

Pulse

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Fostering successful aging through
compassion and innovation



2022 Norwood Award Honorees

The Norwood Award was established in 1998 to recognize individuals and groups who have given many years of extraordinary support and service to Bethesda.

The award is named in honor of **John Norwood**, former President of Bethesda, who devoted more than 30 years of service to the organization and was the first recipient of the award.

Bethesda is proud to honor the two very deserving individuals who have received the prestigious Norwood Award in 2022—**Teresa Buehler** and **Tom Collins!**

Teresa is a long-time volunteer who embodies the characteristics of a Norwood Award recipient. As a licensed clinical social worker, she has dedicated 30 years of her professional life to the care and well-being of children at risk.

In 2014, she began volunteering for Bethesda Hospice Care for the “No One Dies Alone” program. She sits vigil with Bethesda seniors who are within days of passing, provides breaks for family and accompanies those who have no family to comfort them.

After years of serving on the Bethesda Board of Directors, first as a member and then as Treasurer, Tom served as Board Chair in 2011-2012, at which time he helped transition the presidency from **John Rowe** to **Joe Brinker**. During his tenure as Chair, Bethesda implemented a new sales approach culture for our Independent Living communities and began a dialogue with BJC HealthCare that ultimately resulted in the current Management Agreement. Tom currently serves on the Bethesda Advisory Board.

Congratulations, Teresa and Tom!



Joe Brinker, Bethesda President & CEO, presents **Teresa Buehler** and **Tom Collins** with their awards at the 2022 Norwood Awards dinner.

Bethesda Board Leadership

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Scan here to view
a complete list of our
leadership team and
board members.



Connect with us!



Home Health Provides Patient with Needed Home Items

Meeting residents' needs and taking action is at the core of what Bethesda does. Over the past several months, St. Andrews & Bethesda Home Health patient **Willetta Brown** has been the recipient of some special Bethesda family love and care through the donation of household and health supplies.

"I am overwhelmed with appreciation for the Bethesda team and the items they have given me," says Willetta. "I feel more at home in my new space and am excited to get back to my old self again."

Released from the hospital in late summer of 2022, Willetta was transferred to Barnes-Jewish Extended Care for rehabilitation. Driven to succeed and get back on her feet, Willetta progressed to the point of moving into her own apartment in North County with continued home health care from nurses and physical therapists.

"At the start of care with each patient, our team conducts an assessment to identify any obstacles that may keep us or the patient from meeting goals," says **Missy McAuley**, Director of St. Andrews & Bethesda Home Health. "Upon arriving in her new home, our staff noticed Willetta was in need of basic comfort and dignity items, such as bedding

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Willetta Brown, St. Andrews & Bethesda Home Health patient

and kitchenware, as well as medical equipment. We felt strongly that we needed to help."

That's when the Bethesda Health Group Foundation stepped in, collaborating with the Home Health team on a plan to get Willetta stabilized in her home and on track to living more independently. Working alongside a social worker, her insurance company and charitable partners, such as the Ferguson Senior Center's Meals on Wheels program, the Bethesda team was able to provide Willetta with a new walker, tub transfer bench, pots and pans, towels and sheets (in her favorite colors), kitchen utensils and more.

"We want to reinstate the dignity of patients like Willetta, to make sure they feel successful and comfortable taking care of themselves," says Missy. "Seeing her confidently living on her own and making incredible progress with her walking is extraordinary. She truly is one of our greatest success stories."

Throughout the process, Willetta has been grateful and humble in accepting help. She raves about the abundance of meals she has received, which included a special Thanksgiving meal donated by Baue Funeral Homes and prepared by Bethesda staff.

"I love to cook, so I'm most excited about the pots and pans," Willetta says. "My favorite thing to cook is pork chops. Smothered, fried—I love them any way I can get them!"



Willetta Brown shows off some of her new items with **Neil Patel**, Lead Therapist, St. Andrews & Bethesda Home Health.

