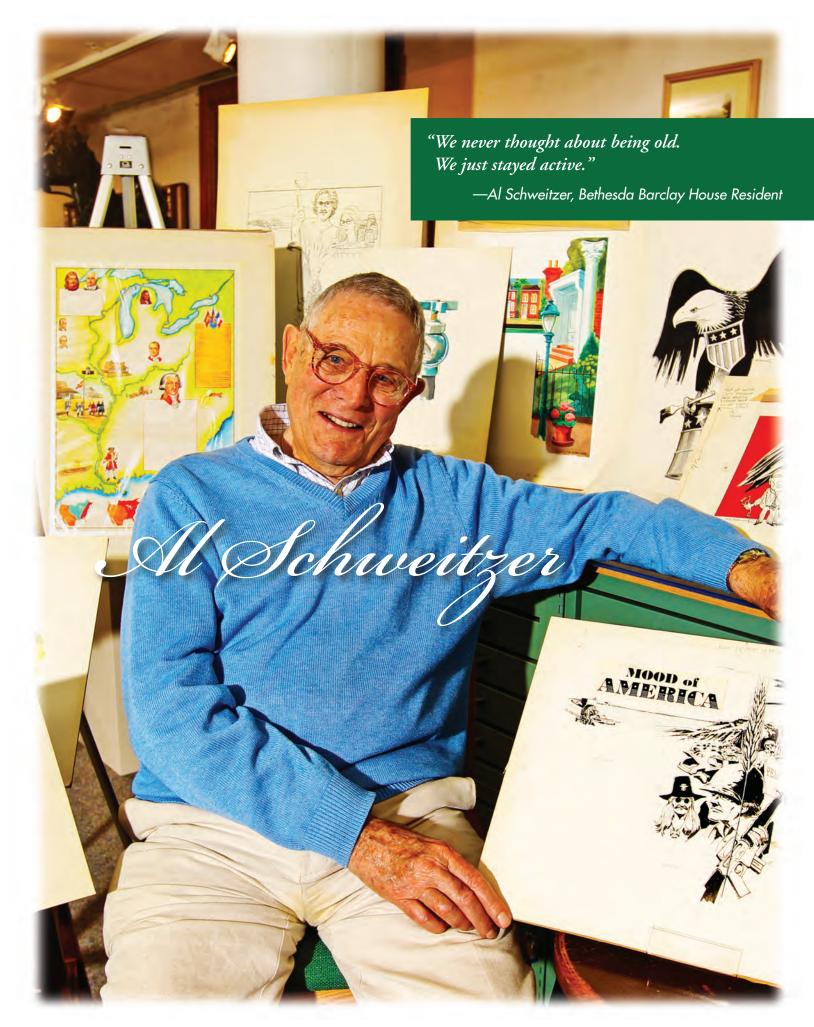
His late wife Hélène, to whom he was married 66 years, seems to have been a good partner for a man with many interests. "We never thought about being old. We just stayed active," he says. They traveled extensively, enjoyed the opera and raised two boys. One passion they did not share was Al's love of sailing. "She hated it," he laughs.

"As a child, my father took us after church on Sundays to different places all over St. Louis. One day, it was Creve Coeur Lake, where the Boy Scouts were taking people out on sailboats. I was hooked!" What might have been a hobby for some turned into a side business (he sold custom sailboats) and competitive sport (racing on Lake Carlyle) for Al, who sailed until his mid-70s.

After his wife died, he moved to live with his son and family in Georgia. "That was nice, but I really missed my friends and life in St. Louis. Friends are very, very important," Al says.

He says he never made a self-portrait. One might imagine it would have captured him on a 13.5-foot racing boat, surrounded by Hélène and the boys, pen in one hand, tiller in the other and an American flag atop the mainsail.

Note: Special thanks to Valenda Curtis, Assistant Curator at the St. Louis Mercantile Library, for maintaining hundreds of Al's illustrations and hosting our photo shoot.



ma Bethesda seniors overcome obstacles and remain active

SEVERAL YOUNG MEN in their early 20s sneak quick peeks over to the other end of the gym during lulls in the action of their game of pick-up basketball. There stands Elizabeth Herring, perfectly balanced on her left foot as she raises and grabs her fully extended right foot by her toes at shoulder height. She's old enough to be their grandmother. Maybe even great-grandmother.

"Can you do five or six more of those," asks the photographer.

"Of course," Elizabeth replies with a smile while holding the stretch for several seconds.

What the basketball players don't know is that Elizabeth is 87 years old, and had her hip replaced less than a year ago.

After surgery, Elizabeth spent three weeks in rehab at Bethesda Dilworth, followed by home care from St. Andrews & Bethesda Home Health. She said the



Bethesda rehab staff was encouraging and helped her quickly get back to the active lifestyle that she has enjoyed all her life. And Elizabeth is somebody who takes her wellness seriously.

A St. Louis society girl and member of a prominent Ladue family, Elizabeth took a path in life that few of her fellow debutantes could imagine.

"I ran away to the circus, then I ran away from the circus and married a cowboy," she said, succinctly summing up her whirlwind 20s.

She left behind her East Coast boarding school education and formal training at the American School of Ballet in New York City to join the Ringling Bros. Barnum & Bailey Circus. After touring the country for three years, she bumped into a cowboy in a Wyoming saloon and immediately fell in love. She married her cowboy and raised three children with him on their 520-acre family farm in Pike County, where they lived for more than 50 years. After her husband passed in 2005, she moved into a condo in Brentwood and went right back to the circus, sort of. At the tender age of 80, Elizabeth celebrated her birthday by performing a trapeze act at the City Museum.

Elizabeth is one of the many examples of vibrant seniors who live active and fulfilling lives—with a little bit of help from Bethesda.

DICK CORBET, 76, has not always been a role model for wellness and an active lifestyle. Through a long and successful career as an executive and consultant in the food industry, including stints at Ralston Purina and 7-Up, Dick said his wakeup call came after a routine visit to his primary care physician.

"I was having trouble digesting, and my doctor ran me through the works. He sat down with me

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and told me that my stomach, heart and lungs were all covered in fat. He said I was a heart attack waiting to happen," Dick said.

With exercise and diet, Dick lost 70 pounds in seven months. His wife passed three years ago but when she was diagnosed with Lou Gehrig's disease, Dick started attending his local YMCA to build up his upper body strength so he could take care of her.

Then came the total hip

replacement. Dick finally decided to take care of his hip, which had been bothering him for years, and underwent surgery in August 2012.

When he began his rehab at Bethesda Meadow after the surgery, he had an aggressive goal. Dick had registered for a 5K charity walk before his surgery. It was 52 days away. "Is there any way you guys can get me in shape in time?" he asked.

"They told me, 'Well, you'd be nuts to try it. But if you think you can do it, we'll work with you on it."

Dick completed his 5K just 52 days later, with a time of 1:09:05. And he cut that time down to 57:27 at his next 5K held in July 2013.

UNLIKE ELIZABETH AND DICK, Nancy

LaTourette has been able to avoid major injuries or stints in rehab. But it's not for a lack of dangerous physical activity.

The 85-year-old resident at The Oaks at Bethesda, who also volunteers at Bethesda Dilworth, is a lifelong equestrian who still rides every week.

"I have gone off the horses a lot of times, but I've been very lucky," she said. "No broken bones. I have never so much as broken an arm or a finger."

Horses came into her life at an early age—as a 10-year-old Girl Scout trying to earn a riding





badge—and never went away. While she didn't get a pony as a child—no matter how many Christmas or birthday gift lists she put it on—Nancy went to school at Stephens College in Columbia, Mo., simply because they had an equestrian program. And when her own daughter Suzy was 10 years old, Nancy made sure that she got riding lessons. After getting her daughter hooked on riding, Nancy said it was only a matter of time before she asked, 'Do you think Dad will buy me a horse?'

It was 1971 when the LaTourettes finally welcomed their first horse into the family: a black gelding named Last Chance.

After a lifetime of riding, Nancy said it still gives her the greatest joy to sit in the saddle and ride over trails, as she does with her niece every Saturday. And she, like Elizabeth and Dick, will keep going strong as long as she's able.



Bethesda Veterans Take Honor Flight to D.C.

