

Facilities for seniors find ways to overcome social isolation

By ANDREA DECKERT

The risk of social isolation, a concern for senior citizens even in normal times, has been amplified as a result of the COVID-19 pandemic. However, local senior living facilities have found many ways to help residents deal with these challenges, while adhering to safety measures.

They are also helping residents' family members with the adjustment to the new normal.

Senior living facilities in the area are using technology to help with their efforts, including helping residents use tablets and smartphones to FaceTime with family members. There are also welcoming "window visits," which allow families to see their loved ones through the glass.

All are adhering to mandatory social distancing and safety measures with the venerable population, including providing the necessary equipment and training for staff.

Nancy Smyth, executive director of the Rochester Presbyterian Home, says the organization has gone back to the basics when it comes to assisting its residents.

"We are focused on making sure our residents are being well cared for, getting plenty of good food and feeling secure," Smyth says.

Rochester Presbyterian has three locations in Monroe County and 200 residents, many of which have memory loss.

It has been all-hands on deck, Smyth says, noting administration has been helping with activities.

The locations hold spirit days and wear their PH (Presbyterian Home) t-shirts to help keep spirits up. There are also secure areas outdoors for residents who are looking for some fresh air.

Smyth praised staff members for the way they are handling the challenges that come with the pandemic.

She adds that residents' families have been supportive, as well, supplying staff with pizza and donuts, as has the community, which donated face masks to employees.

"We are working to keep things as normal as possible in an abnormal situation," Smyth says. "We hope families feel confident in the care we are providing."

Walter Winiarczyk, administrator at The Highlands at Brighton, says technology has been one of the main ways residents have been communicating with their families. The Highlands at Brighton serves 145 residents.

"Everyone, including families, understands what is happening and are rolling with it," Winiarczyk says, noting that staff is also in regular contact with residents' families.

In addition to FaceTime, email and social media, the facility has been able to utilize services through University of Rochester Medicine to

provide tele-psych sessions for residents.

The facility also provides meals and snacks for staff members, who are working hard to care for the residents.

"Any little ways we can say 'thank you' we do," he says.

Joseph Nicholas M.D. is medical director at The Highlands at Brighton and associate professor of medicine, division of geriatrics, at the University of Rochester School of Medicine & Dentistry.

He says another area of focus at the senior living facility has been helping the staff deal with the stresses and anxieties of today's environment. He says a confident staff trained in dealing with the pandemic can help ease tensions across the facility.

To help meet that objective, The Highlands at Brighton shows short videos to address staff challenges that range from dealing with the stress and anxiety of the global situation to how to decrease the chance of transmitting infection at home.

There are also regular meetings, either in person or virtually, to keep staff up-to-date and informed.

The organization recently launched a video geared for residents' families, as well, which can be found on the facility website, Nicholas says.

Elisa Chambery, administrator for The Living Center at the Highlands of Pittsford, says they, too, are using smartphones and tablets to connect residents with family members. They have also opted for one-on-one activities rather than ones in a large group. The retirement community has 122 residents.

Activities include in-room bingo and musicians strolling the hallways. The facility has also increased its social work presence.

Chambery notes that the staff, as well as the families of residents, have risen to the occasion and are navigating the changes that have come as a result of the pandemic.

"Everyone realizes these are different times," Chambery says, noting that staffers are the game changers when it comes to caring for the residents. "Our staff are our heroes."

"Everyone realizes these are different times," Chambery says, noting that staffers are the game changers when it comes to caring for the residents. "Our staff are our heroes."

Paul Preston, vice president of DePaul Senior Living, says that though circumstances may keep families apart physically, they are not keeping the organization's seniors from connecting with loved ones.

"Phone calls or handwritten letters are being welcomed and family members are being encouraged to call to schedule video chats utilizing computers, smartphones and tablets," Preston says.

DePaul has senior living facilities throughout New York, North Carolina and South Carolina.

DePaul has also been accepting



Photo provided

Family members visit with a Jewish Senior Life resident separated by a window.



Inspiring lives
for more than
150 years

Episcopal SeniorLife Communities is special because of our people — some of the best in the field — who support and inspire each other every day. A sincere thank you to our caring and essential staff as we work together during this challenging time.



585.546.8400
EpiscopalSeniorLife.org



Skilled Nursing • Rehabilitation Services • Specialized Memory Care
Assisted Living • Independent Living • Patio Homes
Senior Housing and Apartments • Hospice • Neighborhood Programs

Continued on page 12

OVERCOME
Continued from page 11

donations of homemade masks on Facebook and celebrating hope, help and everyday heroes on its social media pages with the #DePaul-Strong hashtag, he adds.

"Our primary concern is clearly about the health and well-being of the individuals we serve and our dedicated DePaul staff members," he says.

Meghan Bevens, director of therapeutic recreation for Jewish Senior Life, says the one-on-one connections staffers are making with residents as a result of the pandemic have had some bright spots.

