



## LOCATIONS

### NEW JERSEY

#### Cherry Hill

425 Route 70 West  
Cherry Hill, NJ 08002  
856.616.2923

#### Turnersville

215 Fries Mill Road  
Turnersville, NJ 08012  
856.616.2923

#### Hamilton

100 Horizon Center Blvd.  
Hamilton, NJ 08619  
609.807.3300

### PENNSYLVANIA

#### Philadelphia

1515 John F. Kennedy Blvd.  
Suite 1200  
Philadelphia, PA 19103  
215.546.5800

#### Lower Bucks County

Seven Neshaminy Interplex  
Suite 403  
Trevose, PA 19053  
215.546.5800

#### Main Line

150 N. Radnor Chester Road  
Suite F-200  
Radnor, PA 19087  
610.710.4220

[www.rothkofflaw.com](http://www.rothkofflaw.com)  
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#### FAX

856.616.2991

#### TOLL FREE

877.475.1101

## The Value of Gratitude

By Jerold E. Rothkoff, Esquire

Recently, my daughter, age 22, witnessed me writing thank you notes that I usually write on an average weekend. She innocently asked why I write the thank you notes. I have been handwriting thank you notes for over 15 years to clients, their caregiver loved ones, referral sources, and professional friends. I probably write between 8-12 thank you notes each week. I explained to my daughter the importance of showing gratitude. People value being thought of, and a handwritten thank you note shows their gesture was important to you.

I admit during the past several months it has been at times difficult to express gratitude. How can we be grateful when millions of Americans are out of work? Millions are sick and/or hospitalized. We cannot connect as we would like with our family and friends. Summer vacations have been canceled. We do not know when this uncertainty due to COVID-19 will end.

Yet, there are opportunities to show gratitude all around us. I am grateful that I have a wonderful spouse and children who I have had an opportunity to share more time with during the last several months (although we all need a break with each other at times). I am grateful for the wonderful and dedicated Rothkoff Law team which continues to advocate for seniors which Jacinda Graham describes in this newsletter. I am grateful for my partner, Bryan Adler, for continuing to grow as an elder law attorney and being my professional partner. I am grateful to all the healthcare providers, grocery store employees, deliverymen and women, and the many essential workers who have kept us going

the past several months. I am grateful for our clients, their loved ones, and our professional partners for their faith and trust in our elder care law firm. I am grateful the COVID-19 pandemic has forced me to slow down, and better appreciate all which is around me. I am grateful for the opportunity given to me to do what I love to do – advocate for seniors.

The COVID-19 pandemic has also taught us about ourselves and society, which will cause us to be better people. I hope the pandemic has made me a better spouse, a better father, a better elder law attorney, a better employer, a better friend.

As to society, the good about the pandemic is showing us what is wrong with our healthcare system, inclusive of long-term care. COVID-19 has exposed the cracks in our tenuous system of providing and funding long-term care, and there are no easy fixes. The pandemic has also fully exposed the racial inequalities of our health care system, with COVID-19 disproportionately affecting Black and Latino people.

We cannot allow this pandemic to pass without taking the opportunity to fix what needs to be repaired. As a result, my hope is we, as a society, learn the value of properly taking care of our most vulnerable population, and ensuring everyone has access to quality health care.

So what can we take away from these difficult months? Despite all that has gone on, there has been some positives from a world seemingly coming to a stop. It has forced us to take a step back, think, and understand what it means to live the best life possible. For that we should all be grateful.



## Symposium 2.0: Virtually Connected: A Revamped Four Part Virtual Series; Focusing on the Future of Elder Care

Due to the ongoing COVID-19 pandemic and the uncertainty as to the public health situation in the fall, we have decided to combine both the NJ & PA 2020 Rothkoff Law Elder Care Symposiums into a new virtual online platform. We will have a four-part series for the Symposiums beginning in September. Please save the dates shown at right. More details to come over the coming months.

### SAVE THE DATES

- 12:00 - 2:00 PM -

9/24/2020

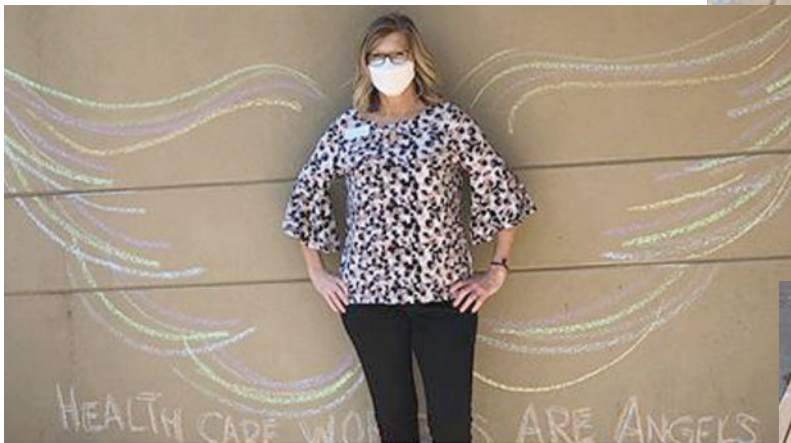
10/22/2020

10/8/2020

11/19/2020

## Rothkoff Law Group's "Chalk Squad" Brings Some Joy to Long-Term Care Workers

Rothkoff Law Group teamed with Barclays Rehabilitation and Health Care Center by chalking the sidewalk outside long-term care communities in our area. Thank you to Elizabeth Solitro of Barclays and Rothkoff Law's own Chelsea Ganssle for being the "chalk squad" and helping to bring some joy to our hard-working long-term care workers. CBS3 in Philadelphia did a story on the "chalk squad" in early June.





