

Pulse



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Senior Support Solutions Providing “One-Stop Shopping” for Senior Care

It's new, it's innovative, and it's already helped a number of seniors and their families since it was first officially unveiled in July.

The “it” being referred to is Bethesda Senior Support Solutions, the newest addition to the services Bethesda offers in the comfort and privacy of wherever a senior calls home.

“We're constantly looking for ways to increase the options we provide to the public for senior care, especially in the area where we know the majority would like to receive care and services – their own homes,” said **Amy Trau**, Corporate Vice President, Home and Community Based Services.

“Also, by proactively enhancing our ability to address the issues and needs of our seniors and their families, we feel as if we are providing a valuable service that should provide a huge benefit to them,” she added.

One of the enhancements she's referring to – the unique teaming of a Certified Geriatric Care Manager (**Chandelle Martel**) and a Community Care Coordinator (**Terri Glaze**), who between them have 43 years of experience in working with physicians and hospital staff, creating senior care plans, and providing consultation on any issue that could arise in senior care.

The spectrum of services being provided by Bethesda Senior Support Solutions is virtually unmatched as well. In addition to traditional private duty services of bathing assistance, meal preparation, providing general companionship and running errands, our experienced professionals can help manage medications, create personal care plans and goals for healthy living, and not only accompany the senior to a medical appointment or procedure but take notes that can be shared with the family after the appointment is over.

Finally, the services offered by Bethesda Senior Support Solutions to our Independent Living residents come in various bundled packages of our most popular services, and can be customized to meet the needs of each senior.



The team of Certified Geriatric Care Manager **Chandelle Martel, MSW, LCSW, C-ASWCM** (left) and Community Care Coordinator **Terri Glaze** is one of the strengths of Bethesda's new Senior Support Solutions program.

(Cont. on p. 4)

BETHESDA

www.BethesdaHealth.org

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(636) 227-3431
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230 South Brentwood Boulevard
Clayton, Missouri 63105
(314) 725-1000
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Bethesda Gardens

420 South Kirkwood Road
Kirkwood, Missouri 63122
(314) 965-8100
Cynthia J. Eckelkamp, Senior General Manager
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Bethesda Orchard

21 North Old Orchard Avenue
Webster Groves, Missouri 63119
(314) 963-2100
Wade L. Hachman, General Manager
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Bethesda Terrace

2535 Oakmont Terrace Drive
Oakville, Missouri 63129
(314) 846-6400
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Oakland, Missouri 63122
(314) 372-5839
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Executive Editor

Katherine E. Joslin

Editor

Jeffrey R. Waldman
(314) 800-1908

Designer

Pamela S. Moore
(314) 800-1916

Bethesda Marketing Staff

Senior Outreach Coordinator

Lee Williams – (314) 800-1917

Outreach Coordinator

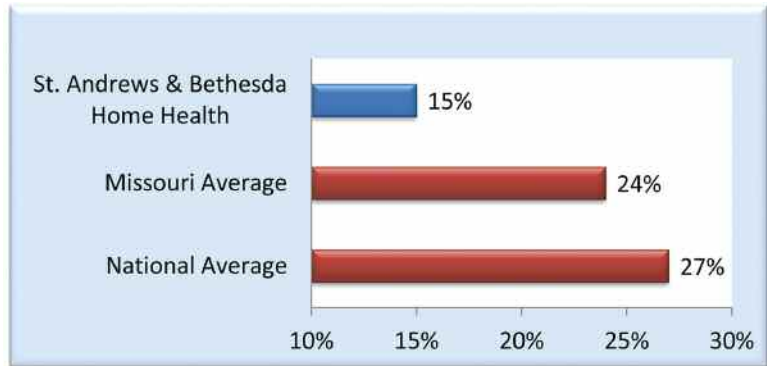
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St. Andrews & Bethesda Boasts Best Home Health Re-Hospitalization Rates!

