



## **Barbra Gold appointed Director of the Support program for the autonomy of seniors**

I am pleased to welcome Barbra Gold as Director of the Support program for the autonomy of seniors for the *Centre intégré universitaire de santé et de services sociaux (CIUSSS) du Centre-Ouest-de-l'Île-de-Montréal*.

In this new role, Ms. Gold will oversee the teams working in long-term care, home care, day centres, and intermediate resources for our patient population.

Ms. Gold began her career in 1979, working in various administrative positions at the Jewish General Hospital. In 1991, she was hired as Executive Director of Donald Berman Maimonides Geriatric Centre, and took on the additional role of Executive Director at Jewish Eldercare in 2005. Under her leadership, both Maimonides and Jewish Eldercare received a number of national awards and recognition for patient-centred care. Both were the first long-term care centres in North America to receive gold designation, which is the highest level of designation from Planetree—an international organization focused on patient-centred health care (2013).

From 2009 until 2011, Ms. Gold served as President of The Association of Jewish Aging Services of North America, which is based in Washington, D.C.

Ms. Gold has a Master's degree in Health Administration from the University of Ottawa.

"I am very excited to take on this new challenge," says Ms. Gold. "My goal is to improve the patient experience for seniors across the continuum of care, and I look forward to contributing to the implementation of the integrated healthcare model."

Together with Ms. Gold, the rest of the management team, and in partnership with all of the institutions in our network, I am eager to embark on this new era in health care. With her years of experience in healthcare with a focus on the specialized needs of seniors, I believe she will introduce changes for their benefit at all points of care across our CIUSSS.

See the full list of appointments: <http://jgh.ca/en/CIUSSS-Administration>

Lawrence Rosenberg, M.D., Ph.D.  
President-CEO