

# News Communicator



A CommuniCare Health Services Newsletter Publication

Fall Issue  
Volume II, 2005

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## From the Desk of Steve Rosedale...



**A**t a time of national tragedy our country pulls together. CommuniCare, true to its name is reaching out as well to the homeless and needy created by hurricane Katrina. Our special thanks to everyone in our organization offering their facilities, their personal efforts (Diane Cramer is flying down to volunteer) and to all for their prayers.

## Greenbrier Corner

### "Spaghetti Times Six"

*Printed in Parma Sun Post on July 7th*

Greenbrier Senior Living Community in Parma Heights took home the "Silver Ladle" Award for the top sauce at Parma Community General Hospital's sixth annual Spaghetti Cook-Off, held June 29th for the benefit of the Alzheimer's Association.

The event raised \$2,135 for the cause in just a few hours.

In 2004, the Greater Cleveland Chapter of the Alzheimer's Association honored Parma Hospital as the top team overall in raising money for Alzheimer's education and research. The hospital has been the top contributing hospital to the Alzheimer's Association for eight consecutive years.

The annual Spaghetti Cook-Off features area assisted living facilities offering samples of their homemade sauces for judging. Eleven facilities participated this year.

## Focus On...

By Kena Minnick, President and COO

While watching the Katrina disaster and aftermath, I'm struck by the importance of strong decisive leadership that boils decisions down to actions – not a plan to act. It has been reported several times that state and federal agencies had developed disaster preparation drills which identified the colossal damage that could occur if a category 4 or 5 hurricane hit the Gulf Coast. This information was neatly bound and filed away. When disaster struck, the problem became one of Action or Failure to Act; failure to make decisions due to protocol, handcuffed by rules, regulations and red tape; waiting for permission to act to save others; people afraid to make the wrong decision. For the record, at CommuniCare, I consider each and every one of our employees, leaders in taking care of our residents. Every day, but more so, in times of crisis, it is all of our responsibility to act in such a way as to protect our residents who depend on us for life. No one would have to wait for permission from me or anyone else to take extreme measures to take care of those lives depending on us. At CommuniCare, we have built high performance teams at all levels of the organization and they are empowered to do the right thing at all times. I don't have to define the right thing because our guiding principle is that we are a Caring Community and if the action taken is one that is driven and shaped by our Values then we, or you, have made the right decisions.

Our CommuniCare Cares teams acted without orders from the top to organize their efforts to help the survivors, both human and animal, of this disaster. You took action as a Caring Community. I credit CommuniCare's success as a company to the grassroots actions and goodness of our people working to make a difference in the lives of others every day. *Your caring spirit and courage to act is inspiring.*

## Pine Valley Corner

### "Kids with Character Recognition"

By Claudia Ledenican

Pine Valley would like to honor Frank Peck, the son of our Human Resources Director, Ruth Hardke. Frank Peck was recognized by the Akron Beacon Journal for kids with character. Frank is in the first grade at Highland Elementary school located in Stow. On April 10th, Frank and his friend were playing outside as they noticed smoke coming from neighbor's shed. They first alerted the neighbor of the situation. The neighbor was able to put the fire out as the fire department was arriving. Thanks to Frank and his friend for their quick actions they stop the shed fire from spreading. The Mayor and the fire chief have rewarded the boys with a signed certificate for showing how they are responsible citizens and good neighbors. They attributed their responses to the procedure they learned from their parents and school.

## Calendar of Events

### OCTOBER

- 4th - Rosh Hashanah Holiday
- 21st - National Mammography Day - [www.acr.org](http://www.acr.org)
- 2-8th - National Mental Illness Awareness Week - [www.psych.org](http://www.psych.org)
- 3-7th - Customer Service Week - [www.customerserviceweek.org](http://www.customerserviceweek.org)
- 3-9th - National Healthcare Food Service Week - [www.ashfsa.org](http://www.ashfsa.org)
- 9-15th - National Case Management Week - [www.acmaweb.org](http://www.acmaweb.org)
- 9-15th - National Healthcare Quality Week - [www.nahq.org](http://www.nahq.org)
- 10th - Columbus Day Observed
- 13th - Yom Kippus Holiday
- 15th - Sweetest Day
- 16th - National Boss Day
- 17-21st - National Infection Control Week - [www.apic.org](http://www.apic.org)
- 23-29th - National Respiratory Care Week - [www.aarc.org](http://www.aarc.org)
- 31st - Halloween
- National Physical Therapy Month - [www.apta.org](http://www.apta.org)

*Calendar of Events*

**NOVEMBER**

**6-12th - National Health Information/ Technology Week**  
[www.ahima.org](http://www.ahima.org)

**6-12th - National Home Health Aide Week**  
[www.nahc.org](http://www.nahc.org)

**11th - Veterans Day**

**24th - Thanksgiving**

**National Family Caregivers Month -**  
[www.thefamilycaregiver.org](http://www.thefamilycaregiver.org)

**National Alzheimer's Month**  
- [www.alz.org](http://www.alz.org)

**National Diabetes Month -**  
[www.diabetes.org](http://www.diabetes.org)

**National Hospice and Home Health Care Month -**  
[www.nahc.org](http://www.nahc.org)

**Hot Topics**

**“One Doctor’s Note on Communication in LTC”**

*By Tamera Weis, Vice President of Business Development*

**D**r. Iqbal Amin, MD, PhD, CMD is the Medical Director for both Northgate Park and Green Park Senior Living Communities in St. Louis, Missouri. Dr. Amin is very committed to our facilities and demonstrates this commitment often. He has attended nearly every event held in the facilities. He visits his residents several times each week and is viewed by all as a member of the CommuniCare team. Further demonstrating his commitment to our residents lives and our communities, Dr. Amin recently published his second article for the Annals of Long-Term Care, the publication of the American Geriatrics Society.

