

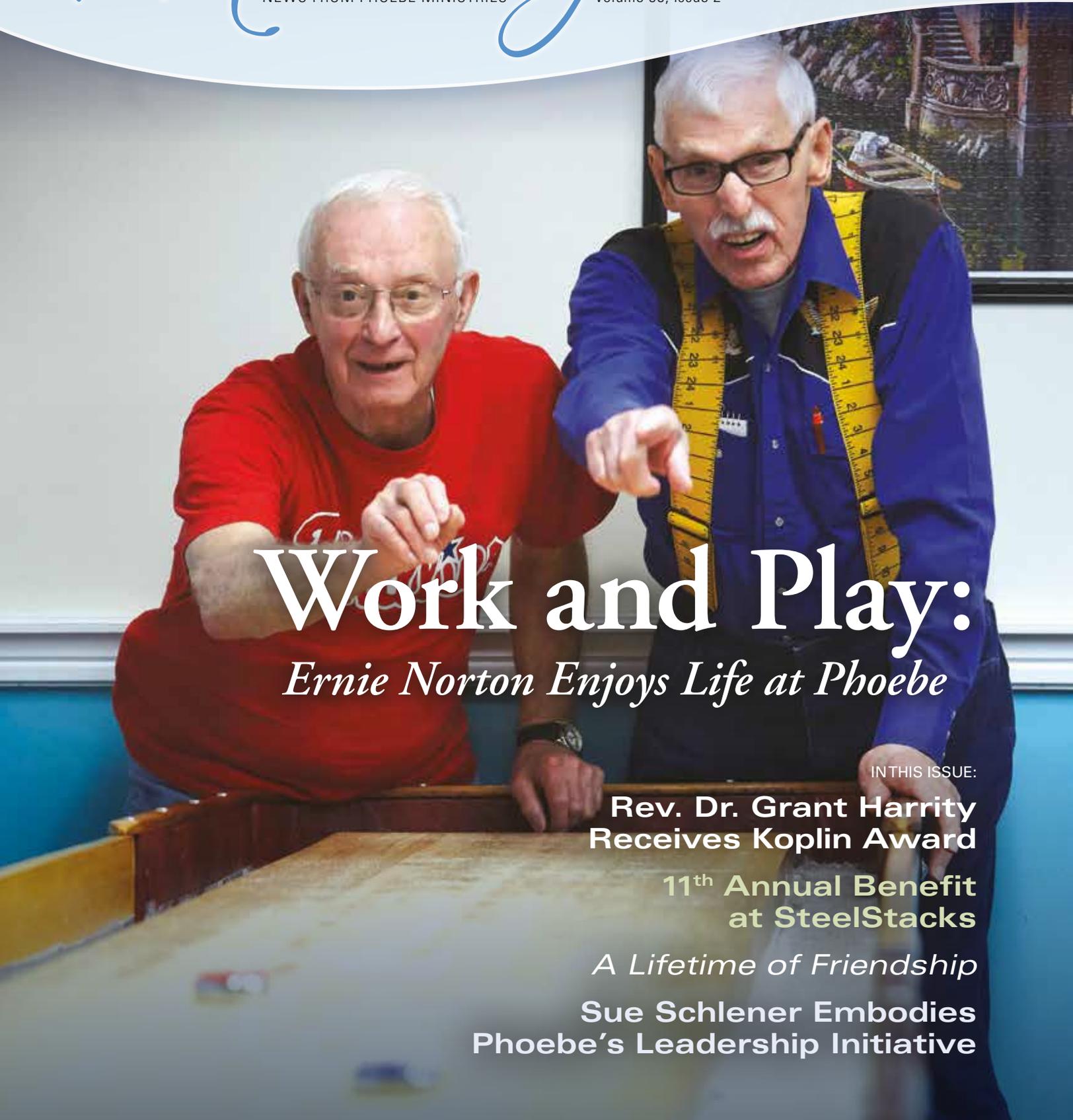
The **PHOEBE**
Messenger

NEWS FROM PHOEBE MINISTRIES

Volume 96, Issue 2



PHOEBE MINISTRIES



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SPRING 2015

Mission Statement:
A community of faith, called by God, to serve the needs and to enhance the lives of our elders, their families and the broader community.

Scott R. Stevenson,
President & CEO

Rev. Daniel T. Moser II
Chair, Phoebe Ministries
Governing Board

Kimberly Metz, Editor-in-Chief

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Phoebe-Devitt Homes is the official name of the 501(c)(3) not-for-profit corporation doing business as Phoebe Ministries. Founded in 1903 and incorporated as such in 1984, Phoebe-Devitt Homes is responsible for the supervision of facilities, long-range planning, development and fundraising for 14 locations. Together, these affiliates provide long term care, housing and various support services to thousands of individuals annually.

Phoebe Ministries is affiliated with the United Church of Christ and is a member of LeadingAge, LeadingAge PA, and the Council for Health and Human Service Ministries of the United Church of Christ.

The official registration and financial information of Phoebe-Devitt Homes may be obtained from the Pennsylvania Department of State by calling toll free within Pennsylvania at 1-800-732-0999. Registration does not imply endorsement.

A Message from the President



Dear friends of Phoebe,

The renewal of spring always fills me with joy and the hopefulness of the warm days to come. Like all organizations, Phoebe must also seek renewal and rebirth to stay strong. This issue of *The Messenger* is filled with examples of how this evolutionary process is constant within our ministry.

For example, we celebrate both the retirement of Rev. Dr. John Fureman as the chaplain at Phoebe Berks and the first sermon of his successor, Rev. Leah Knox. We make note of the successful

completion of the first phase of the Trexler Wing renovation at Phoebe Allentown. We revel at the lifetime of service contributed by Koplín Award recipient Rev. Dr. Grant Harry. And we appreciate the legacy currently being built by Sue Schlener, Administrator of Phoebe Allentown.

“Thank you for the role you play in our perpetual renewal. I hope that you are as excited about our future as I am.”

The fascinating lives of our residents surprise and captivate us, and our dedicated staff have stories of their own, along with the vision that each of them has for our organization, and the ways in which we strive each day to live out our mission.

As providing excellent care to older adults becomes increasingly challenging due to significant reductions in reimbursement, renewal and innovation are not optional. They are essential to our residents today and to our commitment to ensuring that these services are available and attainable for generations to come.

Thank you for the role you play in our perpetual renewal. I hope that you are as excited about our future as I am.

Peace,

Scott R. Stevenson
President & CEO



Phoebe Website Now Features Virtual Room Planning Software

Baby boomers have many preferences and opinions about their personal styles and home décor. To meet their needs, Phoebe now provides a new, interactive website tool that allows those considering independent living to design their living spaces right from their computer or smartphone.

Phoebe recently introduced a virtual room planner for Phoebe Allentown and Phoebe Berks independent living apartments and cottages. The tool enables users to answer key planning questions, select furniture options,

and scale them to different sizes to see how they will work in each floor plan. Potential residents can drop their current furniture digitally into Phoebe's floorplans to see how it fits.

To access the room planners, visit www.phoebe.org/berksvillage or www.phoebe.org/terrace and look for the "View Interactive Floor Plan Designers" button.

Phoebe is proud to implement this program, which is tailored to meet the needs of a more technology-friendly audience.



Phoebe's new virtual room planner allows users to choose and orient furniture, scaling it to different sizes to determine the best apartment layout for them.

New Orientation for Employees Supports Faith in Action Culture

Employees at Phoebe take pride in our 'Faith in Action' culture, where values set a precedent for the care we provide and the interactions we share between residents, families, and other staff members.