Lowering re-hospitalization rates (the rate in which a person has to return to the hospital after being discharged due to continued illness) is a top priority for hospitals and senior care organizations alike.

As a result, it is easy to see why everyone at Bethesda is so excited about the performance of St. Andrews & Bethesda Home Health (SABHH).

According to Health Outcome and Assessment Information Set (OASIS) C, April 2011-March 2012, which is a data report that can be found on www.medicare.gov/homehealthcompare, SABHH had the lowest re-hospitalization rate of any home health agency in St. Louis!



In fact, not only was its rate of 15% lower than its nearest local competitor, but it is 9% less than the Missouri average, and 12% less than the national average!

"We're very proud of the performance and what it means to the seniors we serve," said **Amy Trau**, Corporate Vice President, Home and Community Based Services. "This should tell seniors and their families that if home health is needed after a hospital discharge, they have less of a chance on average of returning to the hospital if they use our services than any other home health agency in St. Louis."

For more information about the services of SABHH, or to find out how to arrange for an assessment from one of their experienced professionals, please call 314-218-2600.

Bethesda Embarks on Unique Veteran Awareness Campaign

Bethesda, in partnership with the We Honor Veterans organization and the Department of Veterans Affairs (VA), is participating in a pioneering volunteer program that provides support to our Veteran residents and hospice patients living in our community.

This unique program teaches volunteers how to listen with compassion, and how to comfort seniors and hospice patients who have a history of military service and, therefore, possible physical and psychological trauma. The program also directs seniors to VA benefits and resources.

"A vast majority of Veterans are not enrolled in VA programs, and are therefore unaware of the end-of-life services and benefits available to them, including the Medicare Hospice Benefit and VA-paid hospice care they are entitled to receive as a Veteran," said **Leslie Simon**, Volunteer Coordinator, Bethesda Hospice Care.

"By recognizing the unique needs of America's veterans and their families, our volunteers will learn how

to accompany and guide our seniors through their life stories toward a more peaceful resolution," she said.

The program will be incorporated into Bethesda's current volunteer program, and coordinated by the Volunteer Coordinators at each of Bethesda's long-term care communities.

As part of the program, Bethesda plans to implement some exciting initiatives, like *Books for Soldiers* and *Adopting a Soldier*, that partners with other local veteran organizations. One such partnership resulted in 11 boxes of books recently donated to the USO, with 43 others collected for a book fair (see p. 5).

Bethesda also is actively collecting Veteran data from our volunteers and residents in an effort to better serve these retired veterans. If you are a Bethesda resident or volunteer and have a military service background, please help us document this important history by contacting Leslie at lgsimon@bethesdahealth.org or 314-373-7026, or the Volunteer Coordinator at any Bethesda skilled nursing community.



Eleanor Ryan – A Special Resident

Eleanor Ryan had the type of feeling for Bethesda that only manifests after a 40-year relationship, which is just about how long she lived in one of Bethesda's communities.

Eleanor moved from Pevely, Mo. to St. Louis in the late 1960s, and in the early 1970s moved into Bethesda Townhouse (one of Bethesda's early retirement community options). She lived there for nearly 30 years, much of which was with her sister, **Nell Hoffman**.

When Bethesda Townhouse was sold, she moved to Bethesda Barclay House (Clayton), where she stayed until she needed skilled nursing assistance, and at that time she went to Bethesda Meadow (Ellisville).

Eleanor was very active during her time at Bethesda. In addition to her work at Southwestern Bell (now AT&T), she served as the chairperson of the Bethesda Townhouse Birthday Club, helping to arrange parties for her fellow residents.

Eleanor's cousin, **Nancy Evy**, describes her as a quiet and private person. "She and her sister (Nell) were inseparable," Nancy said. "They really looked out for one another."

After Eleanor passed away, her estate left a donation to the Bethesda Health Group Foundation. Her devotion and generosity to Bethesda truly is a tribute to the nearly 40 years of compassion and care she received.

