



A 501c3 Organization

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SUN-B Forms Strategic Alliance with Maimonides Hospital Geriatric Division

Brooklyn, NY – September 19, 2011 – The Senior Umbrella Network of Brooklyn has entered into a shared value arrangement with Maimonides Hospital that is expected to reap significant benefits for the organization, the healthcare facility and most of all – the seniors of Brooklyn.

“Shared value is a relatively new concept utilized by responsible businesses,” says SUN-B founder and chair Vicki Ellner. “It involves creating economic value in a way that also creates value for society by addressing its needs and challenges. In our case, we can help Maimonides in their outreach efforts to screen and treat the elder population and they can help us by providing the tools to act as an even greater resource for the seniors we advocate for in our organization.”

She will be collaborating primarily with Drs. Barbara Paris, Director of Geriatric Services, Melvyn Hecht, Deputy Director, Jennifer Breznay, Associate Program Director, Salwa Gerges, geriatrician and internist and Debra Barnett, NP, Director of Home Medical Care for the Elderly Program. They will be exploring health and safety initiatives geared to advising and assisting the elder population and their families in Brooklyn.

“We are proud to be associated with a hospital as prestigious as Maimonides,” says Ms. Ellner. “We anticipate a long and productive relationship leading to enhanced visibility for SUN-B and its members and considerable improvement in the quality of life for seniors in our community.”

The Senior Umbrella Network of Brooklyn is a 501©3 nonprofit organization comprised of professionals affiliated with hospitals, nursing homes, the government, assisted living facilities, home care, community-based organizations, senior centers, the legal and financial sectors and other senior-oriented professions. SUN-B’s agenda is dedicated to fighting ageism and elder abuse while promoting access to vital services. To learn more about SUN-B including membership information visit www.sunb.org or email info@sunb.org.

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