

# *Celebrating*

## Bethesda's 125 Years of Compassion and Innovation



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Joe Brinker with Kirkwood Mayor Art McDonnell at the June 7 Bethesda Community Day celebration at the Kirkwood Train Station. The "STL250 Cake" at the station was sponsored by Bethesda in honor of our 125th anniversary.



## What happened 125 years ago?

Four stars were added to our flag—as North and South Dakota, Montana and Washington became states—the first jukebox was introduced in San Francisco, and *The Wall Street Journal* was first published.

In the heartland, Bethesda Health Group was born.

# A Message from the President

With empathetic hearts and a combined \$40 investment, Elizabeth and Roger Hayne and their friend, Dr. Edward Watts Saunders, founded a home for elderly women in 1889. Now, 125 years later, the lasting legacy of their philanthropy is profound.

The Bethesda Health Group of today, with nine communities and many community-based services, is a multifaceted reflection of the original commitment made by the Haynes and Dr. Saunders—to do the right thing for fellow St. Louisans in need.

As you will read in the following pages, our history is steeped in a tradition of compassion, supported by an equally strong commitment to innovation. Bethesda's ability to adapt to the changing needs of our community, as well as the demands of the modern health care system, is a hallmark of success and a testament to our next century of serving St. Louis.

In fact, we recently freshened our vision statement to embrace this philosophy: *"Fostering Successful Aging Through Compassion and Innovation."*

Our collaboration with hospitals throughout St. Louis has been one of our more important successes in recent years, as data-driven measurement and integration between health care providers ultimately improve outcomes for patients.

Grades from third-party agencies point to our sustainability and financial stewardship, including an A- Fitch bond rating and A+ from the Better Business Bureau's Charity Review. Our industry-leading quality of care earns accolades as well—including Joint Commission accreditation for our skilled nursing communities and our Hospice Care and Home Health services, high resident satisfaction rates, and very positive outcomes for helping seniors recuperate after hospitalization.

I had the pleasure of holding more than 35 internal town hall meetings with our employees this year, during which we discussed our history, shared stories of our success, and reflected on what is most important for those we serve: the compassionate care that permeates all that we do.

As we offer care and services ranging from in-home assistance to independent apartment lifestyle living to end-of-life hospice care, we continuously hear from families and residents about the professionalism and humanity demonstrated by Bethesda employees.

Our employees truly are the fabric of our organization. Every meal, therapy session and conversation sustains the quality of life for individuals who trust Bethesda. This comment from a loved one sums it up: "Angels on Earth: The caregivers showed so much love and respect..."

Thank you for your continued support of our vision for the future.



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



# Celebrating 125 Years of Caring for Our Community

## Meet the Founders of Bethesda

# 1889

### Mrs. Elizabeth Hayne

Mrs. Hayne was a woman of courageous faith who devoted her life to caring for aged women and abandoned children.



Staunchly faithful to her cause, Mrs. Hayne served as Bethesda's first President, a role she later revisited at the age of 84.

### Mr. Roger Hayne



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

### Dr. Edward W. Saunders



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



# 2013

Bethesda regularly receives recognition for providing quality care and creating a positive workplace, but

2013 was a banner year for accolades:

- *Pathways to Greatness* from LeadingAge (photo above)
- Inaugural *Arcus Award for Educational Attainment* from the St. Louis Regional Chamber
- *Spirit of Innovation* from Lincoln Healthcare
- *Best Places to Work* finalist from the *St. Louis Business Journal* (second consecutive year)

# 2002

Since the early 2000s, Bethesda has launched several essential home and community-based services, beginning with Hospice Care in 2002. Today, Home Health, Senior Support Solutions and Rehab & Therapy each help seniors receive the care they require, wherever they call home.

# 2011



Charless Village, named as such to recognize the partnership with the Charless Foundation, opened in South County. A \$36 million investment, the campus is comprised of 18 assisted living apartments, a 36-room Rehab & Therapy Center and Adult Day Care services.

## Our Residences

**1989** Bethesda Meadow opened to support seniors and their families in West County with a comfortable senior care community.

**1991** Bethesda Gardens opened in Kirkwood, and within nine months of opening, the majority of the independent living apartments were occupied.

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

**1999** Expanding our ability to offer comprehensive services to seniors throughout the St. Louis region, Bethesda acquired Bethesda Orchard in Webster Groves, and Bethesda Southgate and Bethesda Terrace in South County, from Tenet Healthcare Corporation.

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

**2006** Bethesda began management of The Charless Home in South St. Louis. (Closed in 2012.)

# 1896



A Maternity Home for unmarried mothers opened with a gift of \$500 from the Missouri Medical College and was moved to 1210 Grattan Street, which was loaned by the Presbyterian Home Board to Bethesda free of expense. A devastating cyclone unroofed the Maternity Home, and the babies were relocated to a building that had previously been the Methodist Orphans Home. One by one, 43 babies were carefully moved on mattresses lining the floors of large wagons.

R.M. Scruggs presented Bethesda with a large building located on Vista Avenue near Grand Avenue. The building became Bethesda General Hospital, providing short-term care for the sick and injured, maternity care (including an unwed mothers unit), care of incurable patients and a foundling home. "Aged ladies" were moved to a large home at 3660 Rutger Street, occupying the downstairs, while the upstairs became the nurses' quarters.

# 1925



Mrs. Elizabeth Dilworth of Kirkwood passed away, leaving the majority of her estate to Bethesda at an estimated \$400,000. This generous gift allowed Bethesda to develop the Dilworth Memorial Home for Aged Ladies.

# 1900



# 1989



# 1991



# 1995



# 2005



# 2006



# 1954

A newly constructed, fully equipped hospital opened at the Vista Avenue location. In addition, the Intensive Care Unit was added in 1967, and in 1979, the Bethesda Eye Institute was constructed as a joint venture between Bethesda and St. Louis University School of Medicine's Department of Ophthalmology.

# 1975–2003



Bethesda General Hospital expanded to offer complete diagnostic, medical and surgical services. Ophthalmology residents from the St. Louis University School of Medicine also trained at the fully accredited hospital. By 2001, Bethesda shifted the organization's focus entirely to community-based senior care.

# The Legacy of Leadership

Hundreds of employees provide the care that earns the trust of countless residents and their loved ones. Included in those hundreds are three men whose leadership has helped guide the organization through more than 50 years of sweeping health care industry change. John Norwood, John Rowe and Joe Brinker gathered recently to reflect on their careers, their personal connections with Bethesda, and to look ahead at what the future might bring.

## John Norwood President & CEO 1965–1998

**Academics:** Bachelor's in Horticulture, Master's in Healthcare Administration

**Before Bethesda:** Hospital Administrator in Greenville, Illinois.

**Milestone:** In 1995, acquiring the property that became Bethesda Barclay House, increasing the organization's investment in senior independent living.

**Secret to Success:** "The staff—they were excellent and unusually talented."

**Long-term Impact:** "John's leadership created a strong financial base for the organization and put us in a great position to grow and become more diversified," says John Rowe.

### Personal Connection:

John moved into a Bethesda Barclay House apartment.

## John Rowe President & CEO 1998–2010

**Academics:** Bachelor's in Business Administration

**Before Bethesda:** Executive with Centerre and Mercantile banks; Bethesda Board Member prior to becoming President/CEO.

**Milestone:** Addressing rapid changes in the health care industry by expanding our scope and becoming a full-service provider of senior care and services.

**Secret to Success:** "I think dealing with people, including peers, competitors, elected officials, staff and customers, is crucial."

**Long-term Impact:** John established a strong commitment to employees through continuing education, benefits and workforce development.

**Personal Connection:** John's mother was a long-time resident of Bethesda Dilworth.

## Joe Brinker President & CEO 2010–Present

**Academics:** Bachelor's in Finance and Economics, Master's in Healthcare Administration

**Before Bethesda:** Graduate student. "I came in 1989 and intended to work for two years before heading to my next challenge. I thought anything less would look bad on my resume," he laughs. "Now, 25 years later..."

