

MAIMONIDES Going further in geriatric care CHSLD juif de Montréal Jewish Eldercare Centre À l'avant-garde des soins gériatriques SPECI S P R I N G 2 0 1 5

WELCOME TO THE HOTEL CALIFORNIA Battle of the Bands rocks p.4-9

DONATIONS TO THE FOUNDATIONS Your support makes a difference p.10-11, p.14-15

BROWNSTEIN ATRIUM



📩 DONALD BERMAN

NEWS

CELEBRATING FAMILIES

Over seventy residents and their families participated in a Free Family Portrait Day on December 14, 2014. Formal portraits were taken as well as silly ones. Art therapist Sondra Goldman and her team provided props such as hats, glasses and other accessories to create this everlasting family memory.

"Nothing is more important in life than family. Cultural and creative events bring families together to play and interact with one another, without the need for dialogue. These playful moments feed the soul of the residents and create lasting memories for all involved," says Goldman.

Photos were taken by the Montreal Camera Club Helping Others, a local group connected with the non-profit Help-Portrait organization. Residents received an 8"x10" photo plus a CD of photos courtesy of the DBM Auxiliary.

The event was such a huge success that we hope to repeat it next spring.









Published by the Communications Department of **Donald Berman Maimonides Geriatric Centre** and **Jewish** Eldercare Centre, Perspective keeps readers informed of developments and maintains a strong liaison between our Centres and the community at large.

Editors/Writers	Lisa Blobstein, Lauren Schwartz
Design/Production	Arlene Havrot Graphic Communications
Photography	
Executive Director	
DBM Centre Board President	Ron Waxman
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DBM Foundation Board President	Michael Corber
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5795 Caldwell Avenue, Montréal (Québec) H4W 1W3 Tél: (514) 483-2121 5725 Victoria Avenue, Montréal (Québec) H3W 3H6 Tél: (514) 738-4500 www.DonaldBermanMaimonides.net www.jewisheldercare.ca

Donald Berman Maimonides Geriatric Ce and Jewish Eldercare Centre are affiliate with McGill University.

ON THE COVER

Pictured is 103 year-old DBM resident Leah Wiseberg surrounded by members of her adoring family as they participated in the Free Family Portrait Day. From left to right, bottom row: Stephanie, Nancy, Naomi, Leah, Maya, Gillian, Kyle; Top Row: Rickiee, Robert, Joe, Oliver, Emily, Clifford





INSET Pictured are Battle co-chairs Rory Olson, Freddie Naimer and Gerry Kandestin with Don Felder (second from left)

UPDATE ON BILL 10

Bill 10, which was recently adopted by the provincial government, completely restructures the Quebec health care system. Besides abolishing the Agence de la santé et Services sociaux, the bill reduces the number of medical establishments from 182 to 33 Centres Integré de santé et service sociaux (CISSS) or Centre Integré Universitaire de santé et service sociaux (CIUSSS) if affiliated with a University. Jewish Eldercare Centre and Donald Berman Maimonides fall into the group known as CIUSSS Centre-Ouest de l'Ile (Centre-West), which include the following: The Jewish General Hospital, Miriam Home and Services, Mount Sinai, CSSS Cavendish, CSSS de la Montagne and Constance-Lethbridge. The bill is to take effect on April 1st, 2015.

Previously, each organization had a separate board of directors and team of managers. As of April 1, each CISSS will have its own board and team of administrators. On Friday March 6, Dr. Lawrence Rosenberg was officially



appointed by the Minister as the President Director General of our CIUSSS. We look forward to working with him. With the introduction of several amendments to the original bill, organizations which were designated bilingual will continue to offer services in English and French. In addition, organizations such as DBM and JEC which were built by the community will retain their Corporations and the rights that go with it.

The new CIUSSS does not affect the Foundations. The Foundations will continue to fundraise as they always have with funds designated for our institutions. The continued generosity and support of our current and future donors will carry our legacy into the future.

Our centres have made our founders proud delivering high quality care to our residents. With this realignment, that will not change. The values and uniqueness of our centres will remain strong, with our attention focused on providing the best care to our residents.

