



Press Release

FOR IMMEDIATE RELEASE

United Hebrew Geriatric Center Hosts Healthy Living Seminar *Preventing Falls with Education and Technology*

New Rochelle, NY - (December 22, 2008) - United Hebrew Geriatric Center (UHGC), a multi-service senior living campus in New Rochelle, NY, recently hosted a seminar, *It's A Balancing Act: Falls Prevention and Education*. Almost 70 people attended the event, which was held at Willow Towers Assisted Living, which is part of the UHGC family of services.

Panelists included Nora O'Brien, Director of Rehabilitation, United Hebrew Geriatric Center, which is part of the Burke Rehabilitation Hospital Network and Dr. Joe Verghese, Associate Professor of Neurology and Director of the Division of Cognitive & Motor Aging in the Department of Neurology at the Albert Einstein College of Medicine. The event was moderated by Rita C. Mabli, President and CEO of United Hebrew Geriatric Center. Topics for the seminar included risk factors for a fall, interventions, exercise programs and preventive measures.

"Falls are a major concern for most older adults. It is imperative for people to understand what puts them at risk for a fall and how to prevent it so that they can remain as independent as possible," said Rita Mabli, UHGC President/CEO.

After a lively question and answer period, the audience participated in a demonstration by walking on a GAITRite computerized mat which analyzed their footsteps and risk for a fall. The GAITRite system provides instantaneous valid and reliable measurements of a person's footsteps including step length and velocity. The gait function measurements are stored for each person and can be used to support reports, individual treatment plans and other analyzes. It is hoped that with this type of innovative technology, the number of falls will be reduced.

The incidence of falls is one of the greatest threats to remaining independent as people age. Falls are due to a number of factors that combine to put a person at risk including balance, improper use of medications, foot disorders and muscle weakness. Falls are the 5th leading cause of death for people 65 and older. Each year, more than one third of adults 65 or older will have at least one fall. And for people 75 and older, those who fall are up to five times more likely to be admitted to a long-term care facility for a year or longer. Falls are not only detrimental to older adults but also put a financial strain on Medicare funds. In the year 2000,

direct medical costs to Medicare totaled \$179 million for fatal falls and \$19 *billion* for non-fatal fall injuries.

United Hebrew Geriatric Center is located at 391 Pelham Road, New Rochelle, New York 10805. Willow Towers is located at 355 Pelham Road, New Rochelle. For further information, visit www.uhgc.org.

About United Hebrew Geriatric Center: United Hebrew Geriatric Center (UHGC) is a vibrant not-for-profit, non-sectarian, multi-service senior living campus serving the Westchester metropolitan area since 1919. UHGC offers a rich array of skilled and community-based programs and services that encourages and supports a life of dignity and spirituality and promotes the highest possible quality of life. UHGC serves over 600 clients daily in its campus facilities -- Willow Towers, a 126-unit assisted living residence; a 270-bed Nursing Home; the 135-unit Low-Savin Apartments for seniors; a Long Term Home Health Care Program; and the Azor Home Health Agency. Its newest project, the renovation and expansion of its nursing home facility, combines world-class care with state-of-the-art features.

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FOR MORE INFORMATION:

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Photo JPG attached:

Photo 1: UHGC's Seminar for Healthy Living entitled *It's A Balancing Act: Falls Prevention Education*, held at Willow Towers Assisted Living. *From left to right:* Speakers at the seminar included Associate Professor Joe Verghese, Albert Einstein College of Medicine; Nora O'Brien, Director of Rehabilitation, UHGC and Moderator Rita Mabli, President/CEO, United Hebrew Geriatric Center.

Photo 2

Participants walking on the GAITRite mat which assesses footsteps for risk for a fall at the United Hebrew Geriatric Center's Seminar for Healthy Living entitled *It's A Balancing Act: Falls Prevention Education* held at Willow Towers Assisted Living. Virginia Keeling of New Rochelle takes a walk on the computerized mat.

Photo 3

Participants walking on the GAITRite mat which assesses footsteps for risk for a fall at the United Hebrew Geriatric Center's Seminar for Healthy Living entitled *It's A Balancing Act: Falls Prevention Education* held at Willow Towers Assisted Living. Helen Nelson of New Rochelle takes a walk on the computerized mat.