A team recently convened to update the Faith in Action information that is distributed to all new employees upon hire. An updated training module explaining Phoebe's value-based culture was created, as well as a short video about what Faith in Action means to our employees. The goal of the new module and video is to explain the values and the expectations Phoebe has for all employees.

In the video, multiple employees from across the organization answer questions about what Faith in Action means to them. Scott Stevenson, Phoebe's President and CEO, says he wants our employees to feel as though they have a "vocation" here, and that the work they do matters.

The new video shows how much Faith in Action, which was introduced in 2008, has changed the culture of Phoebe. Mary Kay McMahon, project lead and Executive Director of Phoebe Berks, says, "The team that worked on the video was very impressed and energized by what they were hearing



The new Faith in Action video, now available on Phoebe's YouTube Channel, showcases Phoebe's cultural values.

in the interviews. The cultural change is happening, and it was invigorating to see that our employees are living the values and seeing them demonstrated in their daily interactions."

To view the video, please visit youtube.com/phoebeservingseniors.com

Phoebe Berks Welcomes Rev. Leah Knox as Chaplain



Rev. Leah Knox (middle) poses with Rev. Dr. Scott Brooks-Cope (left) and Rev. Naomi Dublanica (right).

With the retirement of Chaplain John Fureman last September, Phoebe Berks and Pastoral Care leadership wanted to be sure that Berks residents would continue to experience the expertise and care that Rev. Fureman provided for so many years. They expressed a desire for someone who loves older adults, and who was inclusive and progressive while also being a person of deep faith. After agreeing on what qualities they were looking for in a new chaplain, Rev. Dr. Scott Brooks-Cope, Director of Pastoral Care, smiled and said, “Well, all we need to do is find someone who walks on water, and that should be the right person!”

Rev. Leah Knox, who began her work at Berks in October, has brought all of the desired qualities to the table. Rev. Knox is ordained and endorsed for chaplaincy by the Alliance of Baptists, an ecumenical partner with the United Church of Christ. She brings with her experience as a chaplain in a large Continuing Care Retirement Community in Nashville, TN; in a VA hospital and nursing home in

Johnson City, TN, where she completed a year-long Clinical Pastoral Education residency; and most recently in a trauma hospital setting in Charlotte, NC. She has also served as a senior adult minister in a church setting and as a chaplain at an AIDS service organization. She is a graduate of Carson-Newman College and Vanderbilt Divinity School, and is a board-certified chaplain with the Association of Professional Chaplains.

Rev. Knox preached her first sermon at Phoebe Berks on November 2, 2014—All Saints Day. Rev. Knox talked about how saints are not only strong “superhero” types, but also vulnerable and compassionate. Also during her first sermon, Rev. Dr. Brooks-Cope presented her with white and green stoles with the Phoebe knot on them, which Rev. Fureman had passed on before his retirement.

“Leah has quickly made her own path and space for ministry at Phoebe Berks,” said Rev. Dr. Brooks-Cope. “She is putting new systems in place for visitation of all residents. She is also helping to start new spirituality groups and supporting the Spirit Alive program on campus. She planned a wonderful program for Lent based on the “I Am” statements of Jesus from John’s Gospel and is involving community pastors to participate.” Rev. Knox is empowering more volunteers to get involved and take leadership roles for the spiritual well-being of the community. She also oversees the work of Assistant Chaplain Naomi Dublanica and is currently mentoring two chaplain interns in Phoebe’s Clinical Pastoral Education program.

The entire Phoebe community welcomes Rev. Knox and looks forward to the legacy that she will build.

Phoebe Allentown Resident Turns 100

Phoebe Allentown resident Margaret “Peg” Brennen celebrated her 100th birthday on February 7 with family, friends and Phoebe staff in Moyer Hall. Brennen has led a noteworthy life thus far with strong ties to Allentown, having grown up in the city.



PA Representative Mike Schlossberg presents Peg Brennen with a 100th Birthday Citation.

Brennen is no stranger to attention. She was the first person in the Lehigh Valley to make a cross-country flight from the Lehigh Valley Airport to California, making seven stops along the way. Three years ago, she was selected as Grand Marshal of Allentown’s 250th Points of Pride Parade. For the past two years, Brennen has also served as one of Phoebe Allentown’s Girl Scout troop’s senior leaders.

Brennen’s 100th birthday celebration was another event of notability. Allentown Mayor Ed Pawlowski attended and presented a proclamation declaring the day, Saturday, February 7, “Peg Brennen Appreciation Day.” Representative Mike Schlossberg also visited to present Brennen with a 100th Birthday Citation from the Commonwealth of Pennsylvania.



The late Anna Schneider (left) with her sister Helen (right). Phoebe is pleased to accept Helen's charitable gift to establish The Anna E. Schneider Memorial Endowment for Phoebe Wyncote.

In Memory of Anna: A New Endowment for Phoebe Wyncote

The spirit of philanthropy and a call to service led to the founding of the Wyncote Church Home in 1928. Mr. and Mrs. William H. Berger gifted their beautiful Fernbrook Avenue residence, and the Philadelphia Classis of the Eastern Synod of the Reformed Church accepted it in order to create a home for “aged people.” This endeavor answered a long-felt need of the Classis to provide services and care for those “who have reached the crowning years of life unprovided for.”

The creation of Wyncote Church Home led the original Board of Managers and the Home's Superintendent to offer financial stewardship opportunities to individuals who identified with their worthy mission. As published in a 1929 communication, “Memorials are suggested for persons or families who may be interested in establishing a suitable Memorial in our Home for the Aged.” Funds were creatively solicited for maintenance, remodeling, staff salaries, and other important purposes. Many

people responded and have continued to respond to that call today.

So it has been for 87 years—Wyncote Church Home, now Phoebe Wyncote, has benefited throughout its operation from a partnership in mission with many generous donors like sisters Anna and Helen Schneider of Philadelphia.

Anna and Helen lived together most of their lives in their Philadelphia family home. They were members of Bethany United Church of Christ on Rising Sun Avenue (Lawndale) for many years. It was there in the pews as young children that they learned about nearby Wyncote Church Home and its tradition of caring for older adults.

Both Anna and Helen Schneider shared their time, talent and treasure with Wyncote Church Home. Both volunteered there, and Anna served on the governing board of the organization for many years. Focused on the needs of others, Anna and Helen quickly embraced the new affiliation with

Phoebe Ministries that was realized in 2008. Both attended Phoebe Wyncote's first official event in October 2010 and were enthusiastic about the facility renovations and the prospect of Phoebe Wyncote better serving the region.

When Anna passed away on May 14 of last year, Helen wanted to honor Anna in a special and meaningful way. While talking about various options with Charles Fehr, Director of Institutional Advancement for Phoebe Ministries, Helen determined that a perpetual named endowment would best meet her objectives. She could honor Anna's memory by providing sustaining support to a charity they both loved. Helen created The Anna E. Schneider Memorial Endowment for Phoebe Wyncote. Anna will be honored in perpetuity by this endowed fund that will distribute income to support Phoebe Wyncote's mission and ministry. Countless Phoebe Wyncote residents will be touched by Anna's endowment and Helen's generosity.

Phoebe Ministries is particularly grateful to those who are still responding to the call issued in that 1929 Wyncote Church Home communication, and we are honored to accept Helen L. Schneider's charitable gift to establish The Anna E. Schneider Memorial Endowment for Phoebe Wyncote.

If you would like information about creating a named endowment that will benefit a Phoebe community while honoring a loved one, please contact Charles L. Fehr for more details.

