



## NEWS RELEASE

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**CONTACT: Joanne Kaldy  
press@amda.com  
410-740-9743**

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### **Schreiber Named AMDA's 2010 "Medical Director of the Year"**

Columbia, MD – AMDA announced today that Robert Schreiber, MD, CMD, Physician-in-Chief at Hebrew SeniorLife in Roslindale, MA, is the 2010 "Medical Director of the Year." An interdisciplinary panel chose Dr. Schreiber from over 30 nominees for his exemplary work as a physician leader, educator, patient advocate, and clinician.

In making the announcement, AMDA Executive Director Lorraine Tarnove said, "Dr. Schreiber demonstrates in all aspects of his work and life the leadership skills, innovative spirit, and commitment to quality care that this award symbolizes. He inspires those around him, and his enthusiasm is infectious. His interdisciplinary team clearly shares his vision and his dedication to making sure that their residents get the best possible care."

Several members of Dr. Schreiber's team joined together to submit his nomination for this award. This was especially significant, as they were in the process of transitioning 225 long term care residents to a new satellite facility when the call for nominations went out. Dr. Schreiber was touched and surprised by his colleagues' efforts. He said, "It is most meaningful for me that in spite of everyone working the extra time to ensure the safety and care of residents during the transition, they actually took the time to do this. I was bowled over and moved." He added, "I am fortunate enough to be part of a wonderful organization where I have the support of many disciplines and where patients and families are at the center of what we do. The people around me are really exceptional in the way they work together, support each other, and try to do the right thing in caring for our elders."

As his community's clinical commander-in-chief, Dr. Schreiber has led and contributed to many landmark accomplishments. He was a key force behind implementation of the facility's Pathways to Wellness program, in which each resident receives a thorough assessment and a wellness plan is developed based on the individual's self-defined goals. Also under Dr. Schreiber's guidance, Hebrew Senior Living developed an Outpatient Wound-Healing Clinic that treats patients with a wide range of wounds, including pressure ulcers, diabetic foot/leg and vascular ulcers, and post-surgical and other types of open and non-healing wounds. The clinic's success has led to its expansion to three additional satellite locations.

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Palliative care is another priority for Dr. Schreiber, and he has partnered with the state Department of Religious Services to create new pathways for holistic care. He supported the start of his facility's chaplaincy training program, which integrates chaplaincy into the care and teaching teams. Elsewhere, he and his team worked with the Centers for Disease Control and Prevention (CDC) to study why—despite a documented outbreak of H1N1 among caregivers—not one resident in his facility developed the illness. Dr. Schreiber also was active in the development of the facility's "Get Vaccinated" campaign, which resulted in an 84% vaccination rate among employees and 98% rate for residents.

Dr. Schreiber says that he decided early in his career that mentoring young physicians would be part of his work. In addition to mentoring fellows, he co-administers the Harvard Geriatric Medicine Fellowship Program, training no fewer than nine fellows and residents annually. To further support fellows in their education, Dr. Schreiber collaborated with fellowship administration in creating a series of Interdisciplinary Seminars on Aging, whereby fellows present a clinical or research topic for review and comment. For his efforts, he has twice been a finalist for "Mentor of the Year."

Working with Native American elderly patients is an important personal passion for Dr. Schreiber. He worked at the Rosebud Indian Health Service Hospital in South Dakota early in his career; and he continues to serve Native Americans every year at an elder clinic at Rosebud. "This is a special pet project of mine," he says.

On hearing of Dr. Schreiber's selection, Wendy Gutterson, MS, Practice Administrator at Hebrew SeniorLife, said, "I can't imagine anyone more deserving of this honor. Not only is he a great physician and leader, but he inspires us every day. He is very open with staff about what is happening. Sometimes he will change a meeting agenda because something has just happened, and he wants to share it with others."

An interdisciplinary panel judged nominees on their contributions and accomplishments in long term care medicine, specifically clinical expertise, staff education, leadership, and community involvement. Nominees came from across the country, from facilities small and large, urban and rural.

In addition to being honored at the Friday, March 12, General Session during Long Term Care Medicine 2010, AMDA's annual symposium, Dr. Schreiber will be featured in an article in the April issue of *Caring for the Ages*.

*The American Medical Directors Association (AMDA) is the national professional association of medical directors, attending physicians, and other professionals practicing long term care medicine committed to the continuous improvement of patient care. The organization provides education, advocacy, information, and professional development for medical directors and other practitioners from various disciplines working together to deliver quality long term care.*

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