On the cover:

Bethesda Barclay House residents Jo and Ned Durham were among the couples featured in February's #BethesdaLovebirds Facebook campaign. To access all five features, go to www.BethesdaHealth.org/blog or scan here



Yoon Elected as Bethesda Board Chair

Jackie Yoon, former Bank of America President, St. Louis Market, and a Bethesda Board member since 2017, has been elected Chair of Bethesda's Board of Directors for 2023.

Prior to assuming the position of Board Chair, Jackie has served as both Board Treasurer and Vice Chair.

Jackie replaces **Kevin Klingler**, who served as Board Chair in 2021 and 2022.

"Jackie's unique combination of financial acumen, strategic leadership and empathy for seniors makes her an excellent fit to serve as Bethesda's Board Chair," says **Joe Brinker**, President and CEO.



Jackie Yoon



Kevin Klingler



Gary Mayes

Returning to the Bethesda Board of Directors in 2023 is **Gary Mayes**, a longtime Board member who served on the Advisory Board in 2022. "We are pleased that Gary is back on the Board, and I look forward to his perspective on the challenging issues Bethesda faces," said Joe.

Joining Jackie and Joe as officers of the 2023 Board of Directors are **Dale Meier**, Vice Chair; **John Rowe**, Treasurer; and **Phil Hutchison**, Secretary. Joining Gary as 2023 Board Members are **Jim Esther, M.D.**; **Fred Falker**; **Mike Keller**; **Susan Moore**; **Mark Reifsteck**; **Patrick Rooney** and **Colleen Wasinger**.

Recognition Received!

Bethesda is incredibly grateful to have been the recipient of dozens of awards and recognitions over the years from local, regional and national organizations. However, the last few months have been record-setting, and we're so proud of the staff, volunteers, residents and families who worked together to make these happen!

40 Under 40—Class of 2022

Kiel Peregrin—Chief Operating Officer



U.S. News & World Report— Best Nursing Homes

Alton Memorial Rehabilitation & Therapy
Barnes-Jewish Extended Care
Christian Extended Care & Rehabilitation
Memorial Care Center
Bethesda Southgate



Newsweek—Best Nursing Homes

Bethesda Dilworth
Bethesda Meadow



St. Louis Magazine—Top Area Senior Living Facilities and Home Health Providers

Barnes-Jewish Extended Care
Bethesda Gardens
Bethesda Hawthorne Place
Bethesda Meadow

Bethesda Orchard
Bethesda Southgate
Christian Extended Care & Rehabilitation
St. Andrews & Bethesda Home Health
Village North Retirement Community

Bethesda Adopts Telemedicine in Partnership with Sound Physicians

“Treatment in place” is the new buzzword in health care for aging populations—and Bethesda is on the forefront of the telemedicine movement in its partnership with BJC HealthCare and Sound Physicians.

Through the use of iPads and peripheral technology, telemedicine offers patients and staff access to virtual consultations with licensed physicians on nights and weekends when Bethesda doctors are not always readily available.

“The goal is to treat in place, so we can prevent readmissions and continuous transfer of care,” says **Dr. Charles Crecelius**, Medical Director of BJC Medical Group. “Readmissions aren’t always avoidable, but Sound Physicians provides reassurance for patients, as well as prompt and effective treatment. Seeing a doctor face-to-face can make all the difference.”

With access to patient medical records and a visual consultation, the doctors and nurses at Sound Physicians are experts uniquely trained to face post-acute care patients. This means they assist with abnormal vitals, changes in conditions, patient falls, patient or family requests, admissions and prescription orders.

“Sound Physicians has been a great asset to our community,” says **Constance Harris-Newson**, Director of Nursing at Christian Extended Care and Rehabilitation, the first of the Bethesda communities to use telemedicine. “Their providers are professional, responsive and knowledgeable, building great rapport with our staff.”

The Bethesda nursing staff has been quick to embrace this strategy. They know they can call Sound Physicians to address changes in a patient’s medical status, fulfill requests for changes in treatment, or discuss anything a patient may need. This helps staff provide proactive care as well as timely, urgent care. All interactions with the Sound Physicians staff are communicated to the patient’s personal physician.

