



Spring 2016

PARKER PRESS

Parker Acquires McCarrick Care Center

Contributed by Margaret Fourounjian

On February 1, we welcomed The Margaret McLaughlin McCarrick Care Center, a 120 bed post-acute rehabilitation and nursing residence in Somerset, as a new Parker affiliate. The acquisition of the Medicare- and Medicaid-certified community now known as PARKER at McCarrick will enable us to build on McCarrick's long-standing reputation for high quality and compassionate long-term care and services.

"We are delighted that McCarrick is now part of the Parker family," said Roberto Muñiz, President and CEO of Parker. "The addition of their high quality skilled nursing care and post-acute rehabilitation to our continuum of care enables us to provide services for more seniors in central New Jersey."

"We have the utmost confidence that this transaction represents an excellent strategic fit," said Clifford Holland, Chairman of the Parker Board of Trustees.

Early in the transition phase, knowledgeable, experienced leaders from both organizations worked side-by-side to accomplish all goals. During the first week as *PARKER at McCarrick*, the warm presence



Chip Ross, Maria Campilonga, Janet Patullo, Jim Zauner, Roberto Muñiz, Donna Lazartic, Donna Silbert, and John Cerminaro

of Parker's leadership elevated the spirits of the entire PARKER at McCarrick family. "The enthusiastic welcome our employees, Residents and their families experienced during the first few weeks was heartwarming," commented Jim Zauner, McCarrick Care Center administrator. The entire organization is very proud of McCarrick Care Center's heritage and even more enthusiastic about PARKER at McCarrick's bright future.



Roberto Muñiz, President and CEO

A Message from the President

One of the defining aspects of our organizational culture is the fact that we start each and every meeting with a "Parker Moment." These moments highlight stories about occasions of spontaneity, concern, creativity, graciousness, and humor involving our Residents, staff, families, and visitors.

This issue of the Parker Press is filled with heart-warming Parker moments.

We see this in the event we held that brought together Rutgers exercise science students with Residents of *Evergreen Way*, our memory care neighborhood in PARKER at River Road (page 2), and the warm bonds of friendship that developed between our former director of finance and a former Resident of PARKER at Stonegate, our assisted living residence (page 3).

We see this as well in the creativity of our nursing department, in introducing a more flexible and person-directed approach to administering medicines (page 2), in the way we trumpet the life accomplishments of

a PARKER at Stonegate Resident who was a noted area doctor and community leader (page 3), and in the unparalleled energy and compassion of the program manager of PARKER Day Club at Home (page 3).

This issue also highlights some ways that Parker, as an organization, has taken great leaps forward — in acquiring McCarrick Care Center, a well-regarded post-acute rehabilitation and nursing care residence (page 1) in completing a full redesign of our website to make it more accessible on all size screens, from cellphone to tablet to computers (page 4), and in hiring and promoting skilled leaders (page 2).

Thank you for being part of the Parker family and taking a few minutes to read about what makes us so special — both our moments and our milestones.

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Rutgers Students Engage Our Elders

Contributed by Kailin Bouse

As we age, having fun and being active are important factors in staying healthy. On January 14th, Dr. Nicole Robel, an occupational therapist and professor of exercise and aging at Rutgers University, brought fourteen of her students to Parker to engage our Residents in a variety of fun cognitive and physical activities. The program, "Winter Wonderland of Games,"



Rutgers students and Residents sharing the fun at "Winter Wonderland of Games"



was held in our memory care neighborhood, *Evergreen Way* in PARKER at River Road. Twenty Residents participated in the program by playing a number of interactive games designed to engage the Elders' physical and mental capabilities.

"Parker frequently arranges intergenerational programming to provide our Residents meaningful interaction with the younger generation," said Lori Morell, the senior manager of PARKER Center for Health Aging. "This is one example of how we bring spontaneity to our Elders. Through these programs, the students benefit by obtaining a better understanding of the aging process and our Elders enjoy special programming with unique activities," Morrell continued.

We truly appreciate the dedication of these Rutgers students and look forward to continuing our partnership in making a difference in the lives of Elders.

Parker Pride



Erin Carlucci

Erin Carlucci is the new community nurse manager/staff developer at PARKER at Monroe. She was an LPN at CentraState Medical Center in Freehold, NJ for seven years and also served in management positions in long-term care organizations. Erin will be responsible for coordinating PARKER at Monroe's general orientation program and in-service education for all their employees.



