

THE ALDEN LEADER

Customer Service

Alden Focuses on Customer Satisfaction as No. 1 Priority

In the box office hit 'The Bucket List,' Jack Nicholson's attitude about customer service improved dramatically after he became a patient in his own hospital. Such a change of heart wasn't necessary for Alden President Floyd A. Schlossberg, who recently benefited from the company's long-time commitment to customer service when he spent 19 days recovering from hip surgery at Skokie's **Alden North Shore Rehabilitation and Health Care Center**.

"Rehabilitation is more than just healing muscles," contends Schlossberg. "It's a healing process that identifies and meets the patient's needs in all areas of life."

Schlossberg believes that successful rehabilitation depends on a person's attitude, which is greatly influenced by physical surroundings and a knowledgeable, caring rehabilitation team. "When you come to a place like Alden North Shore, it's like coming to a five-star hotel," he adds. "Among the amenities are restaurant-style fine dining, free WiFi (wireless Internet access) and private room availability."

"Every customer is a V.I.P."

Others who have recovered from surgery, accident or illness at an Alden facility echo Schlossberg's praise. "A place like this is worth millions when you're recuperating—the therapy staff is top-notch and the facility is comfortable and beautifully decorated," says David Reggi, 49, a Chicago electrician who chose **Alden Northmoor Rehabilitation and Health Care Center** to recover from two separate knee replacement surgeries. "The staff is extremely friendly and helpful," he adds, "and the food is so good that my friend makes a point of visiting me around noon so she can join me for lunch."

Nancy Schmook moved her 81-year-old mother from a hospital to **Alden Estates of Barrington Rehabilitation and Health Care**

Center because her mother wasn't improving after surgery. "There was a huge difference in the therapy she received at Alden," Schmook contends. "In five days, Mom went from being totally bedridden to walking down the hall with a walker."

Schmook thinks the Barrington facility's "good family atmosphere" also helped. "My kids loved to go there and visit grandma. After dinner, we'd all visit the ice cream shop and play Yahtzee. It was the best medicine imaginable."

Although Schlossberg is the boss, he scoffs at the idea that his experience as a rehab patient was different than that of anyone else. "At Alden, every customer is a V.I.P.," he insists. "People tell me all the time that they are having the same rehab experience I did. The atmosphere and meals are enjoyable, the staff is great, patients work real hard and go to bed exhausted. Then they get to go home."



Alden President Floyd A. Schlossberg (right) gets therapy pointers from Physical Therapy Assistant George Benitez at Alden North Shore.



Alden of Waterford Continuing Care Retirement Community in Aurora welcomes baby swans this summer. For more photos of the new additions, go to www.aldenwaterfordccrc.com

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Nursing Home Week: Balloons, BBQs and Bingo



It's a team effort on 'Sports Clothes Day' as Alden Des Plaines celebrates National Nursing Home Week. From left, Social Service Director Bridget Leahy, Food Service Director Susan DiMaggio, Admission Director Nicky Kamaris and Activity Director Aneta Lazarevski.

From televised balloon launches and theme days to Bingo and trivia games, Alden rehabilitation and health care centers celebrated National Nursing Home Week with gusto. **Alden Alma Nelson Manor Rehabilitation and Health Care Center** held one of several balloon launches to kick off the week—an event that was carried on primetime newscasts of Rockford's NBC, ABC and CBS affiliates.

Staff at **Alden Des Plaines Rehabilitation and Health Care Center** voted on 'theme days' and dressed appropriately for Stripe Day, Hat Day, Hawaiian Day, Twin Day, Sports Clothes Day, Jeans Day and Polka-Dot Day. Capping off the week were cookouts for employees who work the day and evening shifts, while Administrator Joseph Plutino stayed awake to personally prepare a midnight meal for the night staff.

At Skokie's **Alden North Shore Rehabilitation and Health Care Center**, 'special food days' included everything from barbecues to bagels, with an ethnically diverse luncheon held on Friday. Food was a major theme at **Alden Estates of Naperville Rehabilitation and Health Care Center** as well. Staff members were treated to Jimmy John's sandwiches, compliments

of two local doctors, while department heads brought homemade desserts to an outdoor extravaganza at the end of the week.

Staff and residents at **Alden Valley Ridge Rehabilitation and Health Care Center** in Bloomingdale took a 'trip around the world' that featured movies, trivia games and samples of food from Mexico, Italy, Greece, Pakistan and Indonesia. In Chicago, residents of **Alden Lincoln Park** tried to match employees with tidbits of information about their lives outside work, and at **Alden Northmoor** in Chicago, 'Bingo Buzz in the Safari Room' included generous prizes donated by Avon.

