



SALEMTOWNE

Report to Synod of 2014

From Salem Towne Retirement Community
Winston-Salem, NC

Mission, Purpose and Values

Our Mission

Salemtowne is a non-profit continuing care retirement community that promotes the well-being of its residents by providing a caring environment. Salemtowne is an ecumenical community that reflects the Moravian values of individual respect, hospitality, life-long learning, and love of the arts.

Our Vision

Salemtowne is a continuing care retirement community of excellence that fosters independence, security, wellness, and the growth of its residents to their full potential. Salemtowne supports older people and caregivers in the broader community through educational and community activities.

Our Values

Salemtowne's primary values are respect, integrity, and caring. These values guide us in our decision making, program development, use of resources and operations.

We seek to live our values every day by:

- Treating each resident as a valued individual and with dignity, regardless of age or condition.
- Creating a homelike environment which is as non-institutional as possible and which promotes quality of life, security, and wellness.
- Engaging in continuing education and evaluation to develop associates, improve services, and live up to our mission.

- Striving to be a great place to work which gives associates a sense of achievement and recognition.
- Providing leadership in the field of care for the aging, thus contributing to improved services for seniors in our society.

Where Every Life Shines

Responsibilities or Assignments from the 2010 Synod

There were no responsibilities or assignments from the 2010 Synod to Salemtowne.

Summary of Activities

The most significant event at Salemtowne since the 2010 Synod was the year-long celebration of our 40th Anniversary.

On Tuesday, December 4, 2012, in a packed Sam Snead Room in the Bridger Field House at BB&T Field, Salemtowne Retirement Community celebrated its 40th Anniversary in a style and with a grace fitting the ruby anniversary occasion. President Joe Lydon, the Board of Trustees, and the 40th Anniversary Planning Committee hosted 260 residents, associates, family members, sponsors, and friends.

The room was filled with holiday cheer, led with music by a quartet from the Winston-Salem Symphony, and wonderfully decorated with anniversary momentos, some of which were crafted by Salemtowne residents.

The gathering was entertained to a video capturing in dramatic presentation the beginning history of the Moravian Home, which was part of the 125th Anniversary Celebration of the Emma Bahnsen Service League honored on the Salemtowne campus earlier in November.

Numerous recognitions were made during the event. Salemtowne acknowledged the strong support of its 16 corporate sponsors for the event, including the lead sponsors Southern Pharmacy Services and Womble Carlyle Sandridge & Rice. Additionally, letters were read from our two United States Senators acknowledging the milestone.

Tom Akins, President & CEO of *LeadingAge North Carolina*, the state association of not-for-profit providers dedicated to providing quality care, housing, health, community and related services to the elderly, provided a poignant tribute to the various leadership groups at Salemtowne and how we impact local, regional, and national issues. Winston-Salem mayor Allen Joines sent a proclamation renaming sections of Bethabara Park Boulevard, during the month of December, *Salemtowne Parkway*, and naming December 4, 2012 as *Salemtowne Day*.

Deep emotions and moving memories were stirred with recognition of the inaugural Board of Directors of Salemtowne. A bronze plaque was unveiled to commemorate the occasion. Current

Board Chair David Cotterill led the audience through a fond recollection of this inaugural Board's establishment and its early leadership. The moment culminated with inspiring reflections from the two living inaugural Board members, Ms. Sallie L. Greenfield and Mr. James A. Hancock, Jr. Both recalled the Moravian Church Synod meeting that established the Board and the key individuals who made it happen.

President & CEO Joe Lydon not only captured the spirit and uniqueness of Salemtowne's first 40 years, but painted a hope-filled portrait of the next chapters in Salemtowne's history by covenanting our intentional presence in and continued partnership with the Winston-Salem community and in the lives of older persons. Citing Salemtowne's historic underpinnings in the Moravian values of respect for others; the spirituality of hospitality; love of the arts and nature; and the power of lifelong learning, Mr. Lydon located these values under the biblical concepts of Justice and Fidelity to relationships.

Salemtowne will continue to be a leader in the community and for older adults, he shared, with a sustained vision that focuses on Wellness of the whole person; expanded Care Coordination services; and creative Care for Dementia, ultimately leading to its cure.

Salemtowne strives to be a community "Where Every Life Shines." This motto has distinguished our first 40 years, and it will make an indelible impression on our next 40 years. On December 4th, it was on full display!

Recent Significant Events or Achievements for Salemtowne:

- September 2012: Salemtowne kicked off a distinguished six-part lecture series on September 5th, 2012 as part of the 40th anniversary year of celebration. The Reverend Nola Reed Knouse, Ph.D. led off the series with "*Church, Rejoice!*" *The Gifts of Moravian Music*
- December 2012: The North Carolina Department of Insurance granted Salemtowne a license to create a Continuing Care @ Home Program (*Navigation* by Salemtowne), only the second licensed program in the state
- February 2013: The Phillips Health Care Center at Salemtowne received a DEFICIENCY FREE survey on Feb. 28, 2013 from the NC Department of Health and Human Services ó Division of Health Service Regulation during their annual Medicare/Medicaid compliance inspection
- June 2013: Salemtowne inaugurated the Senior Volunteer Service Award with the first recipient The Rev. James Camp. Rev. Camp has volunteered at The Shepherd's Center of Greater Winston-Salem for seven years. He is the Minor Home Repair Lead Volunteer
- September 2013: The Board of Trustees approved a series of Strategic Visioning Initiatives (see below)

- October 2013: Salemtowne hosted its 10th Annual Bridge Tournament & Luncheon, having raised over \$26,500 from over 1,000 bridge players to support area non-profit organizations that provide services and care to senior adults and their families.

Future Direction and Opportunities

In June 2013, Salemtowne embarked on a strategic visioning process. The objective of the process was to establish several executable initiatives and to confirm accountability for those initiatives. Each initiative was to have a detailed description of the item, identify who was responsible for leading the initiative, and the timing for its completion.

The process involved a broad based interviewing of constituencies including residents, families, associates, management, board members, competitors, and leaders in the Triad community. A Strategic Visioning Committee was created to set parameters for evaluating initiatives, evaluate the potential initiatives, and to prioritize them. This committee met for two separate days and prioritized the following initiatives, which the Board of Trustees approved in September 2013:

- 1) Create a Master Site Plan
- 2) Create a Holistic & Comprehensive IL Wellness Program
- 3) Create Business Plans for Nursing/Rehab; AL; and MS Services
- 4) Enhance Community Areas throughout the Campus
- 5) Implement New Dining Services Option(s)

In addition, several initiatives were identified that were already underway within the organization including:

- i. Executing updated Marketing & Pricing Plans for filling and sustaining Independent Living Units
- ii. Launching the Salemtowne @Home Program
- iii. Upgrading Technology Infrastructure & Systems
- iv. Improving Dining technology, service, and quality levels.

Finally, the Board is committed to supporting management's ongoing efforts to create a Leadership Development program and to Formalize a Succession Planning process.

Respectfully submitted,
Joseph P. Lydon
President & CEO