**Milestone:** Positioning Bethesda for success through increased collaboration with local hospitals and health systems as a result of the Affordable Care Act's sweeping regulatory changes in the U.S. healthcare delivery system.

**Secret to Success:** Doing what's right—he says this motto started with John Rowe and continues today. "Do what's right, and we'll be good in the end."

**Long-term Impact:** "I believe we will see even more collaboration to improve efficiencies and provide high-quality care in an environment of increased regulatory and consumer demand."

**Personal Connection:** Joe's parents live at The Oaks at Bethesda, the villa homes located on the Bethesda Dilworth Campus.



(L-R) John Rowe, Joe Brinker and John Norwood.

*We sadly note the death of John Norwood, on February 9, 2015, just prior to the printing of this report. We will be ever grateful for his stewardship of Bethesda Health Group.*

## All in the Family

How many people can say that the place in which they spend their days is also where their life began? More so, the place where many of their family's life events also occurred?

Bethesda Dilworth's Activities Supervisor Paulette Parks certainly can.

Paulette's Bethesda story began 60 years ago, when she was born at the old Bethesda General Hospital in 1954. The day she went home as a newborn was the same day the organization opened the new hospital. She remembers going back to the hospital to have her tonsils removed when she was very young.

"I remember the hospital, a blue building, being at Grand and Vista," she recalls. "We took the bus to get there."

**"It's nice to make each day more pleasant for the residents."**

—Paulette Parks

One of Paulette's sisters was also born there, and later her Aunt Cynthia had some of her nursing training at Bethesda. Yes, Paulette's family sure knows how to keep it all in the family at Bethesda.

Paulette's professional career at Bethesda began in 1982, when she secured a job in the housekeeping department. "I remember the day when I put in my application," she says. "Bethesda just felt like a right fit."

She worked in housekeeping for two years before transferring to physical therapy. Her time in PT helped her at home, too, as she

learned many important skills she needed to take care of her son, who had muscular dystrophy. Then, in 1986, she took her position in the Activities Department. And the rest, as they say, is history.

As Activities Supervisor, Paulette helps organize the residents' day-to-day happenings and social events, ranging from bingo and volleyball games to sing-a-longs and lunch outings. She also plans monthly birthday parties and happy hours complete with drinks, cake and ice cream, and live entertainment.

"It's nice to make each day more pleasant for the residents,"

she explains. "I try to make them feel that this is their home. We want them to feel comfortable in expressing their needs and wants."

Paulette has many memories from her 32 years as a Bethesda employee, but some of her favorite times include getting to know the residents and seeing the fun they have at her events.

"The closeness you get from being one-on-one with them is very fulfilling. I enjoy watching them have a great day," she says. "After an activity is over, it's nice to hear 'Can we do that again?'"



# Don't Call It "Therapy!"

Bethesda's innovative approach to activity-rich, person-centered care

Moving from one's private home into a senior community can be daunting. Many people fear losing access to the activities they love—from gardening to cooking to caring for beloved pets. Bethesda recognizes that offering a superior quality of life has much more to do with these "soft" needs than just the bricks and mortar of the physical buildings.

Further, the medical community and senior care associations now formally recognize the importance of activity and social interaction as forms of therapy. "While we know there are wonderful effects from our programs, we hesitate to call them therapies," says Carrie Craven, a Bethesda Activities Director. "The residents just call them fun!"

Proof of the immense power of engaging the senses—hearing, touch, smell, sight—the movie "Alive

Inside" (see [www.aliveinside.us](http://www.aliveinside.us)) shows the remarkable power music has in reaching even those seemingly "lost" to dementia.

Each Bethesda community has employees responsible for coordinating resident activities, including community groups such as IorekSKAAT, a St. Louis rabbit therapy program that brings bunnies for calming, soft, whiskery visits. In addition, Gateway Pet Guardians reaps mutual benefit by bringing puppies in need of socialization to visit with very willing senior resident "hosts."

## Music Therapy

Emily Cornish brought her guitar and enthusiasm in 2014 as a member of the Bethesda Dilworth team, sharing her talents every day



Music fills the air every day, as Emily Cornish shares her musical talents with her residents.

throughout the community. She plays, leads music and movement classes, and helps residents sing along to their favorite classics. Through singing, many individuals who otherwise struggle to speak due to age and dementia are able to find their voices again.

While many residents are eager to gather together and share in activities, for those who are room-bound, activities are brought to them. Even the most infirmed resident can listen to a favorite ballad or enjoy a puppy's snuggle.

## Intergenerational Therapy

Studies by Brigham Young University and Archives of Internal Medicine show that loneliness is unhealthy and speeds the impact of aging on memory and physical health. Intergenerational therapy crosses the ages and brings together young students and Bethesda residents.

Communities have hosted area students through a variety of programs—including poetry reading, crafting, and reciprocal visits where residents visit the



Rabbits make routine visits at Bethesda Dilworth, offering residents gentle, warm companionship.



classroom and students visit the community. Crossing the generational divide broadens horizons for everyone and redefines the term “grandfriends.”

### Horticulture Therapy

Is it the smell and feel of the soil? The satisfaction of countless blooms in summer? Or maybe it's the warmth of the sun and the cool of a breeze that keeps residents engaged with horticulturalist Donald Frisch from the Missouri Botanical Garden.

Donald helps residents plant basil seeds in flats that he nurtures in greenhouses and then returns with grown plants, ready for use in aromatic and tasty pesto to be smeared on crunchy French bread so the residents can enjoy the “fruits” of their labor. He also brings flower cuttings and slide shows of the many events at the Garden, and guides residents in making flower arrangements—ultimately engaging all of their senses and creativity through working with plants.

### A Sense of Purpose

“Our whole focus on person-centered care calls for us to create home-like environments and to create new opportunities for residents to enjoy their lives,” Carrie says. “Seeing their delight while singing along, petting a rabbit or smelling fresh basil they grew themselves is so valuable. They feel a sense of purpose through activity.”

*The water aerobics classes at the Bethesda Barclay House pool keep the residents active and healthy.*



## Nature's Bounty at Bethesda Orchard

Famed American botanist Luther Burbank said, “Flowers always make people better, happier, and more helpful; they are sunshine, food and medicine for the soul.” Following this logic, one can imagine how the residents of Bethesda Orchard must feel each day, enjoying the result of the work of their fellow residents Emil Beier (above, red shirt, with Charles Muse) and Gordon Ferguson (photo insert), who have created tremendous gardens at Bethesda Orchard.

“I was worried about leaving my home garden, so when I moved here, they put me in charge,” Emil says. Hearty perennials are augmented with colorful annuals, herbs and ornamental peppers—creating an impressive outdoor space for residents to take a leisurely walk, cut a bloom for a vase, or gather herbs for dinner.

When not working in the gardens, Emil enjoys just walking through them...often on his way to volunteering at Missouri Botanical Garden or helping take care of a portion of Francis Park, near his old St. Louis Hills home. Coincidentally, Gordon also lived in the St. Louis Hills neighborhood before moving to Bethesda Orchard, and while the two didn't know each other then, they share pride in keeping their new home and gardens looking sharp.

“I like to work outside as much as possible,” Gordon says. “It keeps me active and helps keep the gardens pretty for everyone to enjoy.”

## Village North, Eunice Smith Home Join Bethesda

Bethesda is one of the area's foremost leaders in independent senior living and skilled nursing care. Our independent living residents enjoy a comfortable lifestyle that suits their wants and desires. We partner with nearly every hospital in St. Louis by providing high-quality care with exceptional patient outcomes. In fact, our success has earned national accolades in recent years, including one of only seven organizations nationwide to have received the *Pathways to Greatness* award from LeadingAge.