DeWitt Slated to Speak at Fall Legacy Society Luncheon



Bethesda's Legacy Society continues its pattern of inviting high-profile guest speakers to its annual luncheon as **William DeWitt, III**, President of the St. Louis Cardinals, is scheduled for the Oct. 26 event.

Attendees will hear first-hand what it is like to run the St. Louis Cardinals organization and details about the much anticipated Ballpark Village, which is set to begin construction this fall. The \$100 million first phase of Ballpark Village will include the construction of 100,000 square feet of restaurant and retail space, including an Anheuser-Busch-themed restaurant and beer garden, a Cardinals-themed restaurant and the

Cardinals Hall of Fame Museum. The luncheon, which recognizes donors who have contributed \$500 or more to the Bethesda Health Group Foundation this year, will take place at noon at the Missouri Athletic Club (MAC) West. A crowd of more than 100 friends — and fans — are expected to attend the luncheon.



For more information about the Legacy Society, please contact **Pam Dempksi** at 314-800-1981 or send an e-mail to pedempski@bethesdahealth.org.

Senior Support Solutions Providing "One-Stop Shopping" for Senior Care

(continued from p. 1)

Familiar Bethesda faces are heading up the new service, as **Michelle Glass** and **Toni Emery**, former Administrator and Admissions Coordinator of The Charless Home, respectively, are serving as the Vice President and Director (Michelle), and Operations/Marketing Manager (Toni) of Bethesda Senior Support Solutions.

"We seem to be filling a niche in the marketplace," said Michelle. "Chandelle and Terri have been kept very busy, and the ability to bundle services has received very positive feedback. It is easy to understand, our seniors and families love it, and we're very excited about the direction that Senior Support Solutions, and Bethesda's Home and Community Based Services in general, is heading."

For more information about Bethesda Senior Support Solutions, please call 314-963-2200. To contact Terri with a question about senior care and services, please call 314-800-1911.

Bethesda and Kemper Collect Books For Local Veterans

A group of volunteer employees from Kemper Home Service Companies recently lent a helping hand at Bethesda Dilworth (Oakland) to help area veterans.

Efforts between the two organizations resulted in the collection of more than 54 boxes of books -- 11 of which were delivered to the USO for our troops, and 43 of which have been collected and sorted under the supervision of **Theresia Metz**, Volunteer Coordinator at Bethesda Dilworth, and **Charlene Zinkl**, Bethesda Dilworth Librarian, for a book sale on Oct. 6.

"This is the second year that we have worked with Bethesda, and we find it extremely rewarding to be able to give back to local seniors, especially to Veterans, who have already given so much to our country," says **Glenda Gordon**, team leader from Kemper Corporation.

"Bethesda has had the good fortune to work with such warm-hearted and dedicated employees of the Kemper Corporation," says **Leslie Simon**, Volunteer Coordinator for Bethesda Hospice Care, who spearheaded the project for Bethesda.



Veteran volunteers pictured with Kemper employees.

"Our partnership is yielding future volunteer initiatives that will benefit not only seniors living at Bethesda Dilworth, but other communities," she said.

Kemper Home Services Companies is the parent company for United Insurance Company of America, The Reliable Insurance Company, Union National Life Insurance Company, and Mutual Savings Life Insurance Company, as well as their affiliated fire companies and subsidiaries. Kemper is one of the top 100 insurance companies in the United States, with more than 400 employees in St. Louis.

In addition to giving generously of their time, Kemper Corporation has also made a generous contribution to Bethesda.



David Konig Discusses What You May Not Know About Thomas Jefferson

More than 50 guests at the Fall Women's Board luncheon enjoyed a presentation from **David Konig**, an internationally recognized expert in early American legal history, and local Professor of History and Law at Washington University. Professor Konig is currently working on Thomas Jefferson's biography, looking specifically at his legal thought and practice, and is editing a volume of Jefferson's legal notes for the official edition of *The Papers of Thomas Jefferson*. Dr.

