

Incoming Bethesda Residents Enjoy “Moving with Ease”

With many newly listed houses quickly going under contract for well above asking price, it’s no secret that Spring and Summer 2022 would be a great time to sell a home. While the financial gain of selling during a “seller’s market” is very appealing, the stress brought on by the logistical aspects of moving often deters seniors from doing so.

Enter Bethesda’s “Moving with Ease” program, powered by Senior Living Experience. Specifically designed for soon-to-be Bethesda residents, “Moving with Ease” provides peace of mind by simplifying the entire moving process.

“We can help with each step in the process, from cleaning and clutter removal, advice on home

repairs and estate sale referrals, to providing multiple home sale options and everything in between,” says **Shelby Reed**, owner of Senior Living Experience.

The Mike Luntz Team with Core Realty works with Senior Living Experience and Bethesda to handle listing and selling. The team has more than 30 years of combined experience selling homes in St. Louis and surrounding areas, making them the perfect real estate group for Bethesda and its incoming residents.

Last year, **Ervin Wilson** decided to sell his home and move into Village North Retirement Community in Florissant after his wife of 60 years passed away. He was impressed with the Mike Luntz Team, who listed and sold his home in record time.

“We received 10 offers in two days. I was able to pick the best one and we closed shortly thereafter,” Ervin says. “While the movers came and packed everything up for me, my son and I went to breakfast. By the time we got back, everything was done. It was so nice to not worry about the logistics of moving.”

Freida Keough took advantage of the “Moving with Ease” program when she decided



Freida Keough enjoys a book in her apartment at Bethesda Gardens.

to sell her condo in Kirkwood and move into Bethesda Gardens.

“The team made the sale and closing of my condo very simple. They even packed and unpacked my belongings, so when I got to my new apartment, it was already set up for me,” Freida says. “I didn’t have to lift a finger or worry about a thing! I just had to move!”

And the program’s track record helps lessen the worry for families living both in and out of town, replacing it with joy and relief.

For more information about the “Moving With Ease” program, call 314-372-5839. ■

Ervin Wilson is thrilled with his apartment at Village North Retirement Community.



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5943 Telegraph Road
Oakville, MO 63129, (314) 846-2000
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1251 College Ave.
Alton, IL 62002, (618) 463-7330
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St. Louis, MO 63136, (314) 355-8010
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401 Corporate Park Dr.
Clayton, MO 63105, (314) 725-7447
Candice Brown, V.P. and Administrator

Memorial Care Center

4315 Memorial Drive
Belleville, IL 62226, (618) 619-5000
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Bethesda Barclay House

230 South Brentwood Boulevard
Clayton, MO 63105, (314) 963-4141
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Bethesda Gardens

420 South Kirkwood Road
Kirkwood, MO 63122, (314) 686-4250
Angela Judge, General Manager

Bethesda Orchard

21 North Old Orchard Avenue
Webster Groves, MO 63119, (314) 963-2296
Todd Meury, General Manager

Bethesda Terrace

2535 Oakmont Terrace Drive
Oakville, MO 63129, (314) 375-1070
Andrea Tripp, Senior General Manager

The Oaks at Bethesda

Big Bend & Berry Road
Oakland, MO 63122, (314) 686-4250
Angela Judge, General Manager

Village North Retirement Community

11160 Village North Dr.
St. Louis, MO 63136, (314) 653-4810
Felinna Love, General Manager

Assisted Living

Bethesda Hawthorne Place

1111 Berry Road
St. Louis, MO 63122, (314) 853-2551
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Charless Village

5943 Telegraph Road
St. Louis, MO 63129, (314) 606-9891
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Contingency Nurse Program Provides Flexibility & New Learning Opportunities

Nearly every industry has experienced workforce shortages since the COVID-19 pandemic began, including healthcare. In response, Bethesda has developed an unconventional program to recruit and retain top nursing talent that is proving to be quite effective.

According to most of the program's participants, the key to Bethesda's Contingency Nurse Program is flexibility. Although they are all full-time Bethesda employees, they don't work at the same community every day. Instead, they could be asked to work anywhere within the Bethesda system.

Tina Robinson, a Licensed Practical Nurse, is a program participant. She worked in memory support at Bethesda Southgate for 13 years before leaving for a different opportunity in July 2021. But she wasn't gone from Bethesda long.