IT' HAD BEEN 67 YEARS since Leon Golfin served in the U.S. Navy Air Force, but on Sept. 24, 2013, the Bethesda Barclay House resident was taken back to his days as a Lieutenant during World War II.

Leon was one of several aboard the Greater St. Louis Area Honor Flight, a one-day experience that sends veterans to the National World War II Memorial in Washington, D.C. He was accompanied by his daughter Jane Hake, a history teacher in the Lindbergh School District.

"It was more than I expected," Leon said. "It was not only emotional and heartwarming, but I saw two people there I hadn't seen in many years."

Since its inception in 2005, the Honor Flight Network has flown more than 98,500 veterans to D.C., free of charge. For the organization and its founding members, it's a small way to thank the men and women who put their lives on the line for our country.

Bethesda's communities are privileged to be home to a number of these participants, including Bethesda Meadow resident George Steiger, Bethesda Terrace residents Joan Pavlovic and Lincoln Kreuzenkamp, and Bethesda Barclay House residents Jack Lilly, Al Schweitzer and Jim Nouss, in addition to Leon.

The Barclay House foursome have known each other for just a short time, but their stories and experiences give the impression that these men have been lifelong friends.

Aside from all serving in aviation-type roles during World War II (either through the Navy, Air Force or Marines), the men grew up in or around the St. Louis area.

Their education pathways took them to some of the best colleges in the country, including the University of Illinois, Georgetown, Princeton and Washington University; from there, they pursued careers in the fields of chemical engineering, law, sales and marketing, and artistry.

While life experiences have all shaped these men in different ways, a common bond has been service for their country. Perhaps it is that loyalty and duty that motivated them all to take the Honor Flight.

For these veterans, the trip meant more than visiting memorials dedicated to honoring their service. It was an opportunity to reflect on their experiences some 60-odd years ago, and pay their respect to those who made the ultimate sacrifice.

Leon said his group received a warm reception everywhere they went in D.C.

"People cheered and welcomed us with signs, cards and hugs," he said. "And everyone from young children and active duty military thanked us for our service."

From a military line-up to an avenue of flags, the Honor Flight Network goes above and beyond to make their gratitude for veterans known.

"There was definitely a feeling among us that we were just doing our job," Leon said. "We were in the war, we were told what to do and we did it. Most of us didn't feel we were heroes, but it was heartwarming to get recognition."

This is something that Jann Outman, medical driver for Bethesda Orchard, knows very well.

Jann began volunteering for the organization after accompanying her father, Max Igleheart, on an Honor Flight in March. "I was so impressed with the operation that I wanted to do something," she said. She also volunteers for the USO and has a son and daughter in the Army.

Jann arrives at the airport at 3 a.m. twice a month to handle paperwork for those participating veterans. After the flight, she sends handmade cards to each veteran, thanking them for their service.

"The whole experience is so awesome, and I'm just happy to help an organization get the word out to our surviving veterans about the Honor Flight," she said.

If you are a veteran interested in the St. Louis Honor Flight, please visit www.gslhonorflight.org or call 636-230-2466 to learn more. BATTLE OF MIDWAY JUNE 4-7, 1942 HAD NO RIGHT TO WIN. VET THEY DID, AND IN HEY CHANGED THE COURSE OF A WAR_EVEN AGAINST ST OF ODDS, THERE IS SOMETHING IN THE HUMAN SENSE END OF SKILL, FAITH AND VALOR-THAT CAN LIFT LERTAIN DEFEAT TO INCREDIBLE VICTOR

> "Most of us didn't feel we were heroes, but it was heartwarming to get recognition." —Leon Golfin, Bethesda Barclay House Resident

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ating A partnership of perseverance

VIRGINIA BENSON IS FIGHTING breast cancer. Her husband, George, is in the late stage of Alzheimer's disease. Yet Virginia's assessment of her life? "I feel truly blessed," she said. "Our life together has been a glorious adventure."

It's an adventure that is still unfolding. And while it may not be the course they would have charted, Virginia and George are persevering, together—just as they have for the past 20+ years. The couple are residents at Bethesda Orchard in Webster Groves and have packed a lot of living into their marriage: traveling extensively throughout the world; patronizing the arts, especially music; and hosting countless dinners and parties at their homes. Along the way, they have amassed a treasure trove of memories.

Virginia is grateful for those memories and loves to recount the varied experiences they shared. However, she doesn't dwell in the past. She is focused on the "here and now," and sustaining an enjoyable and meaningful life for herself and her husband. It's a mission becoming increasingly difficult as the couple battles two diseases, along with the inevitable effects of aging. Virginia, however, refuses to be defined by circumstances or illnesses. "I am not simply a caregiver, or a cancer survivor for that matter; and George is not simply an Alzheimer's patient," she states emphatically.

What they are is a couple, still in love and enjoying each other's company. While so much has changed, the important things remain the same. George's affection for his wife is apparent and sweet; and Virginia remains devoted to her husband, fiercely determined to make sure he's getting the most out of life.

Their union has always been a partnership of equals. That may be a result of their marrying later in life. Before their meeting, the couple led full, separate lives. George was a noted psychoanalyst—helping hundreds of patients throughout his almost 50 years in practice. He raised three children with his first wife, Anne. Virginia is a writer and worked primarily for nonprofit organizations in St. Louis, including St. Louis Public Radio, the Episcopal Diocese, and the Opera Theater of Saint Louis. She also had three children with her first husband.

The couple met in the early 1980s and became friends. Later, they performed in musicals together at church and other venues. After George's wife passed away in 1988, the couple's friendship blossomed, and they were married in 1992. George was 67 and Virginia 56. They were a perfect match. Virginia brought out George's more social side, and he helped her tap her inner calm.

After their wedding, they moved into an historic Victorian house in Soulard where, for the next 14 years, they lovingly restored it and lived life to the fullest under its roof.

The finished product was not just a gorgeous showcase but a true home—for themselves and their numerous friends and acquaintances. "We created a place where people not just felt welcome, but comfortable a place where they could relax and be themselves," says Virginia.

In 2004, George was diagnosed with Alzheimer's. Around this same time, the couple decided it was time to leave their beloved house in Soulard and move into a condo. They found the perfect unit in the Edison building in downtown St. Louis, and moved there in 2005.

During the early stages of George's disease, they participated in a pilot art therapy program connected with the Alzheimer's Association's Project Esteem. Virginia met and developed a strong bond with other spouses and they formed an "alumni" group—a support system that is still in place for her.

The couple remained in their condo until March of 2013, when they moved to Bethesda Orchard. One of the main things Virginia appreciates about living at Bethesda is being surrounded by people who have a genuine understanding of what she is going through—both her own battle with cancer and with George's condition.

Their life together now is simpler, quieter. They enjoy the expansive grounds and the beautiful gardens at Bethesda Orchard. They still venture out to museums and shows, and George loves to accompany Virginia to church choir practice. The slower pace provides her with ample time for reflection and appreciation for all she and George continue to share together. "George and I know how lucky we were to have this second chapter in our lives. And there is more still to come."

-Virginia Benson, Bethesda Orchard Resident

Virginia and George Benson

K to Basics

Tech education program helps Bethesda residents conquer the computer

IN TODAY'S EVER-CHANGING

WORLD of technology, users are often faced with learning, adapting and re-learning how to operate their latest electronic gadgets, all the while on the lookout for the next improvement.

For those who lack experience in handling even the most common form of technology—the computer—it can be overwhelming and confusing.

Thankfully, in the case of Bethesda residents, they have Harris Frank.

Harris, a resident at Bethesda Barclay House in Clayton, found himself in a technology black hole several years ago. He was frustrated with constant computer problems, and found a Washington University student to help him sort out his tech issues. Coincidentally, the student ran a program aimed at helping seniors navigate computers. Harris wanted to bring something like that to Bethesda, and began exploring ways to do so.

Fast-forward to 2013. All of his hard work paid off: He introduced the *Computer Comfort* program to his fellow residents at Bethesda Barclay House and then at Bethesda Orchard in Webster Groves.

"I believe that older people, and I am certainly one of them, miss an awful lot because we are scared to death of computers," explains Harris. "We think that if we hit the wrong key, everything will disappear."