Senior officials from JEC and DBM joined other Jewish community leaders on a visit to Ouebec City organized by CIIA Ouebec, to meet a number of MNA's, Ministers and their staffers at the epicentre of the political landscape of our province. At the forefront of the discussions was our community's concerns on BILL 10. Pictured is the DBM/JEC delegation made up of Barbra Gold, Executive Director; Michael Corber, DBM Foundation President; Karen Flam, JEC/DBM Foundation Director; Machelle Wilchesky, Director of Research; Rosalie Dion, Director of Nursing and Jacques Labrecque, Director of Human Resources.



DBM Foundation President Michael Corber and Executive Director Barbra Gold talk to Quebec Premier Philippe Couillard about Bill 10.

NEW ADMISSION PROCESS. YOU STILL HAVE A CHOICE.

As a result of the adoption of Bill 10, there are changes to the admissions process for long-term care. All of the admissions will now be going through the new integrated Health and Social Service Agency, better known as the Centres Intégrés de Santé et de Services Sociaux (CISSS). The CISSS will review the file and make the decision about what the placement will be, taking into consideration the urgency of the case and what the choices are. The CLSC will continue to do the initial evaluation at home or in hospital. Please note that even with Bill 10, no matter where you live in the province of Quebec, you are entitled to a bed in a Jewish establishment, like **Donald Berman Maimonides Geriatric Centre** or **Jewish Eldercare** **Centre.** These two Jewish long-term care centres are part of the public system. However, when you apply for placement in long-term care, you must be ready to be admitted since you will no longer be able to refuse your spot except in exceptional circumstances. That means that when a bed is ready, you will have 48 hours to move in or you will be taken off the list and will need to reapply and start the process from the beginning. Another change is that there will be an attempt to send the person directly to one of their top choices and not have to move another time. Program 68, the evaluation/orientation program where residents come directly from a hospital is supposed to remain the same for now.

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TUESDAY, DECEMBER 2, 2014

NEW KIDS ON THE WARD





The 12th annual National Bank Financial Donald Berman Maimonides Battle of the Bands was a rock'n success generating \$375,000 for the Donald Berman Maimonides Centre for Research in Aging. For two nights in December 2014, about 2000 of the 'who's who' of the Montreal community packed Metropolis to hear their friends belt it out to raise funds for a great cause. This year, Don Felder, former lead guitarist of the Eagles joined each band on-stage for a truly memorable performance and Felder and his band performed a knock-out Grand FINALE sending the crowd to their feet.

Velcome to the California!

"To be performing onstage with a Rock and Roll Hall of Famer is any musician's dream come true", says Battle of the Bands co-chair Freddie Naimer, whose band Switchback was on the first night of the event.

Back by popular demand, we rolled out the red carpet for our sponsors

onated countless hours of their time for the planning and execution of event. A special thank you goes to the band members who gave so

Check out our website:

SWITCHBACK



NEW KIDS ON THE WARD Mark Goldenberg Michael Mendelson Diego Berrios-Nava **Chad Tuppert** Michael Lebhar Kim Feeney Tamara Davis **Rob Hirscheimer**

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11

DONOR NEWS

BROWNSTEIN ATRIUM AT JEWISH ELDERCARE

The atrium area in the Hope Pavillion at the Jewish Eldercare Centre was recently renovated and named in honour of Bernice and the late Morton Brownstein. Morty was a man who showed a deep commitment to his community, as well as being an active board member and mentor to the senior management team of the Centre.

On September 22nd, 2014, the new Brownstein atrium was dedicated with Brownstein family members in attendance.

Thanks to the generous donation from the Brownstein family, the new atrium area was completely transformed into a comfortable, modern new common space for all to enjoy. The Brownstein family also provided two pictures from their personal collection which are on display in the atrium and coffee shop.















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2 Brownstein family – Michael, Thérèse, Bernice, Janis and Cheryl Brownstein

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BATTLE HALL OF FAME

BATTLEMANIA

Joanne Cutler and Delmar were recently inducted into the DBM Battle of the Bands Hall of Fame in the Performer and Builder Categories respectively. They join an esteemed group of loyal Battle innovators recognized for their significant contribution to the energy and evolution of this popular event. Accepting on behalf his mother and his family is Ryan Warner. 🕔

















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DONOR NEWS

A LASTING GIFT FROM THE KARASSIKS

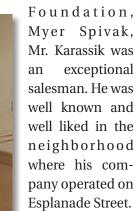
On February 17th 2015, the 7th floor at Donald Berman Maimonides was re-named the "**Charlotte and Leo Karassik Pavilion**" in honour of their exceptional gift to the centre.