Konig has been a consultant in residence at the Colonial Williamsburg Foundation and was recently a resident fellow at the International Center for Jefferson Studies in Charlottesville, Virginia. He has also acted as expert witness in litigation related to Early American law, and has written extensively on matters of constitutional law relating to property rights, the right to bear arms, and the commerce clause.

"What a treat to hear Professor Konig share aspects about Thomas Jefferson that I've never known before. I look forward to reading the biography in the coming months," said **Mary Sertl**, Women's Board member.

The Bethesda Women's Board gathers twice annually to hear fascinating presentations and enjoy stimulating friendships. For more information or to find out how to join, please call 314-800-1916.

Bethesda welcomes our newest Women's Board members: **Flo Baur, Joan Bayer, Patricia Bushman, Marian Desloge, Jane Evans, Susan Goodman, Dorothy Harper, Erle Lionberger, Lydia Meier, Dessa Morrow, and Joan Whitford.**



Bethesda Gardens Wii bowler **Evelyn Terrall** hopes for a strike as members of the Bethesda Orchard Wii bowling team look on.

Residents Enjoy “Friendly yet Fierce” Competition at Wii Bowling Matches

Many articles have been written about the therapeutic benefits experienced by seniors from participating in Wii Bowling, as they engage their arm and hand muscles while they play the computer game.

This is not one of those articles.

Rather this is an article about “home-alley” advantages (working the remotes can be different on different systems), and cordial competition – with a distinct desire to win.

“Let me put it this way – even when it's not a competition, we have a large crowd watching the Wii bowling and rooting on the participants,” said **Sandra Zanzie**, Activities Director at Bethesda Orchard (Webster Groves), whose residents recently squared off against residents from Bethesda Gardens (Kirkwood) in a home-and-home series of Wii bowling. “Yes, the Bethesda Orchard residents take this seriously.”

As do the Bethesda Gardens residents. “The match we hosted on Aug. 29 was set for 1 p.m., and at 6:30 a.m., residents were already downstairs in their bowling shirts, re-arranging furniture and determining which bowler was going to sit in which seat as they awaited their matches!” said **Cindy Eckelkamp**, Senior General Manager at Bethesda Gardens.

As you would expect, however, everyone in attendance supported the Wii bowlers on both teams during the matches. Friendships were made, and fun was had by all.

And as you would expect (remember the home-alley advantage?), each team won when the match was taking place at their own residence.

So are there plans to break the tie?

“I’ve heard that being discussed by our residents, and also heard discussion about playing teams from other communities,” said Sandra. “I guess we’ll just have to wait and see, but it certainly appears as if everyone is having a great time.”

Wii Bowling Team Members

Bethesda Orchard

Paul Behnen
 Marge Bieser
 Kathleen Blaskiewicz
 Helen Crawford
 Paul Dietemann
 Joan Dietemann
 Marty Holland
 Marti Hughes
 Esther Kaufman
 Dorothy Mathews
 Mona Maus
 Jean Newton
 Jackie Siebke
 Marie Sweeney

Bethesda Gardens

Dot Carney
 Carol Conner
 Carol Eckenfels
 Phyllis Edwards
 Pat Graf
 Dorothy Harper
 Marilyn Harrington
 Leona Harris
 Cliff Janssen
 Henryetta Knobel
 Bill Nelson
 Monetta Nelson
 Bill Paule
 Evelyn Terrall
 Bud Voit

Volunteer Helping Lift Spirits through Music

At first glance, it may seem incredible that a 17-year-old high school senior allocates two Saturday mornings a month to play music during religious services at a skilled nursing community.

It may even be more surprising that **Neil Shukla** has been coming to Bethesda Meadow (Ellisville) and playing his classical guitar during the services since he was 12.