The *Computer Comfort* program is designed to change that belief, with the assistance of members of the Alpha Kappa Psi Fraternity from Washington University's Olin Business School. The business students lead the hands-on, basic computer skills sessions.

Mahendra Gupta, Dean of the Olin Business School, recognizes the many benefits from the student-senior interaction. "Our students are empowering older adults to connect and communicate more effectively with the world and with their loved ones using technology," he said. "At the same time, our students are using their own ability to make a difference.



The program is split into five sessions, with each session exploring one particular topic. For example, the first session, "Getting the Computer Started,"

teaches seniors how to turn a computer off and on, log in, connect to the Internet, and use URLs and search engines. The next four sessions dive into Internet safety, setting up email accounts and using folders. Twelve to 15 seniors are enrolled in a session.

Tamlin Blackwell, a Bethesda Orchard resident, is an "old-fashioned IBM user" and grateful for the assistance the students provide in explaining the ins and outs of using a PC. "Truly, I went to the classes expecting to be bored and not return," she says. "After seeing the pleasant arrangement in the classroom and the competence of the students assisting and teaching us, I found it such a pleasure that I returned for all of the classes."

Marty Holland, the Computer Comfort resident liaison for Bethesda Orchard, is extremely hopeful that this program will finally bridge residents with technology. "Seniors are so in need of the basics when it comes to computers and this class provided those for our eager students."

"So far, it's certainly achieved all that I hoped for and a little bit more," explains Harris. He envisions the program to go far within the Washington University community. "Dean Gupta and Associate Dean Steven Malter are poised to take it as far and fast as the kids want to. I'm hopeful that in 2014 we will be able to schedule the program at two or three more senior communities."

"Our students are empowering older adults to connect and communicate more effectively with the world and with their loved ones using technology."

> —Mahendra Gupta, Dean of the Olin Business School

Computer Comfor

Good Advice

And a helping hand. The Geriatric Care Management program helps seniors and families know their options and make decisions.

JANET MULROY'S KIRKWOOD HOME

is brimming with memories from her recently deceased mother, Suzanne Wright.

An antique hutch sits in the living room, its shelves full of family mementos such as an engraved metal invitation for the Veiled Prophet's ball circa late 1920's and a photo of her parents on their wedding day, May 1, 1943. In the adjacent dining room is a table that seats 13, custom-made at the former Lammert's Furniture. Janet is one of nine children.

And in the back corner of the house, hanging on a wall above a small table, hangs a reproduction of "Luncheon of the Boating Party," an 1881 painting by French impressionist Pierre-Auguste Renoir. Her mother was a life-long lover of the arts, and that painting had always been her favorite, Janet said.

It was the same painting that hung in her mother's apartment at Bethesda Gardens in Kirkwood, where Suzanne had been a resident since 2009. Suzanne loved that apartment, Janet said. The walls were painted her favorite shade of blue, and she was surrounded by the things she enjoyed.

After her mother's health started declining in March 2012, Janet said the ability for her mother to remain in her apartment made a big difference in the quality of life in her final days. Suzanne passed on Feb. 20, 2013.

"We were able to keep her where she had made a lot of friends so that, when she was able to be social, she was surrounded by people, she could get to the dining room or have visitors there," Janet said. "Moving her at that point in her health and age would not have been ideal." Her mother was able to remain in her beloved Bethesda Gardens apartment thanks to Bethesda's Geriatric Care Management program, a service offered through Bethesda Senior Support Solutions that benefits residents and members of the community by providing free counseling and coordination of care.

When staff members at Bethesda Gardens realized that Suzanne's health was starting to decline, they got in touch with Chandelle Martel, Bethesda's Geriatric Care Manager and one of a few certified professionals in St. Louis who specialize in coordinating and planning care for seniors.

After consultations with Suzanne and her family, a team from St. Andrews & Bethesda Home Health started providing therapy and home care. Janet worked with Chandelle to transition the care over to Bethesda Senior Support Solutions once Suzanne's coverage under home health lapsed.

"Chandelle spent a lot of time with me and my siblings explaining the options we had and what things we should have in place, conversations we should have with our family," Janet said. "We started talking to her 18 months before my mom passed away. And she just gave us good direction through the whole process."

After Suzanne received a terminal diagnosis from her physician, she continued with Bethesda Hospice Care until she passed away. Janet's goal had been achieved—Suzanne had been able to stay in her apartment, with her beloved Renoir painting and walls painted in her favorite shade of blue.

For more information about the Geriatric Care Management program, please call Bethesda Senior Support Solutions at (314) 963-2200.

"Chandelle spent a lot of time with me and my siblings explaining the options we had and what things we should have in place, conversations we should have with our family."

—Janet Mulroy

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New Senior Support Solutions wellness program finds fans at Bethesda

IF YOU NOTICE BETHESDA SENIORS

walking around with a little extra pep in their step, it may be thanks to "Smart Moves," a new wellness program that started at Bethesda Orchard and is expanding to all of the senior living communities.

The new program was inspired by a resident survey that revealed plenty of interest in physical exercise and healthy living topics.

"We have a lot of treatments and therapy options, but we really wanted to give our seniors a way to get active and prevent the falls and injuries proactively," said Amy Trau, Senior Vice President, Healthcare Services.

Bethesda Senior Support Solutions teamed with RehabCare and hired Amanda Joggerst as a full-time wellness coordinator to oversee the new program.

Amanda is uniquely qualified to lead Bethesda's new wellness program. She has a bachelor's degree in exercise physiology from Southeast Missouri State University and has been working exclusively with seniors for five years. She is also certified as a senior fitness instructor.

But that's only part of the story.

"Amanda is absolutely the perfect person for this position," Amy said. "She loves seniors, she has a great personality and she really knows how to relate to them and motivate them."

The aim of "Smart Moves" is to be a comprehensive wellness program that addresses seniors at all levels of ability. It all starts with a fitness test to determine their fitness level in comparison to their age group and gender nationally, Amanda said.

"My main goal for all of them is to improve their quality of life and overall wellness," Amanda said. "As we age, our confidence about our physical abilities changes, and suddenly we don't feel comfortable doing the things that we enjoyed in the past. I just want to help restore that confidence."



The fitness tests also have allowed Amanda to identify seniors who have strength issues that need to be addressed before starting an exercise program. In some cases, Amanda has referred seniors to physical therapy for longstanding issues

they may have ignored.

"The 'Smart Moves' program works closely with therapy services already in place at Bethesda, allowing each resident the individualized attention they deserve," said Amanda.

"Smart Moves" started at Bethesda Orchard in April with a weeklong series of kick-off events that included a NASCAR-themed "tune-up," where seniors could get their walkers adjusted, and a screening of "Age of Champions," a documentary about the Senior Olympics.

"The theme of the movie really is about setting goals," Amy said. "Your goal doesn't have to be competing in the Senior Olympics. It can something as simple as walking around the block."

There was some skepticism in the room, Amy said, but the seniors got over that once they met Amanda, went to the classes, and started seeing improvements in their strength and balance.

The "Smart Moves" program is spreading to the other Bethesda communities. A search is already under way to find a second wellness coordinator.

"Finding another Amanda won't be easy, but we look forward to growing 'Smart Moves' and making sure that it is available for every Bethesda resident," Amy said.



—Amanda Joggerst, Wellness Coordinator



PATHWAYS TO GREATNESS

Bethesda Health Group was named the winner of the 2013 'Pathways to Greatness' award and a team of our employees was on hand in Dallas last October to accept what is arguably our most significant recognition to date.

'Pathways to Greatness' is sponsored by accounting firm CliftonLarsonAllen and LeadingAge, an industry association of more than 6,000 senior care organizations. Now in its sixth year, 'Pathways to Greatness' recognizes quality, innovation, and impact in aging-services organizations. Each year, LeadingAge and CliftonLarsonAllen picks one senior care organization in the country that excels in five categories: leadership, best practices and innovation, distinctive impact, customer excellence and superior performance.

"This award indicates that we are doing a lot things right as we continue our journey to care for and provide for our residents and their families," said Joe Brinker. "What a tremendous achievement everyone throughout Bethesda should be very proud!"



Bethesda's Amy Trau, Senior Vice President, Healthcare Services, accepting the "Spirit of Innovation" award at the LINK conference.

