

Pierce Memorial Baptist Home
dba *PierceCare*
PO Box 326
44 Canterbury Road
Brooklyn, CT 06234

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Golfers, This is Your Last Chance

Time is rapidly running out to register for the **Fourth Annual Charity Golf Outing** to benefit Pierce Memorial Baptist Home. The fun-filled event will be once again held:

The Willimantic Country Club
Friday, September 21
12 noon shotgun start

Registration is only \$100 per golfer and includes 18 holes of golf with a cart, buffet dinner, prizes, awards and raffles. A hole in one contest features a new Ford car and prizes include a set of custom fitted irons and woods. For more information or to register contact Linda Silvia at 860-779-8700 or at pierce.opdirector@snet.net.



PierceCare
A Not-For-Profit Provider of Eldercare Services

PierceCare brings Pierce Memorial Baptist Home & Creamery Brook Retirement Village together in a continuum of services for older adults, from independent living through skilled nursing care.

MISSION STATEMENT

"PierceCare provides a continuum of quality care for older adults by making available adult day care, housing, nursing care and other services in a Christ-centered environment. Residents are encouraged to grow spiritually as they live their lives at a level of independence appropriate to their needs. Our services are provided to all as an extension of the ministry of the American Baptist Churches of Connecticut."

www.piercecare.org

Continuum is published for families, friends, residents, staff and others interested in the work of *PierceCare*.

Leonard Goldberg, President & CEO
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CONTINUUM

A Newsletter for the PierceCare Community • www.piercecare.org • Fall 2007

How to Help Pierce Memorial Help Others

A rare opportunity exists right now for friends of Pierce Memorial Baptist Home. It is an opportunity to make a very real difference in the lives of numerous residents and to help ensure that the high quality of care Pierce Memorial is noted for providing continues well into the future.

With reimbursements from the Medicaid Program continuing to fall far short of the actual cost of providing care to residents, charitable donations to the non-profit Pierce Memorial Baptist Home are becoming critical to insure the organization remains financially strong and an asset to the community.

According to Len Goldberg, President and CEO of Pierce Care, all nursing homes in Connecticut are caught in a "Medicaid crisis." Over the last decade, reimbursements from Medicaid have consistently lagged behind the true cost of providing care. This problem has been compounded in the last few years by a rise in the cost of supplies, utilities and fuel.

"As any homeowner knows, monthly bills continue to go up. Yet, Medicaid reimbursements continue to be less than the medical inflation rate," explained Mr. Goldberg. "Right now we are losing approximately \$30 per day on every Medicaid patient we have. In the long run, that is unsustainable, which is why we want to let friends of Pierce Memorial and the entire community know about the giving opportunities that exist and how vitally important charitable donations are to our mission."

There are a wealth of charitable giving options available which will help Pierce Memorial continue to provide high-quality, skilled nursing care and short-term rehabilitation. The sheer number of giving options available means that one quite likely will be an excellent fit for a donor's own individual circumstances.

Among the charitable giving options available are:

- Gifts of cash, securities or personal property
- Planned giving – making a charitable gift of assets while enjoying a tax benefit now
 - Bequests
 - Life insurance
 - Real estate
 - Annuities
 - Charitable trusts

There are also special naming opportunities, endowments and special funds at Pierce Memorial that would benefit from a charitable donation. **In many instances, a donor can also earn significant tax benefits and even lifetime income in addition to helping Pierce Memorial remain a valuable community asset.**

"Charitable donations to Pierce Memorial Baptist Home are a unique 'win-win' opportunity," said Mr. Goldberg. "They help us to provide high-quality, personalized care while the donor can enjoy significant tax benefits and the knowledge that they

continued on page 3

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Creamery Brook Retirement Village
Affiliated with the American Baptist Churches of Connecticut

President's Message



Len Goldberg
President and CEO

It is the proverbial “good news and bad news” situation. First the good news: The governor’s proposed state budget for the next two years, which originally included no increase in Medicaid funding for nursing homes, has been amended by the state legislature to include a 2.9 percent increase. Now the bad news: With medical inflation currently running over 6 percent and with Medicaid increases over the last decade falling well short of the actual cost to provide care, nursing homes in the state are faced with what I call a “Medicaid crisis.”