Call 610-794-5153 or email cfehr@phoebe.org today.



400 Years of Marriage Celebrated at Vow Renewal Ceremony

Red balloons lined an aisle dotted with rose petals. Champagne was poured, cake was ready to be cut, flowers adorned the tables, and two ushers stood by in black and white tuxedos. Friends and family anxiously awaited the beginning of the Vow Renewal Ceremony on the afternoon of February 16, when Moyer Hall briefly transformed into a colorful wedding chapel.

Through the efforts of Rev. Albert Martin and the Community Life staff, nine of Phoebe's married couples gathered to renew their wedding vows. The 18 residents who participated shared nearly 400 combined years of marriage, with one couple, Ray and Dot Thomas of Coopersburg, celebrating an incredible 67 years together. Many of the other couples were not far behind the Thomases in the number of anniversaries they celebrated.



Chaplain Albert Martin led the February 16 Vow Renewal Ceremony in Moyer Hall.

The ceremony was sweet and simple. One by one, each of the brides took an usher's arm and walked down the aisle to meet her husband at the altar, until all nine couples were united at the front of the room. Rev. Martin shared a brief sermon about marriage before reading the wedding vows individually for each bride and groom. Each person said, "I do" when it was his or her turn. All of the couples kissed at the end of the ceremony.

Fellowship and dancing ensued as cake and champagne were served, and families visited with loved ones to celebrate the achievement of a lifetime of love.

NET Research Presented at National Conference

Phoebe staff traveled to Indianapolis, IN, in February to share research findings from the NET (Neurocognitive Engagement Therapy) model that was created at Phoebe and featured in the Fall 2014 issue of *The Messenger*. They attended the Combined Sections Meeting (CSM) of the American Physical Therapy Association (APTA) to

partner Kay Malek, PT, PhD, Director of the DeSales University Doctoral Program in Physical Therapy.

The NET model is an innovative approach to therapy services for individuals with cognitive loss or dementia. It is unique because it integrates best practice dementia care strategies into the rehabilitation process,

the level of excitement. We were also invited by one of our research partners, Peter Lichtenburg, PhD (Director of the Institute of Gerontology at Wayne State University), to attend the Gerontological Society of America's Aging Conference in May. We will be presenting the NET findings at that national conference as well."

The NET model research was so positive that Phoebe is refining the program for a network-wide launch in 2016, and preparing to offer consulting services.

"We are very grateful to Phoebe Ministries and our grantors for the opportunity to have performed the research, and for the ability to now share the findings with our colleagues nationwide," says Donlan.

To learn more about NET, visit phoebe.org/NET.

"This was a national audience, and the largest audience we have shared NET with so far, so we were very happy with the level of excitement."

impart the research that was collected between January–May 2014 at Phoebe Allentown.

"CSM is an educational meeting for all of the different specialty sections of the APTA to come together, share information, and network with each other," says Jennifer Howanitz, PT, MPT, Director of Therapy Services, Phoebe Allentown. "The conference includes opportunities for networking, a trade show with new physical therapy equipment on display, and continuing education courses. Our attendance is meant to enhance the clinical excellence of what we do at Phoebe."

At CSM, a two-hour credit course about the NET model was presented by Howanitz, Alice Donlan, PT, MBA, DPT, Phoebe's Regional Director of Therapy Services; and Kelly O'Shea Carney, PhD, CMC, Executive Director, Phoebe Center for Excellence in Dementia Care. They were also joined by NET research

with the goal of engaging all members of the care team to provide the best possible therapy experience for each patient's particular needs.

"The reaction to our findings was overwhelmingly phenomenal," shared Donlan. "It was evident that people were hungry for the information. We received several invitations to present our findings, as far away as Idaho."

Howanitz continued, "There were about 100 people who attended our session, which was impressive, because we were the last session scheduled on the last day. People even attended our session with their luggage. We had 30 minutes of questions afterwards. This was a national audience, and the largest audience we have shared NET with so far, so we were very happy with

The NET model integrates dementia best practices into the rehabilitation process.





Phoebe Services Pharmacy Offers Unique Value to Local Customers

Phoebe Services Pharmacy serves residents and employees at all Phoebe communities, as well as participants in the Phoebe At Home Services program. It has also expanded to work with other skilled nursing, personal care, and residential facilities outside the Phoebe family. In addition to serving over 3,000 residents from 19 older adult facilities in six Pennsylvania counties, the pharmacy services the needs of behavioral health providers, one of which is currently branching out into drug and alcohol rehabilitation for older adults.

When an outside client contracts with the pharmacy, they get considerably more than medication and consultant pharmacist services. The fact that Phoebe Services Pharmacy is part of a non-profit health care parent organization means that pharmacy personnel have a good understanding of the challenges providers face.

For example, being intimately involved with the search for Phoebe's own electronic health record allowed the pharmacy's implementation team to

gain project management experience that they are able to pass on to the clients they support. Phoebe Pharmacy nurse informaticists are skilled at troubleshooting all aspects of the electronic medication administration record, particularly that of their preferred partner, PointClickCare™. Other pharmacies may advertise that they are able to interface with such EHRs, but the mere ability to interface is only part of what should be offered.

Commitment to technology has also been key to the pharmacy's growth. Partnerships with companies that provide automated emergency dispensing systems like Cubex™ have allowed geographically remote facilities to meet their compliance needs, and specialized packaging systems like Talyst™ have streamlined the distribution of medications.

Whereas the usual method of other pharmacies sees technicians or nurses performing order entry, in the Phoebe model, pharmacists complete this work to improve resident safety,

minimize errors, and allow nursing staff more time for hands-on duties. This encourages cost-effectiveness at a time when many facilities find themselves in a financial squeeze. Two of our customers, embracing culture change, have also committed to administering medications in a patient-centric way that is facilitated through Phoebe Service Pharmacy's dispensing systems.

Working with clients to implement innovations has been mutually beneficial. Several customers are currently working with Phoebe Services Pharmacy to challenge mutual software suppliers to interface with technology not previously used in traditional care settings, and this collaboration is meeting with success.

The staff of Phoebe Services Pharmacy is grateful for each relationship with outside customers. Expect to see additional growth in 2015.

To learn more about the Pharmacy and our clients, please visit phoebe.org/pharmacy.

Phoebe Richland Resident Shares Memories of World War II

The memory box outside Delbert LeFevre's door in the Springhouse neighborhood at Phoebe Richland makes it clear that he has not led a passive life. Filled with pictures of LeFevre as a young man in the Army, riding a motorcycle, and posing with his pet goat, it shows a past filled with adventure.

LeFevre joined the Army at the young age of 19 and served in the European campaign from June 12, 1944 (just six days after D-Day) to December 16, 1945. He was part of an ordinance unit, and by the time he was discharged he had achieved the rank of Technical Sergeant.

Having grown up in Westchester, NY, with most of his family living in the same town, LeFevre was exposed for the first time to many different parts of the world when he was drafted. He

started his tour in France in an artillery unit and pushed his way east across Europe, ultimately becoming involved in the famous Battle of the Bulge. One of LeFevre's duties included running the Red Ball Express, a famed truck convoy system, to get necessary supplies to Allied troops and to General Patton after the D-Day attack on the beaches of Normandy. "I saw Patton a few times. We never talked, but he was only a few feet away from me on a few occasions," says LeFevre. "It was an experience you could never buy."

LeFevre recalls a few times when he could have been killed. "My friend was getting off a truck and accidentally handed his gun to a German prisoner to hold. We were lucky he didn't shoot." LeFevre also feared being shot by the enemy or bombed during an aerial attack. He saw a concentration camp and witnessed a bomber crash.