"I was excited to hear about the Contingency Nurse Program because I had been looking for an opportunity to get outside of my comfort zone," says Tina. "I wanted to have different experiences with new people



Arielle Thompson takes the blood pressure of resident **Ron Winkleman**.

in new communities, and this program offered exactly that. And I really missed being at Bethesda, so it worked out great!"

Tina says she used to be intimidated by the thought of working in the rehabilitation area, so she specifically requested rehab when she began working in the Contingency Nurse Program.

"My supervisor made the transition to rehab so easy for me. I feel confident in my skills and abilities and have already learned so much," Tina says.

In addition to a friendly work environment, Tina says Bethesda offers so many career opportunities. "You can move up the ladder from nurse to charge nurse to manager, all within the same system, and I really appreciate that."

For Licensed Practical Nurse **Arielle Thompson**, who worked briefly for Bethesda more than a decade ago, being able to create her own schedule was a huge draw.

"When I heard about this new program and the flexibility it offered, I was excited to come back to Bethesda because I always enjoyed the family-like atmosphere within the communities," Arielle says.

Both Tina and Arielle have recommended the Contingency Nurse Program to friends and former co-workers.

"If you have a hard time sticking to a traditional nursing schedule, this program might be a great fit for you," Arielle said. "Plus, consistently traveling around to work with new people and gain new experiences is so valuable in your career development."

For more information about the Contingency Nurse Program, contact **Nici Bovee** at 314-800-1926 or nrbovee@bethesdahealth.org. ■



Tina Robinson (l) spends time with resident **Robin Simmons**.

Residents Supporting Residents with “Lasting Heritage”

Bethesda strives to meet the needs of seniors without regard to their socioeconomic status. Since 2010, residents have had the opportunity to participate in the “Lasting Heritage” program. In this program, they can donate a portion or percentage of their refundable Entrance Fee to the Bethesda Health Group Foundation upon departure from a Bethesda community.

By using existing assets, residents can easily and conveniently make a contribution while still meeting their own personal financial needs. **Toni Breihan**, a longtime Bethesda Barclay House

resident (pictured with her son, Steve), made the choice to donate a portion of her entrance fee because she wanted to give back to the community she loves so dearly.

“I feel truly blessed to live here. When you move into a Bethesda community, you become part of the family,” Toni says. “When I learned about the ‘Lasting Heritage’ program, I knew I wanted to participate to help other residents stay in the home they love, even if their financial situations change.”

The peace of mind that this program provides to Bethesda residents is priceless.

“With help from the community and resident donations like Toni’s, we can keep our Bethesda family members in their homes, regardless of their situation,”

says **Linda Sanders**, Corporate Vice President & Director of Development. “The ‘Lasting Heritage’ program is a wonderful way to leave your legacy and, at the same time, do something extremely selfless for residents who are struggling financially.”

For more information about these and other fundraising programs, please call the Bethesda Foundation at 314-800-1916. ■



Vietnam War Era Veterans “Welcomed Home” at Luncheon

A total of 25 Vietnam War Era Veterans, including eight from Bethesda, were honored at a “Welcome Home” luncheon on March 29.

The luncheon was sponsored by Bethesda Hospice Care. **Ronald Jones**, a resident of Bethesda Gardens in Kirkwood, was among the presenters at the luncheon.

Bethesda Hospice Care is one of the few programs in the state to have earned the coveted Level Five designation of “We Honor Veterans,” a nationally recognized hospice initiative to honor and acknowledge all Veterans for their service. ■

MCC—Welcome to Bethesda!

Memorial Care Center, which is located on the campus of Memorial Hospital in Belleville, Illinois, is the fifth rehab or long-term care community owned by BJC HealthCare to be managed by Bethesda.

“Being asked to manage this community shows that BJC trusts us impeccably with their post-acute business, and this could not have

been achieved without the commitment to excellence of every Bethesda employee,” says **Joe Brinker**, Bethesda President & CEO. “We are able to do this because of you!” ■



Members of the team from Memorial Care Center (MCC) gathers together on April 1 to commemorate the day in which Bethesda began managing the short-stay rehab community.



(L-R) Some of the Bethesda residents and volunteers who were honored at the March 29 luncheon took time to pose for a photo.