But who were Charlotte and Leo Karassik?

WILLON CHARLOTTE & LEO KARASSIK PAVILION

Leo Karassik was a founding partner in the "Jack Spratt" clothing manufacturing company. He married Charlotte, who hailed from La Tuque, Quebec, and they lived and raised a family in Montreal.

According to one of the trustees of the Charlotte and Leo Karassik



Bill Ram, another trustee of the Charlotte and Leo Karassik Foundation, says the Karassiks were very generous during their lifetimes and wanted to create a lasting legacy, via a foundation, to continue to fund worthwhile causes in Montreal.

The Charlotte and Leo Karassik Foundation was created in 2010. Following the death of Mr. Karassik in 2007, Mrs. Karassik preselected seven organizations to benefit in perpetuity from the generosity of the Foundation, before she passed away herself in 2012. Donald Berman Maimonides is honoured to be part of the generous legacy of the Charlotte and Leo Karassik Foundation.

DBM Executive Director Barbra Gold, Karassik Foundation trustees Bill Ram and Robert Raich, Fuller Landau's Yaffa Cohen



Sharing Expertise

Iapaolo S. S'engager dans le processus d'agrément Qmentum. Webinar, October 2014.

Wilchesky, M. OPTIMAMED: Developing a tool to reduce medication load by improving appropriate prescribing for long-term care residents with advanced dementia for use in a multidisciplinary educational intervention. 43rd Annual Educational and Scientific Meeting of the Canadian Association on Gerontology: Landscapes of Aging, Niagara Falls, Canada, October 18, 2014.

Kröger, E., Wilchesky, M., Morin, M., Arcand, M., Giguère, A., Aubin, M., Voyer, P., Durand, P., Champoux, N., Verreault, R. Development of an educational tool for an inter-professional intervention to reduce medication load for long term care residents with advanced dementia: OPTIMAMED. Canadian Association of Population Therapeutics 2014 Conference, Toronto, Canada, November 2-4, 2014.

Wilchesky, M. Improving evidence-based decision-making within geriatric long-term care: From medication use to wound care and everything in between. Jewish General Hospital Epidemiology Seminar Series, Montreal, Quebec, January 27, 2015.

Fish A. The Cart Experience. Planetree International Conference. Chicago, Illinois. October 13, 2014.

Fish A. "What Complaints Teach Us About Quality" Keynote speaker, Patient Centred Care Conference, St. Joseph Health Care Group, Thunder Bay, Ontario, October 6-7 2014.

PUBLICATIONS

Wilchesky, M. and O. Lungu (2015). "Validity of the Braden Scale in Long-Term Care: a Meta-Analysis." Wound Repair and Regeneration. In press.

DONOR NEWS



A LEGACY GIFT MAKES A DIFFERENCE

A legacy gift makes a difference to the charity and to the donor! Legacy giving is a wonderful way to support the causes you care about. Estate planning includes charitable gifts. Creating a legacy gift allows the charity to acknowledge your support today and benefit tomorrow.

Jewish Eldercare recently honoured a significant legacy gift from Harvey Rosenthall by naming the new state-of-the-art education room on the 5th floor in loving memory of his parents Nita and Manny Rosenthall. Pictured are Harvey and Barbara Rosenthall at the official ribbon-cutting ceremony which was followed by a L'Chaim for family and friends.

Legacy gifts can include bequests in a will, gifts of life insurance, gifts of RRSP income, and more. To discuss Planned Giving opportunities, please call Foundation Director Karen Flam at (514) 738-4500, ext. 2307.

SUITE DREAMS AT JEC



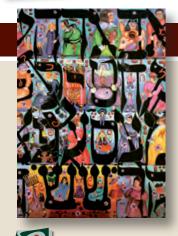
After the huge success of the Suite Dreams campaign at Donald Berman Maimonides, we decided to repeat the project at Jewish Eldercare Centre.

We have just completed two model rooms, which were sponsored by the Gartner family.

With a gift of \$7200, you can sponsor a room. Special door plaques inscribed with the donor's name will leave a lasting legacy on each renovated room.

For more information, please contact Foundation Director Karen Flam at (514) 738-4500, ext. 2307.