SPIRIT OF INNOVATION

Bethesda Health Group was honored as a "Spirit of Innovation" award winner at the 2013 Home Care & Hospice LINK Conference in Chicago.

The "Spirit of Innovation" award recognizes home care and hospice providers for their dedication to improvement, development of best practices, and commitment to the success of the industry. Winners were selected based on a number of factors, including degree of innovation, feasibility and business impact.

Bethesda was one of six winners, selected from over 30 leading providers who submitted best-inclass ideas for the competition. As a winner, Bethesda presented a best practice case study to over 250 home care and hospice leaders in attendance at the conference.



Kathy Joslin, Senior Vice President, HR and Marketing (center), beams as she celebrates with fellow Bethesda team members after accepting the 2013 Arcus Award for Educational Attainment from the St. Louis Regional Chamber.

ARCUS AWARD

Being part of the larger community is important at Bethesda. That's why we are delighted when we are recognized for our contributions to the region.

Out of more than 100 nominations, and 11 other finalists in our category, Bethesda was selected by the St. Louis Regional Chamber to receive one of the inaugural "Arcus Awards!" We received the Arcus Award for Educational Attainment, in recognition for our commitment to championing a greater region by providing leadership in the area of workforce educations and skills development.

The Arcus Award replaces the Chamber's "Greater St. Louis Top 50 Businesses Shaping Our Future," which Bethesda had earned each of the past six years.



Kelli Edwards, Cordia Young-Brown and Sally Voss, all members of the Bethesda Dilworth human resources department in 2013, celebrate Bethesda's achievement as one of the "Best Places to Work" at the March 14 awards breakfast.

BEST PLACES TO WORK

What we do at Bethesda would not be possible without our dedicated and hardworking team of employees. That's why we thrive to create the kind of work environment that offers both rewards for work well done and challenges to keep our staff motivated.

For the second year in a row, Bethesda Health Group has been named among the "Best Places to Work" by the St. Louis Business Journal, putting us in the company of local health care institutions such as Mercy Hospital St. Louis, SSM Health Care and St. Luke's Hospital.

Bethesda Health Group was one of five finalists in the 'Big' category, which includes organizations with between 650 to 1,999 employees.

Among the perks that made Bethesda a "Best Places to Work" finalist include the educational opportunities afforded to our more than 750 fulltime employees, including employee career training programs such as the "School at Work" and "LPN to RN" programs, as well as tuition reimbursement up to \$4,000 per year.

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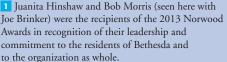












Joe Brinker) were the recipients of the 2013 Norwood Awards in recognition of their leadership and commitment to the residents of Bethesda and to the organization as whole. 2 Bethesda Dilworth volunteer Marie Zucchero

received the "2013 Fontbonne Founders Award" from the Fontbonne University Board of Trustees for distinguished service and dedication through the joy of music.

³ Shelby Harp (right) won the Baue Funeral Homes 2013 Caregiver of the Year award. The award was presented by Kelly Karavousanos, the grief services manager from Baue Funeral Homes.

4 Bethesda again received accolades for participating in the St. Louis Green Business Challenge. Larry Hickman, Senior V.P., Administrative Services, represented Bethesda at the ceremony.

5 Scott Young, Senior Facility Manager at Bethesda Southgate, received the esteemed Patriot Award for support provided to an employee serving in the National Guard or Reserve. Andrew Freimuth, seen here with Scott and V.P. and Administrator Chris Crouch, nominated Scott, his supervisor, for the award.

6 Linda Winkler, Social Services Representative from Bethesda Dilworth, and 7 Ruthann Wolz, Resident Services Representative from Bethesda Southgate, received the VOYCE Exceptional Caregiver Award at their annual luncheon.





Making It Easy Zo Help

The Bethesda Health Group Foundation is removing obstacles to giving.

HERE AT BETHESDA, I am tremendously blessed to work alongside the skilled and caring healthcare professionals and staff members who help our seniors live long, fulfilling and active lives. To maximize the wellness of our residents, our caregivers often have to remove the obstacles and inconveniences that hinder seniors from doing the things that give them joy. Whether it be physical therapy needed to go for a walk in the park or computer classes needed to stay in touch with family, Bethesda is there to help seniors realize their goals.

This year, the Bethesda Health Group Foundation has taken a page from the playbook of our caregivers. In our fundraising and development efforts, we have focused on removing obstacles from the process of making gifts and contributions. Instead of just asking our donors to write checks, we have worked to create a variety of alternative methods to contribute.

For example, donors can make a gift by donating paid-up life insurance policies or designating Bethesda as their beneficiary. We've also made it easy to support our mission by donating funds directly from an Individual Retirement Account (IRA). This allows our supporters to forgo the need of making a taxable withdrawal. We also encourage our donors to designate the Bethesda Health Group Foundation as a beneficiary of their IRAs or other investment assets. In addition, they can create an enduring legacy by leaving a bequest to the Foundation.

With our *Lasting Heritage* initiative, we invite our residents to designate a portion of their refundable entrance fee to the Foundation. Thanks to our generous seniors, last year we received more than \$700,000 through this program. We view these voluntary donations as a vote of confidence in our organization from the people who get an up-close-and-personal look at the services we provide.

Through a combination of these flexible giving options, we added 81 additional donors to our list of supporters last year, bringing our total number of donors to 1,197.

In 2013, we unveiled our new initiative *Community Partners*, which allows St. Louis businesses and civic organizations to support our mission of senior care by helping us sponsor community events, health and educational programs, and contribute to capital improvements at our communities.

The Foundation also extended our first scholarship to benefit Bethesda employees pursuing higher education in health care. As part of the *Hearts for Our Homes* campaign, we created the Mary June King Scholarship and gave the first award to Shamekia Bennett, a LPN at Bethesda Dilworth. The scholarship was established by Mary

Brown in memory of her mother, Mary June King, a resident at Bethesda Dilworth. The Mary June King Scholarship will be awarded annually in July to an eligible employee of Bethesda to help with books, a computer or any other resource they need to realize their education goals.



Our mission is to help seniors, and we are only getting better at executing on that mission with new initiatives to engage the community, help our employees and make it easier for our donors to support the Bethesda family. We hope you will continue to support us in 2014 as we celebrate our 125th anniversary and build a solid foundation for the next 125 years. Thank you for everything you do.

Tamela Dempet

Pamela E. Dempski Corporate Vice President Director of Fund Development Bethesda Health Group Foundation



We gratefully acknowledge our donors and Community Partners 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 Toni Breihan Susan Rassieur Buder **Memorial Trust** Leo R. Buder Foundation Trust Margaret L. Butler Trust Mary Alice Collins Memorial Fund; A Fund of the Greater St. Louis **Community Foundation** Winnie Cummins Nick Dopuch Bob and Lorene Drews Bea Edson Joyce A. Fincher Mary Poore Fobes Trust Harris Frank Margaret B. Grigg Foundation Dorothy M. Hanpeter Alfred* and Mary Jane Heitzmann Russell and Virginia Jones Jack and Sally Lilly Bill Malcolm Mary E. J. Mermod Trust Jean Mullgardt* Jean G. Newton John F. Norwood Joe Palacek Eleanor G. Ryan Estate Viola J. Reynolds Trust John W. Rowe

Frank A. and Alpha H. Ruf Fund; A Fund of the Greater St. Louis Community Foundation Katherine Stauffer Charitable Trust

Pillar Level (\$10,000+)

Anonymous Emerson Paric Corporation RehabCare (A company of Kindred Healthcare)

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

Anonymous Bethesda Womens Board Franc and Anne Flotron Purcell & Amen

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

Anonymous Joe and Susan Brinker Nick and Marian* Clifford Hoffmeister Mortuaries-A Dignity Memorial Provider Bruce Fegley, Jr. and Katharina Lodders-Fegley Jim and Michelle Glass Phil and Judy Hutchison Pat Kapsar Mel and Ruth Kohl Roger and Jan Nelson

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

Anonymous Jerry and Sarah Arnold Sue Bahle John P. Baird Doug and Marie Bartels

Ken and Judy Bass Joe and Jean Birk Mary K. Brown/Mary June King Estate Shawn and Candice Brown George and Barbara Clements Tom and Jennifer Collins Tom and Chris Crouch David and Joan Culver DaRT Chart Systems, LLC Tom and Pam Dempski Bob and Jane Evans Gray Design Group Wade and Michele Hachman Earle and Suzanne Harbison Tom and Mary Harris Alice Hayashi Larry and Julie Hickman Juanita Hinshaw and Ted Harrison Briggs Hoffmann Doug and Kathy Joslin Bob and Marilyn Kane

Ken and Babs Kolkmeier Jack and Sally Lilly MMS-A Medical Supply Co. Kelly Maier Tom and Sherry Miskle Northern Trust Matching Gift and Volunteer Grant Program Fred and Ida Perabo Al and Julie Poelker John and Ginny Rowe Byron A. Samuelson Jim and Mary Sertl Kevin and CherRae Shanley Josh and Jessica Sharp John and Jacqueline Shillington Leslie G. Simon Audrey F. Smith Brian and Andrea Snyder St. Louis Service Bureau Foundation Nathan and Kelly Torno Mike and Amy Trau

*deceased



Vince Schoemehl, former Mayor of St. Louis and current President & CEO of Grand Center, Inc., served as the guest speaker at the 2013 Fall Legacy Luncheon.