We are dealing with the very real possibility of seeing our state’s infrastructure of nursing homes and the quality of care they provide to our most vulnerable citizens seriously eroded. There is a solution, however. What is needed is for the governor, the legislature and the nursing homes to come together and to develop a long-range funding plan. This plan will require innovative thinking and a focus on the future challenges facing nursing homes, including a burgeoning population of seniors.

In the next issue of *The Continuum*, I will share some thoughts about the collaborative effort needed between the state and its nursing homes to insure that our infrastructure of nursing homes remains intact for all of us and our loved ones.

Meet Rose Bertorelli Our New Activities Director

After 23 years of experience as a therapeutic recreation director, Rose Bertorelli, TRD, was ready for new challenges and opportunities. Her readiness brought her to Pierce Memorial Baptist Home, where she started work this past summer as director of recreation.

“I feel fortunate to be here,” explained Rose one recent afternoon on a break from a musical program for residents. “I knew a lot of the staff here, and Pierce Memorial’s reputation in the community is excellent. A lot of very caring people work here, and that appealed to me.”

In her new position, Rose oversees a staff of three assistants and is responsible for providing a diverse activities program for residents’ physical, social, emotional and spiritual needs. The program includes daily exercises; mentally stimulating activities, such as trivia games; a wide variety of social and entertainment functions and religious services.

“I love working with our residents. They offer a lot of insights from their experiences and are a wealth of knowledge,” concluded Rose. “I feel truly blessed to do what I do for them.”

Rose became a certified therapeutic recreation director through a program at the University of Connecticut. She lives in Killingly with her husband and two children.

Rose Bertorelli
- Activities Director



Continuum of Care Features Short-Term Rehabilitation

Continuum of care. It’s an unknown and strange term to most people. It is, however, a common term in health care and is used to describe a wide range of distinct services provided to patients in a coordinated fashion. Individuals benefit from having access to a continuum of care because it can provide for many of their health care needs within the same system, so communication and coordination of care is improved.

Residents of Creamery Brook Retirement Village are indeed fortunate in that they have a continuum of care featuring independent living, short-term rehabilitation and skilled nursing care available to them, all within the PierceCare network. In addition to independent retirement living at Creamery Brook, nearby Pierce Memorial Baptist Home offers short-term rehabilitation and skilled nursing care.

This continuum of care enabled Creamery Brook resident Shelia Gibbons to receive intensive, short-term rehabilitation at Pierce Memorial following a recent hospitalization and then to return to her apartment in Creamery Brook.

“When I first looked at moving to Creamery Brook, one of the things I liked right away was the availability of short-term rehabilitation and skilled nursing care at Pierce Memorial. I knew that if I ever needed those services, they were available through PierceCare and were nearby,” said Sheila. “My rehabilitation stay at Pierce Memorial was very helpful. I felt much better, physically and mentally, when I came back to my apartment at Creamery Brook.”

Another Creamery Brook resident who benefited from this continuum of care was Eleanor Anderson. Eleanor underwent surgery at Day Kimball Hospital, which was followed by a short-term rehabilitation stay at Pierce Memorial. Eleanor returned to her apartment at Creamery Brook a few months ago.

“Patrick Brennan, my physical therapist from rehab, stopped by my apartment today to see how my exercise program is going,” said Eleanor. “It’s nice having the physical therapist from rehab so nearby to check in and see how I’m doing.”

Fran Cote, RN, Director of Nursing Services for Pierce Memorial Baptist Home, said the short-term rehabilitation program is doing very well and that its reputation is spreading among physicians, patients and the community. The program features a new rehabilitation room; state-of-the-art equipment, a topnotch staff of rehabilitation specialists and private rooms.

“We are very proud of our short-term rehabilitation program. We have a very qualified and caring staff, an excellent staff-to-patient ratio and great outcomes,” explained Fran. “The community had a need for short-term rehabilitation and Pierce Memorial Baptist Home responded by developing an outstanding program.”

An easier way to remember what a continuum of care is might be to just remember the following: **“excellent care from PierceCare.”**



Eleanor Anderson and Shelia Gibbons

continued from page 1

are making a positive difference in many people’s lives locally. I can’t think of a better opportunity.”

If you would like to know more about charitable giving opportunities that would benefit Pierce Memorial Baptist Home, call Len Goldberg at 860-774-9050, ext 111.