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LEADERSHIP

JOINT DONALD BERMAN MAIMONIDES FOUNDATION AND JEWISH ELDERCARE HOSPITAL OF HOPE ELDERCARE FOUNDATION BOARD OF DIRECTORS 2014-2015



STANLEY HITZIG was recognized with the Outstanding Service Award at the annual General Meeting at Donald Berman Maimonides. Hitzig's good friend Harvey Levenson spoke of his role as President of the Foundation from 1991-1997 and his ongoing commitment to the Centre and its residents. Harvey's late Uncle Phil Levenson was the one who introduced him to the Maimonides family over 30 years ago in the time of the late Ben Cobrin and Davey Singerman to name a few. Hitzig continues to sit on the Corporation Board as well as being a member of the Medical Ethics Committee. Hitzig says that his philosophy of building a rainy day fund has allowed the Centre to spend

over the years to improve the quality of care and services. "I am very proud of everything we have done and look forward to seeing what the future holds," says Hitzig.





MILAN BRATIN was honoured with the Outstanding Service Award at the Annual General Meeting at Jewish Eldercare Centre on October 29, 2014. Past president Gerry Weinstein presented Bratin with the plaque – using words like "passion" and "dedication" to describe all that Bratin has done for Jewish Eldercare and his community. Bratin was instrumental in merging the foundations of Eldercare and the



Hospital of Hope. He was the first president of the Jewish Hospital of Hope Eldercare Foundation. He continues to play key roles on the finance and investment committees, as well as the board.

Back row (left to right):

Barry Grossman, Syd Gartner, Abe Rogozinsky, Steve Kosters, Jeffrey Zunenshine, Terri Klein, Herb Feifer, Terry Landau, George Landau, Steven Schouela, Morris Dascal

Middle row (left to right): Larry Nachshen, Robert Kertesz, Lawrence Young, Denise Zunenshine, Cindy Naimer, Phil Levi, Phil Abbey, Randi Gitnick, Roslyn Wiener, Hinda Deckelbaum, Bram Freedman, Angela D'Angelo, Diana Schweitzer, Jeff Sidel Front row (left to right): Mitch Weitzman, Jonathan Green, Jack Altman, Danny Baum, Co-President Michael Corber, Foundation Director Karen Flam, Executive Director Barbra Gold, Freddie Naimer, Ron Waxman

Absent from photo: Arlene Adler, David Altro, Milan Bratin, Jamie Burak, Cielo Carin, Andrew Gertler, Joel Goldberg, Mark Goldman, Gerry Kandestin, Jason Katz, Max Konigsberg, Len Lewkowict, Rory Olson, Allen Quallenberg, Ronnie Roter, Albert Sayegh, David Shapiro, Howard Shulkin, Gordon Silverman, Co-President Brad Steinmetz, Henry Topas, Gary Wechsler, Fred Wenger

PRIVATE MEET & GREET

Guitars signed by Don Felder were a hot commodity at the auction of this year's DBM Battle of the Bands. In fact, purchasing a guitar was the only way to get to go backstage and have a meet and greet with the former Eagles band member. Those who bought the guitar were able to bring their guests for the photo op.

ictured ore 2. Randy Cohen 1 3. Dean MacDonald













 Tél.: (514) 937-2838 ext. 204
 555, rue St-Rémi

 Fax: (514) 939-3013
 Montréla (Qc) H4C 3G6

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ANNUAL

FUNDRAISING

INTERESTED IN SPONSORING A KIDDUSH AT DONALD BERMAN MAIMONIDES?

The Donald Berman Maimonides Foundation is accepting donations to **THE KIDDUSH FUND**

Monies will be used to purchase fruit cake, gefilte fish and grape juice for Saturday services. Your gift will be acknowledged during the Kiddush and on the donor recognition page in the Perspective newsletter.

A tax receipt will be provided for the amount of your donation. Contact the Foundation Office at (514) 483-2121, ext. 2207, for information.



GOLF 2015

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MAIMONIDES

DONALD BERMAN MAIMONIDES RBC WEALTH MANAGEMENT GOLF TOURNAMENT AT ELM RIDGE COUNTRY CLUB





Golf 2015 Co-Chairs Danny Baum & Steve Kosters

Honorary Co-Chair David Agnew



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Who will be the Guest Superstar?!