Tom and Muriel Van Oordt Jeff and Georgee Waldman Howard L. Watson

Opportunity Level (\$500-\$999)

Anonymous Inky Ball Bruce and Sharon Bateman Florence N. Baur Tom and Joan Bayer Bruce and Elisabeth Beeler Chris and Janine Benjamin Mitch and Jennifer Beuke Dwight and Jean Bouchard Jane D. Bryan Bob and Annie Buttry Common Ground Public Relations, Inc. Bill and Dorothy Crotty Winnie Cummins Juanita E. Curry Kevin and Jean Curry Brandon and Katie Czarnecki Earl and Martie Dille Denis DuMontier Louise A. DuMontier Cindy Eckelkamp Mike and Sherry Ehrler Augusta T. Feehan* David and Carol Fleisher Leonard and Linda Goggio Susan M. Goodman Dorothy M. Hanpeter Richard and Sandra

Hughes Suzanne Karkoska Jim and Jeanette Kille Patrick and Sanna King Peter and Susan Krombach Marcia Lange Erle Lionberger Darrell Marcum Gary and Hetty Mayes Dale and Lydia Meier Terry and Lisa Meyer Austin and Barbara Montgomery Michael and Susan Moore Pat L. Mueller Piper Jaffray & Co. Ann Pluemer LLC–Coldwell Banker Premier Scott and Christy Roberts Emil and Rosemary Schmidt Evelyn S. Terrall John and Pamela Thornhill Daniel and Susan Trout Clarence and Janet Turley Tyson and Tiffany Webster Joan S. Whitford Lee Williams Iulie Wolfe

Steve and Debbie Woodard Karen Y. Zurick

Dignity Level (\$250-\$499)

Goran Abutovic Darlene Alabran Allied Benefit Systems Anonymous Cathy L. Barton Janie Bradford Toni Breihan Ronald and Mary Ann Brinker Frank and Fran Burns Patricia Bushman Reliable Life Insurance Company Donna P. Day Martha Rieber DeGray Marian Desloge Justin and Ruth Donahay Marion Eckstein Kelli Edwards Jen L. Francis Jerome L. Gidlow Terri L. Glaze Joe and Jill Immethun Gary Johnston lan Keale Kemper Home Services Company Pam Klable Todd C. Meury Sue Moore Peter and Caroline* Moser **Eleanor** Powers Tom and Cathy Reiss Thomas and Susan Riggs Ed Siefert Ann F. Sternberg William and Dona Tankersley, Jr. Michael Tooley Sarita S. Weldon Joseph and Gloria Wotka Jeanette Young

Ability Level (\$100-\$249)

James and Susan Adams Dana Airsman Larry and Kathleen Albright American Express Charitable Fund Anonymous Carolyn Armstrong and Kyrigma Bible Study Group Gus and Carroll Baechle Lesa Bauer Sharon Beirne

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Bethesda Gardens resident Phyllis Edwards practices her Wii bowling technique under the watchful eye of some of her "Gardens Pincrushers" teammates. Wii bowling remains popular at Bethesda's retirement communities. Phyllis currently has a 225 average, and bowled a 290 (perfect is 300) earlier in 2013.

Lynn Blandford Blythedale Friends Patrick Boone Clayton Borage Marcia Brackman John R. Breihan Rex and Martha Anne Bull Charlotte Busch Kevin Casey Holland F. Chalfant Sam and Sonia Chetta Stephanie Clausner Robyn Cooper Carl and Sharon Coppeans Carolyn J. Crowe Dale Sign Service, Inc. Scott and June Douglass Bob and Lorene Drews Jerry and Susan Durbin Justin and Kathleen Durel Becky L. Eaton Dennis Eddlemon David L. Edington Bea Edson Benjamin and Catherine Edwards Joyce M. Eiserle Barbara J. Ell Toni C. Emery Fran Emme Curt and Rosalie Engler Eda Farache Joe and Caroline Fischman lill M. Frein Fred and Carol Gaskin Lori Gegg William Gleiber Jan Goeke Mary Goodwin Patricia D. Graf Stephanie Graf Holly Greminger Dorothy Harper*

Pamela Hasenbeck Wanda Henderson John and Rose Hogan Lynn M. Licklider Marty Holland Tracy Hounsom Bill Ť. Howery Philip and Angela . Huddleston Jane C. Hughes Michael and Sarah Hurst Bill and Gloria Hutchings Michael and Carla Jarvis Maud Jeanty Mandi Karban Shirley Karsznia Theresa Kelly Mary L. Knowles Sharon E. Kocher Sis Krone Sue LaChance Donald G. LaFerla Lawrence and Dorothy LeGrand MacDonald and Susan Logie Katherine Lupo LSS William and Lorraine Magee Mona Maus Gayle J. Maxwell and Family Lansden and Ann McCandless Robert and Maureen McCann Christopher and Mary **McCarthy** Ken and Barbara McCord Rita S. McShea David and Gail Meilahn Jeffrey J. Meilahn and Dorothy Sotala Bobbie Meyer Sheila Meyers Larry and Lynette Milles Lenna M. Morgan

Gary and Dessa Morrow Richard C. Mueller, Jr. William and Monetta Nelson Ruth Nickel Joan Noblin Nancy S. O'Brien Jackie A. Oakes Mac and Anne Orcutt Iann Outman Parkway United Church of Christ **Dianne Patterson** Linda Piel Plancorp, LLC Thomas and Sarah Redings Chyrle Reed Francis Rieber Kevin Rigney Kathy Roseland George P. Ryan Llewellyn Sale Val L. Śansoucie Mary Ann Schaeffer Matthew Scheer Lisa Sertl Tanyette Shannon Special School District Ronald and Janet Stacey Debbie A. Stewart Russell and Ellen Streib Harold and Fran Stuhl Fred and Debbie Sutton Cathy Taylor Frwin Teich* Robert L. Thomas Family Tri-Star Imports, Inc. Employees Richard and Joyce Ulrich United Methodist Church of Webster Groves-The Quilting Group Phon and Sue Voorhees Tim and Martha Vosse Margaret Sutton Wade Adam and Chris Walsh Marguerite J. Walsh Marge Whitcraft William M. Wilcox Craig and Lee Williams Mabel Yates Richard and Cheryl Yehling Valery York-Schneider Charlene Zinkl Marie A. Zucchero

Friends Level (\$1-\$99)

A.M. Salon Equipment Company AON Employee Matching Gifts Program Charles and Mary Sue Albright Linda Aldag