Building on this successful experience, Bethesda entered into a management agreement with BJC HealthCare to assume management of BJC's Village North and Eunice Smith Home senior care residences.

Effective Jan. 1, 2015, Bethesda will begin incorporating best practices and the proven Bethesda care and service model (creating a vibrant lifestyle at our independent living communities; incorporating our person-centered care approach in our skilled nursing communities and community based services) at these two communities.

In addition, BJC employees working at these communities are transitioning to become Bethesda employees. "Bethesda's 125-year legacy of providing care and services to the elderly fits perfectly with BJC's focus," says Joe Brinker, Bethesda President & CEO. "We look forward to joining with the committed staff at both Village North and Eunice Smith Home, so that together we can foster

successful aging through compassion and innovation."

Village North is located in North St. Louis County, and Eunice Smith is in Alton, Illinois, affording Bethesda an important opportunity to expand its service offerings further across the St. Louis region and provide essential care to more people.

Village North Retirement Community offers 153 apartments for home-style, independent living. The adjoining 60-bed health center provides skilled nursing care, rehabilitation and other advanced therapy and support services. Eunice Smith Home is a 62-bed skilled nursing community that includes 40 Medicare-certified beds and is certified for Illinois Medicaid.



Wanda Henderson, Dana Airsman, Linda Goggio and Amy Trau, members of the Home Health and Hospice Care administrative teams responsible for the accreditation, celebrate this tremendous achievement.

## Home Health and Hospice Care Achieve Joint Commission Accreditation

St. Andrews & Bethesda Home Health (SABHH) and Bethesda Hospice Care have each received Joint Commission accreditation—an exceptional accomplishment more than a year in the making. The Joint Commission is a nationally acknowledged benchmark of quality, and it takes much commitment and dedication to secure this achievement.

SABHH and Bethesda Hospice Care join each of Bethesda's three skilled nursing communities—Bethesda Dilworth, Bethesda Meadow and Bethesda Southgate—as Joint Commission-accredited businesses.

"A lot of hard work went into obtaining this accreditation," says Wanda Henderson, Process Improvement and Staff Development Coordinator for SABHH and Bethesda Hospice Care. "Some team members have been working on this project since 2013, so we had much to celebrate and much excitement."

She adds that the main goals continue to be providing excellent patient care, achieving the highest level of resident and client safety, and attracting top quality staff. This achievement of attaining accreditation certainly reinforces these goals.



# Bethesda Shares Best Practices Statewide in New Missouri Program

The *Missouri Senior Information Consultant™* program, linking seniors and caregivers to available resources, has been launched by LeadingAge Missouri as a certification program for senior care professionals.

By providing statewide training on topics significant to seniors and their caregivers, the program trains participants on how to clearly disseminate senior information. Once certified, a consultant (Bethesda has four on its staff) not only provides free information on topics relevant to seniors and their caregivers, but also helps them navigate the complex system and locate federal, state and local resources.

The program is funded in part through the generosity and partnership of Bethesda Health Group and a \$25,000 grant from the Herbert and Adrian Woods Foundation, Bank of America, Trustee.

In addition to generous funding sources, much credit goes to the dedicated work of a development team that includes Consumer and Caregiver Cabinet members and their program advisors, who are working closely with LeadingAge Missouri to administer the program. More than half of the team is part of Bethesda and are heavily involved in the development and launch of the program.

Cathy Reiss, chair of the LeadingAge Missouri Consumer and Caregiver Cabinet and an Advisory

Board member at Bethesda, has been working for years in this leadership capacity and coordinating all program logistics. She is excited to bring it to fruition.

As former chairperson of the Missouri Governor's Advisory Council on Aging, Cathy led the efforts more than six years ago to develop this training initiative, which is being presented in the *Missouri Senior Information Consultant™* program. As a former teacher and parent educator for the Parents As Teachers program, and as a caregiver for her parents for 12 years, Cathy brings her extensive skills and knowledge of senior issues to this effort.

“Our goal is to train and certify hundreds of current senior care professionals who can address

the needs of all Missouri seniors and be able to quickly offer free consultations when a family member or senior needs assistance with the aging process,” she says.

While the program currently serves Missouri senior care providers, it is anticipated that it will serve as a model for senior care providers around the country, advancing the efficiency and effectiveness of professionals in this field and providing a consistent and comprehensive statewide system for dispensing information.

For more information on the *Missouri Senior Information Consultant™* program, please visit [LeadingAgeMissouri.org](http://LeadingAgeMissouri.org) and click on the Education tab.

*Cathy Reiss proudly displays the certification training manual for the Missouri Senior Information Consultant™ program.*



# Mother and Daughter, Reunited

Libby Mullen was 38 years old when she finally got in touch with her birth mother, Linda Winkler. In the seven years since, the two have become best friends and are working on a book documenting their journey and the incredible relationship they developed since reconnecting.

Bethesda Health Group plays an important role in their story.

Through its 125-year history, Bethesda has provided compassionate care to those in need in the St. Louis community. Back in 1969, Linda was one of those people.

She was one of the many scared teens who found their way to the Bethesda Home for Unwed Mothers during an era when an out-of-wedlock pregnancy was a scandal in a sleepy Midwestern town.

Linda and her boyfriend benefited from supportive parents and advice from their pastor and priest who referred Linda to Bethesda's Home for Unwed Mothers. Located on the sprawling campus that is now home to Bethesda Dilworth and The Oaks at Bethesda, the home was a secluded retreat for young pregnant women avoiding social stigma in a safe and supportive environment.

"It was a wonderful, loving atmosphere," Linda says. "The girls received very good care."

Linda arrived at the home in May of 1969 and gave birth to a healthy baby in September. The baby was adopted, and Linda returned to join her high school classmates after missing several weeks of the new school year.

Were it not for a clerical error, Libby's diligence, and the love and trust of her birth grandmother (Linda's mother), that could have been the end of the story.

Instead of listing her adoptive parents as it should have, Libby's birth certificate listed her birth mother's actual name. Libby began her genealogical sleuthing, and after a year of following

leads, making tough phone calls and running into dead ends, Libby connected with her birth grandmother.

"I told her that I believed Linda is my mother. There was a silence for about 60 seconds, and I said, 'Could I please leave my contact information, and if you feel that it's the right thing to do, could you please pass it on?'" She did, and Linda called Libby that same day. They talked for more than six hours. For both women, it was as if they had found a missing piece in their lives.

"There was a great mix of joy, relief, wholeness," Libby said. "It was just amazing to find out that after 38 years, Linda had told her other children about me. They all knew. It wasn't like it was some deep, dark secret. And I found out I had siblings. Having been raised as an only child, that was amazing, and I have a relationship with all of them now."

Libby also learned that the adoption had a transformational effect on Linda. Her mother was inspired by her own experience to help other girls in similar situations and worked for more than 25 years as a crisis pregnancy counselor.

Linda and Libby returned to the former site of the Home for Unwed Mothers in the summer of 2014. New buildings and nearly four decades may have erased the remnants of the Home for Unwed Mothers, but as they stood on the same grounds Linda strolled as a pregnant teenager, mother and daughter were both glad and grateful for the clerical error that ultimately restored their bond.



Linda Winkler and Libby Mullen (L-R) share a moment during their tour of the grounds of the former Home for Unwed Mothers.

# A Story of Healing

Gloria and Ray Eickmeyer moved to St. Louis in 1960—both educators at local school districts. Not long after, Ray was not feeling well, so the couple searched for a doctor they could consult. They found a great doctor who recommended Ray go to Bethesda General Hospital.

The doctors found Ray's appendix had burst, resulting in a massive infection throughout his body. He underwent surgery and spent two months recovering there to gain back his strength.

"The surgeons and staff were wonderful, and we felt so cared for and treated very kindly," says Gloria. "I spent so much time there caring for him that I got to know everyone at the hospital, and we became like family."

