

# Baptist Health Nursing & Rehabilitation Center

## Preparing for a Wave of Boomers

Baptist Health expansions reflect changing needs in aging services and long-term care

By Dave Turner

Baptist Health Nursing and Rehabilitation Center in Scotia, N.Y., is planning a major expansion project to provide a wider array of services and facilities not only for the existing elderly population but also for the coming wave of aging baby boomers.

The nonprofit, non-denominational organization has served the community since 1977 and is embarking upon a \$50 million construction project that will include room upgrades, expanded services for the elderly, adult day care, outpatient rehabilitation services, and a new assisted living facility.

Baptist will spend \$14 million to construct a 50-bed assisted living center to be located in Scotia as well. It will offer one and two-bedroom apartments with health-related amenities such as emergency call buttons, handrails, and wheelchair-friendly doorways. Approximately thirty-six million dollars will go to modernizing 180 existing skilled-nursing rooms with more up to date amenities including many medical technology upgrades.

"A tsunami of aging boomers is approaching," says Ruth Tietz, Director of Marketing and Development for Baptist. "This sophisticated generation will be more demanding of aging services and long-term care and expect them to encompass features such as expanded dining options, a diversity of



Tim Bartos, President and CEO of Baptist Health Nursing and Rehabilitation Center

intellectually stimulating activities, and advanced technology with every application," says Tietz.

As a nonprofit entity, Baptist has received a \$3.5 million through a Heal New York Grant to help fund the building of proposed Assisted Living Facility. The rest will be covered largely by fundraising and reinvestment.

"Nonprofits are really a small part of what the aging services industry is all about, but it is such an important factor for consumers to take into consideration," says Tietz. "Rather than pay shareholders dividends from our revenues, provided there are any at the end of the year, we reinvest earnings in programs for our residents and their families, wages for staff, and expanded capabilities.

Besides more services, with the aging boomer population, comes a growing need for information in the senior community.

Baptist uses television and the internet to deliver those messages.

First, a weekly television segment is aired on Mondays known as "Six On Seniors" broadcast live during the noon newscast on WRGB-TV/ CBS6,



The Ladies from the Baptist Health Nursing and Rehabilitation Center Occupational and Physical Therapy Departments (l to r) Amy Lantry, Kathy Saltsman, Janice Hartley, Dorothy Callahan and Susan Tullock



Residents Evelyn Sebast and Helen Cuoco

(www.cbs6albany.com). News Anchor Liz Bishop and Baptist Health President and CEO, Tim Bartos host the segment and cover a variety of subjects of concern to seniors and their friends and families. In 2007 the American Association of Homes and Services for the Aging (AAHSA) awarded the program its Public Trust Award. Baptist also has a corresponding "Six On Seniors" weekly video and blog at www.cbs6albany.com as well. "It provides an opportunity for anyone dealing with any issue regarding the aging process to have a voice," said Bartos, who has been with Baptist for over 26 years.

Tietz says fundraising is critical to Baptist Health. Unfortunately, long term care has received none of the recent federal stimulus money distributed to New York State despite the rising costs of daily operation and falling revenues. "We're providing the highest quality of care, and challenged daily to do it on less and less," she says. "Those who may be interested in providing financial support for the future of Baptist, and aging services, are welcome to call or visit us to explore options on how they may get involved.



### FOR MORE INFO

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