Jewish Senior Life has 600 resi-

dents and 1,100 employees on a campus that provides all levels of senior living, from independent apartments to assisted living and skilled nursing.

"Everyone has really pulled together, and we have been able to connect in a way we never did before," Bevens says.

The organization has Facetime calls seven days a week and recently implemented a window program that allows family members to connect with residents over the phone while seeing them through the window. In the first couple of days, there were nearly 40 window visits.

There is dedicated email for families to send pictures, videos and notes that can be shared with residents. There is also a pen pal program with youth in the Rochester community, she adds.

Administrative staff, from marketing to accounting, participate in an adopt a neighborhood program,

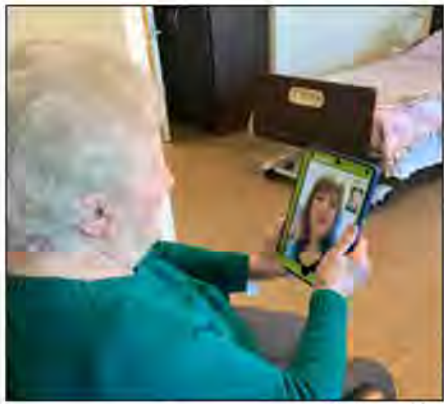


Photo provided

A Jewish Senior Life resident enjoys a FaceTime call.

where each take a section of the campus and devote one-on-one time with the residents who live there.

Jewish Senior Life also has an internal television channel for residents that runs from 8 a.m. to 7 p.m. daily. Programming includes exercise sessions, movies and streaming of local musicians, including those

with the Hochstein School of Music.

Other activities include a campus-wide happy hour, a la carte art and an active residents' council that has continued through resident surveys and televised updates.

A priority is also placed on meeting the residents' spiritual needs, says Michele Schirano, senior vice president and administrator of the Jewish Home.

Earlier this month, Jewish Senior Life held a virtual Passover Seder that included video clips of clergy and residents. Some 80 residents participated and it was broadcast across the campus.

"We are engaging the residents and are having fun while we do it," Bevens says, adding that residents are handling the changes well. "The focus is on highlighting meaning, purpose and joy for our residents."

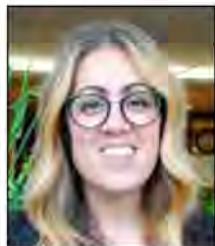
Andrea Deckert is a Rochester-area freelance writer.

CHALLENGE
Continued from page 10

ence call, says Triciajean Jones, director of life enrichment at St. Ann's.

Mahler says services like that are extremely helpful and comforting. Her husband, Peter, also has a mother in independent living at St. Ann's and utilizes the Zoom conference to keep up to date.

The St. Ann's Community Foundation bought additional tablets for residents of skilled nursing and assisted living facilities to video chat. St. Ann's also has a buddy program



Jones

consisting of volunteer team members to ensure residents are visited and can keep in touch with family.

"They're organized, proactive and provide great communication,"

Mahler says.

At St. John's assisted living, Mark Montanari says staff is upfront with him, answers any questions he has and sets up video conferencing for

him to visit his father in his 90s. Staff members make sure he is not alone. His mother was at St. John's, too, before she died in February, a time in which family members could at least, gather together to say their goodbyes.

"I'm grateful my dad is where he is," Montanari says.

St. John's president Charles Runyon issues regular updates on what their facilities are experiencing including the infection rate which included 15 workers and 23 residents as of April 16. The infected residents

are in two isolated neighborhoods cared for by staff with the highest level of protective equipment including gloves, gowns, face masks and face shields.

Deployment of personal protective equipment is St. John's "most significant countermeasure," Runyon says. "It is heartbreaking that to date there are more than 6,700 positive cases of COVID-19 in 347 nursing homes across New York State," he says.

Todd Etshman is a Rochester-area freelance writer.

LONG-TERM CARE

OUR COLLABORATION MATTERS
WHEN MANAGING
LIFE'S TRANSITIONS

Health Care Providers can rely on our extensive long-term care experience to assist with general operations, state and federal regulatory compliance including Medicaid and Medicare, risk management and professional liability defense, professional licensure and practice, and affiliations and joint ventures.

Families and Individuals look to Harris Beach for counsel on elder law and Medicaid planning, asset protection planning, and special needs planning.



HARRIS BEACH PLLC

ATTORNEYS AT LAW

Discover True Engagement®

Health Care Providers Contact
Justin P. Runke | 585.419.8734

Families and Individuals Contact
Lisa M. Powers | 585.419.8869

www.NYHealthCareBlog.com

Insights on Issues Facing the New York State Health Care Industry

Meet our statewide Health and Wills, Trusts and Estates Teams at harrisbeach.com

ALBANY BUFFALO ITHACA MELVILLE NEW YORK CITY **ROCHESTER** SARATOGA SPRINGS SYRACUSE UNIONDALE WHITE PLAINS NEW HAVEN, CT AND NEWARK, NJ

99 Garnsey Road, Pittsford, NY 14534 | 585.419.8800



Image used is stock photography.