Two years later, their son, who was born at Bethesda General Hospital, needed surgery upon his

birth. Doctors recommended they wait until he was four months old to perform that surgery. They returned to Bethesda General Hospital. "At that point, I felt very confident in the doctors and staff, so we didn't think twice about where to have our son's surgery," she says. "Everything went well, as expected, and he recovered nicely."

Gloria and Ray went on to enjoy long careers in education, serving in the Rockwood, Parkway and Clayton school districts before ultimately retiring to Hot Springs, Arkansas.

They came to St. Louis often to visit their son and his family, as well as to visit their doctors. When Ray became ill, they came to St. Louis for medical assistance. In 2009, Ray went to Bethesda Dilworth for recovery, where he lived for three months, and Gloria moved into Bethesda Gardens, where she has lived for five years.

"It was wonderful being so close to each other and also to our son in Kirkwood," says Gloria. "They took great care of Ray at Dilworth, and I went there every day to be with him, while still being able to come home to my apartment in the evenings. These facilities just made this difficult time a little easier."

Ray seemed to be improving, and they spent one Saturday morning talking and reminiscing about their 55 years of marriage. The next day, after she returned home from visiting him, Gloria received a phone call that Ray had been taken to the hospital, and by the time she arrived, he had passed away.

"Bethesda played a huge part in our lives, and we are grateful for being a part of the Bethesda family," says Gloria. "Living at Bethesda Gardens is the best place in the world for me right now. I can travel, come and go as I please, remain active and still have a comfortable place, with many friends, to return to every day."

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**"Living at Bethesda Gardens is the best place in the world for me right now."**

**—Gloria Eickmeyer**

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“It’s very fulfilling to help people. Volunteering is a great way to make connections.”

—Howard Watson



## Bethesda’s Helping Hand

Bethesda’s mission to provide high-quality care to seniors comes full circle with Howard Watson, a 97-year-old retired accountant and World War II veteran radio operator. He is a resident at Bethesda Terrace, and has become one of Bethesda’s most dependable volunteers.

Howard and his wife, Gloria, lived at Bethesda Terrace for four years before Gloria was relocated to Bethesda Southgate for skilled nursing care. Howard’s daily visits to Bethesda Southgate allowed him to come to know many of the staff quite well.

After Gloria passed away, Howard asked the staff if they had any opportunities available for him to volunteer. He was asked to steward the hydration cart, bringing water and juice to resident rooms.

He was so well-loved by the residents and staff that he continued to work the hydration station for more than four years.

“I thoroughly enjoyed being in charge of the hydration cart and having the ability to mingle with the residents as well as the staff,” Howard says. “It was all very pleasant.”

Howard has since shared his accounting skills and business acumen throughout Bethesda, sometimes helping Bethesda’s fundraising staff in completing office tasks such as stuffing envelopes and preparing mailings.

In addition to volunteering, Howard appreciates the activities Bethesda organizes for its residents. He enjoys playing bridge; he keeps up with the day’s news on the

computer, and stays in touch with his family through email.

Howard encourages his fellow residents to become involved. “It’s very fulfilling to help people,” he says of being able to give back. “It fills a void in my life, the staff is very nice, and volunteering is a great way to make connections.”

Howard says he will continue to be grateful for being part of the Bethesda family as both a resident and volunteer.

“The fact that I have lived here for 10 years certainly is indicative that I am very happy here,” he says. “Living in this type of environment, you’re free of the responsibilities of home ownership and maintenance. You have peace of mind.”

# Foundation News

2014 has been a banner year, both for Bethesda and St. Louis.

As we at Bethesda celebrated our 125th anniversary, we were also involved in the city's 250th anniversary by sponsoring the commemorative 4-foot fiberglass cake at the Kirkwood Train Station. We even hosted Tom and Carol Voss, co-chairs of STL250, at our annual *Legacy Society Luncheon*. In addition, anyone who participated in one of our aerial "Human 125" photos would agree it was an experience never to be forgotten (see p. 18-19).

Indeed, these are exciting times to be involved with Bethesda as we continue to pursue new partnerships, new additions, and expanded services in an effort to provide the best possible living, care and service options for our seniors and their families.

To help meet the needs of those seniors who cannot fully pay for the compassionate care and innovative services, the Bethesda Health

Group (BHG) Foundation has been growing concurrently. The BHG Foundation welcomes a new team member, Julie Darnold Atkins, who is responsible for grant writing and other fundraising initiatives. We look forward to utilizing

her expertise as we continue to address the challenges involved in securing funding for senior care.

In 2014, the efforts of our donors made it possible for Bethesda to provide nearly \$12 million in unreimbursed care. We can't express our gratitude enough for the help in offsetting this significant level of charitable assistance.

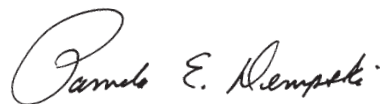
During our continued growth, one fundamental truth remains—charity begins at home. This has never been truer within the Bethesda family of employees, residents, volunteers, and loyal donors.

The annual "*Hearts for Our Homes*" employee and resident fundraising campaign raised an amazing \$100,000 last year, once again proving that our organization is comprised of individuals who are not only talented and caring, but generous and compassionate:

- 558 volunteers who selflessly gave nearly 29,000 volunteer hours of care to our seniors.
- 1,187 donors who gave more than \$634,000 to the BHG Foundation, including planned gifts through our *Lasting Heritage* program (entrance fee program).

This commitment of time, talent and funds will help Bethesda continue to provide quality care and services for another 125 years.

Thank you for your generosity and for making 2014 uniquely memorable and meaningful in support of our vision: "Fostering Successful Aging Through Compassion and Innovation."



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



The BHG Foundation team—Pam Moore, Pam Dempski and Julie Darnold Atkins.

# Highlights



## A Special Silver Anniversary

On a cool fall day in October, Bethesda Meadow residents, families and staff celebrated the 25th anniversary of this beautiful West County community with games, a petting zoo, lots of food and music.

## Up, Up and Away

Bethesda Health Group joined the 42nd Annual Great Forest Park Balloon Race in 2014. Team members (L-R) Lea Ann Coates, Kelly Maier, Angela Horton and Jeff Waldman did a tremendous job volunteering and serving as the “launch crew,” representing Bethesda for the more than 150,000 people who attended the two-day event.



## Voss Speaks at Legacy Luncheon

The distinguished donors and guests in attendance at the BHG Foundation’s Legacy Luncheon, held at the Missouri History Museum, enjoyed remarks from Tom Voss, former Executive Chairman of Ameren. Voss and his wife, Carol, chaired the STL250 birthday celebration in 2014, which coincided nicely with Bethesda’s 125th.



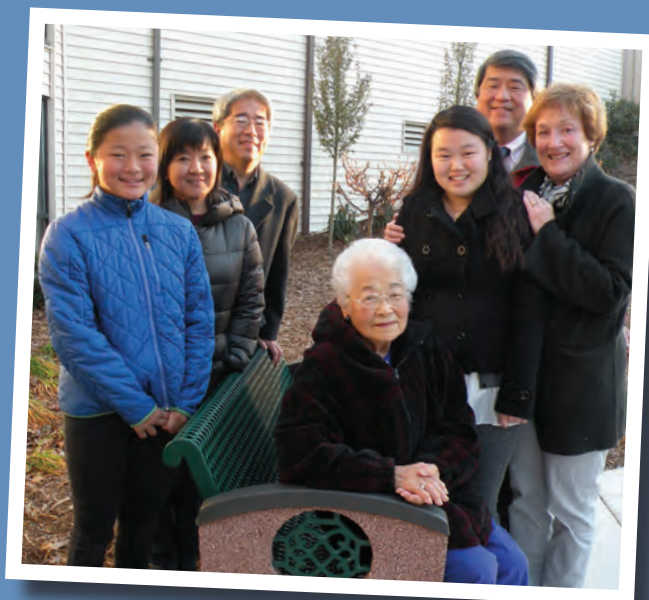
## Flu Vaccine Program Expands

Under the supervision of Bethesda Senior Support Solutions team and the members of the “Flu Crew,” flu vaccines were made available to all employees and residents throughout the organization. However, for the first time, the vaccine was required for staff without a waiver—and the campaign resulted in 100% compliance. Right: Tom Miskle, member of the Flu Crew. Left: Eddie Seawood, corporate purchasing.



