



For Immediate Release

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**ELDERWOOD HEALTH CARE AT LAKEWOOD
RECEIVES INNOVATIVE PRACTICE AWARD**

LAKE PLACID, N.Y. – ElderWood Health Care at Lakewood of Hamburg, N.Y. received the 2010 Innovative Practice Award for its staffing program, “Primary Permanent Nursing Model” yesterday. The award from the New York State Health Facilities Association (NYSHFA) was presented during the association’s annual convention in Lake Placid, N.Y.

The “Primary Permanent Nursing Model” is an innovative staffing initiative that puts the licensed nurse “back at the bedside” and has ultimately improved resident outcomes and resident/family/staff satisfaction.

“The ‘Primary Permanent Nursing Model’ program has allowed our staff to better meet the needs of our residents, ensuring their safety and well-being,” said Deborah Urbank, administrator of ElderWood Health Care at Lakewood. “We are proud to be recognized with this prestigious award from NYSHFA for this successful program.”

The Innovative Practice Awards were initiated to demonstrate the New York State Health Facilities Association’s commitment to showcasing the high quality services its members provide to their residents.

Winners of the Innovative Practice Awards received a plaque and were invited to attend NYSHFA’s annual convention.

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The New York State Health Facilities Association (NYSHFA)/New York State Center for Assisted Living (NYSCAL) is a statewide membership organization of more than 270 licensed skilled nursing and assisted living facilities. The membership is diversified and represents individual and multi-facility operations of proprietary, voluntary and government sponsorship. Members take care of more than 44,000 ill, aged and infirm New Yorkers. Members of NYSHFA/NYSCAL are dedicated to the highest standards of care and to the quality of life of all residents.