



WHV to Host “Reinventing for Relevance”

Wexner Heritage Village President and CEO David Rosen will host a June 20 webinar, “Reinventing for Relevance,” for the national Association of Jewish Aging Services, AJAS.

“David Rosen and Wexner Heritage Village were the first to come to mind,” AJAS President and Chief Executive Officer Donald Shulman said. “Having visited there this past year, I was impressed not only with commitment to the AJAS mission of honoring our father and mothers, but to the innovative approach which David and his team have taken.”

Wexner Heritage Village, located at 1151 College Avenue on the east side of Columbus, is one of Central Ohio’s oldest and most comprehensive senior health and housing providers. The non-profit organization is focused on providing state-of-the-art care that empowers clients to thrive physically, emotionally and socially; providing peace of mind for families and caregivers; and promoting wellness throughout the community.

The free AJAS webinar will take place Thursday, June 20, at 1 p.m. To participate, go to www.telspanvenue.com/ajaswebinar1

Rosen, along with Seacrest Village Retirement Communities President and CEO Pam Ferris, will discuss ways to improve existing senior health and housing operations by increasing efficiency, expansion of operations to serve more seniors and better align services with client expectations, and adding products and services to diversify business models.

Under Rosen’s leadership, Wexner Heritage Village adopted a new, three-year business strategy in 2012. Midway through the implementation of that strategy, the organization has shored up its financial position, increased the scope of services it provides and developed a number of strong partnerships that advance the organization’s mission and vision.

“David has developed a remarkable model which other community leaders can learn from,” Shulman said. “It is his commitment to intuitive reasoning that represents a critical success factor in effectively negotiating the current and future care models for our elders.”

###

For more information about Wexner Heritage Village’s programs and services, please contact Mary Lou Blanton at mblanton@whv.org or 614-559-5580.