I-SNPs Provide Extra Benefits to Long-Term Care Residents

In 2020, Bethesda began offering Institutional Special Needs Plans (I-SNPs) through a partnership with the American Health Advantage (AHA) of Missouri. I-SNPs are insurance plans offered to Medicaid patients that provide additional coverage and benefits specifically tailored to residents of long-term care facilities.

"The AHA of Missouri is highly regarded by not-for-profit long-term care organizations around the state," says **Jennifer Popp**, MSW, LNHA, Vice President & Administrator at Bethesda Southgate and Charless Village. "This speaks volumes about the program's intentions. They are dedicated to making sure the benefits best serve residents, which is why we are working with them."

I-SNPs are offered at a low cost and with great flexibility, which is extremely rare for insurance plans. In addition to requiring no monthly premium for Medicaid residents, I-SNPs provide a nurse practitioner who examines each resident weekly. With more medical professionals observing the resident, issues are caught earlier, which ultimately helps keep residents out of the hospital.

For rehab patients with an I-SNP, they can be treated in their own room. Otherwise, when a patient returns to the community from the hospital, she or he would be admitted to a room in the rehab area, and wouldn't be able to return to her or his own room until the rehab regiment is finished.

"Also, one of the biggest benefits I see from the I-SNPs are the



Bethesda Southgate resident **Richard Preis** reads a magazine with **Danielle Ward**, his Member Advocate.

Member Advocates," Jennifer says. "The advocates build relationships with their residents and bring joy and camaraderie to their day."

Richard Preis, a resident at Bethesda Southgate who has enrolled in the I-SNP program, loves his time spent with **Danielle Ward**, his Member Advocate.

"I get a big kick out of it! I love talking to Danielle about the St. Louis Cardinals and Western movies," Richard says. "She brings me DVDs to watch and even gets me gifts on my birthday and other holidays."

Danielle says being a Member Advocate is very rewarding and allows her to get to know residents on a deeper level. "I've built such great relationships with my residents. And because we have developed these relationships, they tell me things about how they are feeling that they may not share with others. I can then alert their care team to be aware of the issue," she says.

For more information or to learn more about enrolling for an I-SNP, contact the administrator at the Bethesda skilled nursing or assisted living community of your choice. ■

Remembering Dick Mueller



Dick Mueller and **Joseph J. Brinker**, President & CEO of Bethesda Health Group at the 2021 Norwood Award ceremony.

We fondly remember our dear friend and longtime Bethesda Board Member and supporter **Richard (Dick) Mueller, Jr.**, who passed away on Feb. 9, 2022.

Dick's involvement at Bethesda began in 2002, when his friend **John Rowe**, President & CEO at the time, wanted to recruit a business leader from the area to serve on the Bethesda Board. As Principal of Bopp Chapel in Kirkwood, Dick's connections would prove to be quite beneficial.

But Dick also possessed the compassion for others and leadership skills necessary to become an ideal Bethesda Board member. He proved to be an excellent addition to the team.

During his tenure, Dick served as Board Secretary and he worked on numerous committees. His knowledge and connections helped Bethesda complete expansion projects at Bethesda Gardens, Bethesda Dilworth and The Oaks, as well as open Bethesda Hawthorne Place in 2017.

In October 2021, Dick was honored with the prestigious Norwood Award in recognition of his service, commitment and dedication to Bethesda.

Rest in peace, Dick. ■

Teamwork to Highlight 2022 Hearts for Our Homes Campaign

It didn't take new Corporate V.P. and Director of Development **Linda Sanders** long to realize the generosity and commitment of our boards, employees and donors when it comes to the annual *Hearts for Our Homes* campaign.

"Together, we hope to raise over \$100,000 to ensure that our residents and patients who have outlived their financial resources will always have a home at Bethesda," Linda says.

The *Hearts for Our Homes* campaign begins May 1 and ends June 30. For more information, or to donate, please call 314-800-1916 or go to www.bethesdahealth.org/giving-to-Bethesda. ■



The CECR team gives a "thumbs up" in response to winning "Best of North County" awards.

CECR Honored as "Best of North County" Winner—Twice!

Christian Extended Care & Rehabilitation (CECR) was voted as the top choice in two categories—Skilled Nursing/Rehab and Nursing Home—in the annual "Best of North County" by readers of the *Community News* publication.

