



Methodist Home

for Nursing & Rehabilitation



ANNUAL 2010 REPORT

A Message to Our Community



Methodist Home
for Nursing & Rehabilitation

Dear Friends,

The Methodist Home has a long and proud tradition of focusing on the wellbeing of its Residents and identifying the healthcare needs of the surrounding community. One of the hallmarks of a progressive nursing home like ours is the recognition that we can always do better. To achieve quality entails constantly seeking to improve the care we offer, the communications we establish, and the services we provide. As the new President of the Board of Directors at the Methodist Home for Nursing & Rehabilitation, I am pleased to present the 2010 Annual Report, and describe the many ways in which we are keeping these goals in mind, and what we are doing to implement them.

In the past year, the Methodist Home for Nursing & Rehabilitation has implemented many new and exciting programs. The first was the person-centered care initiative which began with the Local 1199 funded training for our staff last summer and fall. In taking this new direction, our intent was to “de-institutionalize” our facility and develop systems and approaches that emphasize Resident-centered, Resident-direct care. Briefly put, person-centered care is defined as part of a broad cultural change in the working ethos, nature and function of nursing homes. Care routines are individualized and dictated by the preferences and comfort of the individual Residents.

We are most excited about another new program at the Methodist Home: our out-patient rehabilitation services. This new program allows our rehab team to deliver continuity of care for Residents that are returning to the community but still need additional treatment. Providing out-patient rehabilitation allows us to care for the general public as well as Residents and discharged Residents. Evening and weekend hours make this program convenient. Our marketing efforts are focused on this new program and we continue to see an encouraging increase in the number of referrals coming from various sources.

The first phase of the construction project is well under way. We started in October of 2010 with work in the basement and ancillary areas throughout the facility. This work mainly consisted of upgrading electrical and sprinkler piping and was a prelude to the upcoming work on the Resident floors. Just after the first of the year, work began on the third floor. Residents on this floor have been moved to the far end of this unit so that disruption to daily living is minimized. Administration will regularly update Residents and their families of the progress achieved and the plans being made.

Our outreach programs continue to offer new and enjoyable events to Residents, family members and the community at large. Concerts, lectures and educational programs are offered, at no cost, to lift our spirits and enlighten our minds- and also provide an opportunity to invite members of the community into our beautiful Home. In addition, we continue to strengthen our partnership with our good neighbors at Manhattan College. Volunteers and work study students visit the Home daily to assist with various events, programs and projects. Engineering students are learning, and earning work study credits, while assisting with some of the construction projects. Psychology students are working with our own psychologist to enhance the lives of our Residents. (All students are under the direct supervision of licensed professionals at all times.)

Thinking of ourselves as a small business in a very competitive market place (most nursing homes have many hundreds of residents) the Methodist Home continues to be proactive when it comes to marketing and development. We are now on face book and have entered the world of search engine marketing (SEM). Nearly 9 out of 10 people use search engines to find local businesses and we want to reach as many of these people as possible. This technology gives us the opportunity to advertise in designated local and regional areas on Google, MSN, Yahoo! and other popular search engines. The internet continues to grow as an adjunct to traditional forms of advertising, and one of the most powerful benefits of search engine marketing over the traditional marketing tactics is that you are instantly connected with people who are actively seeking the specific service you are offering. SEM is more cost effective and reaches a much larger audience, and we are excited to be a part of it.

Our wonderful Home, tucked away in the gracious Fieldston community of Riverdale, has truly become a fierce competitor in today’s market place. All of these changes have enabled us to enhance the quality of life of our Residents, strengthen partnerships with our community and surrounding businesses, and help make the Methodist Home for Nursing & Rehabilitation an innovative and exciting place for our staff and a comfortable and caring place for our Residents-the people for whom we make these efforts and from whom we reap such manifold rewards.

Julie E. Klein
President, Board of Directors

Maria E. Perez, LNHA
Executive Director

Statement of Financial Position 2010

	2010	2009
ASSETS		
CURRENT ASSETS		
Cash and cash equivalents	\$1,001,073	\$731,270
Residents' accounts receivable, net	2,096,829	2,050,765
Residents' security deposits and other funds	108,212	165,469
Prepaid expenses and other assets	257,695	172,697
Total current assets	3,463,809	3,120,201
Investments	23,839,376	20,655,450
Assets limited as to use	107,798	132,572
Property, building and equipment, net	4,897,610	4,037,438
Total assets	<u>\$32,308,593</u>	<u>\$27,945,661</u>
LIABILITIES AND NET ASSETS		
CURRENT LIABILITIES		
Accounts payable and accrued expenses	\$1,204,976	\$1,258,805
Accrued payroll and related liabilities	1,910,897	1,819,385
Loan Payable	750,000	-
Residents' security deposits and other funds	108,212	165,469
Due to Third Party Payors	160,168	50,148
Other	89,676	123,242
Total liabilities	4,223,929	3,417,049
NET ASSETS		
Unrestricted	4,245,288	3,873,162
Unrestricted, board designated	18,845,596	17,358,028
Total unrestricted	23,090,884	21,231,190
Permanently restricted	4,993,780	3,297,422
Total net assets	28,084,664	24,528,612
Total liabilities and net assets	<u>\$32,308,593</u>	<u>\$27,945,661</u>
STATEMENT OF OPERATIONS		
OPERATING REVENUE		
Net resident service revenue	\$12,036,859	\$11,978,876
Other revenue	2,669	2,472
Total operating revenue	12,039,528	11,981,348
OPERATING EXPENSES		
Professional care of residents	5,050,141	4,949,255
Service departments	2,070,447	2,050,759
Administration	1,107,689	1,051,675
Fund Raising	48,594	70,765
Nondepartmental	3,641,450	3,656,391
Total operating expenses	11,918,321	11,778,845
GAIN FROM OPERATIONS	<u>\$121,207</u>	<u>\$202,503</u>



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EXECUTIVE DIRECTOR

Maria E. Perez, LNHA

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Our organization operates in compliance with
New York State and Federal laws which prohibit discrimination
based on race, creed, color, national origin, sex, sexual orientation, sponsor or disability.

