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FOR IMMEDIATE RELEASE

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**Willow Towers Assisted Living: A New Approach In Caring for those
with Alzheimer's and Related Disorders**

FIRST in Westchester to be awarded the New York State Department of Health new licensure for Special Needs Assisted Living Residence (SNALR)

FIRST in Westchester to implement New Partnerships in Dementia Care with White Plains Hospital Senior Services division

(New Rochelle, NY) October 3, 2011 - Willow Towers [Assisted Living](#), part of United Hebrew of New Rochelle campus of services, has announced a yearlong initiative of specialized enhanced education for its staff and caregivers. The announcement was made by Rita Mabli, President and CEO of United Hebrew of New Rochelle. "We reviewed many available options for this initiative and we are pleased to announce that White Plains Hospital Partnerships in [Dementia Care](#) will be our collaborators in this endeavor."

Partnerships in Dementia is a newly created program under the auspices of the White Plains Hospital Senior Services Department that trains personal and professional caregivers to help people with dementia improve their quality of life while reducing the burden for the caregivers themselves.

[Willow Towers](#) will serve as the pilot site for the newly designed person-centered coaching educational program for caregivers. Willow Towers, which opened in 2003, was the first in Westchester County to be awarded the new [Assisted Living Residence](#) (ALR) licensure, with dual certification for Enhanced Assisted Living Residence (EALR) and Special Needs Assisted Living Residence (SNALR) by the New York State Department of Health.

"Willow Towers has been committed to making a difference in the lives of people with dementia and indeed in the aging process as a whole," said Geri Brooks, MSN, RN, CS, GNP, and Director of the White Plains Hospital Geriatric Services/Partnerships in Dementia Care program. "They are consistently innovative and are indeed an industry leader." Along with Geri Brooks as director of the program, White Plains Hospital Senior Services has also welcomed Kerry Mills, a dementia liaison coach.

"Our goal is to continue our culture of excellence by giving our full staff the educational team building skills for our comprehensive collaborative model of care," said Jean Dunphy, Executive Director of Willow Towers. "The Phoenix [Alzheimer's](#) Dementia unit at Willow Towers will be the main focus of the Partnership in Dementia care initiative."

The innovative program will give the staff special tools for understanding the perspective of a person with dementia, including Alzheimer's disease. The training includes sessions on the brain, sensitivity to geriatric issues, and team building exercises. The White Plains Hospital staff will then visit monthly for practical interventions.

Investing in this type of initiative is seen as essential to the vision and future of [United Hebrew of New Rochelle](#), a leader in the field of long term care. "We are seeing a strengthening trend towards non-profit operations when people choose long term care facilities for their parents. In these challenging economic times, people are more comfortable with a successful well run not-for-profit with a continuum of care with resources to invest and reinvest in their facilities, rather than a proprietary that may not have resources targeted to the resident. There is a comfort in the not-for-profit model of reinvestment in its operation and employees." said Ms. Mabli.

"The staff is so energized and the momentum in the building is palpable." Said Ms. Dunphy. "We are engaged in listening to each individual's needs and the residents feel our love. That is our focus each and every day."

For more information about Willow Towers Assisted Living visit www.willowtowers.com or contact Jean Dunphy at 914.636.6565.



(L to R) Kerry Mills, Dementia Liaison Coach, White Plains Hospital Senior Services; Jean Dunphy, Executive Director of Willow Towers Assisted Living; Geri Brooks, Director, Geriatric Services/Partnerships in Dementia, White Plains Hospital; Joe Lopuzzo, Director of Operations for Willow Towers Assisted Living. Willow Towers Assisted Living in New Rochelle, New York has begun a new pilot program with White Plains Hospital's Partners in Dementia Care to enhance staff training on its Phoenix Unit for those with Alzheimer's and related dementias.



The staff at Willow Towers Assisted Living in New Rochelle, New York participate in an aging sensitivity training. Willow Towers Assisted Living has begun a new pilot program with White Plains Hospital's Partnerships in Dementia Care to enhance its staff training for caring for residents with Alzheimer's and related dementias.

About Willow Towers Assisted Living

Willow Towers Assisted Living residence, a licensed Assisted Living facility by the New York State Department of Health, is an eight story state-of-the-art residence with a wide array of amenities, including activity rooms, exercise room, putting green, recreation and cultural activities, transportation, a library with internet computers, and an art studio. Willow Towers offers three restaurant-style meals daily, prepared by an experienced chef, daily housekeeping, personal laundry, scheduled transportation to medical appointments, and other services. In addition, residents have access to a beauty salon, barbershop, 24-hour cafe, and a multimedia room. Willow Towers features a two-story glass atrium and dazzling views of the Long Island Sound. Opened in 2003, the not-for-profit community located in New Rochelle offers 126 apartments, from studios to 2 bedroom suites - 20 of which are in Willow Towers' Phoenix Memory Support Neighborhood.

About United Hebrew of New Rochelle

The Harry and Jeanette Weinberg Campus

United Hebrew is a vibrant not-for-profit, non-sectarian, multi-service senior living campus serving the Westchester metropolitan area since 1919. United Hebrew 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. United Hebrew serves over 600 clients daily in its Harry and Jeanette Weinberg campus facilities -- Willow Towers, *The Beverly and Alfred J. Green Pavilion*, a 126-unit licensed assisted living residence which has the SNALR Phoenix unit as one of the first in the county to receive the certification from New York State Dept of Health to cater to residents with Alzheimer's & related disorders in a special needs assisted living residence; a 296-bed nursing and rehabilitation center staffed with [Burke Rehabilitation](#) professionals; the 135-unit Soundview Apartments for seniors; a Long Term Home Health Care Program; and the AZOR Home Health Agency. United Hebrew recently opened its new home, which combines world class care with state-of-the-art features. For more information about United Hebrew of New Rochelle contact Linda Forman, lforman@uhgc.org or 914.632.2804 x1224. www.uhgc.org