Del LeFevre, right, at an army encampment in Europe during WWII.

These are the memories that are the hardest for LeFevre to recount, and ones he will never forget.

After returning home, LeFevre got a job with an oil company in Westchester. He worked there for several years and got married in the late 1940s. He and his first wife, Marie, had five children, and moved to Florida in 1981. In 1996, they divorced, and LeFevre remained in Florida where he later met his current wife, Doris. They relocated to Pennsylvania in 2002.

No stranger to tribulation, LeFevre suffered a heart attack in 2010 that lasted for over three days. Complications after surgery caused him to need more extensive care, and he moved into Phoebe Richland shortly thereafter. Doris visits him often, and sits next to LeFevre proudly as he recalls his involvement in what was one of the most significant historical periods of the 20th century.

The memory box outside Delbert LeFevre's door shows a life full of adventure.



11th Annual Benefit at SteelStacks One to Remember

Over 200 people attended the 11th Annual Phoebe Institute on Aging (PIA) Benefit at the SteelStacks Musikfest Café in Bethlehem on the evening of March 12. Attendees enjoyed live music by The Craig Thatcher Band, a delicious meal, and camaraderie in support of the vision of the PIA. The Rev. Dr. Grant Harrity was honored and awarded the Koplin Award for Exemplary Service to the Aging.

During a brief address to the audience, Scott Stevenson, President & CEO of Phoebe Ministries, welcomed and thanked guests for supporting the Benefit and presented the Koplin Award to the children of Rev. Dr. Grant Harrity. Unfortunately, Rev. Dr. Harrity and his wife Ann were unable to attend due to illness.

Stevenson remarked that Rev. Dr. Harrity is “truly a visionary. During his tenure, Phoebe tripled in size.” Under Rev. Dr. Harrity’s leadership, Phoebe’s expansions included The Terrace at Phoebe Allentown and the Phoebe Berks campus. Stevenson stated that

“Rev. Dr. Harrity embodies the spirit of the Koplin Award and exemplifies the mission of Phoebe.”

Pennsylvania State Senator Pat Browne also briefly addressed attendees and called Rev. Dr. Harrity a “champion for aging services who protected the legacy

of Phoebe and moved it forward to give seniors more choices in care than just standard nursing care, including options for independent living and personal care.” Rev. Dr. Harrity received citations from both the Pennsylvania House of Representatives and Senate.



Scott Stevenson, Phoebe Ministries President & CEO, presented the Koplin Award to Rev. Dr. Grant Harrity’s daughter, Patricia Ragan.

Rev. Dr. Harrity's daughter Patricia Ragan accepted her father's award on his behalf and joked that when her father was President of Phoebe and building The Terrace at Phoebe Allentown, he never thought 30 years later he and his wife would be living there. "Thank you, on behalf of my father and our entire family, for honoring him with this very special award," she said.

In 2016, the Koplin award name will be retired, and honorees moving forward will be awarded The Rev. Dr. Grant Harrity Award for Exemplary Service to the Aging.

The Institute has helped build Phoebe's reputation as the leader in senior care. Through its work, Phoebe has also established ties with other providers and



Attendees danced the night away to the music of The Craig Thatcher Band.

the academic community, sharing ideas and resources ensuring a bright future for services to the aging. Individual and business donors support the Benefit, and monies raised help to underwrite nursing and therapist scholarships, employee workshops, and free community

conferences on topics of concern to older adults and their caregivers.

Gold sponsors for the 2015 PIA Benefit were Arbor Insurance Group, Inc.; Cura Hospitality; L.R. Webber Associates, Inc.; The Morning Call; and Stevens & Lee.

[Learn more about supporting the Phoebe Institute on Aging and its educational initiatives by visiting phoebe.org/pia.](http://phoebe.org/pia)

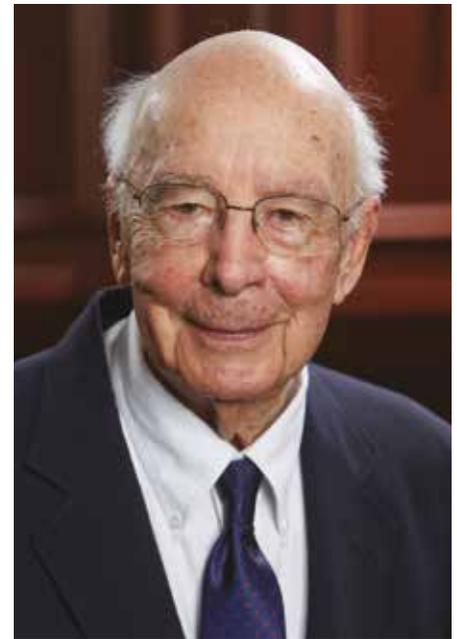
Rev. Dr. Grant Harrity: Koplin Award for Exemplary Service to the Aging Honoree

Rev. Dr. Grant Harrity has served the aging in many capacities—as Phoebe's first President; as a Governing Board Member for the organization; as Chairman of both the Phoebe Apartments Board and The Terrace Board; and as a vibrant, engaged community leader.

Rev. Dr. Harrity, an Altoona native, is a graduate of Ursinus College and Lancaster Theological Seminary. He served as Senior Pastor of St. John's United Church of Christ in Allentown from 1961 to 1984. As President & CEO at Phoebe Ministries, Rev. Dr. Harrity directed the development of The Terrace, the construction of the David A. Miller Personal Care Community, and paved the way for expanding affordable housing under Phoebe's umbrella. Additionally, Phoebe Berks was conceived and built during his tenure. Rev. Dr. Harrity retired from Phoebe in 1994 and was named Trustee Emeritus.

Rev. Dr. Harrity has served many community organizations and boards, including as a Trustee and Secretary of The Century Fund, Trustee of Cedar Crest College, Lehigh Valley Hospital's Board of Trustees, founding member of the Allentown Human Relations Commission, and first President of Planned Parenthood of Lehigh County.

Starting in 2016, The Koplin Award has been renamed and awardees will receive The Rev. Dr. Grant Harrity Award for Exemplary Service to the Aging.



Short Term Rehab Gets the Lloyds Back on Their Feet

Douglas and Jacqueline Lloyd were driving in North Whitehall on the morning of Wednesday, August 6 when their tire suddenly blew out. Doug lost control, and the car swerved off of the road and into the air. The vehicle hit a tree and crashed through a brick and wooden commercial sign before landing on its roof. The Lloyds were taken to Lehigh Valley Hospital in critical condition.

It was unclear if Doug, 79, and Jacqueline, 75, were going to recover, but after a month in the hospital, they were both transferred to Phoebe Allentown for short term rehabilitation.

Doug knew of Phoebe Allentown from growing up in the area, but he didn't know that we specialize in rehabilitation, and was impressed by the level of care that he and his wife would experience over the next three months. Doug and Jackie both suffered from multiple broken bones, including Doug's leg, which was broken in two places, and a broken hip. Jackie was more severely injured than Doug, and both of them required intensive therapy.

"I thought I'd never walk again, and I wasn't sure if Jackie would even make it through," says Doug. Once at Phoebe, the Lloyds had daily therapy sessions to speed recovery. "All of the staff were very patient with us and did a wonderful job. From the rehab department, to the nurses and aides, the front desk, the dining room staff—everyone we came across was just amazing," says Doug of the staff he encountered at Phoebe Allentown. "Shift changes were flawless as well."