"Considering all of the challenges brought upon by the pandemic, to be recognized by the public for our commitment to care and service is quite an honor," says **Renee Cwiklowski**, Administrator at CECR.

Village North Retirement Community finished second in the "Retirement Community" category. ■

Bethesda Hawthorne Place Turns Five!

Happy birthday, Bethesda Hawthorne Place! The assisted living and memory support community celebrated its fifth anniversary on January 30. The past five years have been filled with prosperous growth and the development of steadfast relationships between residents and staff.

"These unique relationships have existed since we opened our doors, but it really became

apparent during the pandemic, amidst the long months of isolation from loved ones, that I saw our team truly become like family to our residents," says **Lisa Reynolds**, Executive Director of Bethesda Hawthorne Place. "They go above and beyond daily to ensure our residents not only get the best care possible, but that they feel safe and loved."

Residency Counselor **Lea Ann Coates** has also been with Bethesda Hawthorne Place since the beginning—she was the very first employee! She says the community has always been a place where its residents and their families feel comfortable and at home—and that will continue in the future.

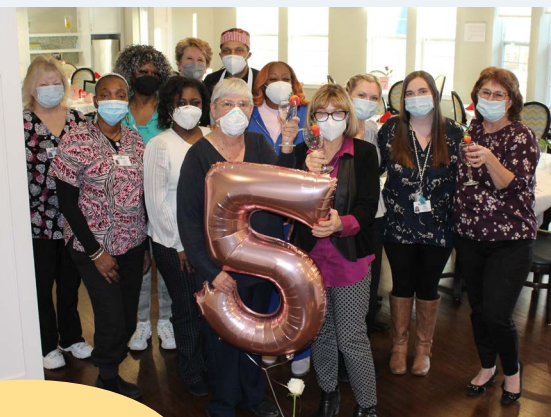
"Hawthorne Place is all about our residents who make their home

with us," Lea Ann says. "We love that they can maintain their independence, yet know they always have staff nearby when help is needed. It's assisted living that's the best of both worlds!"

Wonderful memories are made at Bethesda Hawthorne Place. Birthdays, anniversaries and other celebrations fill the calendar. One milestone in particular sticks out in Lisa's mind:

"We had a married couple who were huge St. Louis Blues fans," she says. "Her health was declining, so he was not able to go to the Enterprise Center during the Stanley Cup Finals. The entire staff dressed in Blues attire and sang 'Gloria' to them in their apartment. They loved it!"

So to Lisa, Lea Ann and **Susan Harrod**—the three original employees still at Bethesda Hawthorne Place—and everyone else at the community...many more happy birthdays! ■



The Bethesda Hawthorne Place team celebrates the community's fifth birthday.

Residents Having Fun

- 1 CECR residents participate in a Mardi Gras parade.
- 2 Bethesda Hawthorne Place residents toast to the community's fifth birthday.
- 3 Bethesda Southgate resident **Dorothy Forst** enjoys cuddles from a furry friend.
- 4 Bethesda Terrace resident **Arlou Christ** shows off her artwork.
- 5 Village North residents take an outing to Rosalita's Cantina.



The Bethesda Southgate staff was only "too" ready to celebrate on February 22, 2022 (2-22-22)—including Pete the dog!



Congratulations to the 2022 Bethesda Orchard King and Queen, **John Puterbaugh** and **Doris Schieber**. Look for them in the Webster July 4 parade!

Did You Know...

... that the 2021 Bethesda Report to the Community has been completed? This and past Reports can be accessed on the Bethesda website (www.BethesdaHealth.org) under the Publications and Newsletters category heading. If you would like a printed copy sent to you, send an email to marketing@bethesdahealth.org.

... that the construction project currently underway where the Big Bend Bridge crosses over I-44 is scheduled to continue until September? Please consider an alternative route if you typically take Big Bend to get to any of the Bethesda communities in Kirkwood, Oakland and Webster.

... that Bethesda will soon be making it easier for you to share your positive experiences with others through Facebook and Google?

Information on these and other stories will be included on the next edition of the *Pulse*. ■

BETHESDA

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In many cases, a community has its own Facebook page. Here are the links to those pages:

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www.facebook.com/BethesdaBarclayHouse

www.facebook.com/BethesdaGardensRetirement

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