



FOR IMMEDIATE RELEASE
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Montefiore Announces New President and CEO

(Beachwood, Ohio) Montefiore, a premier healthcare organization caring for Cleveland's aging community, announced Seth Vilensky has been named president and CEO and will assume the position on Monday, April 13, 2015 when Lauren Rock, president and CEO, steps down. For the past eight years, Seth has worked at Cleveland Clinic, most recently as administrative director for the Center for Connected Care. In that capacity, he oversaw operations and strategy for the health system's homecare, transitional care, skilled care and hospice.

"Seth is the ideal candidate to take the helm of Montefiore," said Lawrence Mack, Chair of the Montefiore Board of Directors. "He has a wealth of experience in the healthcare field, specifically in senior care, which makes him uniquely qualified to lead the Montefiore team through a diverse and aggressive business model and will enable us to continue to navigate a rapidly changing and complex healthcare environment."

Vilensky has a deep commitment to seniors and brings over 15 years of healthcare experience to the position. His strong clinical background and understanding of the complex healthcare landscape will help position Montefiore for the future and enable the organization to continue to navigate a rapidly evolving healthcare environment.

At the Clinic Vilensky was also involved in creating numerous programs aimed at improving care for patients as they transition from hospital to community-based settings. Among them was the Skilled Nursing Facility Connected Care Program, which selected Montefiore as one of four partner facilities on the East Side. The new model of care was aimed at improving patient experience and clinical outcomes for patients transitioning from hospitals to skilled nursing facilities. He also successfully launched new programs and models for post-acute care delivery in response to healthcare reform and value-based healthcare strategy. He is recognized for numerous articles and presentations including, in June 2014, a presentation to White House staff on "*Innovative Care and Service Models*" at an Association of Jewish Aging Services (AJAS) forum in Washington DC.

In accepting his position, Vilensky said, “I am honored to serve this amazing organization and excited about the opportunities that my leadership position brings. I plan to leverage my relationships and experience in developing partnerships throughout the industry, as well as my passion for caring for older adults in the community, to keep Montefiore at the forefront in delivering world-class care for our patients, residents and families.”

Lauren Rock will be stepping down from Montefiore after eight years as President and CEO. During her tenure, she helped transform Montefiore into the top-quality organization it is today. Under her leadership, Montefiore invested over \$15 million to significantly expand its post-hospital care, inpatient hospice services and establish a memory care network for dementia programming, services and residential housing in Northeast Ohio. She was instrumental in helping to elevate the quality of care at both of its campuses — Montefiore in Beachwood and The Weils in Chagrin Falls, both of which have received perfect quality surveys and have been recognized by U.S. News & World Report for Best Nursing Homes in their ranking of the top facilities in the country.

Vilensky earned a Bachelor of Business Administration degree from the University of Michigan and a Master of Business Administration degree with an emphasis on health industry management from the Kellogg School of Management, Northwestern University. Vilensky and his wife Emily have two children, Ariel and Eli and reside in Solon.

Montefiore was founded in 1882 and boasts a 133-year legacy of personalized care that includes promoting wellness, treating illness and maintaining the highest possible quality of life for Greater Cleveland’s aging Jewish and general community. A nonprofit organization, Montefiore provides healthcare services at its Beachwood facility and provides home care and hospice services throughout the community. Additionally, The Weils, its senior living campus in Chagrin Falls, provides assisted living services, rehab therapy and skilled nursing services for post-hospital care and is opening a new memory care pavilion in June 2015.

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Montefiore is located at One David N. Myers Parkway, Beachwood, Ohio 44122.

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