Facility Happenings

Top Wii Bowlers to Vie for Title Alden Meadow Park

Top bowlers from six senior communities in southern Wisconsin will ride in a limousine to **Alden Meadow Park Rehabilitation and Health Care Center** in Clinton, Wisconsin to compete in the championship round of *Bowling with the Champs*—a virtual bowling league that substitutes a hand controller and television screen for a bowling alley.

Since May, about 50 league members who live in senior facilities and apartments in Beloit and Janesville have bowled 10-frame games by using Nintendo's *Wii Sports*. "This is like the new Bingo," says Kate Carroll, marketing liaison at Alden Meadow Park, the league's sponsor. "Virtual bowlers may not be able to lift a bowling ball," she adds, "but they can enjoy the thrill of hitting a strike without leaving their chairs."

Bowlers who averaged the best scores over the past five months will vie for the championship title in September. At Alden Meadow Park, where residents have been honing their virtual bowling skills during weekly practice sessions, resident

Dan Burrows emerged as the top bowler. "We're all excited about the championship match," says Administrator Tom Moen, who points out that the league has an added benefit. "The game allows our short-term rehabilitation residents to increase their motor skills and hand-eye coordination without realizing that they're actually doing therapy," he notes. "They think they're just having fun."

Moving Day Brings Smiles Alden Village

Large flat screen TVs, spacious activity areas and cheerful bedrooms brought smiles to the special needs residents of **Alden Village Health Facility for Children and Young Adults** as they moved into their new 'home.'

The move represents completion of a 37,000-square-foot addition to the Bloomingdale facility for developmentally disabled children and young adults. "I was so excited when I saw my son's new home that I almost started crying," says Zenaida Brillantes. "Alden has really made this place feel like home for the kids. You can see the



Director of Nursing Rachael Mabe helps Angela Betencourt, 8, unpack her toys in Alden Village's new 37,000-square-foot addition.

attention they paid to tiny details and what a big difference it has made. I couldn't imagine a nicer environment."

Phase II of the construction, scheduled for completion by year end, involves a total renovation of the original building, including updating mechanical systems and installing fresh wall coverings and new flooring. The facility will also be equipped to offer a state-of-the-art ventilator unit.

People

IN THE NEWS

300+ Employees Pinned at August Ceremonies

More than 300 beaming employees of four Alden rehabilitation and health care centers received service pins during August ceremonies that honored their dedication and service with Alden.

Alden President Floyd A. Schlossberg and Chief Operating Officer Robert J. Molitor personally congratulated employees who had earned pins representing two, five, 10, 15 and 20 years of service. "Our company is only as good as the people who work for us," Schlossberg told large gatherings at Rockford's **Alden Alma Nelson Manor Rehabilitation and Health Care Center** and **Alden Park Strathmoor Rehabilitation and Health Care Center**. "We thank you for the dedication and compassion you bring to your work, and we hope you will wear your pin with pride and dignity."

At Alden Alma Nelson, one staff member received a 10-year pin, 60 employees received five-year pins and 27 employees received two-year pins. At Alden Park Strathmoor, one employee received a 20-year pin, 39 staff members received five-year pins and 22 employees received two-year pins.



Proud recipients of five-year service pins pose with Alden President Floyd A. Schlossberg and COO Robert J. Molitor (standing, left) at Alden Alma Nelson Manor.

At a pinning ceremony earlier in the month at **Alden Village Health Facility for Children and Young Adults** in Bloomingdale, six staff members received 15-year pins, 15 employees received 10-year pins, 25 employees received five-year pins and 37 employees received two-year pins. At another ceremony, 18 employees of **Alden Terrace of McHenry Rehabilitation and Health Care Center** received 10-year pins, 29 employees received five-year pins and 27 employees received two-year pins.

Alden service pins are in the shape of the company logo, which is a pyramid. Employees with two years of service receive silver pins and those with five years of service are awarded gold pins. Employees with 10 or more service years receive gold pins studded with diamonds.

Recognizing Excellence

ALDEN SALUTES THE DEDICATION OF ITS EMPLOYEES. THE FOLLOWING EMPLOYEES WERE ELIGIBLE FOR 5, 10, 15, 20 OR 25-YEAR SERVICE PINS DURING THE FIRST HALF OF 2008.