Phoebe offers both comprehensive outpatient and short term rehabilitation services. Phoebe's short term rehabilitation services are designed for



Rick Rolan, Special to The Morning Call

Doug Lloyd's letter to the editor as printed in The Morning Call on Sunday, February 1, 2015 (left). The Lloyds' accident scene (above).

older adults needing extensive rehabilitation following an illness, surgery or injury. The goal is to restore original ability levels and prepare patients for independent living in their own homes. In-house teams of professional therapists offer patient-centered care through rehab programs tailored for each person.

The rehab department focused the Lloyds' therapy regimen on balance and walking. "Before I knew it," says Doug, "I was walking all over the place. We'd walk down past the birds, and we met residents from all over."

Doug and Jackie were so impressed with their care and recovery that they decided they wanted to spread the word. Doug prides himself in saying what needs to be said when it comes to an experience or service, whether it's good or bad. Doug wrote to *The Morning Call* to thank Phoebe Allentown and the staff for the outstanding care they received. The opinion piece was published on February 2, 2015. "I truly never thought that my wife and I would ever walk again, but they made it possible," Doug wrote.

Doug and Jackie were glad to return to their house in Coplay, and are grateful for the role Phoebe had in restoring their independence. "The rehab worked great. They really pushed us, and I'm so glad that they did."

To learn more about rehabilitation at Phoebe, visit phoebe.org/rehab.



Cura Focuses on Education

by Grace Zarnas-Hoyer,
Cura Public Relations Manager

Phoebe Ministries dining team members are hungry to learn more—and they don't have to be chefs to do so!

Cura, the dining services provider for Phoebe's senior living communities, sponsors the Cura Culinary College (CCC) training program. It is designed to increase the culinary skill level of all dining services team members, and is also a way for students to receive educational credits towards a formal culinary degree at an accredited institution. The sessions are financed by Cura and are offered free to dining team members. CCC classes were recently held on January 20 and February 17 in Telford, PA.

Students who attended the CCC sessions worked hands-on alongside Cura chef instructors including Kim Wilson, Director of Dining Services at Phoebe Terrace; Eileen Goos, Director of Dining Services at Phoebe Richland; Eric Shocket, Executive Chef at Phoebe Berks; and Nate Phillips, Production Manager at Phoebe Berks.

Attendees learned culinary best practices such as vegetable preparation, knife skills, presentation, and tasting the difference between "Earth to table" vs. processed food. Students also had the opportunity to network with their peers

as well as exchange ideas on how to enhance their dining operations.

More advanced learning focuses on enhancing our guests' culinary experiences through classes that cover such topics as baking and pastry arts, how to pair wines with food to complement a meal, and creating upscale textured-diet meals that improve eating habits and the health of residents and patients.

The CCC was initially created by Cura's Culinary Council, a team of division-wide employees who work to develop programs that enrich food and dining services standards and practices.

Mitch Possinger, President and Founder of Cura, believes that creating employee training and educational opportunities such as the CCC are extremely beneficial to resident satisfaction. "The goal is to provide a higher level of food and dining service to residents. Plus, it's a great benefit to our team members," says Possinger.



Congratulations to all of Phoebe's recent Cura Culinary College graduates!

PHOEBE RICHLAND

Emma Dean, *Dietary Aide*
Lacey Ernst, *Dietary Aide*
Tom Dyson, *Cook and Dietary Aide*

PHOEBE WYNCOTE

Vladimir Varamezov, *Prep Cook*
Anthony Marshall, *Wait Staff/Cook*
Nick Shrewsbury, *Cover Manager/Cook*
Eric Wilson, *Cook/Cover Manager*
Eric Foreman, *Wait Staff/Cook*
Shiahie Arrington, *Wait Staff/Cook*

PHOEBE BERKS

Andrew Barskey, *Cook*
Jeffry Santos, *Server*
Emily Fisk, *Country Kitchen Server*
Elizabeth Batista, *Country Kitchen Server*

PHOEBE ALLENTOWN

George Efford, *Food Worker and Relief Cook*
Token Shannon, *Food Worker and Relief Cook*
Michelle Virella, *Cook*
Prince Micah, *Cook*
Edward Micah, *Cook*
Danny Cardona, *Food Worker and Relief Cook*

PHOEBE TERRACE

Carlotta Ogunsemore, *Wait Staff*
Bonnie Schwenger, *Assistant Director of Dining Services*





Ernie Norton with companion Donna Frack and her dog, Penny.

Ernie Norton: *A Spirit of Service to Others*

The lobby of the Phoebe Allentown Health Care Center (HCC) is always buzzing. There are staff members, volunteers, visitors, and residents crossing paths on their way to see family members, attend meetings, or stop by the gift shop. One face in particular can almost always be found in the flurry of activity. Ernest Norton of Phoebe Apartments spends a portion of each day at the HCC, donating his time and talents in helping staff members with events and activities.

“I’ve always loved to work with people, especially senior citizens,” Norton says. “I was involved in a lot of volunteer work with the church, especially when I lived in Florida. I used to work in a soup kitchen.”

Norton’s days begin with working the sound system for Morning Devotions in Moyer Hall and manning the video camera. “Ernie is here every day at 9 a.m. to make sure that the devotions are televised throughout the building,” says Rev. Albert Martin. “He takes care of

the general upkeep of Moyer Hall—he maintains the flowers and manages the piano dehumidifier. He is our acolyte and keeps the altar supplied. He is with us every Sunday for worship service, and because we have such a large group, he assists me with Communion as well. He also assists with the worship service at the Apartments with Rev. Faith Williams. Ernie is such a pleasant guy.”

When he’s not in the chapel, Norton takes care of several other important duties at

the HCC. Joan Wickel, Phoebe's Director of Community Life, says, "Every day, Ernie helps open the gift shop and carries in the pastries. He delivers the mail for the Miller building. If we're having a program, he'll help with the camera. Ernie is reliable, dependable, and a big help. He is a very good staff supporter."

The list goes on—Norton also volunteers at the onsite congregational meal program twice a week as the dishwasher, serves as the president of the Apartment Residents Council, and coordinates the Apartments' Wii bowling and shuffleboard league.

Norton came to Phoebe Apartments in 2012. "I was living in Florida when my second marriage ended in 2004, and I stayed there with my brother Rev. Dr. Scott Brooks-Cope for seven years after that. When Scott was hired as the Director of Pastoral Care at Phoebe, he encouraged me to apply at the Apartments." Before his time in Florida,

Norton lived in Coopersburg and Emmaus with his first wife, who passed away in 1995 after 40 years of marriage. They had three children together, one boy and two girls. A U.S. Army veteran, Norton worked for 28 years at Air Products, and later became an officer for the Machinists' Union.

