



*The The Harry and Jeanette Weinberg  
Campus*  
391 Pelham Road  
New Rochelle, NY 10805  
(914) 632-2804  
www.uhgc.org

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Contact: Linda Forman  
Phone: (914) 632-2804 x1224  
[lforman@uhgc.org](mailto:lforman@uhgc.org)

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**Willow Towers of New Rochelle Earns  
New York State Assisted Living Residence Licensure**  
*First in Westchester County to Obtain New Licensure  
with Dual Certifications*

New Rochelle, NY -(January 22, 2010)- Willow Towers, a not-for-profit luxury Assisted Living Residence in New Rochelle, New York, and part of the United Hebrew of New Rochelle's campus of senior services, became the first in Westchester County to be awarded the new Assisted Living Residence (ALR) licensure, with dual certification for Enhanced Assisted Living Residence (EALR) and Special Needs Assisted Living Residence (SNALR) by the New York State Department of Health. The new accreditations were developed to strengthen the standards of caring for older adults in a senior residence. A licensed facility provides clients with clear parameters for admission and retention and allows a family to advocate through clearly defined channels through the New York State Department of Health.

- [Assisted Living Residence](#) (ALR) -- A licensed facility has the advantage of employing healthcare staff directly, which promotes continuity and consistency of care within the licensed residence. It allows

for a seamless increase in service within the ALR so that a resident can age in place. Under the terms of this licensure, [Willow Towers](#) affords residents who have Long Term Care policies (LTC) the opportunity for maximum reimbursement for LTC insurance coverage, subject to carrier approval.

- **Enhanced Assisted Living Residence (EALR)** - This certification allows residents access to additional nursing services while remaining in their own apartment. Residents have the opportunity to remain in place if a change in medical status occurs. The ability to age in place is an advantage of the EALR certification.
- **Special Needs Assisted Living Residence (SNALR)** - This certification allows specialized care for residents with Alzheimer's or dementia in a secure residential setting, overseen by a registered nurse case manager. Extensive cultural and social programs are incorporated into the SNALR unit to accommodate the varying degrees and challenges of dementia.

Lisa Newcomb, Executive Director of the not-for-profit Empire State Association of Assisted Living (ESAAL), which is dedicated to strengthening New York State's assisted living industry and promoting the best interests of providers and residents, points out that "licensing is an important form of protection for consumers, and we congratulate Willow Towers staff for all the hard work they did to get this enhanced new licensing and certification."

"This licensure will allow our residents to age in place and continue to be a part of our vibrant community," said Rita Mabli, President and CEO of [United Hebrew](#) of New Rochelle, the flagship organization of Willow Towers. "We are so very proud of our enhanced status," said Jean Dunphy, Executive Director of Willow Towers, "which underscores our daily efforts and moral

obligation to bring the best standards and expanded care to our residents.”

Willow Towers is part of United Hebrew of New Rochelle’s campus of services, which includes a new [nursing and rehabilitation center](#), [independent living](#) and [home health care](#). Willow Towers Assisted Living residence is an eight story state-of-the-art residence with a wide array of amenities, including activity rooms, exercise room, putting green, recreation and cultural activities, transportation, a library with internet computers, and an art studio. Willow Towers offers three restaurant-style meals daily, prepared by an experienced chef, daily housekeeping, personal laundry , scheduled transportation to medical appointments, and other services. In addition, residents have access to a beauty salon, barbershop, 24-hour cafe, and a multimedia room. Willow Towers features a two-story glass atrium and dazzling views of the Long Island Sound. Opened in 2003, the not-for-profit community located in New Rochelle offers 126 apartments, from studios to 2 bedroom suites -- 20 of which are in Willow Towers’ Phoenix Memory Support Neighborhood, now a licensed SNALR.

Willow Towers is located at 355 Pelham Road, New Rochelle, NY 10805; Telephone - 877.636.6565 or 914.636.6565; Fax - 914.636.1890; E-mail: [info@willowtowers.com](mailto:info@willowtowers.com); or visit [www.willowtowers.com](http://www.willowtowers.com).

Willow Towers is part of the United Hebrew campus of services. For more information about United Hebrew contact Linda Forman at 914-632-2804 x1224; website: [www.uhgc.org](http://www.uhgc.org).

**Picture below:**



(L to R) Isaac Cohen, COO of United Hebrew of New Rochelle; Rita Mabli, United Hebrew President and CEO; Jean Dunphy, Willow Towers Executive Director, and Elsie Fuentes, Willow Towers Director of Operations. Willow Towers, part of the United Hebrew of New Rochelle campus of senior services, became the first senior residence in Westchester County to receive NY State Assisted Living Residence licensure with dual certifications.