



**FOR IMMEDIATE RELEASE**

Media Contact: Lisa Buchman  
Harrison Edwards PR/914-242-0010  
lbuchman@harrison-edwardspr.com

## **WILLOW TOWERS ASSISTED LIVING EXECUTIVE DIRECTOR EARNS CERTIFIED DIRECTOR OF ASSISTED LIVING CREDENTIAL**

**DR. NORA O'BRIEN IS ONE OF ONLY TWO ASSISTED LIVING LEADERS IN WESTCHESTER COUNTY TO OBTAIN NATIONAL INDUSTRY CERTIFICATION**

***"What this means is that we provide the highest quality of service in senior living."***

(New Rochelle, NY—August 22, 2018)...Nora O'Brien, DPT, executive director of Willow Towers Assisted Living and Willow Gardens Memory Care at United Hebrew of New Rochelle, has earned the prestigious national industry Senior Living Certification Commission's (SLCC) **Certified Director of Assisted Living** (CDAL) credential, making her one of only 15 professionals in New York State and one of just two assisted living directors in Westchester County to do so.

"Nora's work in obtaining this certification demonstrates her achievement of relevant, measurable, and industry-recognized standards of practice in the assisted living executive director role," noted Rita Mabli, president and CEO, United Hebrew of New Rochelle. "It's another feather in her cap, and we are so proud of her leadership within the industry."

Since the CDAL program's launch in 2016, 489 professionals nationwide have received the credential, according to Robert Oliveri, certification operations manager at SLCC, an independent nonprofit organization formed by the assisted living trade association, Argentum, to establish credentialing programs for senior living professionals. To become certified, eligible assisted living executive directors must pass a written examination based on knowledge and tasks related to the duties performed by assisted living executive directors, including resident care and services, customer experience, leadership, operations management, and financial management, among other areas.

This recognition is on the heels of another honor received by Willow Towers, the National Center for Assisted Living's 'Commitment to Quality Award.' Willow Towers was among just 66 assisted living facilities nationwide, and, the only facility in New York State, to receive the award. Dr. O'Brien says the credential is another indication of the quality of care provided to residents of Willow Towers.

"What this means is that we at Willow Towers are committed to the highest level of service in senior living," said Dr. O'Brien, who also serves as executive director of United Hebrew's Willow

Gardens Memory Care. “The CDAL program allows us to raise the bar, earn recognition for our experience, competence, and professionalism, and ultimately, show our residents we’re working hard to ensure they have tremendous supportive care in a community that feels like home.”

Dr. O’Brien points out that searching for an assisted living residence for a loved one is often challenging especially when such facilities are not nationally regulated. “What’s more, not all obtain the same state licensures,” she notes.

“Recognitions by our industry set Willow Towers apart from other assisted living facilities in the area,” says Dr. O’Brien. “They help to affirm our hard work in providing the best possible experience for our residents.”

The honor is the latest earned by United Hebrew’s campus community. Recent accolades include receiving the American College of Healthcare Administrators (ACHCA) Eli Pick Facility Leadership award (for the third year in a row); the America’s Best for Extended Care Women’s Choice Award, and making the list of U.S. News & World Report Best Nursing Homes (for the seventh consecutive year).

### **About United Hebrew**

United Hebrew of New Rochelle ([uhgc.org](http://uhgc.org)) is a vibrant not-for-profit, non-sectarian, multi-service campus of comprehensive care nestled on 7.5 acres. United Hebrew has been serving the Westchester metropolitan area since 1919, and today, serves more than 1,000 residents and clients daily on its Harry and Jeannette Weinberg Campus and within the Westchester community. Services include: **Long-Term Skilled Nursing** (*The Kramer and Skalet Pavilion*); **Burke Rehabilitation at United Hebrew**; **Willow Towers Assisted Living** (*The Beverly and Alfred J. Green Pavilion*), **Memory Care** at Willow Gardens; The Phoenix Neighborhood and Griffen Program at Willow Towers; and Nightingale Neighborhood at United Hebrew; **Independent Senior Housing** at Soundview (*Low-Savin Residence*) and Meadow Lane Senior Apartments); **Health at Home** (*AZOR Licensed Home Health Care and Certified Home Health Agency*); and **Private Geriatric Care Management Services** (*Raven Care Advocates*). For more information, call (914) 632-2804 or visit [www.uhgc.org](http://www.uhgc.org)