Alden Alma Nelson Manor

Benita Robinson, 10 yrs
Jethro Cline, 5 yrs
Tamika Haynes, 5 yrs
Marcia Keough, 5 yrs
Pam Shearrow, 5 yrs
Latasha Vella, 5 yrs
Stephanie Williamson, 5 yrs

Alden Des Plaines

Minimol Arackal, 5 yrs
Bahia Chimoun, 5 yrs
Theodora Foutris, 5 yrs
Nicky Kamaris, 5 yrs
Michelle Madura, 5 yrs
Ofelia Oseguros, 5 yrs
Sandhya Patel, 5 yrs
Esma Velic, 5 yrs

Alden Courts of Des Plaines

Rosa Toledano, 5 yrs
Heather Health Care
Gloria Stone, 25 yrs
Tracy Fleming, 10 yrs
Helen Donald, 5 yrs
Debra Lambert, 5 yrs

Alden Lakeland

Bonita Garrett, 15 yrs
Lino Almalbis, 10 yrs
Wesley Henderson, 5 yrs
Benedict Malolos, 5 yrs
Ethel McNease, 5 yrs
Nelly Rowland, 5 yrs
Alden Lincoln Park
Evelyn Jones, 10 yrs
Irene Williams, 10 yrs
Arnaldo Ramirez, 5 yrs
Joseph Simbeye, 5 yrs

Alden Long Grove

Inocencio Boado, 10 yrs
Omar Arias, 5 yrs
Ferdinand Catotal, 5 yrs
Juana Nava DeCano, 5 yrs
Lucky Sinyangwe, 5 yrs

Alden Meadow Park

Alicia Larsen, 5 yrs

Alden Naperville

Ofelia Gragasin, 25 yrs
Gail Haviland, 25 yrs
Sharon Freischlag, 20 yrs
Alberto Panganiban, 15 yrs
David Rabina, 15 yrs
Wilhelmina Dacalos, 10 yrs
Suzanne Gasperini, 5 yrs
Ermelito Jabola, 5 yrs
Zarina Mustafa, 5 yrs
Yawa Zhang, 5 yrs

Alden Northmoor

Elizabeth Balda, 10 yrs
Gerald Jones, 10 yrs
Matthew Gidley, 5 yrs
Tara King, 5 yrs

Alden North Shore

Gian Aguilos, 5 yrs
Ariel Conde, 5 yrs
Emilio Nicolasin Jr., 5 yrs
Christine Sideno, 5 yrs

Alden Orland Park

Sandra Danaher, 10 yrs
Kimberly Hogan, 10 yrs
Patricia Jentzen, 10 yrs
Julie Seitz, 10 yrs
Yaa Appiaah, 5 yrs
Beatriz Chavez, 5 yrs

Sharon Grant, 5 yrs
Miguel Rodriguez, 5 yrs
Taiasha Simmons, 5 yrs

Alden Park Strathmoor

Novella Edwards, 20 yrs
JoAnne Asplund, 5 yrs
Kimberly Asplund, 5 yrs
Loretta Foreman, 5 yrs
Olivia Pacheco, 5 yrs
Alma Rodriguez, 5 yrs
Virginia Troy, 5 yrs

Alden Poplar Creek

Marcia Dunning, 5 yrs
Tamiko Maddox, 5 yrs
Catalina Perez, 5 yrs
Darlene Szymanski, 5 yrs

Alden Princeton

Patricia Jeffery, 15 yrs
Robbie Curry, 10 yrs
Freddie Johnson, 10 yrs
Terry Keating, 10 yrs
Antoinette Stevenson, 10 yrs
Dessie Garrett, 5 yrs
Antoine Young, 5 yrs

Alden Springs

Alfonso Valencia, 5 yrs

Alden Terrace of McHenry

Caryn Wachal, 10 yrs
Nelia Aspiras, 5 yrs
Marilyn Hendricks, 5 yrs
Christine Sherwood, 5 yrs

Alden Town Manor

Alma Barretto, 15 yrs
Sandra McGregor, 15 yrs
Pilar Ruelo, 15 yrs
Anna Spohnholtz, 15 yrs

Beverly Pittman, 10 yrs
Vanessa Acosta, 5 yrs
Escalante Padernal, 5 yrs
Catanya Portis, 5 yrs

Alden Valley Ridge

Erlinda Cabebe, 10 yrs
Ceferina Carlos, 10 yrs
Conrado Carlos, 10 yrs
Roditha Vicente, 10 yrs
Bonifacio Aldama, 5 yrs
Teresita Baesa, 5 yrs
Kimberly Brace, 5 yrs
Gabriel Macasu, 5 yrs
Arlene Remot, 5 yrs
Aracely Reyes, 5 yrs

Alden Village

William Anderson, 10 yrs
Idolga Pace, 10 yrs
Jose Perez, 10 yrs
Veronica Corral, 5 yrs
Cesar Roman, 5 yrs