# Rothkoff Law Group Adapts Well to Operational Changes

by Jacinda Graham, Client Services Director

I am proud to report that the team at Rothkoff Law Group has adapted well to operational changes required by the COVID-19 pandemic. Life has changed for all of us. For the safety of ourselves and those we care about, we have been forced to distance from our friends, family, clients, professional partners, and our co-workers. Like most small businesses during this time, Rothkoff Elder Care Law Group was forced to change the way we do business and find a 'new normal'.



believe that every business has been lucky enough to experience some of the good that has come out of this otherwise difficult work situation. We were forced to change processes and procedures that will ensure even better customer service and advocacy going forward. Although our team has always been very much that, a TEAM, I now hear someone volunteer to help a co-worker with tasks every day that goes by.

## Kudos to Our Dedicated Staff

Mostly, I cannot say enough about the emotional support that the team at Rothkoff Law Group provides to one another. Since we've been socially distanced, we have implemented virtual birthday parties, spontaneously told bad jokes to each other during daily meetings, received 'You are amazing' handwritten cards from one of our elder care coordinators, taken the time to call each other just to see how someone is doing... and the list goes on.

Although the past several months has been difficult in many ways, I'm thankful for the team that I work with every day. I truly believe that's how we have managed to get through the tough days. In addition to being dedicated to advocating for seniors and those with disabilities that we serve, we are also dedicated to advocating for each other.

## Operational Changes at Rothkoff Law Group

Our new normal entailed almost our entire staff working from home, conducting client and staff meetings via phone and Zoom, and entirely revamping our educational and marketing plan so that we are now able to offer ongoing professional and consumer education via virtual platforms. Things that used to take 10 minutes now take 10 hours. I know what you're thinking...who cares? These are the same operational changes that every business has had to make during this time.

And you know what? You're right. However, I don't

## Town Hall with Eloy Van Hal: The Future of Senior Care After COVID-19

On June 24, Rothkoff Law Group hosted a virtual "town hall" conversation with Eloy van Hal, the co-founder of the Netherlands' Dementia Village. Eloy discussed the value of small scale senior housing and implementing the concept in the United States.

COVID-19 has exposed the cracks in our tenuous system of providing and funding long-term care. Comprehensive long-term care reform is needed more than ever before. An important piece of this reform is having more safe, affordable residential care options, including smaller scale residential



the hogeweyk care concept



models. Such residential housing models already exist in the Netherlands with the Dementia Village concept.

You can view highlights of the Town Hall at <https://youtu.be/DKH-CXGTsuI>.

## THE ROTHKOFF QUARTERLY – Published for clients and friends of ROTHKOFF LAW GROUP

*The success of our firm is a direct reflection of our clients and the referral sources who have supported us. Therefore, we actively welcome your referrals as well as your input regarding the contents of this newsletter. We also welcome comments on the quality of legal services our offices provide.*



425 Route 70 West  
Cherry Hill, NJ 08002

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## A Message from Jerold E. Rothkoff: To Our Professional Partners, Clients, and Consumers:

During the past four months, we all needed to change the way we do business, communicate with one another, and continue to provide necessary services. For our elder care office, the challenge was how to continue to be a valuable resource for both consumers and professionals. Through the hard work and commitment of our entire Rothkoff Elder Care Law team, we have implemented the following during the past several months:

- Facilitated weekly long-term care professional networking Zoom calls during which we offered educational opportunities.
- Transitioned all of our in-person professional and consumers seminars to webinars which will continue. For an updated list of webinars, please refer to <https://rothkofflaw.com/events/>.
- Jerry Rothkoff and Bryan Adler facilitated multiple educational panels of medical and long-term care professionals, along with communal leaders, to keep the public updated as to the effects of COVID-19 and the impact on the community.
- Our elder care coordinators, with Chelsea Ganssle taking the lead, brought goodwill to area long-term care providers with her “chalk squad”.

- Facilitated a national town hall with Eloy van Hal, the founder of the Dementia Village in the Netherlands, about the future of long-term care after COVID-19.
- Educating our clients and the public about visitation requirements in long-term care communities and facilitated increased communication with our long-term care clients and their families.
- Providing our clients and their family members weekly Zoom meetings with our attorneys and care coordinators.
- Jerry Rothkoff and Bryan Adler began virtual interviews of senior advocates entitled “The Frontlines of Advocacy for Seniors – Who’s Who.” You can watch the interviews to date at <https://rothkofflaw.com/virtual-interview-videos/>.
- Jerry Rothkoff and Bryan Adler educated elder law attorneys in both PA & NJ about preparing their offices for a crisis and addressing the needs of their staff.

Our goal is to continue to be the elder care law thought leader in the community. To do so takes the commitment of our entire elder care law team. I want to thank them for their devotion to our office, and more importantly, to the clients and their families we are charged to advocate for.

All information presented is general and does not constitute legal advice. Please do not act upon this information without consulting an attorney. Anyone facing a legal issue discussed in this publication is advised to seek legal advice from a competent professional.