

Provider

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Miami Jewish Changes Name, Service Offerings

Miami Jewish Home and Hospital has decided to change its name to Miami Jewish Health Systems (MJHS) in a rebranding effort that includes new service offerings outside of traditional nursing facility care. The organization said the moves are driven by a challenging marketplace.

MJHS, billed as the largest private, nonprofit geriatrics care center in the Southeast, said it has been operating in the red for the past decade, mainly because of cuts in funding, higher costs related to care delivery, and short-falls on the reimbursement side. The organization records annual revenue of around \$100 million and is celebrating its 70th year of operation.

The shift to expand services to higher-growth areas like chronic pain

treatment and neuromuscular therapy will help offset the cost of providing quality nursing facility care, the company said. At the same time, MJHS said it continues to grow its community-based “nursing home diversion programs,”



which improve patient care and dramatically reduce operating costs.

The menu of community-based programs includes Program for All-Inclusive Care for the Elderly services,

Channeling, and Project Independence at Home.

“Health care providers can’t cost-cut their way to prosperity. We must take the initiative to grow in areas that pay well and at the same time maintain high-quality care,” MJHS Chief Executive Officer Jeffrey Freimark said.

“With patient attitudes and demographics shifting and the cost of maintaining high standards of care rising, traditional models of care are becoming increasingly unsustainable. While Washington debates health care reform, we are taking action—seizing this opportunity as the ideal time to expand and invest in programs that will ensure we can provide high-quality care to our community going forward.”

—Patrick Connole