Brianna Allred Christopher Ambs Fay Ameis Ardis Anderson Anonymous Kristen Anthony Eric Armocida JoAnn Arnold Lillian L. Arnold Marilyn Arras Jessica Asp Joan L. Asp Anita Austin Beverly J. Austin Sandra Austin Avery Coonley School Roland Baber James F. Baker Helen B. Ballard Jerry Bambrick Valerie Barnard Charmaine Barrale Christing Bartels Jessica L. Bathon Angela Baumgarth Terrice Beals Joseph Beaven Judith A. Becker Kerry Bennett Patricia Berberich Sylvia Bergbauer Richard and Barbara Bergmann Mary Berry James and Nancy Berthold Sonda Beste Bethesda Barclay House Employees Bethesda Corporate Employees Bethesda Dilworth Auxiliary Bethesda Dilworth Employees Bethesda Gardens Employees Bethesda Meadow Employees Bethesda Orchard Employees Bethesda Southgate Employees Bethesda Terrace Employees Edith Betz and Mr. and Mrs. Logan Eddie Billingsley Robert C. Bird Mimoza Bitri Sharon Bitter Lamont Blockton

lennifer Blunt

John Boerigter

Vernon and Grace Bollman

Michael and Kerry Borawski

Olga Bojko

Sharon M. Bornefeld John and Allie Botz Haley Boxdorfer Morgan Bradshaw Nancy Breitenstein Pam Brice Darrell and Anita Brinker Kathy Britt Linda Broch Sh'Meka Brooks Karla Brueck John Bruer Lujana Brunner Giovanna Bruno Brenda Brvant Kathy Budai Harold and Verna Bundy Rene K. Bure Mary Busby-Simpson Patrick Bush June I. Bux Mr. and Mrs. Thomas Caerver Peggy Cantrall Lynn Carmody Patrick and Kerry Cavanaugh Michael and Kelly Cavanaugh Robert and Judith Chinnici Tiffany Clancy Kim Clark Elizabeth Clauss Jovce M. Clearv Peggy J. Cline Marshall Cobb Mary Cody-Hill

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Women's Board members (L-R) Mary Sertl, Julie Poelker and Barbara Clements pose with Society of Civil War Surgeons member Dr. David Meyers during the Fall Women's Board Luncheon at Deer Creek Club.

Carolyn Dolan Norbert and Susan Doll Thomas and Jeanette Dollus Jean E. Doneaan Nick Dopuch Patrick and Claudia Dougherty Trina Douglas Ronald and Barbara Dumke Casey and Virginia Dunlevy Jerry and Barbara Durham Patricia Durley Kayla Edwards Phyllis Edwards Konnie Egertson Charles Eifler **Delores** Elam Tom and Janice Elbert Carl and Victoria Ellebrecht Enterprise Holdings Marchelle Epperson Rosemary A. Erman Jeanette L. Estopare Charles and Marjorie Evans Diane Everett Spencer and Judy Fienup Nicholas and Abigail Filippello

Leonard and Dorothy Fuerman Angela Fulcomer The Galluggs Family Paula Gamber Kodio Gamon Dorothy Gannon Brian Gapsch Mary Lou Garmoe The Garmoe Family Mary Gartland Wilma Geiser Melissa V. Geisler Raymond W. Gentry Casey Gerhard Michael Gibbons Ioan Gilmer Mable Gilmore Kim Gladden Howard and Rosella Gleason Tammy Gleiforst Doug Glenn Golden Gable Subdivision Lois Goldman Nathan and Joyce Goldstein Leon and Elaine Golfin Mary Goodwin



Helen Toczylowski, a resident at the Adult Day Care program at Charless Village, works on a puzzle with Alice Lebbing, Activities Supervisor at the Adult Day Care program.

Karen E. Fletcher Wayne and Sophia Flynn Shemekia Ford Dorothy B. Forst Carolyn Sue Foster Virginia Foulk Steven and Lisa Fox Steve and Mary Frank Glennon and Ann Freise Richard Frerker Kurt and Judith Fritz Fikreta Gracanin Scott and Judith Grady Sandra S. Grady Anita S. Graves Mary Grebe-Bird Susan L. Greditzer Thomas and Candyce Grisham Mary Groesch JoAnn Grotegeers Melody J. Guillies Laverne Guittar Joseph Gummersbach and Janice Noack Max Gurlev Vicki L. Gurley Emma A. Gysbers Jim Haar Richard and Shirley Haar Margarita Haessig Hiwot Hailom Terry Hall Joyce A. Halling Thomas J. Halling Lisa Hamilton **Reba Hamilton** Ron and Martha Hanson Mack Hardmon LaTia Harris Llovd Harris Nicholas Harris **Robert Harris** Muriel Hartz Rachel A. Hartz Steve and Barb Harwood Lillian F. Haverman Kristin Hawk Bill and Janice Hawkins Jim Hawkins Martin Hayes Judy Hayward Ellen Hendrickson Haley Hercules Mary Lou Hester Son Hoang Donald Hoeferkamp Robin Hood Carrie Hopler Tori Hotz Theodis Howard, Jr. Kay Hucke Holly Hudson Margaret D. Hurst Adrienne J. Hutchison Bob and Dolores Hynes Brenda Jackson Martina Jackson Jessica Janson George and Gerri lenkerson Richard and Susan Jenkins Alice L. Jockish Carolyn Johns* Andrea Johnson Audrey Johnson Pam Johnson Tremain Johnson Diane Johnston Martha Johnston Annette Jones Sean Jones Yvette Jones Mary Jordan Sharon Jordan Charles and Marty Jungewaelter

Christine A. Junghans Ellen Kahan Carol Kahlmeyer-Graham Fatbardha Kalemaj Marinko Karan Margaret Kasper Brian Kayman Lawrence and Jean Keller Loretta L. Keller Michael Keller Dorene Kelsey Michael and Anne Kerwin Ruth Killen Margaret Kiloho Jeremy King Elisha Kirkpatrick Henryetta N. Knobel Barb Koehler Theresa Koetting Annette Kovarik Roman and Leona Kuchem Vic and Arlene Kuchem Catherine C. Kuniyoshi Christopher and Dana LaBarge Joseph J. Lancaster John and Susan Landro Gary Landwehr Jeran Lane Norman Lang Jerry and Gerry Lange Rae Ann Langenfeld Jamie Lanz Barbara Larson Nancy LaTourette Lilian Lawrence Susan LeBar Jay and Betty LeCrone Timothy and Susan Lee Gerry Leeker Alex Leinicke Amy LeMieux Deborah A. Letchworth Robert Levy Moses Lilako Nellie Loane Norma J. Loesche Sheila Longsdon Monica M. Lorance Vickie Lorenzen Keith Lott Wayne and Shirley Loui Craig and Karen Lundgren Terry L. Lupkey Mary V. Maas Charles and Margaret Mack Kellie Macy Barbara S. Magee Kimberly Martin Harold and Shirley Maness Ernie Marauez Jenna Marshalek Chandelle Martel



Three generations of Bethesda volunteers—Mary Lou Hester, with her daughter and granddaughters at the annual Volunteer Appreciation Lunch.

Raymond Martin, Jr. William Marx Judy Mason Mary Mason Terrie Massey Ray Mattlage Dean McCallum James S. McDonnell III Doris McHeever Cheryl Meacham Darlene M. Meier Shirley Menard Graciel Mendoza Paige Mendoza Jason Metropoulos Theresia Metz Tom Meyer Eric Michaelree Ben Miller Maria I. Miro Linda Mischler Deborah Moll Susan Monroe Angela Montague Tyrone Moody Maryann Moon Beverly A. Moore Howard Moore Pamela S. Moore Nancy Morgan John and Betty Moriarity Stephanie Mueller Barbara Mullenschlader Lyla L. Mullins **Mimi Mulvihill Robert Muriel** Donna Murphy Mack Murphy Doug Nahm Wayne Nahm Darla Neely

Marjorie E. Neininger Joe Nemec Ryan Nenninger Deborah Nicholas Wallace and Linda Niedringhaus Susan Niehaus Art and Janne Niemoeller Carol Nivens Mark and Lisa Noelke Jeanne C. Norberg Nancy Norris Ruth Novak Justin Oakes Lynn M. Obermoeller Oberweis Dairy James and Mary Ojile Jane Oleson Dorothy Olfe Jean Oprych Keven Outman Norma Pace Rebekah L. Parcel Paulette H. Parks Julian E. Pauk Margaret Pearson Leslie Peasel Charles and Berniece Penn Gena Peper Donna J. Perry Margaret A. Phelan Tina Phillips Zekija Pilipovic Michael and Linda Pischke Tammie Pitchford Jennifer Popp Doris A. Potts Maryanne Potts Trudy A. Prewitt David D. Proctor Toni Pulaski