“Bethesda is one of the first to catch on and utilize video telemedicine quickly and efficiently,” says **Jane Burch**, Regional Vice President of Telemedicine at Sound Physicians. “A successful transition like this starts with strong and effective leadership.”



Constance Harris-Newson, Director of Nursing at Christian Extended Care & Rehabilitation, positions the iPad so that rehab patient **Gwendolyn Stevenson** can see and speak with **Dr. Adnan Lakhani**.

“Sound Physicians has been a great asset to our community. Their providers are professional, responsive and knowledgeable, building great rapport with our staff.”

Constance Harris-Newson, Director of Nursing at
Christian Extended Care and Rehabilitation

Based on the success experienced at Christian Extended Care & Rehabilitation, Bethesda unveiled the program at Memorial Care Center and Bethesda Southgate. The program is expected to be operational at all seven Bethesda skilled nursing and rehab communities before the end of 2023.

“Our team recognized the need to continue innovating its approach to person-centered care,” says **Kiel Peregrin**, Bethesda’s Chief Operating Officer. “Sound Physicians has been a wonderful partner that understands the challenges of health care setting transitions and the regulatory environment surrounding skilled nursing communities.”

Giving Society Pays Homage to Bethesda Founder Elizabeth Hayne

Launched in December 2022, the Elizabeth Hayne Society is the newest initiative from the Bethesda Health Group Foundation to provide financial assistance for residents who have outlived their means to pay.

Thoughtfully named after Bethesda founder and first president **Elizabeth Hayne**, a woman of courageous faith who devoted her life to caring for aged women and abandoned children, the new society welcomes members who are committed to Bethesda's mission and embody Mrs. Hayne's compassion for Bethesda residents, patients and families.

"It is wonderful to see Bethesda's most prominent foundation effort named in honor of Elizabeth Hayne, a trailblazer who was always mindful of people within the St. Louis community in need

of services beyond their financial resources," says **Mike Keller**, Bethesda board member and chair of the development committee.

Membership starts with a donation of \$1,000 or more. The funds raised through the newly established society help those who have outlived their financial means maintain health and independence for as long as possible.

"We wouldn't be who we are today if not for Mrs. Hayne's commitment to our community," says **Linda Sanders**, Corporate Vice President and Director of Development. "134 years later, Bethesda continues her legacy through cutting-edge programs and services. We see a need and respond to ensure our residents feel secure in their '*forever Bethesda home*.'"



In the eyes of the Foundation and Bethesda staff, Mrs. Hayne's commitment to caring for seniors is commensurate with the character of Bethesda donors.

All members who join throughout the next year will forever be honored as charter members of the Elizabeth Hayne Society. As the pandemic settles, Linda hopes to get back to celebrating and thanking donors with an Elizabeth Hayne Society luncheon, as well as other perks and opportunities throughout the year.

Learn more or become a member of the Elizabeth Hayne Society by scanning the QR code here or visiting **bethesdahealth.org/elizabeth-hayne-society**.



Scan the QR code with your smartphone to easily become a member of the Elizabeth Hayne Society.



BETHESDA HEALTH GROUP FOUNDATION PRESENTS

BIRDIES FOR BETHESDA

Thanks to the kindness and generosity of the Bethesda donor family, the Bethesda Health Group Foundation's newest fundraising event, Birdies for Bethesda, has already exceeded expectations—and it hasn't even taken place yet!

"You never know what will happen when launching a new event," says **Linda Sanders**, Corporate Vice President and Director of Development. "But thanks to all of our sponsors—especially Midwest Elevator, our Premier Sponsor—we are sold out!"

Birdies for Bethesda is taking place on **April 17, 2023** at TopGolf in Chesterfield. Participants will enjoy three hours of tournament golf games, as well as food and drink and a silent auction and raffle. All proceeds will be used toward programs to support Bethesda residents and their families.

Results and photos from Birdies for Bethesda will appear online on the Foundation's website and Facebook pages, as well as the Spring/Summer edition of the Pulse.