The article, published in the December 2004 issue is titled *“Family Communication in Long-Term Care: The Long-Term Care Specialist Perspective.”* It is a genuine overview of the communication stumbling blocks often encountered by residents and their families when dealing with a long-term care facility. Dr. Amin describes how often, we as caregivers, create a stressful situation for families. For example, untimely reporting of events or inappropriate explanations regarding care by nursing may lead to suspicion on the part of the family. “Overzealous comments of some therapists may fuel unrealistic family expectations”, especially regarding rehabilitation potential, according to Dr. Amin. His article addresses many specific departments within the facility, including hospital physician services, administration and even physician services within the facility, and how each department may find ways to better interact with families while providing empathetic, professional, direct communication and promoting trust. The long-term care environment is an emotionally charged, stressful environment for patients and their families. “The ability to communicate compassionately is particularly important in the long-term care setting because the patients are often frail, frightened and vulnerable.” “The Long-Term Care Specialist is in a unique position to provide solace to patients and their families in the long-term care setting”.

We appreciate Dr. Amin and his continued support for not only our communities but the entire field of Long-Term Care. What more could we ask for from our Medical Director?

## Pebble Creek

### “A Lesson Learned by a Caring Community”

By Jim Egli, Administrator

I received an e-mail letter from one of our employees, Becky Evans, whose son was killed over a year ago in a car accident. Jess did some volunteer work at Pebble Creek and helped out at Thanksgiving and Halloween putting up and tearing down tables and chairs for our facility events. Becky has been having a very difficult time in dealing with his death and the recent deaths of other family members. She often comes into my office to talk with me and share memories of her son, he was also a very close friend of Jessica Clements.

The following is a letter I wanted to share with you as there are several thoughts that we can share with our staff and those around us.

### Letter from Becky Evans

Dear Jim,

I wanted to thank you for remembering my son by placing the plaque in our wonderful garden out front. You will never know what it means to me to come into work and see that as I start and end my day. I will always be grateful for you and the family I have at Pebble Creek who supported me when my son, Jess, was killed in a car accident.

It has not been an easy year for me. As you know, within 8 months of my son dying, I lost my father; shortly after that my ex-husband (Jess's dad). I have been destroyed by grief and filled with anger over how any God could be so unfair to one person in such a short time. When I lost my son, a part of me died with him. The deaths of my father and ex-husband took more.

I was so angry, hurt and the sadness during that year has been beyond what I thought I could handle. I couldn't understand God's plan for me and my life; and my anger took over. It finally dawned on me that my anger was what I needed to work on.

I finally decided that maybe what God's message was for me was to stop being angry. Stop saying unkind things; stop doing unkind things; if I make a promise to someone I need to keep it for I now know the secret of life is that there may not be a tomorrow, so I need to do it today. I work daily at making every minute count. Being kind in thought & deed has only increased my blessings. I have stopped saying those things that I might regret later.

I wanted to share this with my Pebble Creek family. I do not ever want anyone to have to learn such a lesson, in such a hard way. It's important to me that my "family" understands that in a blink of an eye, your life or life as you know it could all change. Learn from my life, and as a special favor to me, remember my son by being kind to someone today..... You may not have tomorrow.

Becky

## Wyant Woods

### “Beacon Rose Residents in the Community”

By Ellen Miller,

The bus is always rolling out from Wyant Woods for our Beacon Rose Unit Residents. Bonnie Trout, Activities Leader, is always on the go with her Residents. As soon as the summer hit she had a full schedule of outings for the units. At least 2 nights a week they are attending evening concerts in the park - Rock n Roll, Classical, ballet performances or big band music. On the weekends you will find them at car shows, craft fairs, a local parade (decorating our bus and being in it) or the nearest county fair. Regular scheduled outings during the week are bowling, library, picnic at local park or shopping. Bonnie is a member of the “country club” at WQMX radio. She was invited to attend a concert and luncheon at the radio station recently and asked if she could bring along two of our residents. They were happy to allow her wish for two special residents who love country music. George and Carla had a great time. They had their picture taken with artist - Billy Currington- as well as autographs and received a WQMX cookbook!!



One of the goals for the Beacon Rose Units was to take our Residents into the community as much as possible to enjoy events geared for our younger population. Bonnie has accomplished this and much more. Watch out for our bus, you never know where you will find us!!

## CommuniCare of Clifton

### “Family”

By Sylvia Salvato, Administrator

I would like to share a story about family and CommuniCare of Clifton. In particular, there is one family that has been a positive presence in this building for thirty years and their love of this home is their gift to us. Beverly Muse, the Central Supply Coordinator, will celebrate her thirtieth anniversary this year. Her own grandmother was a resident here in 1980. After her death in 1981, Bev's father passed away a few days later. A picture of her in her days of “beauty” hangs on the wall of her daughter Mildred, 85 years old, who is also a current resident of ours. When I asked her about it, she spoke proudly of a strong willed, independent woman, one in a very long line of strong women. I know this to be very true as Mildred's granddaughter, Debbie O'Toole has been a presence in this building for 24 years as well. At age 16, she started out as a nurse's aide. She is now the Director of Environmental Services and June's Employee of the Month. Both Bev and Debbie have endless energy. Debbie not only oversees three departments here, but buffs floors, cleans rooms, washes dishes, climbs up on the roof to reset the elevator that once again has visitors stuck on it. I am in awe of these women and the legacy of love that they imprint upon all of us every day, past and present. I cannot think of a better testimony of our care to our staff, community and referral sources. When we say, “At Clifton, we are an extended family”, we really mean it. I am blessed to be a part of this family and am so moved by their commitment to what we do that I had to share it with all of you.