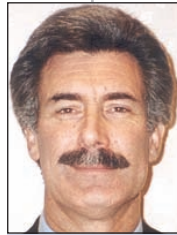


People On The Move

New Life Management and Development, in Mt. Laurel, N.J., has hired **Mel Matsumoto** as vice president of project development. Matsumoto brings nearly 30 years of experience working with elders, creative programming, staff development, and community involvement. He will coordinate and lead project professionals through the planning, financing, marketing, design and construction process; develop and manage schedule requirements; and identify and secure all required project approvals and permits. For the past

five years Matsumoto was the vice president of operations for Northern California Presbyterian Home and Services.

Greenspring of Springfield, Va., has appointed **Karla Hibbs** as the community's new director of resident life. Hibbs, who joined Greenspring in 1997, will take on a position previously held by **Robin Gliboff**, who was recently promoted to associate executive director of the community. Prior to her appointment, Hibbs



NATHANSON

served as Greenspring's community services manager and was responsible for the management of community resources and volunteer programs. As director of resident life, she will lead a number of critical community functions, including social work, pastoral ministries, gift planning, community television, volunteer programs, intermissions, and

home health and home support. Over the years, Hibbs has been instrumental in developing the culture at Greenspring and inspiring the creation of the more than 180 clubs and organizations that currently function at the community.

Bruce Nathanson has been named senior vice president of marketing and communications for the Jewish Home and Hospital Lifecare System, Purchase, N.Y. He will be responsible for strategic marketing, advertising, public and media relations, crisis management, and all communications for the Manhattan, Bronx, and Westchester divisions, as well as for the Lifecare Community Services Division. The system serves more than 7,700 individuals at its three long term care and rehabilitation centers. Community services include home health care, day care, telemedicine, and senior housing. Nathanson previously served for five



MATSUMOTO

years as a trustee at Sarah Neuman Center for Healthcare and Rehabilitation, the Jewish Home's Westchester Division. He has served on the system's Long Term Planning Committee, helping to define a new mission, establish institutional priorities, develop a client-centered service model, and plan new programs and services.

Applewood Estates, a not-for-profit Lifecare retirement community in Freehold, N.J., has recently announced the addition of **Robert Chen, MD**, and **Joshua Raymond, MD**, to their clinic and health care unit. Chen and Raymond are attending physicians at CentraState Medical Center and are assistant professors of clinical medicine at Robert Wood Johnson Medical School/ University of Medicine and Dentistry of New Jersey. Both hold certificates of added qualification in geriatric medicine.

—Yvette Cowan



If you have a People On The Move item, please send it to: Yvette Cowan, Provider, 1201 L St., N.W., Washington, DC 20005-4014. Note: Please label photos.