

JEWISH HOME of Eastern Pennsylvania

1101 Vine St., Scranton, PA 18510

On behalf of the Board of Directors and all the staff we want to extend our warm holiday wishes for the New Year and update our community on so much that is happening. We continue to fulfill our mission to serve the elderly with the highest quality, dignified and compassionate services and care to all our residents as well as to provide enriching experiences to older adults through a broad range of housing and support services that reflect the spiritual, social, and cultural values of their traditions – all this guided by our Jewish traditions and experience.

The Jewish Home of Eastern PA (JHEP) has served our community for over 100 years. Despite the losses and challenges of the global pandemic JHEP is meeting these challenges and continues to mount an effective response to the pandemic by safely caring for our residents. Vaccination has afforded a return to some normalcy in our visitation practices, and we are hopeful things will return to a more acceptable “normal” soon.

We are deeply engaged in strategic planning and are committed to strengthening the continuum of care offered to seniors in its support of our affiliates Elan Gardens, personal care facility and Webster Towers, independent living for seniors.

Our major challenge is occupancy and referrals, and with that goal in mind, we intend to adjust our branding and rely less on word of mouth. You will be hearing periodically about our strategic initiatives throughout the new year including creating private rooms, building the first Skilled Nursing Facility dialysis treatment center, some other facility renovations, and our important roll out of a marketing/branding campaign to shift the perception that we “primarily” provide end of life medical care and to better showcase our short-term rehab program and the continuum of care that our different organizations steward. Our short term program provides the therapy and nursing services needed after recovering from an illness.

In Luzerne County we sponsor supportive programs for the general community in conjunction with the Friedman JCC in Kingston including “Exercise for Parkinson’s” and “Dance for Parkinson’s” that are offered free to the public and have been very well received. We are looking to meet additional needs as well in Luzerne, Monroe, and Pike Counties.

For additional information about our programs or to inquire about admissions please check our website at jhep.org, follow us on Facebook or Linked In or call us at 570-344-6177.

Please accept our wishes for the upcoming New Year - May each day of the new year be filled with cheers, contentment, affluence, and all the good things! Happy Rosh Hashanah! Shana Tovah!

Sincerely,

Jim Alperin

President

Mary Rose Applegate, MBA, RD, NHA

Administrator