

**WAYNE COUNTY NURSING HOME**  
**1529 Nye Road**  
**Lyons, New York 14489**

## **NEWS RELEASE**

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### **FOR IMMEDIATE RELEASE**

#### **NEW MEDICAL DIRECTORS FOR WAYNE COUNTY NURSING HOME In-House Specialists in Geriatrics Will Provide Services to the Aging**

March 22, 2006, Lyons, New York... In a continuing plan to offer leading edge services, Wayne County Nursing Home and Rehabilitation Center has appointed two physicians who specialize in geriatrics and long term care to act as Medical Director and Assistant Medical Director at the Lyons facility.

Cheryl Morrow, M.D. now acts as Medical Director, and Karen Nickell, M.D. is Assistant Medical Director as of March 1, 2006. Drs. Morrow and Nickell are members of Elder Medical Services, physicians whose specialty concentrates on compliance with federal, state and local laws, and professional standards of care and safety for the elderly and staff. As Medical Director, Dr. Morrow will coordinate the medical care of all the residents and monitor the care provided by all the nursing home providers. Dr. Nickell, a resident of Palmyra and a family physician by training, will act as attending physician on site to the residents on a daily basis, in addition to her duties as Assistant Medical Director.

"As Medical Director, Dr. Morrow provides medical and clinical leadership, and fulfills her role in concert with all the disciplines within the nursing home," explains Margaret Haroff, Administrator for WCNH. "Because of Dr. Morrow and Dr. Nickell's shared vision of our Household model and philosophy of aging, we felt we'd have a perfect fit in our dedication to improve the quality of life for our nursing home residents, and ensure top rehabilitation services, by caring for the whole individual."

Dr. Morrow and Dr. Nickell will collaborate with the Administrator, Director of Nursing, and ancillary staff.

" Our purpose is to give excellent quality care, with a focus on being a good steward of the limited financial resources of the county," says Dr. Morrow. "Our entire focus is on taking care of the frail elderly and short term patients, and to understand their wishes and needs. We use a *resident-focused model of care*, rather than a "medical problem" model of care which is the traditional model in nursing homes – and works well for a hospital patient. Unfortunately, most people tend to think of nursing homes as long-stay hospitals, rather than a home where life continues."

Wayne County Nursing Home is an exception to the rule with its Household model of design and function, says Dr. Morrow. " I love the Household Model. It fosters family-type relationships among a small group of residents and their caregivers, in a home setting. The key is in getting to know each resident, and what gives that resident a reason for living in each day. Too many nursing homes are used as a "warehouse" for the elderly. It's not enough for residents to be parked in front of a tv or in a hallway, or sitting listening to singers, etc. --- they like to participate in life."

Both Dr. Morrow and Dr. Nickell believe that "each senior is a very special human being who, at each stage of life, needs a reason for being – they need to have their spirits stimulated and tapped each day, to feel they still contribute and have value."

"When the opportunity came up to meet and take a tour of WNCH, I was immediately impressed," says Dr. Nickell. " I saw a nursing staff that was kind and approachable. I was especially impressed that Marge Haroff could introduce so many of the residents by name. It's clear that her job is close to her heart – it's not just a business." Dr. Nickell also pointed out the large number of staff who have been working at the home for ten to twenty years. "Things are ever-changing in the field, and the staff clearly has a very high level of

commitment." Her overall impression, in contrast to other area facilities, was that WCNH was "superior in so many ways."

The new medical directors are also happy with the administration's up-to-date policies and procedures regarding such issues as Medicare D and billing. "They're really on top of things," says Dr. Nickell. "They are very good at sending out the newest information on a specialty that's growing and full of change."

As part of the Elder Medical Services network in the state, they are able to do on-going research on how to improve and change policies for elder care nationally.

"Wayne County had demonstrated real vision in providing an example of top care and leadership in the field of senior living," Dr. Morrow points out. "They have reason to be proud of this facility, and I am striving to make it a model in the nation."

The Wayne County Nursing Home, a public facility licensed by the New York State Department of Health, is a 190-bed skilled nursing facility located at 1529 Nye Road, Lyons, New York. Wayne County Board of Supervisors has a 175-year history of providing facilities to care for residents in need.

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