## Giving Back

*Alice Hayashi walked each day from her Bethesda Terrace apartment through the landscaped gardens and walkway that led to Bethesda Southgate, where her husband was in skilled nursing care. On one of those walks, she noticed a bench named in honor of a loved one, and thought that would be a lovely tribute—one that she ultimately chose—to honor her husband’s life after his passing. The BHG Foundation is grateful for Alice’s gift, and the many donors who honor our residents and staff with their support.*



## Hospice Care Memorial Walk/Run Expands

*Under beautiful blue skies on a warm June morning, more than 200 people ran, walked and celebrated the lives of their deceased loved ones at the 2nd Annual Memorial Walk/Fun Run, which more than doubled the 2013 event. Circle June 20, 2015 on your calendar, and plan to participate in the 3rd annual event!*



## Veterans Day Celebration

*A pinning ceremony featuring residents representing the Army, Navy, Air Force and Marines and administered by the Bethesda Hospice Care team was among the many highlights of the annual Veterans Day celebration at Bethesda Meadow. Similar pinning ceremonies took place at each Bethesda community.*



## Ice Bucket Challenge

*Bethesda’s Management Team, as well as groups at Bethesda Dilworth and Bethesda Terrace, took part in the ALS “Ice Bucket Challenge” this summer.*





Serving St. Louis  
Seniors for 125 Years!

# Why I Chose Bethesda...

## Dr. Elsie Meyers

Farmer. Teenage midwife. Med student. Anesthesiologist. Professor. World traveler. Wife. Grandmother. Great-grandmother. Elsie Meyers has worn very many hats. A 92-year-old resident of Bethesda Barclay House, Elsie's life story is something that would make many green with envy; however, she is incredibly humbled by what she has achieved in life, and is even more grateful that she resides at Bethesda.

A farm girl and young midwife born and raised in Northern Indiana, Elsie worked diligently to put herself through medical school at Indiana University. She moved to Philadelphia upon graduating to

begin her internship at the Hospital of the University of Pennsylvania. It was there she met her future husband, Robert, who was her resident in charge of neurology. They married. Robert pursued his studies in psychoanalysis, and Elsie became a resident in anesthesiology. They had three daughters, whom Elsie stayed home to raise.

They moved to St. Louis, each developing their medical careers and ultimately enjoying retirement. Elsie and Robert traveled extensively—one such adventure took them exploring in the Alps when they were in their 70s.

Since retiring, Elsie has volunteered at City Hospital in St. Louis, helped establish a presurgical clinic at Barnes Hospital, volunteered at the St. Louis Psychoanalytic Institute and cared for her husband at home during his long illness.

After Robert passed away in early 2014, Elsie knew that their condo was too big for one person. Remembering how she and Robert had previously looked at Bethesda Barclay House and were impressed with its many amenities, Elsie ultimately moved into a comfortable two-bedroom apartment in the building.

At Bethesda Barclay House, Elsie enjoys being in the heart of a city and always having people around, whether it may be an employee who comes to fix something in her apartment or a friend with whom to chat and share stories.

"I love that Shaw Park is nearby," she says. "I walk there daily. And the employees here are very accommodating."

Elsie is also very impressed with Bethesda's commitment to safety. "Even though I live on my own, I feel very secure here."

Nowadays, Elsie's typical day is a 180-degree "flip" from when she was practicing medicine. She's dived headfirst into quilting, sewing hundreds of quilts for the patients at Riley Children's Hospital in Indianapolis. She enjoys collecting art, reading and writing. She's penned a memoir (to be published "one day, maybe") that proudly sits on her coffee table.

If it is published, her friends from Bethesda Barclay House will be among the first in line to purchase a copy.



# Mike Gibbons

He's not a native St. Louisan, but Mike Gibbons has lived in Kirkwood since moving from Massachusetts with his parents and graduating from Kirkwood High School in 1942. Since then, he has enjoyed all that Kirkwood has to offer and the community feel it provides. When it

was time to move to an independent living community, Mike and his children naturally chose Bethesda Gardens.

"I really enjoy being in the center of town and being able to walk to a variety of restaurants, as well as the Kirkwood Public Library," he says. "It keeps me active and exercising."

A decorated military veteran, a lawyer and an involved community volunteer, Mike enjoys reading, playing the piano and spending time at the local YMCA, exercising and socializing.

He is also an active member of the Kirkwood-Des Peres Area Chamber of Commerce and volunteer at St. Luke's hospice facility. In 2012, he was named a winner of the Lieutenant Governor's Senior Service Award and in 2005,

he received the Citizen of the Year Award from the Chamber.

Mike's love of reading takes him to the public library frequently, where he finds biographies and political stories. He is a member of Bethesda Gardens' book club, where he joins in group discussions with other residents. He also enjoys participating in the morning exercise programs and happy hour events.

"I really like participating in the social gatherings here, getting to know other residents and having company to share meals and lively discussions," he says.

Mike also spends time with his family nearby. His son and daughter live in Kirkwood and Rock Hill, and he enjoys going to visit them and catching up with his grandchildren.



# Dr. Bob and Lorene Drews

For Bob Drews and his wife Lorene, choosing The Oaks at Bethesda was an easy decision. As a renowned ophthalmologist, Dr. Drews spent much of his career operating at Bethesda General Hospital and Eye Institute, as did his father before him.

"I was already part of the Bethesda family. That, combined with the excellent location of The Oaks villas, made the choice easy," he says. "The staff here is very friendly and pleasant, and they have been very helpful to us."

He and Lorene have lived in their villa home for seven years and enjoy the maintenance-free lifestyle, as well as the social events offered by the community.

Lorene enjoyed attending the happy hour gatherings at the clubhouse, as well as the holiday parties and socializing with their fellow residents.

Bob remains busy and participates on Bethesda's Advisory Board and the St. Louis Society for the Blind and Visually Impaired. He is a graduate of Washington University, where he also completed his residency and then spent two years in the U.S. Navy before returning to St. Louis and opening a private practice. He also taught

at Washington University's Department of Ophthalmology, where he is now a professor emeritus and past board member, and continues to stay involved with the University as a volunteer.

*Bethesda extends its condolences to the Drews family on Lorene's passing, December 18, 2014.*



# Fostering Successful Aging

While numbers certainly don't tell the whole story, the many impressive statistics displayed on these pages provides a snapshot of the commitment to excellence regarding the care and service we at Bethesda provide to our residents and their loved ones.

Perhaps the most prominent number for 2014 is "125"—as in our 125th anniversary serving St. Louis seniors and their families. The successes we achieved in 2014 are based on more than a century of dedication to doing the right thing in our community.

Quality care extends well beyond numbers—it requires the compassion, drive and determination of our tremendous team. Our staff, volunteers, board members and donors are dedicated to the welfare of our residents and the St. Louis senior community. This team of committed individuals understands what it takes to operate a healthy, viable organization.

Bethesda continues to have a strong financial footprint—our 2014 net assets are in excess of \$47.1 million; we continue to invest in capital improvements (more than \$37.8 million spent during the last five years); we support our Humanitarian Care initiative for our residents in financial need (nearly \$12 million in 2014), and we continue our pursuit of technological advancements.

As impressive as these statistics are, they are just part of the Bethesda story. Providing exemplary care and services to our residents drives each of us every day, and is why we are so committed to our vision of fostering successful aging through compassion and innovation.

