

ROCHESTER HEALTHCARE PROFILES

"We're proud of our history, our heritage, our reputation, and our fantastic outcomes, but above all, we're proud of our partnership with the wonderful people we are honored to serve."

—Glen Cooper,
President and CEO,
Friendly Senior Living

A Friendly Focus on Seniors

Friendly Senior Living communities exceed expectations with quality and compassion.

Clara H., a former schoolteacher in her late 80s, was managing just fine in the Rochester split-level where she'd raised her family until, quite suddenly, she fell. "Mom fell and broke her hip," says her daughter Susan. "While in the hospital, she developed pneumonia; we almost lost her. It became clear she couldn't live alone." Together, mother and daughter searched the city for the right place—not just a bed, but a home. When they toured the Friendly Home—the skilled nursing option at Friendly Senior Living—Clara turned to her daughter and said, "This is it. This is home."

"The mission of Friendly Senior Living is to be the top-quality provider of care, services, and housing for older adults," says President and CEO Glen Cooper. "We trace our roots back to 1849 when a group of Rochester women gathered to discuss the plight of 'homeless and friendless' women and opened a home to serve their needs." Today, adds Cooper, with award-winning communities for seniors in the Rochester area, the Friendly Senior Living organization stays true to its founders' vision of excellent, compassionate care.

The Powerful Impact of Partnership

Friendly Senior Living offers five residential options for seniors at every

level of activity and independence. From the luxury homes of Cloverwood to the skilled nursing care of the flagship Friendly Home (recently ranked one of the top nursing homes in the country)—the highly trained, empathetic, and responsive staff demonstrates a powerful commitment to partnering with residents. Cooper explains, "At Cloverwood and Linden Knoll, we foster an environment of active engagement. Through committees, cultural and social experiences, dining, and the amenities we offer, our residents are involved in every aspect of their community." The opinions, needs, and desires of assisted living, memory care, and nursing home residents and families are equally sought and validated. "This is the heart of person-centered care—a philosophy every member of our staff believes in," Cooper adds.

New Approaches

At Friendly Senior Living, innovation is key. For example, an on-staff Neurologic Music Therapist uses cutting-edge techniques to transform the lives of people living with Alzheimer's and Parkinson's disease. An evolving approach to memory care focuses on what residents can do, not on the abilities they have lost.

For seniors committed to living

Rochester's renowned Friendly Senior Living, a not-for-profit organization, offers five senior living options with a focus on care, compassion, and community.

CLOVERWOOD: Elegant, amenity-filled homes for active seniors.

LINDEN KNOLL: Affordable apartment living for independent seniors.

LOVEJOY AT FRIENDLY HOME: A transitional care and short-term rehab center for seniors recovering from illness or injury.

GLENMERE: An assisted living community with an extra tier of personal assistance and/or memory care.

FRIENDLY HOME: A five-star, quality-rated nursing home.

an active and healthy lifestyle, each community offers a wide variety of wellness options, from gyms to pools to nature trails. Technology is increasingly being used for residents' convenience and enjoyment. A unique staff education program ensures the recruitment and retention of top-notch employees who live the organization's values of friendship, teamwork, compassion, customer service, excellence, and integrity every day.



**FRIENDLY
SENIOR LIVING**

a continuum of caring communities

FRIENDLY SENIOR LIVING COMMUNITIES
Cloverwood | Glenmere | Linden Knoll | Lovejoy | Friendly Home
Because friends care.

585-381-1600 | friendlyseniorliving.org