Life at Bethesda

The amount of activity that occurs at each of our Bethesda communities is staggering. What you see here represents a very small sampling of that activity. At Bethesda, our Life Enrichment Directors use their community Facebook pages to "show the world" what they are doing through photos and videos—and it looks great!

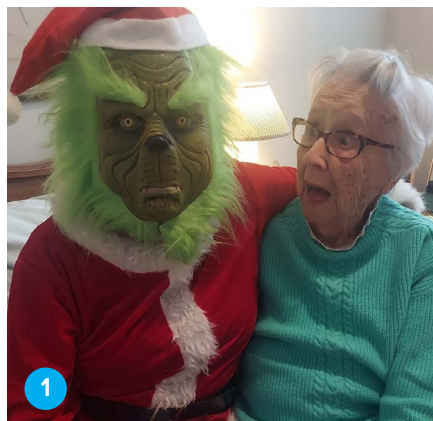
We know many of our Pulse readers would like easy access to these photos. Moving forward, this page will include a QR code. If you put the camera from your smart phone or tablet over the square, you can find the page to the community that you want—and **you do not have to belong to Facebook to use this!**

If you have any questions, please email marketing@bethesdahealth.org. Thanks, and enjoy the pages they have worked so hard to produce!



Scan the QR code with your smartphone to link to our community Facebook pages.

1 Bethesda Hawthorne Place resident **Eugenia Thomas** is surprised by the Grinch, Life Enrichment Coordinator **Ashley Prince**, during a holiday celebration at the assisted living community!



2 Let's celebrate Queen **Evelyn Mims** and King **John Zubeck**, who will reign over Valentine's Day at Bethesda Dilworth forever... or at least for a year!



3 Members of the Home Health, Senior Support Solutions, Hospice Care and Corporate team display their Valentine's Day spirit in a red-clad group photo!



4 **Viola Deebe** and **Bill** and **Donna Marohn** celebrate the New Year at Bethesda Orchard!

5 (L-R) Bethesda Barclay House residents **Jo Durham**, **Rosemary Oliver**, **Judy Portnoy**, **Barbara Finch**, **Kate Worland**, **Jill Nolan** and **Karen Bacon** pose with some of needlework pillows (and their checkbooks) included in an auction to support the Bethesda Health Group Foundation. All pillows were gifted by the family of **Zena Utrecht**, a Barclay House resident who passed away last year. What a wonderful tribute to Zena, who made the pillows herself!



...that we'd love to hear from you regarding the Pulse's new look! Please send your comments to marketing@bethesdahealth.org.

...that Bethesda has now recruited 23 international nurses, all of whom should be working at Bethesda by the end of the summer?

...the results from the inaugural Birdies for Bethesda exceeded all expectations?

...that Bethesda has plenty of positions available throughout the organization? To find all open roles, please go to bethesdahealth.org/careers.

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

BETHESDA

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Bethesda Still Shines as a Great Place to Work!

For multiple weeks in December and early January, employees working at nearly 170 businesses and organizations throughout the St. Louis metropolitan area were voluntarily completing surveys to express how much they felt their place of employment was a *Great Place to Work*.

Of those nearly 170 businesses, only 68 were selected by Quantum Workplace and the *St. Louis Business Journal*, coordinators of the annual contest, as finalists in one of the five categories.

And for the seventh time in the last 11 years, Bethesda was named a finalist!

"This achievement is a tribute to all of the hard work exhibited by our staff every day," says **Kathy Joslin**, Senior Vice President, Human Resources and Marketing. "We hope that our recent commitment to establishing the 'WOW! Customer Service' program has increased the satisfaction level for many of our employees."

Bethesda is one of four finalists in the Giant Company category, comprised of businesses and organizations with more than 1,000 employees. The other three finalists in this category are CarShield, Commerce Bank, and Washington University School of Medicine.



**BEST PLACES
TO WORK**

Bethesda was the only senior living, care and service organization included as a category finalist in the 2023 contest.

Category winners will be announced in the March 24 edition of the *St. Louis Business Journal*.

A big thank you to all Bethesda employees who completed surveys!