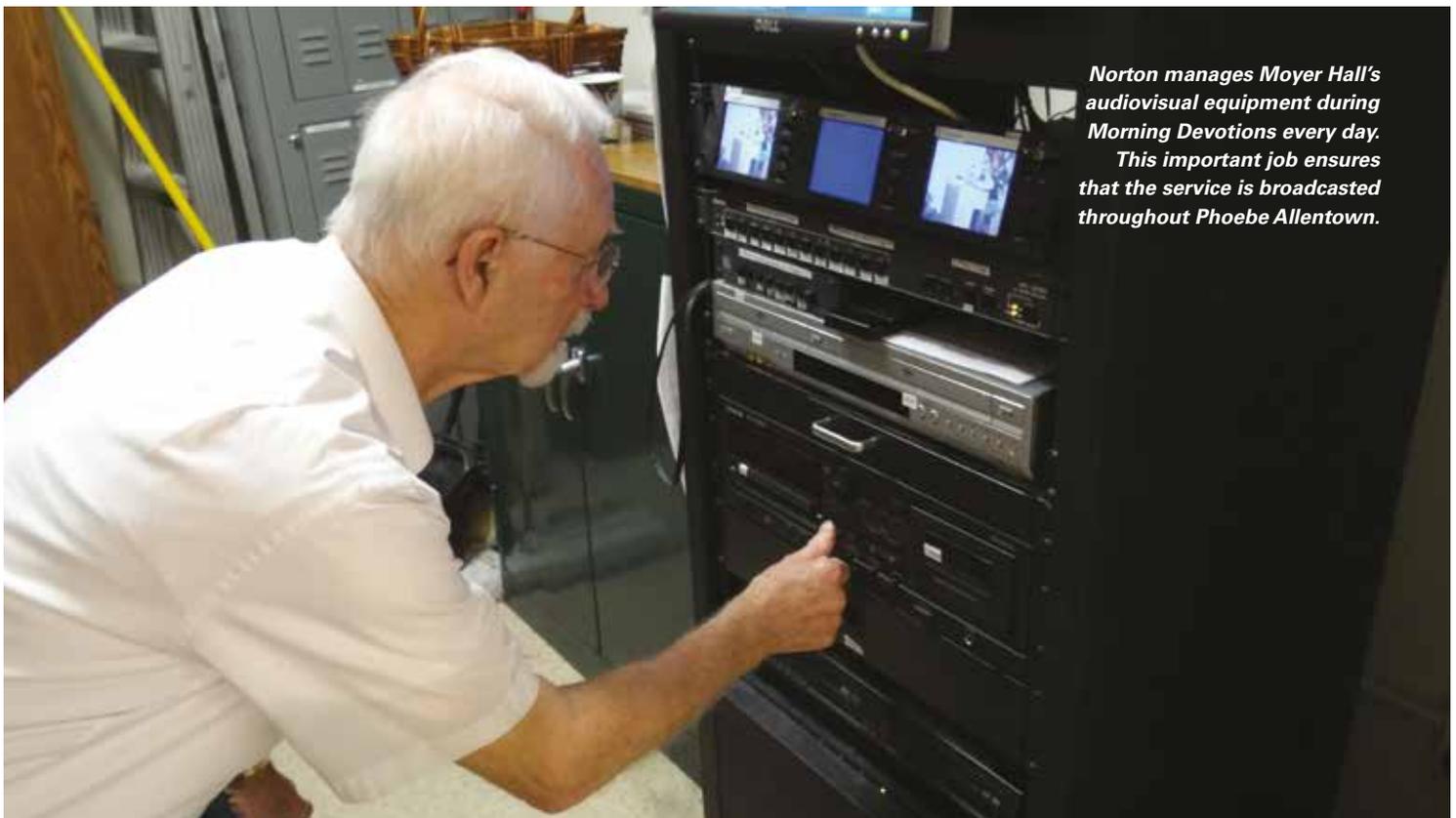
Right after Norton moved in to the Apartments, he suffered a major heart attack while on a bus trip to Wildwood, NJ. "The doctor said that if they had waited only a few more minutes to get me to the hospital, I would have died. Since then, I am doing really well. I started most of my volunteering after the heart attack. The fact that I'm active helps, I think."

When he is not busy volunteering, Norton spends his time with companion Donna Frack, also of Phoebe Apartments. "It took me a long time to get up the courage to ask her to go to the diner with me," says Norton. "We went

down to get coffee and pie, and then we just kept going together. People started asking us questions when they would see us holding hands together walking down to the diner. I can talk to her about anything. We have good communication and a lot of trust."

Donna says, "We first met at the Apartments on the fourth floor, where there used to be a place to sit and everyone would gather nightly. Ernie is very open and social with other people, which I liked. Ernie and my dog, Penny, and I usually spend the weekends together, since we don't see each other a lot during the week. I work, and he's busy doing his volunteering."

Norton is well satisfied with life at Phoebe. "The best thing I ever did in my life was come here," he says. Phoebe's residents and staff members are happy he moved here, too. All are appreciative and grateful for the genuine spirit of service that Norton lives every day.



Norton manages Moyer Hall's audiovisual equipment during Morning Devotions every day. This important job ensures that the service is broadcasted throughout Phoebe Allentown.



A Lifetime of Friendship

True friendship can last an entire lifetime. Such is the case for Phoebe Berks residents William (Bill) and Doris Howerter, their neighbor Ruth Schaefer, and her late husband, Rev. Richard (Dick) Schaefer. Their story goes all the way back to childhood, when Bill, Doris, and Ruth attended the same church. “My father was the minister at New Bethel Union Church in Kempton, PA,” says Ruth. “He married both Bill’s and Doris’ parents, and our parents were friends.”

Ruth and Doris both attended Albright College in Reading. They were freshmen at the same time that Bill was a sophomore at Allentown’s Muhlenberg College. Bill’s roommate was Dick Schaefer from Rochester, New York. “Dick was a people person,” remembers Bill. “He was a great guy. He worked summers at my family’s farm when we were in college.”

One weekend, Bill brought Dick home with him and introduced him to Ruth. Not long after their meeting, “Dick wrote to invite me to their

Bill (seated), Doris (left) and Ruth (right) continue to enjoy each other’s good company at Phoebe Berks.

prom,” said Ruth. It was the 1949 Junior Prom at Muhlenberg College. “I consented to go. And then I got another letter saying that they had a third roommate, Charlie, who needed a date. They asked if I would get Doris to go with Charlie.”

But in the meantime, Charlie had met somebody, and Bill broke up with his girlfriend. Ruth received a third letter asking if Doris would instead go to the dance with Bill. “After all that,” says Doris, “I wasn’t too keen on going, but another friend convinced me to go anyway because Tommy Dorsey would be playing that night. He was a big deal.”

On the night of the prom, both couples hit it off, and the rest is history. They began dating exclusively and got married within a few years—Bill and Doris in 1951, and Ruth and Dick in 1953.

Life got busy for awhile. Bill and Doris took over his father’s dairy farm, eventually buying several farms in the area, and they had four children. Ruth and Dick had two children. Dick served as the minister at several area churches. But they always had time for each other, and they began to vacation together. “It was hard for us to get away until we sold the dairy farm,” says Doris. “In the early days, we started traveling by taking short three-day trips together.”

Eventually, they bought timeshares together and used them to visit places like Arizona, Texas, Colorado, Quebec, Maine, and Massachusetts. “We went all over New England,” said Ruth. When asked about their



Dick (left), Ruth (center), Bill (right), and Doris (seated) celebrated the 10-year anniversary of their Junior Prom with a special date on March 14, 1959.

favorite vacation spot, the answer was unanimous: Williamsburg, Virginia. “We love Williamsburg. We did that two or three times a year,” says Ruth. “The history, the food—we always loved the restaurants there.”

Chatting about favorite trips brought back a flood of memories for Ruth, Bill, and Doris. “We also had a very nice trip to the Grand Canyon in Arizona. We went north to the Four Corners and saw the Painted Desert,” said Doris. “Our time share was in Flagstaff.”

Ruth shared a memory of her husband on a trip to the Outer Banks in North Carolina. “We were caught at our timeshare in a freak hurricane. Dick went down to the beach to see the storm. He said the whole ocean was like boiling water, and the wind was so bad, he had to hold his glasses on his face. When we left, the water was lapping up on the edges of the car.”

“We had many good times,” Doris said as she looked at pictures from the vacations.