We look forward to a tremendous 2015, and will continue striving to establish Bethesda as the premier provider of care and services for seniors.

## Bethesda: By the Numbers in 2014

**\$11.9 million**

in charity care provided  
by BHG last year

558 volunteers =

28,886  
volunteer hours last year

**1,187 individuals**

donated to  
BHG Foundation last year

**\$40**

was the original donation/  
investment when Bethesda  
was founded

**A+** is BHG's rating from Better Business Bureau

Meals on Wheels donated **29,638** meals

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

Year ending June 30, 2014

**REVENUES**

Net service revenue	\$ 61,265,407
Other revenue and gains	5,251,629
Investment income	2,350,093
Contributions	585,080
<b>Total revenues</b>	<u>69,452,209</u>

**EXPENSES**

Professional care	25,941,800
Dietary service	7,331,816
General services	8,060,385
Administrative services	13,133,082
Employee health and welfare	3,865,387
Depreciation	7,617,826
Interest	2,772,220
Provision for bad debts	330,718
<b>Total expenses</b>	<u>69,053,234</u>
<b>Net income</b>	<u>\$ 398,975</u>

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

Year ending June 30, 2014

**ASSETS**

**Current Assets**

Cash and cash equivalents	\$ 4,028,948
Assets limited as to use	6,634,578
Accounts receivable	3,420,223
Other current assets	2,427,966
<b>Total current assets</b>	<u>16,511,715</u>

Assets limited as to use,  
net of amount required to  
meet current obligations 74,417,071

Property, plant and  
equipment, net 101,546,768

Beneficial interest in trusts 1,129,491

Other assets 1,130,713

**Total assets** 194,735,758

**LIABILITIES AND NET ASSETS**

**Current liabilities**

Current maturities of long-term debt	\$ 1,380,000
Accounts payable	1,471,539
Accrued expenses	5,754,926
Other current liabilities	3,185,910
<b>Total current liabilities</b>	<u>11,792,375</u>

**Long-term liabilities,  
less current maturities** 74,520,000

**Life residents' fees** 44,479,320

**Other liabilities** 16,866,851

**Total liabilities** 147,658,546

**Net assets** 47,077,212

**Total liabilities and  
assets** \$194,735,758

**\$148,000**

donated by BHG to the United  
Way and other charities

There are **528** apartments  
and  
**27** patio  
homes

Home Health staff members traveled  
**70,000** miles

# Volunteer Groups

## 2014 Women's Board



**Front row, seated: (L-R)** Kathy Lupo, Dorothy Boenker, Nancy O'Brien, Joan Whitford, Toni Breihan, Sue Bahle, Martie Dille, Lorene Drews, Ricki O'Meara\* **Standing: (L-R)** Sally Lilly, Kathy Joslin, Ann McCandless, Jane Bryan, Jean Bouchard, Kathy Marlock, Julie Poelker, Amy Trau, Pat Kapsar, Barb Clements, Fran Stuhl, Susan Logie, Mary Sertl, Joyce Ulrich, Fran Burns, Judy Bass, Georgee Waldman, Ginny Rowe  
**Not pictured:** Carol Baechle, Flo Baur, Susan Brinker, Martha Anne Bull, Patricia Bushman, Marian Desloge, Jane Evans, Michelle Glass, Susan Goodman, Suzanne Harbison, Mary Harris, Juanita Hinshaw, Jane Hughes, Christy James, Babs Kolkmeier, Susan Krombach, Earl Lionberger, Lorraine Magee, Jane Mahan, Lydia Meier, Lisa Meyer, Dessa Morrow, Anne Ryan, Jo Schnellman, Marge Schoor, Jackie Shillington, Betty Sims, Audrey Smith, Sue Voorhees

## 2014 Advisory Board



**Back row: (L-R)** Betty Sims, Bob Barrett, Cathy Reiss, Dale Meier, Joe Brinker, Curt Engler, Steve Woodard, John Rowe, Earl Dille, Sally Lilly, Tom Collins, Nick Clifford, Earle Harbison, John Norwood, Jim Sertl, Bob Drews, Tom Bayer **Front row, seated: (L-R)** Franc Flotron, David Fleisher, Ruth Kohl, Peter Krombach, Joan Whitford  
**Not pictured:** John Baird, Ben Edwards, Jim Esther, Juanita Hinshaw, Harry Kennedy, John McClure, Subodh Mehra, Jim Mills, Jackie Shillington



## Legacy Society Executive Committee



**Back row:** (L-R) Sally Lilly, David Culver, Harris Frank, Fred Perabo (Co-Chairman), John Rowe, Ginny Rowe, Earl Dille, Joan Whitford, Earle Harbison (Co-Chairman), Joe Brinker  
**Front row, seated:** (L-R) Susan Goodman, Jack Lilly, Joe Birk, Martie Dille, Peter Krombach **Not pictured:** Ken Bower, George and Barb Clements, Tom Collins, Joan Culver, Bob Drews, Mary and Jim Sertl

## Bethesda Dilworth Auxiliary



(L-R) Julie Deggendorf, Maud Jeanty, Judy Doyle, Barb Gilpin, Michael King, Jan Glass, Charlene Zinkl, Herald Hamann, Susan Goldstein, Rachelle Habecker, Nancy LaTourette, Mary Wuller, Leslie Simon (Volunteer Coordinator).

## Hospice Care Volunteers



(L-R) Tony Cosentino, Richard Doyle, Nancy Birge, Mary Ann Schaeffer, Gayla Maze, Ruth Rincker (Social Services Coordinator), Lois Noel, Mary Wuller, Leslie Schaeffer (Bereavement Coordinator), Nancy LaTourette, Ruth Kohl, Bob Morris

## Bethesda Meadow Auxiliary



**Back row:** (L-R) Emily Lankau (Secretary), Bob Morris (Treasurer), Fran Burns (Vice President)  
**Seated:** (L-R) Darla Neely (Auxiliary Coordinator), Ruth Kohl (President)

## Charless Village/Southgate Volunteers



(L-R) Holly Parsons, Bev Delaney, Darlene Taylor, Chris Crouch (Senior Administrator (on arm of chair)), Ruth Flanigan, Barbara Winkler **Standing:** Jan Keale (Volunteer Coordinator), Ron Flanigan

## Ding-a-Lings (Bethesda Dilworth Volunteer Singers)



**Seated on bench:** (L-R) Chelle Habecker, Marie Zucchero  
**Standing:** (L-R) Nancy LaTourette, Judy Doyle, Rose Mary Zinkl, Loretta Keller, Bob Zinkl, Julie Deggendorf, Gloria Curtis, Jan and Roger Nelson, Barb Gilpin, Joyce Byers-Hines, Herald Hamann, Michael King, Ellen McCoy, Mary Wuller, Ann Konold **Not pictured:** Candy Culivan, Ed Fix, Maud Jeanty, Marilyn Schramm, Mary Williams

# Board of Directors



**1 Joseph E. Birk, Jr.**  
Board Chairman, retired attorney  
at Ameren UE

**2 Fred H. Perabo**  
Board Vice Chairman, retired Director of Community  
Affairs at Ralston Purina Company

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



**4 George W. Clements, Jr.**  
Board Secretary, retired family business owner  
and former President at Midtown Medical Center  
Redevelopment Corporation