Gina Quartuccio Dalia J. Quiroz Diane E. Rabin D. Ann Rademacher John and Delores Rademacher Marguerite Raines Marlene M. Rankey Tynisha Reed Patricia Reichwein William Reitz Pamela Renick Claire Rennard Kathleen Reutter Dolores Rice Leah Richert Andrew and Mary Ries Ruth Rincker Lucille Rock Nancy Roe Angelo Rogan Patricia Rogers Cindy Rogger Brandon Rohlfing Brent Rohlfing Dorothy Roper Ruth Ross Shirley Ross Wallace and Mary Roth Jean K. Ruehl Robert and Carolyn Rule Theresa Rundle Alma Rusert* Anne F. Ryan Tracy A. Ryan St. Andrews & Bethesda Home Health Employees Donna Saltzman Thomas and Tamara Salvo **Diane Samuelson** Fatma Sarajlija Sulejman Sarajlija Robert and Sue Ellen Savereide Edna R. Scates Brenda S. Schaeg Kelley Schafer Larry Scheer Steve Scheer Sheila Schkerke Colleen Schmelzle Victoria Schmidleutner Glenn and Patricia Schmidt Marie Schmidt Elizabeth Schmierbach Donald and Joe Schnellmann Schnucks Suzanne Schoomer Gerry and Marge Schoor Charles and Susan Schuler Mary Schuler Candice R. Schwarz Albert Schweitzer

Nicole E. Seeley-Medlock Arthur Seger Norman and Susan Sewing Melissa Sharamitaro Mildred Sharp Charles Shaw Betty Shepherd Margaret Sheridan Edward Siener ludith L. Sieve Richard and Judy Sieve **Dennis Simons** lan Simpson Lauren Simpson Lila Simpson Thomas and Mary Sinak Yuet Sit Ng Kwok Sit Carol Slaughter Robert Sloyan Joseph* and Jeanette Smriga Ed and Ann Smith Jamal Smith John Smith Karen Smith Leon Smith Wayne and Margaret Smith Martha Smith Julia C. Sorgenfrei Southview School PTO/ Sunshine Club Scheryl Spangler Thomas and Anna Marie Stallone Deborah Stanley Linda Steele Paige Stelfox Bruce and Kathy Sterr Daniel and Sue Sterr Shaun and Lori Sterr Alexander Stoll Lisa Stolzer Tawanda Story Nan Strein Karen Strong William R. Strong Dave and Judy Struckhoft Charita Stuart Charles and Dina Stymiest Matthew Sullentrup Robert and Mary Sundmacher Neale Sutcliff Joann Swain-Herr Ed Swallow Kelli Swank Georginna Swearson Kathleen C. Tayloe Albee D. Taylor Virginia Taylor William and Mary Taylor Sophia Teame Harold A. Teich



Pat Kapsar (far right), Senior Vice President, Compliance, walks with participants in the first Bethesda Hospice Memorial 5K Walk/Run, held June 1, 2013 in Queeny Park. The 2014 walk will take place at Queeny Park on Saturday, June 14.

Martin and Cindi Templin Cortney Thomas Gloria R. Thomas Julie Ann Thomas Marean Thomas William Thomas Timothy and Lee Ann Thompson Erin Tobey Tom and Lynne Tobey Robert and Patricia Tobler Phillip and Addie Tomber Tiffany Tomlinson Enis and Emina Tutundzic Judy Unger Dorothy J. Urfer Zena Utrecht Patricia Van Camp Christine M. Van Doren Amy Van Oordt Sandra K. Vanmiddlesworth Keith R. Velten Patricia Virgin Carrie Vogelgesang Anton R. Volkening Sally Voss Bosko Vujic Dialma Waibena Sheila Walker Louis and Jayne Walters Shirley Walz and the Will Family Joseph Ward Julie Waters Julia Waterson Samantha Weaver

Susan Webster Angela Weissmann Deborah Welch William and Elizabeth Wells Rena Werber Mary Wessel Jane Wever Shelley Whisler Larry and Kathryn White Alice Whitney Rhonda Widmer Linda Wieaner Gary and Ann Wiethuchter Steven S. Wilk Claire C. Wilkie Mary B. Williams Laurel Willis Nancy Wind Thomas Winkle Linda Winkler Daniel Wobbe Edith Wohldmann Jayne F. Wolf Ruthann Wolz Steven R. Wood Adeline Yahl Larry and Julie Yates James and Prudence Yerkes Doris A. Yohe Delnita Young Jim and Terri Young Neil and Marilyn Zeitzman John J. Ziegler, II Robert J. Zimmer David and Marian Zoeller

In-Kind Donors

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*deceased

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Volunteer Groups

2013 Women's Board



Back row, left to right: Kathy Joslin, Betty Sims, Georgee Waldman, Fran Burns, Dorothy Harper*, Marge Schoor, Pat Bushman, Joan Whitford, Mary Harris, Jean Bouchard, Susan Goodman, Sally Lilly, Jane Hughes, Susan Brinker, Ann McCandless, Dessa Morrow, Martie Dille, Anne Ryan, Barb Clements, Ricki O'Meara, Judy Bass, Julie Poelker, Mary Sertl, Joyce Ulrich, Jackie Shillington, Susan Krombach, Lydia Meier

Seated: Martha Anne Bull, Toni Breihan, Jane Bryan, Inky Ball, Nancy O'Brien, Sue Bahle, Jo Schnellmann, Kathy Lupo

Not Pictured: Carroll Baechle, Flo Baur, Joan Bayer, Marian Desloge, Lorene Drews, Jane Evans, Suzanne Harbison, Juanita Hinshaw, Christy James, Pat Kapsar, Babs Kolkmeier, Erle Lionberger, Susan Logie, Lorraine Magee, Ginny Rowe, Audrey Smith, Fran Stuhl, Amy Trau, Sue Voorhees



Back row, left to right: Betty Sims, Ruth Kohl, Bob Drews, John Rowe, Jim Sertl, Earl Dille, Juanita Hinshaw, Earle Harbison, Dale Meier, Tom Bayer, Bob Barrett, Sally Lilly

Front row, left to right: Peter Krombach, Joan Whitford, Steve Woodard, Cathy Reiss, Franc Flotron, Joe Brinker

Not Pictured: John Baird, Tom Collins, Ben Edwards, Jim Esther, David Fleisher, Harry Kennedy, John McClure, Subodh Mehra, Jim Mills, John Norwood, Jackie Shillington

2013 Advisory Board

Volunteer Groups

Legacy Society Executive Committee



Front row, sitting left to right: Sally Lilly, Martie Dille, Lorene Drews

Back row, left to right: Joe Brinker, Bob Drews, George Clements, Fred Perabo—Co-Chairman, David Culver, Susan Goodman, Earl Dille, Earle Harbison—Co-Chairman, Tom Collins, Joan Culver, Ginny Rowe, John Rowe, Mary Sertl, Jim Sertl, Harris Frank, Ken Bower

Bethesda Dilworth Auxiliary Board



Left to right: Charlene Zinkl, President; Maud Jeanty, Vice President; Susan Goldstein, Secretary

Hospice Care Volunteers



Front row, left to right: Rita Streib, Leslie Simon, staff; Linda Estes, Mary Ann Schaefer, Dolores Courtney, Jean Major

Back row, left to right: Mary Wuller, Richard Doyle, Ruth Rincker, staff; Kathy Timpe, Ruth Kohl, Leslie Peasel, staff; Lois Noel, Donald Montgomery, Michael King, Bob Morris

Bethesda Meadow Auxiliary Board



Left to right: Bob Morris, Treasurer; Fran Burns, Vice President; Darla Neely, Auxiliary Coordinator; Ruth Kohl, President; Emily Lankau, Secretary

Charless Village/Southgate Volunteers



Front row, left to right: Holly Parsons (with Cooper, the Dachshund), Judy LeBlanc, Rita Stereib, Jane De La Pena

Back row: Jan Keale, Volunteer Coordinator; Marcia Anderson, Sue Jernigan, Elicia Grab, Barbara Winkler, Gerrie Ventimiglia, Harold Stanfield, Barbara Stanfield

Management Zeam,

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 Corporate Compliance Officer

Alphonse D. Poelker Senior Vice President Strategic Development **Amy J. Trau** Senior Vice President Healthcare Services

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

Christine E. Crouch Vice President and Senior Administrator

Kevin L. Curry Vice President and Corporate Compliance Officer

Michelle M. Glass Vice President and Director Bethesda Senior Support Solutions

Muriel C. Van Oordt Vice President and Senior Administrator

Jeffrey R. Waldman Vice President and Director of Marketing

Board of Directors



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Kenneth J. Bower Principal at Moneta Group, LLC



John W. Rowe Board Vice Chairman, retired Bethesda President and Chief Executive Officer



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



David M. Culver Board Treasurer, retired banking and insurance executive



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



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



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



Kenneth J. Kolkmeier Retired President of Nooter Construction Company



Fred H. Perabo Retired Director of Community Affairs at Ralston Purina Company



Gary L. Mayes Retired Attorney, Thompson Coburn LLC

Remembering Marian Clifford



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



Richard C. Mueller Jr. Principal at Bopp Chapel

The Bethesda community mourns the loss of Board Member Marian Foster Clifford, who passed away after a long battle with pancreatic cancer. She was 72.