In 2009, only three days apart from each other, both couples moved in to the Cottages at Phoebe Berks. Their cottages are situated close to each other. “We were among the first few people in the new

cottages,” says Ruth. “We had looked at other places, but Phoebe was our preference because our children are nearby, and we were happy that we could be close to Doris and Bill.”

Ruth and Dick were only at Phoebe Berks for two years when Dick passed away in 2011. “He worked hard to live at the end,” says Ruth, “but he had a wonderful attitude about it. He would say, ‘God gave me a challenge, and I have to meet the challenge!’”

“Dick had a very positive attitude about life. And he was an excellent minister,” says Bill.

The Howerters’ and Schaefer’s last trip together was to Williamsburg—but Ruth, Doris, and Bill find that there is also a lot going on to keep them occupied right here at Phoebe Berks. “Bill and I are going down to the dining room tonight for the clam bake. There is always something to do around here. There is a real community feeling. And, the neighbors are wonderful,” says Doris.

It has been 66 years since the 1949 prom at Muhlenberg. Countless hours, miles, and smiles have been shared between the Howerters and the Schaefer’s since that evening. And Phoebe Berks is happy to play a small role in their continuing story of lifelong friendship.



(Left to right) Ruth, Dick, Doris and Bill enjoyed a Father’s Day Lunch at Brinton Lodge in Douglassville, June 18, 1989.

Growing at Phoebe: Sue Schlener Embodies Phoebe's Leadership Initiative

At Phoebe Ministries, great emphasis is placed on both employee satisfaction and growth, as evidenced by Phoebe being named a Top Workplace by *The Morning Call* in 2013, 2014, and 2015. Efforts are consistently made to cultivate employee confidence, education, and roles within the organization. As part of Phoebe's leadership initiative, employees learn skills to help them achieve their professional goals. This emphasis on professional growth within Phoebe is exemplified by Sue Schlener, NHA, BSN, RN, Administrator of Phoebe Allentown Health Care Center.

Schlener began her journey with Phoebe in 1993 as a food service worker in the Dining Services department of the Phoebe Allentown campus. It was here that she began to understand the



Sue Schlener (center) leads a team meeting at Phoebe Wyncote.

further education. She pursued her nursing degree while continuing to work full-time in her dining position. In 2006, she graduated with a Bachelor's

setting. I told them that Phoebe had always been good to me and I loved working with senior adults," said Schlener.

"She has always enthusiastically stepped forward for the greater good of the organization in each role she has played during her 22 years at Phoebe."

value of teamwork in delivering the best care for Phoebe's residents. Although she worked in the department for 10 years and enjoyed the camaraderie of her co-workers and the work environment, Schlener also strived for

degree in nursing from Cedar Crest College and looked to Phoebe to begin her nursing career. "My classmates at school were going into other specialty nursing fields and asked me why I was content to stay in a geriatric care

After only one year in her nursing role at Phoebe, Schlener was promoted to Unit Manager and began directly supervising her assigned nursing unit. In 2011, she was asked to serve as Interim Assistant Director of Nursing for the skilled nursing and personal care community at Phoebe Allentown. After Schlener returned to her normal duties, she was asked to fill in as interim Director of Nursing at Phoebe Wyncote. Schlener says, "You have to take opportunities when they become available. When you take these opportunities, people in leadership positions might see that you are eligible for other assignments in the organization." It did not take long for

Schlener to permanently receive the title of Director of Nursing at Phoebe Wyncote.

During this time, Schlener was also invited to join the Ministry and Business Council, a leadership initiative at Phoebe that provides leaders and emerging leaders the tools and training to effectively empower employees, resolve conflict, and further the mission of the organization. By continuing to grow and invest in these skills, Schlener, as Director of Nursing, was able to motivate and educate staff as well as implement programs to improve clinical outcomes in key quality of care areas. Schlener introduced an award-winning program, Change to Care, which resulted in reductions in both resident falls and hospital readmission rates. “Sue truly places the residents she serves as her priority,” says Candace Mason, Director of Quality and Risk Management. “She has always enthusiastically stepped forward for the greater good of the organization in each role she has played during her 22 years at Phoebe.”

In 2014, Schlener was promoted once again to serve as the Administrator of Phoebe Wyncote. In this role, Schlener was responsible for directing and coordinating the overall operations of the entire Phoebe Wyncote campus. In the months she led Wyncote, quality care, workplace camaraderie, and the culture of respect continued to be emphasized through her hard work and high standards. During her time as Director of Nursing and Administrator, Phoebe Wyncote maintained a five-star rating, was named a Top Nursing Home by *U.S. News and World Report*, and achieved the Excellence in Care Distinction from the Alzheimer’s Foundation of America.

In April, Schlener accepted a leadership position at the Phoebe Allentown campus—the same campus where she began her career in the kitchen. She now serves as the Administrator and head of clinical services of a 375-bed skilled nursing center, 67-bed personal care facility, and 88-unit independent living community.

From her beginnings as a food service worker to her current role as Administrator of Phoebe Allentown, Schlener has held strong to her roots. “I never forget where I came from and still stay connected to the people who worked in the kitchen with me. I stay true to who I am and



recognize that everyone and every job are equally important in running the organization,” she says.

Schlener is an embodiment of the Phoebe philosophy of growth and investment in its leadership. At Phoebe, hard work, determination, education, and leadership training all contribute to achieving professional aspirations.

Schlener’s career at Phoebe has taken her from Allentown to Wyncote and back again.

Phoebe Allentown

Improvements with Phase I of Trexler Wing Renovations

In February, as part of Phase I of the Trexler Wing renovations, resident rooms and bathrooms on the south wing were updated with new furniture, flooring, and soothing pastel paint colors. A spa-like bathroom renovation now features warm brown subway tile, beautiful countertops with sconce lighting, and a spacious floor area for unrestricted movement around bathing areas. The exterior walls and balconies of the Trexler Wing are also being updated to match the appearance of the East Annex, which was renovated in 2013.

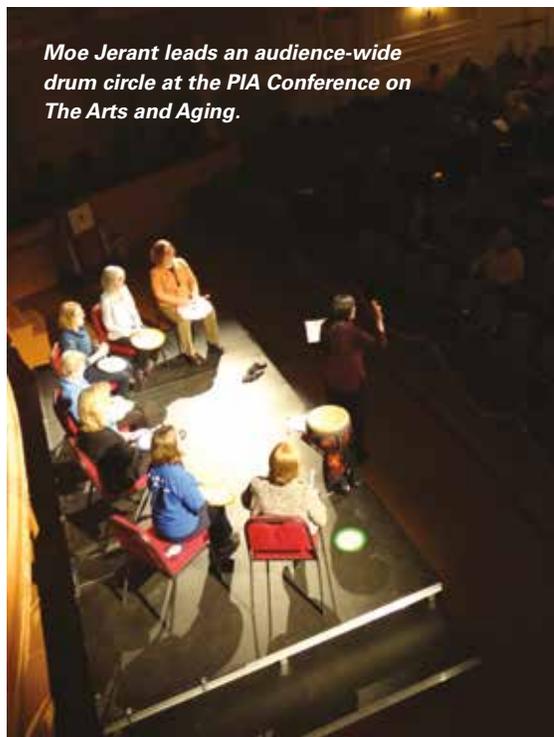
Phase II, which is scheduled for completion in July, will include the renovation of nurses' stations, dining areas, conference rooms, and three new spas.



Exterior balconies of the Trexler Wing.



Spa-like bathroom renovations.



Moe Jerant leads an audience-wide drum circle at the PIA Conference on The Arts and Aging.

