

**FOR IMMEDIATE RELEASE**



**The Mayer-Rothschild Foundation Announces First *Designation of Excellence in Person-Centered Long-Term Care Award* Winners:  
The University of Maine Center on Aging and The Cedars,  
Portland, Maine, Will Share Major Award**

*The first-of-its-kind award seeks development of a new standard of excellence in the design, development, and implementation of a national standard for residential care of older adults.*

**December 16, 2020 Chicago** – The *Designation of Excellence in Person-Centered Long-Term Care Award* challenges the two winning entities to work together to develop systems, methods, measures, tools, and processes for characterization of superior practices in the care of older adults living in long-term nursing homes, independent and assisted living communities, and dementia and memory care residences.

“On behalf of the Board of Directors of The Mayer-Rothschild Foundation, it is a true privilege to announce that our Foundation has selected an exciting dyad partnership for the year one award to create The Mayer-Rothschild Foundation Designation of Excellence in Person-Centered Long-Term Care instrument. Notwithstanding the pandemic, our review team affirmed that the winning proposal from the University of Maine Center on Aging and The Cedars represents the best on-point thinking in the country pertinent to our aims regarding the Designation of Excellence for older adults living in care communities”, says Debra E. Weese-Mayer, MD, President of The Mayer-Rothschild Foundation and widow of Robert N. Mayer, PhD, Founder and President of the Hulda B & Maurice L Rothschild Foundation who envisioned the Designation of Excellence before his untimely passing in 2015.

In this first phase, [The University of Maine Center on Aging](#), and [The Cedars](#) in Portland, Maine, a nonprofit senior community with a long history of providing outstanding living options, will work together to better define high quality person-centered care and optimal strategies for implementing such care.

While a shift towards person-centered care has taken place over the last few decades in long-term care, there is no definition or standard guidelines for person-centered care. This award seeks to move care from a model that is medically or task-driven, to care that is driven largely by resident preferences, which are often not considered.

“The John A. Hartford Foundation congratulates The University of Maine Center on Aging and The Cedars of Portland on this award from The Mayer-Rothschild Foundation,” says Terry Fulmer, President of The John A. Hartford Foundation. “This highly competitive designation is well deserved, and our Foundation has personally experienced the commitment of these organizations to improving person-centered long-term care. We have much to learn from their forthcoming work and look forward to their progress.”

“Our team is excited to undertake this much-needed research,” says Lenard Kaye, director at The University of Maine Center on Aging. “We know the provision of person-centered long-term care has yet to incorporate a common set of widely accepted operating principles, our efforts will be dedicated to arriving at a universal model of care that can be implemented nationally in a diverse network of nursing homes and assisted living communities.”

“The knowledge and experience gained in our organization’s 90 years of working with older adults, along with our commitment to person-centered care, and history of innovation, make us an ideal applied setting to serve as a base for this project,” says Kathryn Callnan, chief executive officer of The Cedars. “We also have a long history of collaborating with educational institutions, advocacy organizations, and care communities across the country. We are in a unique position to utilize and build upon these connections throughout the course of this project.”

The Mayer-Rothschild Foundation, an operating foundation located in Chicago, Illinois, is the only philanthropic organization in the United States dedicated to promoting person-centered care in long-term, residential communities serving older adults. This award recognizes and honors the paradigm-shifting accomplishments of Robert Nathan Mayer, PhD, and his unique contributions to improving the built environment and developing best practices in person-centered care through policy change. *The Mayer-Rothschild Designation of Excellence Award* will ultimately offer a blueprint for all organizations offering residential care, honoring Dr. Robert Nathan Mayer’s vision of the critical importance of “listening to the voice of those receiving care.”

The Mayer-Rothschild Foundation *Designation of Excellence in Person-Centered Long-Term Care Award* has four funding cycles, each one twelve-months long. Over a four-year period, these funding phases will allow for the planning, discovery, validation and launch of milestones. Each cycle is accompanied by a \$400,000 award shared equally by each institution.

Specifically, the Foundation seeks to develop a firmly grounded consumer and research-friendly designation process that denotes person-centered excellence in long-term care settings, and that can both inform and be widely adopted by the long-term care industry. Such a Designation of Excellence should serve as a tool to inform the public about best practices through creating awareness of and demand for such care communities across the nation. The Designation would also serve as an industry measure to recognize the best institutional behaviors and practices which are excellent and person-centered in design, delivery, and outcomes, and promote the wide acceptance and implementation of such behaviors and

practices. Ultimately, *The Mayer-Rothschild Designation of Excellence* will become a touchstone for the industry, and a way for the public to assess excellence and person-centered practices and values at these care communities.

### **More about The Mayer-Rothschild Foundation**

The Mayer-Rothschild Foundation, with its funding Foundation (The Hulda B & Maurice L Rothschild Foundation), is the only philanthropic organization in the United States solely dedicated to promoting person-centered care in long-term care residential communities serving older adults and their families. The Mayer-Rothschild Foundation was founded to honor the memory and further the pioneering work and vision of Robert Nathan Mayer, PhD. The Mayer-Rothschild Foundation is uniquely devoted to improving the experience and quality of life for those older adults living in residential care settings across the country.

### **More about The University of Maine**

The University of Maine, founded in Orono in 1865, is the state's land grant, sea grant and space grant university. It is located on Marsh Island in the homeland of the Penobscot Nation. As Maine's flagship public university, UMaine has a statewide mission of teaching, research and economic development, and community service. UMaine is the state's only public research university and among the most comprehensive higher education institutions in the Northeast. It attracts students from all 50 states and more than 75 countries. UMaine currently enrolls 11,741 undergraduate and graduate students who have opportunities to participate in groundbreaking research with world-class scholars. UMaine offers more than 100-degree programs through which students can earn master's, doctoral or professional science master's degrees, as well as graduate certificates. The university promotes environmental stewardship, with substantial efforts campuswide to conserve energy, recycle and adhere to green building standards in new construction.

### **More about The Cedars**

The Cedars is Maine and Northern New England's most comprehensive, non-profit community for older adults. Founded in 1929 as the Jewish Home for Aged, its 91-year history of innovation continues with a full continuum of living options, including assisted living, short-stay rehabilitation, and long-term, skilled nursing care. Opening in early 2021, the Sam L. Cohen Households will include a new level of care with memory care assisted living at the Lunder Memory Care Household.

### **The Mayer-Rothschild Foundation**

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