Sonam Patel

Margaret Fourounjian has been promoted to director, marketing and community relations. In this role Margaret will be responsible for the development and implementation of Parker's marketing strategy and plan across the continuum of care in support of the strategic growth plan while increasing brand awareness, image, reputation and market position. Margaret previously served as senior manager of marketing and community relations at Parker.



Margaret Fourounjian

Sonam Patel has been promoted to neighborhood guide at PARKER at Monroe. She will be responsible for overseeing the daily operations of the Cedars/Woods neighborhood. Sonam has held several positions at Parker, most recently as the recreation coordinator on the Cedars *Small Home* at Monroe. Prior to taking on that role, she was also instrumental in the ramp-up of PARKER at Monroe as assistant marketing manager.

Nursing Gets Past the "Golden" Rule

Contributed by Harry Glazer

Parker respects the federal CMS (Centers for Medicare and Medicaid Services) regulations as "best practices." Although not regulated by the federal program, Parker was guided by them for decades, and as such followed the "Golden Hour" rule, which dictates that medicines should be given to Residents within an hour before or an hour after a set time each day.

When PARKER at Monroe opened in December 2014, Senior Director of Nursing Services Michael Yannotta wanted those Elders to be able to take their medicine when they prefer, not when convenient for staff or the physician. Referencing liberalized medication pass systems used in other parts of the United States, and CMS regulations, Michael worked with managers at Monroe to develop an effective system of medication administration based on individuals' preferences. He asked Dr. Erinn Beagin, Associate Medical Director, to approve windows of time for giving medicine — five hours for A.M., four hours for "Noon," three hours for P.M., and a flexible time for bed time. Nurses would offer Residents their medication at times the Residents' desired, while tracking administration on paper records.

Michael and his staff consulted with state regulators at the pre-opening review to vet this idea, and they had no issues with the proposed policy. Michael also shared the idea with Linda Sue Patron, director of resident services at the PARKER at Stonegate assisted living residence. Linda suggested bringing liberalized medicine to Stonegate Residents.

Implementing the Liberalized Med Pass approach at PARKER at Stonegate was more complicated since medication administration is tracked by the AOD software system. Michael asked Kay Loricka, Parker's Infomatics Educator/IT Clinical Specialist, to work with their nursing software vendors to make changes that allow for Liberalized Med Pass.

In the fall, New Jersey Department of Health /Senior Services State surveyors visited PARKER at Monroe and PARKER at Stonegate and gave both residences high marks on all counts. The surveyors reviewed the med pass and had no questions or comments on the new approach.

Residents praise the change. One commented: "Now, I can come down to the Resident Care Center for my nighttime medications after my TV shows, which gives me more flexibility. I like that!"

Who's Who in New Jersey Long-Term Care Facilities: Dr. Norman Reitman

Contributed by Marcia Ortez

When Dr. Norman Reitman was 10 years old he was inspired to become a doctor when his younger brother got ill and his worried mother called the physician. Norman remembers the doctor's knock on the door at 2 a.m. and how his mother was reassured by the physician's words and presence. Now 104 years of age and a Resident at PARKER at Stonegate for the past five years, Dr. Reitman has enjoyed a long career as an accomplished doctor in his own right.

Dr. Reitman's graduated from Rutgers University in 1932 and received his Doctorate of Medicine from New York University in 1936. He became board certified in Internal Medicine and moved back to New Brunswick to marry his college sweetheart Syril and start his own practice in 1938. After a three-year stint as chief of medicine in the U.S. Army Air Corps, Dr. Reitman resumed his practice, attended NYU School of Medicine, and passed the cardiology boards in 1949.

Dr. Reitman was a solo practitioner in the New Brunswick area for over 30 years. In 1970, he hired his first associate and eventually expanded the practice to include ten doctors practicing all aspects of cardiology. He served as the first president of the Middlesex County Heart Association, as New Jersey governor for the American College of Cardiology, and as chief of staff at Middlesex General Hospital (now Robert Wood Johnson University Hospital).

In 1989, when Dr. Reitman retired after 51 years of practice, the hospital and medical school honored him by establishing the annual Norman Reitman Lecture in Cardiology. For the thousands of lives he has touched, and countless others he has inspired, Dr. Reitman is a true legend in his time.



Dr. Norman Reitman

The Game of Friendship

Contributed by Bill Fry

Nick Alicino moved to PARKER at Stonegate in 2009 with his beautiful bride of 65 years, Regina, who passed away in 2011. At that time, I was the director of finance at Parker. Every day, when the temperature was above 50 degrees or below Nick's age, we played a game of bocce on the Parker grounds. While playing together, Nick shared stories with me about his family of eight children, eleven grandchildren and five great grandchildren.