**5 Joseph J. Brinker**  
President & Chief Executive Officer  
of Bethesda Health Group

**6 Kenneth J. Bower**  
Principal at Moneta Group, LLC



**7 Thomas J. Harris**  
Executive Vice President of MMS—  
A Medical Supply Company

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

**9 Kevin J. Klingler**  
Executive Vice President, Strategic Alliances,  
Biomedical Systems Corp.



**10 Kenneth J. Kolkmeier**  
Retired President of Nooter Construction Company

**11 Gary L. Mayes**  
Retired attorney, Thompson Coburn, LLC

**12 Susan G. Moore**  
Retired school teacher, civic leader and President  
of the Charless Foundation



**13 Richard C. Mueller, Jr.**  
Principal at Bopp Chapel

# Management Team

**Joseph J. Brinker**

President & Chief Executive Officer

**Roger T. Byrne**

Senior Vice President  
Chief Financial Officer

**Katherine E. Joslin**

Senior Vice President  
Human Resources and Marketing

**Amy J. Trau**

Senior Vice President  
Healthcare Services

**Christine E. Crouch**

Vice President and Senior Administrator

**Michelle M. Glass**

Vice President and Director  
Bethesda Home and Community  
Based Services

**Muriel C. Van Oordt**

Vice President and Senior Administrator

**R. Kenneth Bass, Jr.**

Senior Vice President  
Senior Living

**Larry D. Hickman**

Senior Vice President  
Administrative Services and  
Chief Information Officer

**Alphonse D. Poelker**

Senior Vice President  
Strategic Development

**Pamela E. Dempski**

Corporate Vice President and  
Director of Fund Development

**Kevin L. Curry**

Vice President and  
Corporate Compliance Officer

**Scott A. Middelkamp**

Vice President  
Business Process Improvement

**Jeffrey R. Waldman**

Vice President and Director of Marketing

# Honor Roll of Donors

Year ending June 30, 2014

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

## Life Legacy (planned gifts)

Tom W. Bennett Irrevocable Trust  
Marge Bieser  
Daniel and Blanche Bordley Fund for Bethesda; A Fund of the Greater St. Louis Community Foundation  
Antoinette C. 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  
Marie Falvey  
Joyce Fincher  
Harris Frank  
Margaret B. Grigg Foundation  
Dorothy M. Hanpeter  
Alfred and Mary Jane Heitzmann  
Briggs Hoffmann  
Russell and Virginia Jones  
Jack and Sally Lilly  
William C. Malcolm  
Mary E. J. Mermod Trust  
Jean G. Newton  
John F. Norwood  
Joe Palacek\*  
Mary Poore Fobes Trust—Flower Fund  
Viola J. Reynolds Trust  
John W. Rowe  
Frank A. and Alpha H. Ruf Fund; A Fund of the Greater St. Louis Community Foundation  
Albert Schweitzer  
Katherine Stauffer Charitable Trust  
Ann F. Sternberg  
Richard Weidert

## Pillar Level (\$10,000+)

Anonymous  
Douglas B. Chomeau

Stuart and Susan Chomeau  
Emerson  
Paric Corporation  
RehabCare  
Herbert A. and Adrian W. Woods Foundation

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

Amen, Gantner & Capriano  
Anonymous  
Thompson Coburn LLP

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

Anonymous  
Joe<sup>†</sup> and Susan Brinker  
Jim and Michelle Glass  
Tom<sup>†</sup> and Mary Harris  
Phil<sup>†</sup> and Judy Hutchison  
Mel and Ruth Kohl

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

Anonymous  
Jerry and Sarah Arnold  
John P. Baird  
Ken and Judy Bass  
Francis Baumli  
Bethesda Meadow Auxiliary  
Mitch and Jennifer Beuke  
Joe<sup>†</sup> and Jean Birk  
Dwight and Jean Bouchard  
Michael and Danna Boyd  
Shawn and Candice Brown  
Roger and Laura Byrne  
George<sup>†</sup> and Barbara Clements  
Nicholas B. Clifford  
Tom and Chris Crouch  
David<sup>†</sup> and Joan Culver  
DaRT Chart Systems, LLC  
Tom and Pam Dempski  
Bruce Fegley and Katharina Lodders Fegley  
Franc Flotron and Anne Lewis  
Leonard and Linda Goggio  
Evelyn Goldberg  
Wade and Michele Hachman  
Earle and Suzanne Harbison  
Larry and Julie Hickman  
Juanita Hinshaw and Ted Harrison

Doug and Kathy Joslin  
Bob and Marilyn Kane  
Patricia Kapsar  
James and Wendy Kemp  
Ken<sup>†</sup> and Babs Kolkmeier  
Jack and Sally Lilly  
Kelly Maier  
Darrell Marcum  
Gary<sup>†</sup> and Harriet Mayes  
Dale and Lydia Meier  
Elsie F. Meyers  
Scott and Elizabeth Middelkamp  
Tom and Sherry Miskle  
Michael and DaVone O'Leary  
Omnicare, Inc.  
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Anna Pippin  
Al and Julie Poelker  
John and Ginny Rowe  
Emil and Rosemary Schmidt  
Jim and Mary Sertl  
Josh and Jessica Sharp  
Brian and Andrea Snyder  
St. Louis Service Bureau Foundation  
Nathan and Kelly Torno  
Mike and Amy Trau  
Tom and Muriel Van Oordt  
Jeff and Georgee Waldman

## Opportunity Level (\$500-\$999)

Anonymous  
BBC Saturday Morning Golf Buddies  
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Terri Balestreri  
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Bartels & Missey, Inc  
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Bruce and Sharon Bateman  
Bruce and Elisabeth Beeler  
Christopher and Janine Benjamin  
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Patricia Bushman  
Tom and Jennifer Collins  
Common Ground Public Relations, Inc.  
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Earl and Martie Dille  
Mike and Peggy Eckstrom Gay  
Mike and Sherry Ehrler  
Robert and Jane Evans  
David and Carol Fleisher  
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Avi and Evan Goldfarb  
Susan M. Goodman  
Richard and Sandra Hughes  
Jim and Jeanette Kille  
Patrick and Sanna King  
Peter and Susan Krombach  
Michael Kurtz  
William and Lorraine Magee  
David and Jane Mahan  
Kathy Marlock  
Terry and Lisa Meyer  
Austin and Barbara Montgomery  
Michael and Susan<sup>†</sup> Moore  
Peter Moser  
Northern Trust Matching Gift and Volunteer Grant Program  
John F. Norwood  
Ricki O'Meara\*  
Piper Jaffray & Co.  
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John and Jacqueline Shillington  
Lila Simpson  
Audrey F. Smith  
Clarence and Janet Turley  
Howard L. Watson  
Michael and Sarita Weldon  
Joan Shannon Whitford  
Craig and Lee Williams  
Lee Williams  
Dorothy Willmann  
Al and Joan Winkler  
Julie Wolfe  
Steve and Debbie Woodard  
Karen Y. Zurick

## Dignity Level (\$250-\$499)

Goran Abutovic  
Darlene Alabran  
Allied Benefit Systems

American Express  
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Carroll A. Baechle  
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Ronald and Mary Ann Brinker  
Charlotte Busch  
Marshall Cobb  
Brandon and Katie Czarnecki  
Donna P. Day  
Marian Desloge  
Justin and Ruth Donahay  
Nancy R. Doolin  
Bob and Lorene\* Drews  
Dennis Eddlemon  
Curt and Robin Engler  
Eda Farache  
Randal Foster  
Jen L. Francis  
Jerome L. Gidlow  
Donna Graf  
Stephanie Graf  
JoAnn Grotegeers  
Dorothy Harper\*  
Briggs Hoffmann  
Philip and Angela Huddleston  
Michael and Sarah Hurst  
Bob and Jan Keale  
Mary Jane Kirtz  
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Katherine Lupo  
Lansden and Ann McCandless  
Graciél Mendoza  
Todd C. Meury  
Milliman, Inc.  
Roger and Jan Nelson  
Fred Pordos  
Kathy Roseland  
John Schiffman  
Gerry and Marge Schoor  
Edmond R. Siefert  
Bill and Betty Sims  
Wilbur Skornia  
Ann F. Sternberg  
Cathy Taylor  
Daniel and Susan Trout  
Family of Lou Fern Warnol  
Steve and Jane Zigrye  
Marie A. Zuccherio

