



To: Martha & Mary Board of Trustees
From: Lynette L. Ladenburg, CEO
Re: CEO Report
Date: March 26, 2018

Financials/Audit

Consolidated Change in Net Assets for the month of February was a loss of \$6,787 and an overall gain for the year of \$60,923. Investment earnings had a net loss of \$24,142 for February contributing to the loss. Health Services census averaged 161 for the month and 163 year-to-date, representing a net profit for February of \$7,526 and overall for the year \$10,226. Children Services, after management fee has a net loss of \$17,531 and a year-to-date gain of \$3,187. At Home, after management fee, has an overall net income of \$724 and for the year \$4,655. Ebenezer ended the month with a net loss of \$3,263 primarily due to a loss in investments of \$11,257. For the year, Ebenezer is currently at a \$12,347 gain. Overall, the corporation continues to grow our cash position and stay strong for the first two months despite the change in market and investment earnings.

Recruitment and Retention

Lutheran Services (BVC), Health Services, KIDS and At Home continues the fight to staff open positions. However, there is a focus now on the *Right Person for the Right Job*. Administrators and directors are feeling they can look beyond filling an open position and match skills and talents with our culture.

Operational Efficiencies

To continue our focus on operational efficiencies, we have recognized a change coming to rehab care that is moving to a more clinical model. As a result, we made the decision to hire a Chief Clinical Officer (CCO) for Health and Rehab Services. This change required us to eliminate the Garden unit manager and the assistant administrator position. The new CCO will begin on April 2, 2018. She has over twenty years' experience in long-term care, holds a Master's Degree in Nursing, and recently completed her advanced registered nurse practitioner (ARNP) degree. In addition, she will be applying to complete a 500-hour AIT program in order to have a second license in the building. We are excited for the opportunity this brings to Martha & Mary.



Community Conversation

On March 7, 2018, we held our first Community Conversation. Almost forty attendees made up of business representatives, owners, city officials, donors, trustees and staff attended the event. The night was successful with the exception that my presentation was a little long. The community expressed that a top priority was the success and continued operation of the Health and Rehab Center. They stressed their concern for the nursing home to remain viable in the future providing both medical and financial support to those in need.

Delegate and Trustee Orientation

Happy St. Patrick's Day was the theme for the Delegate and Trustee Orientation. The event was wonderful, informative and very well attended. Bobbie and her team did an amazing job of making sure we were all well prepared and those who attended felt a part of Martha & Mary. Thank you Bobbie, Marlene and Jamie for all your generous and hard work to make this event successful. The day was fantastic for all.

Development

We are a little over 30 days away from the Gala event on May 4, 2018. Table and ticket sales are going well, along with procurement of items for the live and silent auction. The staff and committee is in full swing and we are all looking forward to another successful event.

2017 Planning Retreat - 2018 Directions, Goals, Vision

Operational efficiencies, recruitment and retention are the focus for 2018, along with opportunities of growth, development, partnerships and expansion. We are setting priorities by thinking differently. Our message needs to be simple, engaging and results driven. As we work on workforce investment and using our talent and resources wisely, we will focus on the "right person, right job", regular communication to staff, outreach to the community, and in restructuring employee relations - separating day-to-day human resource management from employee recruitment strategies and activities. Senior Leadership maintained, in order to thrive and continue to grow, Martha & Mary needs to focus on accountability, continuous improvement and stability.