I enjoyed hearing Nick talk about his life before moving to Stonegate. He served in World War II under General Patton and was one of "The Monuments Men," the

platoon depicted in the George Clooney movie. His platoon discovered 100 tons of gold and cash hidden in a salt mine in Merkers, Germany. Professionally, Nick had a B.S. in chemistry and his passion for science led to his life's work at Nopco and Diamond Shamrock. In his free time, Nick founded North Edison Little League, was a volunteer fire chief, and a councilman in Metuchen.

We discussed a variety of topics while going point for point in each match. Sometimes we would discuss the stock market and move on to sports. Other times we debated political topics or discussed our families. Each game ended with a handshake and the remark, "good game — see you tomorrow." It was a promise to share another replay of the game of friendship.

After my retirement, I continued to visit Nick as often as possible until he passed away peacefully at Parker with his family at his side. Farewell, my friend — until we meet again.



Nick Alicino and Bill Fry posed for the camera during their daily game of bocce

A Day in the Life of... Laurie Peters & Day Club at Home

Contributed by Harry Glazer

How can an adult day program that travels to senior housing developments in four local communities each week succeed?

Watching Laurie Peters, program manager of PARKER Day Club at Home program, we see that it takes a very outgoing personality with lots of creativity, great cooking skills, tons of energy and a genuine love of people.



Laurie Peters brings the PARKER Day Club at Home program to senior buildings

The PARKER Day Club at Home program attracts an audience of 15-27 Participants each, at four different residences. The program comes to the Wilentz residence in Somerset on Tuesdays, Stirling Village in Piscataway on Wednesdays, North Brunswick Senior Housing Center on Thursdays, and Hidden Brook in Somerset on Fridays.

At each residence, Laurie single-handedly conducts a full four hours of diverse activities. Each day's program ends around 2 p.m., then Laurie consults with social workers in the building and makes visits around the residence to encourage others to attend the program.

Inspired by the Eden Alternative philosophy, Laurie makes a point of involving the Participants in all aspects of the daily programs. She enlists volunteers to hand out papers, set tables, plate and serve lunch, and assist other Participants with cognitive or visual limitations. Her volunteers greatly value their roles as helpers because it gives each of them a purpose, a role in the day's activities, and a sense of satisfaction.

Parker commends Laurie on developing PARKER Day Club at Home into the remarkable success it is — an example of some of our very best programming.



PARKER

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www.FrancisEParker.com

Check Out Parker's New Website!

Contributed by Fern Marder

A few weeks ago, we launched our newly-redesigned website, which features many new improvements and areas of interest for you. Research has shown us that more and more mature adults own cellphones, tablets and computers; their use of new technology is increasing each year. Our "old-school" website did not resize well and it was overdue for a new and exciting look. Our new website not only looks great on all size screens — it also highlights our many services and locations and gives you all the information you need without having to click through multiple pages.

The first thing you'll notice when you visit our website is the beautiful photography used in our home page slide show. The new color palette frames our easy one-step navigation and highlights areas of interest; at the bottom of the page is a site map that eliminates "getting lost" in the website. Best of all, the website is readable and navigable from all types of devices — monitors, laptops, tablets, and smartphones. Plus, we've eliminated secondary drop-down menus to facilitate moving around the website while using smaller devices.

The Parker website has some new sections, including Quality, Parker Culture, Culinary Services, Testimonials, and information on our new post-acute rehabilitation and nursing residence PARKER at McCarrick. There's also a new area for people who are just beginning their research into senior living options called "Where Do I Begin," which contains articles that will help them understand the difference between the many services and types of senior living residences and how to transition more easily from independent living to long-term care. Check out our redesigned website at www.FrancisEParker.com.

Home & Community Services
Adult Day Center
Center for Healthy Aging
Rehabilitation Services
Highland Park, NJ

PARKER at McCarrick
Post-Acute Rehabilitation
Nursing Care Residence
Somerset, NJ

PARKER at Stonegate
Assisted Living Residence
Highland Park, NJ

PARKER at Monroe
Long-Term Living
Community
and Memory Care
Monroe Township, NJ

PARKER at River Road
Nursing Care Residence
and Memory Care
Piscataway, NJ

PARKER at Landing Lane
Nursing Care Residence
New Brunswick, NJ