

People On The Move



Schonbrun

Michael Schonbrun was named chairman of the board of directors for the Rocky Mountain Chapter of the Chicago-based Alzheimer's Association. Schonbrun is president and chief executive officer of Balfour Retirement Community, Denver.

HealthFlash, Atlanta, has appointed **Brian Bilia** vice president of business development and **Chad Carlisle** and **Scott McCarty** sales executives. With more 10 years of sales and management experience, Bilia will oversee HealthFlash's new business development strategy. Carlisle was formerly an account representative for Telemate.net

Software, and McCarty, formerly a clinical image management systems provider with StorComm, has experience in both the health care and communications fields.

The Los Angeles Jewish Home, Reseda, Calif., is pleased to announce the appointment of **Jeffrey Cohen** as chief operating officer. A graduate of the State University of New York and Georgetown University Law Center, Cohen has experience in health care, legislation, and employment issues.



Cohen

Chicago Caregiver magazine, Northbrook, Ill., has appointed **Susan Hirschhaut** director of marketing and

sales. Prior to the appointment, Hirschhaut was sales associate for the Midwest territory. *Chicago Caregiver* is devoted to the concerns of caregivers in the Chicago area.

Karen Bell, **Larry Lester**, and **Meredith Pasco** have joined the board of directors at HCR Manor Care, Toledo, Ohio. Bell, assistant vice president of professional services, has held a variety of clinical services and home health management positions since joining the company in 1990. Lester, general manager of the Midwest division, oversees skilled nursing centers in Michigan and Indiana. Pasco, manager of dementia services for Michigan, Ohio, and Kentucky, works closely with staff in the dementia units at the company's skilled nursing centers and Alzheimer's assisted living centers.

The Jewish Home and Hospital, New York, has appointed **John Carter** and **Eileen Chichin** co-directors of Palliative Care Consultation Services. Carter and Chichin will work closely with patients, families, and staff to determine individualized health



Chichin and Carter

care goals of nursing facility patients. They will also educate staff on improving pain and symptom assessment management. Both Carter and Chichin are faculty members in the department of geriatrics at Mount Sinai Medical Center and are members of Mount Sinai's Lilian and Benjamin Hertzberg Palliative Care Institute.

TheraTx, Reno, Nev., has named **Francis Rowe** president and chief executive officer and **Timothy Hughes** vice president, chief clinical operations officer. Rowe has an extensive background in rehabilitation services and will be based in Santa Ana, Calif. Hughes will direct the day-to-day operations of the company in Littleton, Colo. TheraTx is a rehabilitation and consulting company.

Elsie French has been named president and chief executive officer of Village Nursing Care, Gainesville, Ga. French serves as the vice president of health services administration for ACTS where she is responsible for the overall direction of ACTS home health and senior agencies in Pennsylvania, North Carolina, and Florida. During her 11-year tenure with ACTS, she has supervised the operation of eight ACTS communities in Pennsylvania as the vice president of operations and served as executive director for two ACTS communities in Boca Raton, Fla.

Virginia Skelley has been promoted to director of program standards of Genesis Hospitality Services, Kennett Square, Pa. Skelley will be responsible for facilitating operational integration of food service and clinical nutrition systems and initiatives for all of Genesis Hospitality Services' customers in long term care, assisted living, and retirement community settings. Skelley has more than 20 years experience in food services.

—DeShaun Proctor

If you have a People On The Move item, please send it to: E. Jean Battle-Lee, Provider, 1201 L St., NW, Washington, DC 20005-4014. Note: Please label photos.