Dynamic Spring Conference on Arts and Aging

Over 300 people attended the Phoebe Institute on Aging (PIA) Spring Conference on The Arts and Aging at Miller Symphony Hall in Allentown on March 25. It was a vibrant educational forum that focused on how creative engagement can boost the healing process and meet many of the physical and emotional needs of older adults.

Keynote addresses were given by Charlotte Yeh, M.D., Chief Medical Officer for AARP Services, Inc.; David Leventhal, founding teacher and Program Director for Dance for PD; and Kimberly Maniscalco of Lehigh Valley Charter High School for the Arts. Attendees enjoyed an interactive day of learning that included a dance performance about Alzheimer's disease and a lively audience-wide drumming circle.

The PIA has provided innovative educational programming to health care and senior service staff members throughout the region Phoebe serves since 2001.

For more information, please visit phoebe.org/pia.

Phoebe Berks

Movie Screening at Phoebe Berks

There was not a dry eye in the multipurpose room at Phoebe Berks during the two January screenings of “Bringing People Home,” a documentary filmed by Andrew Rice of Kenai Productions in Maui, HI.



Andrew Rice, center, filmed “Bringing People Home” at Phoebe Berks in 2014.

Residents had the opportunity to view the movie, which captures the development of Phoebe Berks and the history of the farmland on which it was built. Copies are available for purchase in the gift shop.

The film was shot and developed over the last year by Rice, son of Phoebe Berks resident Maggie Rice.

Phoebe Services

Spirit of Service at Phoebe

Last summer, Phoebe Ministries launched our customer service philosophy, Spirit of Service. The Spirit of Service program is dedicated to creating positive experiences for our residents and clients, their families, the community, and fellow employees. Share your experience with us! Comment cards are offered at all of our facilities, and a feedback form is available on our website at Phoebe.org/spiritofservice. Customer service is a priority, and all feedback is used to improve the organization.



Phoebe Richland

CONSTRUCTION UPDATE

Construction Continues at Phoebe Richland

Construction is progressing on the new Personal Care building, named **Meadow Glen at Phoebe Richland**. The block walls are up, the structure is taking shape, and the connector is almost complete.

The addition includes a new kitchen that will service the health care center and the new personal care building, a new chapel, Health Information Management and Pastoral Care offices, and a receiving area. There will also be a break area for employees. We expect this area to be finished and ready to occupy in May.

Meadow Glen at Phoebe Richland will offer regular personal care and secure memory support personal care. Please contact the Admissions Department at 267-371-4512 for information and rates. You can also visit phoebe.org/richlandconstruction to follow the project's progress.



The front of the new Meadow Glen at Phoebe Richland has begun to take shape.



Siding is applied to the outside walls of the connector.

Phoebe Wyncote



Wyncote Employees Eager to be Pictured on the "Faith of Fame" Wall

In April, Phoebe Wyncote instituted an Employee of the Month program organized by the Wyncote Faith in Action team. Any employee can nominate another for exhibiting one of Phoebe's core values: Accountability, Compassion, Ethical Conduct, Fruits of the Spirit, Integrity, Respect, or Stewardship. The Faith in Action team then selects a monthly winner.

Each month, the honored employee receives a designated parking space, a gift card, and an Employee of the Month certificate. The employee's photo is also hung on the "Faith of Fame" Wall.

Sue Schlener, previous Administrator for Phoebe Wyncote, says the initiative is a fun way to boost morale and also supports Phoebe's culture of Faith in Action to incorporate the aforementioned values into our everyday actions. "An employee has to be familiar with the values and what they mean to be able to recognize the values in someone else to nominate them," she says.

PHOEBE CAREER UPDATES

Photo by davidbraun.com



Alice Donlan Receives Geriatric Clinical Specialization Certification

Alice Donlan, PT, MBA, DPT, Phoebe's Regional Director of Therapy Services, received her Geriatric Clinical Specialization Certification from the American Board of Physical Therapy Specialties (ABPTS) in February. Candidates for certification must

have at least 2,000 hours of experience in providing physical therapy to geriatric clients in order to qualify for the exam, and then they must pass the extensive six-hour written exam in order to receive their certification. "I gave up most weekends over the last six months to study for the test," Donlan says. As of June 2014, ABPTS has only certified 1,721 geriatric specialists in the United States.

Make Online Dining Reservations for Phoebe Berks

New enhancements are consistently made at Phoebe to improve the experiences of our residents and their guests. Recently, Phoebe Berks added the option to make dinner reservations online. Residents or family members can do this from their personal computers, smartphones, or at a kiosk in the lobby of the Community Center. Residents are enjoying the ability to plan ahead for their desired dining time more easily.



Phoebe Wins Who's Who Best Personal Care Award

Phoebe Ministries was again named the Top Personal Care/Assisted Living Organization by *Who's Who in Business*. This is the second year in a row that Phoebe has been chosen as the leader in this category. *Who's Who in Business* is sponsored by *Lehigh Valley Style* magazine, and the research is conducted by Polk-Lepson Research group, an independent market research firm. *Lehigh Valley Style's Who's Who in Business* distinguishes local businesses that have fostered consumer relationships over the years by providing valuable services and commitment to quality.



August 2015

- 10 9:00 a.m.
Phoebe Ministries Golf Tournament
Saucon Valley Country Club
Call 610-794-5135 or e-mail mkrantzley@phoebe.org for more information.
- 12 2:00 p.m.
Annual Peach Festival
Phoebe Allentown Health Care Center Front Lawn
The Allentown Band will play at 6:30 p.m.
Call 610 794-5365 or email mstauffer@phoebe.org for more information.

September 2015

- 19 9:00 a.m.
Porch Sale
Phoebe Richland
Call 267-371-4504 or e-mail ssabo@phoebe.org for more information.

October 2015

- 10 11:00 a.m.
Autumn Cruise - Autumn Festival and Classic Car Fair
Walnut Street Park in Richlandtown, PA
Call 267-371-4508 or e-mail kkiehstaller@phoebe.org for more information.

October 2015 (continued)

- 15 8:00 a.m.
Fall PIA Conference: Aging and Technology
DeSales University, Center Valley, PA
Call 610-794-5150 or email tbrady@phoebe.org for more information.
- 22 6:00 p.m.
Century Circle Dinner
Lehigh Country Club
This event is by invitation only. For more information, please call 610-794-5149.



PHOEBE MINISTRIES

GOLF TOURNAMENT

Play where the pros have played while benefiting charitable care for Phoebe residents!

**Join us on MONDAY, AUGUST 10,
on the beautiful greens of Saucon Valley Country Club.**

Rated the #6 and #7 Best Courses in Pennsylvania by Golf Digest for 2015.

*All proceeds from the Golf Tournament directly support charitable care for Phoebe residents.
Last year, Phoebe provided \$12.5 million in charitable care.*

**For more information on golfing and sponsorship opportunities,
please contact Molly Driscoll: 610-794-5163 or mdriscoll@phoebe.org.**



PHOEBE MINISTRIES

Marketing and Institutional Advancement
1925 Turner Street
Allentown, PA 18104
1-800-453-8814
phoebe.org



"Like" Phoebe Ministries' Facebook page at
facebook.com/phoebeservingseniors

Phoebe is Proud to be a Top Workplace in 2015!

Phoebe Ministries has again been selected among
The Morning Call's Top Workplaces. Phoebe is the only
organization to make this list in the Large Employer category
for three years in a row! Phoebe is proud of its wonderful employees,
and in the high quality of care we have provided since 1903.

**For more information about working at Phoebe,
visit phoebe.org/careers.**



PHOEBE MINISTRIES