**Ability Level (\$100-\$249)**

Jim and Sue Adams  
Dana Airsman  
David Ake  
Larry and Kathleen Albright  
Ardis Anderson  
Anonymous  
Richard C. Attig  
Grace Bachman  
Sharon Beirne  
Sylvia Bergbauer  
Chiquita Bethany  
Steve and Katherine Black

Kathleen S. Blaskiewicz\*  
Samantha Boettinger  
Olga Bojko  
Patrick Boone  
Clayton Borage  
Ken† and Mary Bower  
Haley Boxdorfer  
John R. Breihan  
J. Allen Brinkmeyer  
Linda Broch  
Rex and Martha Anne Bull  
Tony Campenella  
Kevin Casey  
Ruth Shirley Chase  
Chesterfield Dental Associates  
Sonia A. Chetta  
Tiffany Clancy  
Stephanie Clausner-Conner  
Carol Conner  
Dick Corbet  
Marjorie S. Courtney  
Paula Czarnecki  
Martha Rieber DeGray  
Janelle Dial  
Scott and June Douglass  
Marcos and Elizabeth Duarte  
and Family  
Glenda Dunn  
Konnie Egertson  
Robert and Becky Eggmann  
Toni C. Emery  
Becky Entenmann  
Fred F. Faller  
Sara Farmer  
George W. Franz  
David Friedman  
Dorothy Gannon  
George E. Glass  
Adrian Godlewski  
Greater St. Louis Baseball  
Historical Society  
Holly Greminger  
Charles and Nannelle Griffith  
Karla Grimm, Jayne Grimm,  
Robin Grimm and Phill  
Grimm  
Richard B. Haar  
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Mercy Hospital St. Louis,  
Department of Pathology  
John Mertens  
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Betty Miller  
Cam and Angela Moles  
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*The annual Carnival is just one of the many fun activities residents enjoy at Bethesda's Adult Day Care programs.*



# What's Happening!

## Looking Good, Bethesda!

From newly refurbished public areas to full apartment remodels, the Renovations Team is keeping Bethesda looking sharp.

At Bethesda Barclay House, updates include a beautiful, newly refurbished front lobby (see photo below), as well as a new fitness room, new media room, and renovated resident floor hallways (many Bethesda communities have renovated hallways).



The residents at Bethesda Terrace spend as much time as possible in the updated first-floor Activity Room and outdoor patio (with updated landscaping, a water feature and new gazebo). Numerous residents at Bethesda Orchard are taking advantage of the new, spacious exercise room at that community.

Bethesda Dilworth will soon unveil a new front lobby and public "bistro." Also, a new "household model" is being introduced on the third floor, which will include a functional kitchen. The open concept dining area will mirror how people live in private homes—another advancement in Bethesda's commitment to person-centered care.

In addition, the team is renovating resident apartments and rooms throughout the organization to ensure that residents enjoy a modern, tasteful and efficient environment.



*John Rowe celebrates his Norwood Award with his family.*

## Congratulations, John!

After three decades of service as a volunteer Bethesda board member, and serving for 12 years as the organization's President and CEO, **John Rowe** is a most worthy recipient of the 2014 Norwood Award.

The award, named for former Bethesda President & CEO **John Norwood**, recognizes those whose service and dedication to the organization and its residents reflect exceptional commitment.

While working as a bank executive in St. Louis, Rowe's mother moved into Bethesda Dilworth, and he joined the Bethesda Board of Directors. During Rowe's tenure on the board, Norwood retired, and the search committee selected John to serve. Read more about John Rowe's relationship with Bethesda on page 6.



*Felix Perkins and Jessica Asp are just two of the many who make sure the food served at Bethesda communities is fresh and healthy...and tastes great!*

## Fresh Dining Taken To New Level

A new partnership with the culinary team at Unidine has resulted in fresh, seasonal, locally sourced and organic ingredients for Bethesda residents.

Widely considered an industry leader in senior dining, Unidine Senior Living Culinary Services is known for its "Fresh Food Pledge." Recipes are created from scratch with only the freshest ingredients, from homemade salad dressings to hand-made breads and fresh chopped vegetables in soups and sauces.

"Unidine shares our commitment to quality, they are collaborative in wanting to learn our residents' preferences, and they have an exceptional dedication to ensuring the food is as nutritious and tasty as possible," explains **Ken Bass**, Senior Vice President, Senior Living. Bon appétit!

## And the Award Goes to...

Great work, dedication and charitable spirit can be found throughout the Bethesda organization, as staff and volunteers alike received recognition in 2014 for their commitment to serving others:

- **Kristen Anthony**, Assistant Director of Nursing at Bethesda Meadow, was named a finalist in the Senior Services category in *St. Louis Magazine's* Excellence in Nursing Awards.
- **Candice Brown**, Administrator at Bethesda Meadow, was accepted into, and currently is participating as a member of, the 2015 LeadingAge Leadership Academy. Candice is one of only 47 professionals from across the nation selected to participate in the 2015 class.
- **Kathy Joslin**, Senior Vice President, HR and Marketing, received the 2014 Drew Baur Award of Excellence from the St. Louis Chapter of the National Kidney Foundation. Kathy has served on the board for the last six years, including President from 2010-2012.
- Bethesda Volunteers **Bob Morris** (Bethesda Meadow and Bethesda Hospice Care); **Mary Jane Thibault** (Bethesda Southgate and Bethesda Dilworth), and **James E. Timar, Jr.** (Bethesda Dilworth) were honored with Lieutenant Governor's Veteran Service Awards for their roles as retired military veterans who continue to share their talents through community service.
- **Joe Thomas**, Resident Companion at Bethesda Meadow, was named a winner of the "Caregiver of the Year" award from VOYCE (formerly the Long-Term Care Ombudsman Program), recognizing his efforts in making personal connections with residents.



- **Sheri Turner**, a Licensed Practical Nurse at Bethesda Meadow, received the Mary June King Scholarship Award, given annually to a Bethesda employee who has elected to further their education while continuing to work full-time serving the needs of our residents and their families.
- **Bethesda Barclay House** earned a prestigious "Excellence in Action" Award from the National Research Corporation, recognizing the outstanding results from its resident satisfaction survey.
- **Bethesda Southgate** earned gold level status in the Primaris Missouri Show-Me Quality Games, one of only 17 participants (out of nearly 500) to achieve that level in the quality improvement program.
- For the third consecutive year, **Bethesda** celebrated its position as a "Best Place to Work" finalist from the *St. Louis Business Journal*.



VOYCE award winner Joe Thomas

## Senior Support Solutions Expands Programs

Residents and families using Bethesda Senior Support Solutions can now take advantage of expansions in the areas of Transportation and Personal Services.

Under the supervision of **Michelle Glass** and **Tiffany Brooks**, the fleet of transportation drivers has expanded service to include hospital pickups for rehab patients along with return to their homes, and transportation to and from the Adult Day Care and Outpatient Therapy programs.

Personal Service Assistants **Julie Poelker** and **Casey Gerhard** not only accompany residents to doctors' appointments but will sit in and take notes, which are shared with the residents' loved ones. Julie and Casey will also grocery shop and run errands for our senior living residents.



Personal Service Assistant Julie Poelker (right) takes notes as Bethesda Orchard resident Marilyn Washington meets with Dr. Hany Salama.

# 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

### Bethesda Terrace

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

### The Oaks at Bethesda

Big Bend, West of Berry Road  
Oakland, MO 63122  
(314) 372-5839

## BETHESDA ASSISTED LIVING COMMUNITY

### 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

## 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 REHAB & THERAPY CENTERS

### Bethesda Dilworth campus

9645 Big Bend Blvd.  
St. Louis, MO 63122  
(314) 446-2122

### Bethesda Meadow campus

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

### Bethesda Southgate campus

5943 Telegraph Road  
St. Louis, MO 63129  
(314) 846-2001



\*These communities and services have earned Joint Commission accreditation.

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.