"I've always liked playing guitar, and I wanted to see what it was like to play for people," said Neil, a senior at Marquette High School. "I know **Howard Gleason** (The Reverend Dr. Gleason is Bethesda Meadow's Chaplain), as he is the retired minister at my church, and he suggested that I play for the residents."

"The residents took to him immediately," said Howard. "His participation really made the services enjoyable."

Admittedly, the experience wasn't as enjoyable for Neil – at least not at first.

"I was a little scared at first, at the age of 12, because all of the residents seemed really old," he said with a sheepish grin. "But I liked playing, and I kept coming, and now I really enjoy playing for them and being with them."

So much so that on most of the Saturdays that he plays (the 2nd and 4th of the month), Neil and his family arrive before the 10:30 a.m. start time so that he can transport



Neil Shukla plays a classical guitar solo during a recent Saturday morning religious service at Bethesda Meadow.

the residents to the main dining room, which is where the Saturday morning service is held.

Once the residents are situated, Neil takes his place near the front of room, playing along with some of the hymns, and often delighting the group with a solo performance or two.

And the residents get the benefit of listening to a national award winner, as Neil recently finished first in a youth classical guitar competition sponsored by Webster University that attracted more than 50 participants nationwide.

"Neil is a wonderful young man, and we are very fortunate to have him and his family as part of the Bethesda Meadow family," said Howard.



Bethesda, Alzheimer's Association Gearing Up For Oct. 15 Program

The next series in the educational partnership between Bethesda and the St. Louis chapter of the Alzheimer's Association is coming up quickly, and it's not too late to make a reservation if you haven't already.

Dr. Valerie Walker, a St. Louis family medicine specialist and author who speaks frequently on the importance of positive thinking, will be presenting "Living in the Moment with Alzheimer's Disease."

The program, which is targeted to caregivers and loved ones of a person living with Alzheimer's, will take place at **7 p.m. on Monday, Oct. 15 at the Holiday Inn Southwest Route 66**, 10709 Watson Road. Ample parking will be available toward the back of the hotel, which is the entrance nearest to the presentation room.

Along with her presentation, Dr. Walker will also be selling copies of her book, "131 Ways to Live 131 Years." Nearly 500 people have attended the first two programs of the educational partnership series, which has featured **Drs. Gary Small** and **John Morris** (first) and **Dr. Charles Crecelius** (second).

The program is free, but space is limited. For more information or to register, please go to www.alz.org/stl, or call 1-800-272-3900.



Four More Graduates for Bethesda's School-At-Work Program

After about six months of classwork to be juggled among his regular work and family responsibilities, Aug. 22 was a day that **Moses Lilako** was really looking forward to.

That was the day that Moses, a housekeeper at Bethesda Meadow (Ellisville), and three fellow "classmates" – **Sue Niehaus**, a housekeeper at Bethesda Meadow (Ellisville); **Stephanie Van**, a door attendant from Bethesda Gardens (Kirkwood); and **Mary Wessel**, Resident Services at Bethesda Dilworth (Oakland) graduated from the latest Bethesda School-at-Work program.

(L-R) **Mary Wessel, Moses Lilako** and **Sue Niehaus** hold their certificates as they celebrate their graduation from the School-at-Work program. A fourth graduate, **Stephanie Van**, was unable to attend the ceremony.

The School-at-Work program provides an opportunity for employees to enhance their skills in a number of areas to increase their knowledge and to help them further their careers.

"These four employees worked extremely hard, and their commitment to the program was truly admirable," said **Charlotte Busch**, Senior Human Resources Manager at Bethesda Meadow, and the program's instructor. "Balancing the demands of the curriculum with other responsibilities can be quite challenging, and they've done a great job."

"I enjoyed the program, but I have to admit, it took a while for even the basic information that you learned back in school to come back," said Mary, who likes working in the business office, but might eventually pursue something that allows her more direct contact with residents.