Alden Village North

Maricel Benigno, 5 yrs
Maria Ramos, 5 yrs

Alden Gardens of Waterford

Gary Koesler, 5 yrs
Cristina Lopez, 5 yrs
Salvador Martinez, 5 yrs

Alden Waterford

Hermiginilda Chavez, 5 yrs
Julia Ibarra, 5 yrs
Margarita Islas, 5 yrs
Luz Jabola, 5 yrs
Perumbadage Lathika, 5 yrs
Leonardo Ramos, 5 yrs
Emelyn Splan, 5 yrs

Alden Wentworth

Florence Jones, 25 yrs
Lindia Ollie, 25 yrs
Nelson Ivy, 15 yrs
Keesha Burton, 10 yrs
Adenike Ogunniyi, 10 yrs
Tina Walls, 10 yrs
Glen Wilkins, 10 yrs
Deborah Hill, 5 yrs

AMS

Sonja Hartgrove, 15 yrs
Lynnette Torres, 15 yrs
Juan Aguilera, 10 yrs
Patricia Recio, 10 yrs
Valerie Buniao, 5 yrs
Vincent Cozzi, 5 yrs
Thomas Digani, 5 yrs
Robert Kim, 5 yrs
Rudyard Litorja, 5 yrs

Alden Bennett Construction

Louis Sinico, 10 yrs

Forum Extended Care

Brian Kramer, 15 yrs
Dipti Patel, 15 yrs
Esther Leyva-Richko, 5 yrs
Jackie Villaseñor, 5 yrs
Anita Wiak, 5 yrs

Prism Healthcare

Judith Dziekan, 5 yrs

Alden of Waterford:

Combining Rehabilitation and Relaxation

Always The First Choice

Orthopedic Rehabilitation
Neurological Rehabilitation
Cardiac Rehabilitation
Skilled Nursing
Alzheimer's Care
Respiratory Services
Ventilator Care
Respite/Vacation Care
Senior Living
Hospice Care

Mission Statement:

To be the best residential and long-term care provider for our customers

Located throughout Chicago and the suburbs, Rockford and southern Wisconsin

21 rehabilitation & health care centers
2 Alzheimer's residential centers
2 assisted living communities
6 special needs facilities
7 senior living communities

Circle of Values

Compassion
Integrity
Respect
Continual Improvement
Learning
Enthusiasm

REHAB

New Orthopedic Program

It's the new state-of-the-art equipment and therapy modules that make *Alden of Waterford Rehabilitation and Health Care Center's* orthopedic program so innovative.

But while those are important, what also distinguishes the six-month-old program is the addition of a specially trained registered nurse who oversees the care of short-term orthopedic residents.

"Binu George is key to our program's success," says Kiran Tyagi, a physical therapist and director of therapy at the Aurora rehabilitation center. "A nurse who sees each orthopedic patient daily and whose job is to make sure that all members of the rehabilitation care team are fully informed about the patient's condition is invaluable."

"I'm the 'middle man,'" says Binu George, R.N., whose duties as ortho nurse include going with patients to doctor appointments and making sure treatment plans are followed closely. "I get to know my patients very well," she adds, "so when there's a question about their care, I'm the person who knows or can quickly get the answer."

The center's new equipment for pain management, strengthening and mobilization has contributed to improved outcomes, as have five new therapy modules that have been incorporated into the program under the direction of Alden of Waterford's Medical Director for Rehabilitation Services.

Tyagi believes that the emphasis on better communication between the nursing and therapy staffs, as well as with doctors, results in increased satisfaction. "The program is working out great," she says, "and the word is spreading that our short-term orthopedic residents are achieving excellent rehabilitation outcomes."



Alden of Waterford offers a new, innovative ortho program with a dedicated rehabilitation nurse.

& RELAX

'Cruise In' Car Show and Luau

'All work and no play' is never the case at the *Alden of Waterford Continuing Care Retirement Community*. Highlighting this summer's activities calendar were two popular events that have entertained residents of the Waterford campus, as well as families and guests from the community, for the past six years.

At the 'Cruise In' Car Show in June, more than 300 attendees admired 42 classic antique cars, browsed information booths and vendor stalls, and enjoyed barbecued burgers and ribs. Richard Niksic, a partner of Law Elder Law in

Aurora and an Alden of Waterford Advisory Board member, donated a \$300 bicycle for a raffle. Proceeds from the event were, in turn, donated to the Leukemia Research Foundation.

August's annual Luau featured the 'Royale Polynesian Revue,' MC Don Ho and South Pacific cuisine. Staff and residents alike joined the dancers in swaying to an island beat, while Ho provided the audience with Hawaiian trivia and history between performances.



Waterford's popular Luau features traditional Polynesian dancing.