



For Immediate Release

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

LAKE PLACID, N.Y. – ElderWood Health Care at Wedgewood of Amherst, N.Y. received the 2010 Innovative Practice Award for its customer service program, “The Birthday Wish” 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.

In “The Birthday Wish” program, staff members are asked to make a “birthday wish” that will benefit the residents and facility. This program has not only enhanced the quality of life for the residents but improved staff satisfaction as staff realized their “wishes” for the residents would be granted.

“The ‘Birthday Wish’ program has brought our facility to a new level of a positive environment, with all staff working towards the common goal of improving our residents’ quality of life,” said Anna Bojarczuk-Foy, administrator of ElderWood Health Care at Wedgewood. “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.