"The program included subjects that aren't really taught anywhere else – life management, workplace communication skills, interacting with others – that I really liked," said Moses, who would like to pursue a job where he can interact with people more, like Administration or HR.

Unfortunately, Stephanie was not able to attend the graduation ceremony, but the other three graduates received their certificates of completion and plenty of compliments.

For more information about the School-at-Work program, or if you are an employee and want to get involved in the next class, please contact Charlotte, 636-227-3431 or cibusch@bethesdahealth.org.



Flu Vaccines Offered at Bethesda

Once again, Bethesda is partnering with the Visiting Nurse Association to administer flu vaccines to our residents and employees in the Fall.

Bethesda also is hosting four flu vaccine clinics for the public (now for anyone six months of age or over). The cost is \$30 if your insurance is not accepted by the VNA – so bring all of your insurance cards.

The public flu vaccine clinic at Bethesda Gardens already has taken place, but the rest of the schedule is as follows (all are from 10 a.m.-2 p.m.):

Thursday, Oct. 4, Bethesda Southgate

Thursday, Oct. 11, Bethesda Meadow

Thursday, Oct. 18, Bethesda Dilworth (at the Adult Day Care building)

To find out whether your insurance is accepted by the VNA, please call 314-513-9922. For more information about the Bethesda clinics, please call 314-800-1908.

Bethesda Orchard vs. Bethesda Gardens – Friendly yet Fierce!

There's no question that Wii Bowling has become a very competitive sport! In a continuation of the article on p. 6, it's clear the participants on both teams — and their fans — had a wonderful time!





Bethesda Honors Veterans at Freedom River Walk

Jack McMenemy of Oakville admires the pin he received from **Lee Williams**, Senior Marketing Outreach Coordinator (left) and **Leslie Simon**, Volunteer Coordinator, Bethesda Hospice Care, at the Sept. 8 Freedom River Walk. Lee and Leslie distributed nearly 300 pins to those veterans in attendance at the annual event, which honored local veterans and remembered those who lost their lives on Sept. 11, 2001.

Congratulations, Miss Italian St. Louis!

Complete with crown and sash, **Christina Bartels**, Food Service Aide at Bethesda Terrace (South County), celebrates her selection as Miss Italian St. Louis 2012-13 with residents **Dorothy Werner** and **Janiece Marchbanks**. As Miss Italian St. Louis, Christina will participate in a number of activities, including the annual Columbus Day parade, and will receive a \$1000 college scholarship. Congratulations, Christina!



Collins Nominated for Award

Dressed impeccably in coat, tie and vest, and always on time, you might find it hard to believe that **Ed Collins**, Door Attendant at Bethesda Barclay House (Clayton), is 84 years "young." But he is, and by virtue of his age and commitment to our residents, was Bethesda's nominee to the MERS/Goodwill Outstanding Older Worker Contest. Good luck, Ed, and here's to many more years of service!



Safety First!

Bethesda Meadow (Ellisville) was abuzz on the evening of Sept. 12, as the staff participated in a simulated evacuation drill group staged by the Metro West Fire District and Ellisville Police Department. 33 local volunteers acted as Bethesda Meadow residents, and the staff brought the "residents" down the stairwells from floors 2, 3 and 4.

Bethesda Brag Bag!

When we receive letters of thanks from our residents, friends or family members, it fills our hearts with joy - we wish we could print them all! Please enjoy reading this small sampling of those letters, which express so well what makes Bethesda special — the outstanding care and service provided by our wonderful employees!

Dear Staff at Bethesda
(Meadow),

June loved every bit of her time spent with all of you, and we cannot tell you how much it meant to us to be treated in such a friendly, caring way. There was not a day that someone didn't stop and talk to us. We feel we cannot say thank you enough!

Sincerely, Bob and Julie

As a recently discharged patient of the Bethesda Dilworth Rehab & Therapy Center, I would like to express my thanks and compliments. The members of the nursing staff are exceptional, not only the nurses but the nurse assistants. Patients are cared for with gentleness and kindness. Thank you for making my stay as pleasant as possible.