Marian, who had been serving as Board Secretary, is survived by her husband, Nicholas, their three sons, two brothers and a sister, and her five grandchildren.

"Marian was thoughtful,

insightful, and not afraid to ask hard questions. She was well-liked and well-respected by all, and she will be deeply missed." –Joe Brinker, Bethesda President and CEO.

"Satisfaction Is Our Goal"

AS BETHESDA approaches its 125th anniversary serving St. Louis seniors and their families, we can look back with pride at the successes we have achieved in 2013, due primarily to the commitment and diligence of our Bethesda team.

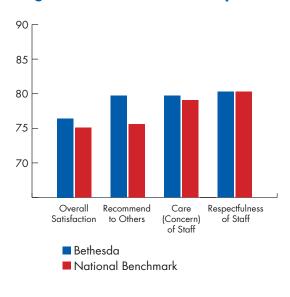
We have a tremendous team. We are comprised of a staff (1,150) and volunteers (885, exceeding 33,000 volunteer hours and providing more than 23,000 Meals on Wheels) who are dedicated to the welfare of our residents and the St. Louis senior community. The achievements and awards chronicled on these pages is testament to their willingness and commitment.

Our team also includes the members of our boards and donors to the Bethesda Health Group Foundation. These dedicated individuals are committed to our mission and understand what it takes to operate a healthy, viable organization. With this support, Bethesda continues to have a strong financial footprint—our 2013 net assets are in excess of \$42.3 million; we continue to invest in capital improvements (more than \$43 million spent during the last five years); we support our Humanitarian Care initiative for our residents in financial need (\$13.9 million in 2013), and we continue our pursuit of technological advancements.

We would be remiss if we didn't point out the success of the Bethesda Health Group Foundation's 2013 "Hearts for Our Homes" fundraising campaign, which set a record by raising \$83,000 for the Humanitarian Care Fund, mostly from contributions of staff and residents/families. In addition, Bethesda employees contributed more than \$44,000 to the United Way campaign and nearly \$48,000 in additional charitable gifts to the community.

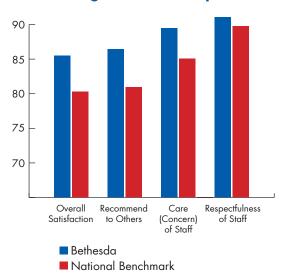
As impressive as these accomplishments may be, it wouldn't matter if we weren't achieving our vision of fostering successful aging through compassion and innovation. If satisfaction survey results serve as an accurate barometer of progress, then Bethesda certainly is headed in the right direction.

We look forward to a tremendous 2014, and will continue striving to establish Bethesda as the premier provider of care and services for seniors in the markets we serve.



Long-Term Care Satisfaction Report—2013

Senior Living Satisfaction Report-2013





Donate today!

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

Year ending June 30, 2013

Revenues

Net service revenue S Other revenue and gains Investment income Contributions Total revenues	\$58,741,824 4,261,086 5,736,180 1,270,485 70,009,575
Expenses Professional care Dietary service General services Administrative services Employee health and welfare Depreciation Interest Provision for bad debts	25,934,272 7,064,302 7,996,637 13,034,059 3,744,084 7,581,751 3,505,058 290,202
Total expenses	69,150,365
Net income	859,219

Humanitarian Care

As supporters of Bethesda know, the opportunity to provide charity care to our residents who have outlived their means to pay and therefore lacked the financial resources to pay established rates is a vital part of our mission.

The compassion and selflessness exhibited by the Bethesda family of supporters never ceases to amaze. For the fiscal year ending June 30, 2013, total uncompensated charges, charity care and financial assistance related to services were \$13.9 million, an increase of more than 20% (\$2.5 million) in charitable support from the 2012 fiscal year.

With net assets exceeding \$42.3 million, we are able to continue providing the financial stability and strength on which our residents, their families and the community depend and rely.

Bethesda Health Group, Inc. and Subsidiaries Combined Balance Sheet

Year ending June 30, 2013

ASSETS

Current Assets Cash and cash equivalents Assets limited as to use Accounts receivable Other current assets Total current assets	\$ 2,298,635 1,699,264 3,386,094 2,631,060 10,015,053
Assets limited as to use, net of amount required to meet current obligations	71,071,814
Property, plant and equipment, net	103,649,087
Beneficial interest in trusts	959,339
Other assets	1,199,243
Total assets	186,894,536

LIABILITIES AND NET ASSETS

Current liabilities

Current maturities and	\$ O
long-term debt	
Accounts payable	1,681,444
Accrued expenses	5,241,077
Other current liabilities	3,092,532
Total current liabilities	10,015,053
Long-term liabilities,	
less current maturities	75,900,000
Life residents' fees	40,982,685
Other liabilities	17,614,655
Total liabilities	144,512,393
Net assets	42,382,143
Total liabilities and	
net assets	\$186,894,536

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The 10th anniversary of the Bethesda Rehab & Therapy program (for post-hospitalization patients not ready to return home) was recognized at each skilled nursing community.
 Staff from St. Andrews & Bethesda Home Health celebrated their 5th anniversary in style!
 Al Poelker, Senior Vice President, Strategic Development, holds his "Southeast Salutes" alumni award from Southeast Missouri State.
 Bethesda Terrace residents Dorothy Boenker (left) and Ruth Bauer give Brian Gapsch, Food Service Supervisor, the nearly \$700 raised by residents and staff to help Brian's family, some of whom tragically lost their lives in a house fire.
 Ed Collins, Bethesda Barclay House Door Attendant, celebrates his "Missouri Older Worker" award with residents and staff.
 Sanna King, Administrative Assistant, Bethesda Dilworth, and Graciel Mendoza, Team Leader, St. Andrews & Bethesda Home Health, were the 2013 additions to the President's Roundtable.
 Lee Williams, Senior Outreach Coordinator, accepts Bethesda's award for participating in Retiree Appreciation Day at Jefferson Barracks.

a great year!

















8 The "Ding-a-Lings," a volunteer singing group at Bethesda Dilworth, prepare for a performance.
9 Ruth Rincker, Social Services Coordinator, Bethesda Hospice Care, can't believe she got the question right at the 2013 "Hearts for Our Homes" Trivia Night fundraiser!
10 Bethesda Terrace resident Alberta (Bert) Emmenegger rehabs from knee replacement surgery with Valerie Long, Manager of the Bethesda Senior Therapy Center.
11 Mildred Kunce and Ralph Heathcote, participants at the Adult Day Care program at Bethesda Dilworth, play with Bella the dog along with Activities Assistant Pat Wiegand.
12 There was red, white and blue as far as the eye could see at the annual Veterans Day celebration at Bethesda Meadow.
13 Bethesda Terrace residents relax on their newly refurbished patio—one of the many newly refurbished areas at Bethesda communities.
14 Chris Crouch, V.P. and Senior Administrator, brightens the day of a young attendee with a rainbow at the 11th annual Easter celebration at Bethesda Southgate.
15 "King" Bill Broderick hands out beads as he takes part in the annual Mardi Gras parade at Bethesda Meadow. Bethesda Southgate also had a Mardi Gras parade in 2013.



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) 963-2200

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.