Nancy

Dear Judy (Bethesda
Dilworth),

"In the few times that I have dealt with David regarding a Hospice patient, he has always been very professional and informative when reporting a client's condition. This shows great initiative and the utmost in compassion. You are lucky to have him!

Sue, RN (Hospice Care)

Thank you to all the servers and other helpers (at Bethesda Gardens) who came to my aid while I was choking to death after dinner on Monday. If you ever need a life saver, please call on me. I owe you.

Susan

Dear Nathan,

Please express our family's thanks to the staff at Bethesda Barclay House. All of you were so important in my mother's life, and we very much appreciated your kindness during her last few weeks.

Very best regards, Barb

Sue, RN (Hospice Care)

As a recently discharged patient of Bethesda Dilworth Rehab & Therapy Center, I would like to express my thanks and compliments. The members of the nursing staff are exceptional, not only the nurses but the nurse assistants. Patients are cared for with gentleness and kindness. Thank you for making my stay as pleasant as possible.

Nancy

The following is an excerpt from a poem by **Bea Edson**, resident of Bethesda Barclay House, who recently received treatment at the Rehab & Therapy Center at Bethesda Dilworth:

So I go to therapy, really quite physical,

I'm doing it all, but I'm really quizzical

Will this make me healthy and strong?

They tell me it will – I'm not over the hill

But what will I do if they're wrong?

Will I go back to the couch, 'till I must holler "Ouch!"

Ah no! You must see that is not for me.

So upward and onward I'll fight to the finish

And sort of like Popeye, I'll eat all of my spinach

And so to prove that I really care, I'll no longer sit endlessly in my chair!

Did You Know...

... that Bethesda has been chosen to receive a prestigious award for St. Louis businesses for the fifth consecutive year and the sixth time in the last seven years? We can't share any additional information yet, but details will be forthcoming in the Winter 2013 edition of the Pulse.

... that Bethesda Hospice Care is facilitating "Surviving the Holidays," a six-week support group to help people address feelings of loneliness and sadness when a loved one dies and the holidays arrive.

The group will take place on Monday afternoons, 4:30-6 p.m., at 8175 Big Bend Blvd., Ste. 200, in Webster Groves on the campus of (and just west of) Bethesda Orchard, from Nov. 5-Dec. 10.

For more information, please call **Leslie Peasel**, Bereavement Coordinator, Bethesda Hospice Care, at 314-373-7025.

BETHESDA

1630 Des Peres Road, Suite 290
St. Louis, Missouri 63131
(314) 800-1900
www.bethesdahealth.org

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Virtual Tours Now Available on Website

As anyone who purchased a home or rented an apartment knows, nothing can replace the experience of going to the actual location and seeing it for yourself.

However, as people's lives become increasingly busy, Bethesda was looking for a way to provide those interested in our communities with a simple yet easy way to view the options we offer in senior living, assisted living, skilled nursing, and rehab and therapy in the privacy and comfort of your own home.

These days, the easiest or most convenient medium for most people to use is the website. For a couple of years now, we have had videos available on our site (www.bethesdahealth.org) to help visitors see what our communities – and Bethesda as a whole – are all about.

We are happy to report that we now have added virtual tours of each of our communities to our website, providing another way of researching what options are available to you.

The virtual tours are very easy to find. After going on our website, click on the community of your choice. On that first page, you will find a button that says "Virtual Tour." Click on the button, and the tour will begin.

The tour will comprise public areas and images of the grounds for all communities, plus a variety of views of the apartments for the retirement communities and assisted living community.

So we invite you to consider a two-pronged process:

- 1) "Take" a virtual tour at the community(ies) of your choice
- 2) Make an appointment with a Sales Counselor or Resident Services Coordinator to see it in person!

And hopefully you will find this new function very helpful and beneficial for you or your loved ones!