

ANNUAL REPORT 2020
RESILIENCE



BROADWAYHOUSE
FOR CONTINUING CARE





MISSION

Broadway House is a not-for-profit organization committed to providing quality healthcare and educational and rehabilitative services to all its patients, especially those living with HIV/AIDS, enabling them to return to their communities and lead productive, dignified lives.

VISION

To transcend the lives of every patient we treat and help them return to the community with access to healthcare and housing that are discrimination and judgment-free and inclusive of the LGBTQ community.

RESILIENCE

Executive Message

Last year certainly tested the resilience of the staff and residents who call Broadway House for Continuing Care home. In spring 2020, as the COVID-19 pandemic ravaged nursing homes around the nation, we circled the wagons to protect our residents—some of the most vulnerable people in our society.

Our staff demonstrated amazing dedication and skill to limit the spread of the deadly disease among Broadway House residents. Drawing on our considerable experience dealing with the HIV/AIDS epidemic, we initiated new infection control protocols. Our residents were equally determined, adhering to strict masking and social distancing guidelines. When the vaccine became available, our Broadway House community lined up to take it.

The result of these efforts was remarkable: Broadway House had one of the best pandemic responses among nursing homes in New Jersey, recording very few COVID-19 cases among our residents. Our staff and residents demonstrated tremendous resilience in the face of extreme adversity. We have never been prouder.



James Gonzalez, MPH, FACHE, LNHA
President/CEO



Anthony Anniano
Chairman of the Board

STRONGER TOGETHER

When the pandemic struck, Broadway House for Continuing Care was ready. Planning began in early 2020, as soon as China reported its first cases. At the heart of every decision was the safety of our staff and residents. As a result of our intensive team approach to preparation, Broadway House reported very few cases of COVID-19.

Broadway House staff and residents demonstrated tremendous resilience during this unprecedented public health emergency. Here are their stories.

On the Front Lines

"At Broadway House, we had our first COVID-19 preparedness meeting when the first cases of infection were announced in China. That was in January 2020—two months before the lockdown

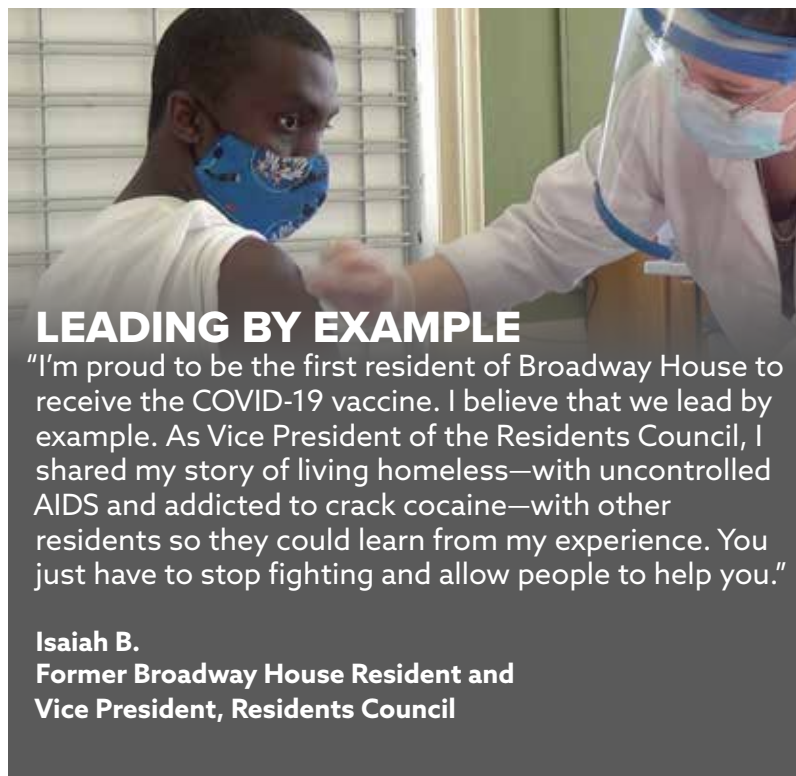
began in New Jersey. We took precautions to implement new protocols and held regular infection control meetings. Our residents are some of the most vulnerable in the healthcare system, so their



PREPARED

"We had some fear of the unknown, but Broadway House was ready. There was no shortage of PPE or medical supplies, and every decision was informed by experts in infectious disease and infection control. While other facilities had staff leave during the pandemic, we did not. Our dedicated staff stayed the course through a very difficult time. We were—and continue to be—here for our residents."

Lois Beatty, BSN, RN
Director
Quality and Regulatory Affairs



LEADING BY EXAMPLE

"I'm proud to be the first resident of Broadway House to receive the COVID-19 vaccine. I believe that we lead by example. As Vice President of the Residents Council, I shared my story of living homeless—with uncontrolled AIDS and addicted to crack cocaine—with other residents so they could learn from my experience. You just have to stop fighting and allow people to help you."

Isaiah B.
Former Broadway House Resident and
Vice President, Residents Council

safety—and the safety of our staff—drove every decision.

“As a result of this intensive preparation, Broadway House has handled the pandemic remarkably well, especially with our population of largely HIV/AIDS and immunosuppressed residents. Our rate of COVID-19 contagion has been extremely low, in comparison with other institutions. That’s a testament to the dedication and resilience of every Broadway House team member and resident.”

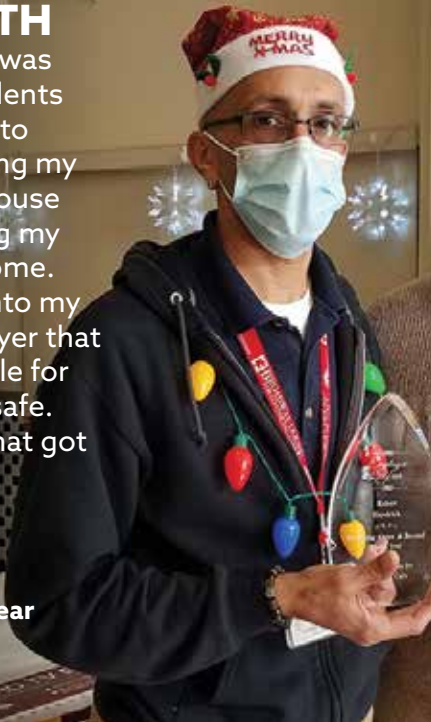
Rodolfo A. Munera, MD
Medical Director



GUIDED BY FAITH

“During the pandemic, it was a challenge to keep residents engaged while confined to their units. I was balancing my concern for Broadway House residents with protecting my sons and grandson at home. Sometimes I would go into my office and say a little prayer that everyone I am responsible for would stay healthy and safe. Honestly, it is my faith that got me through.”

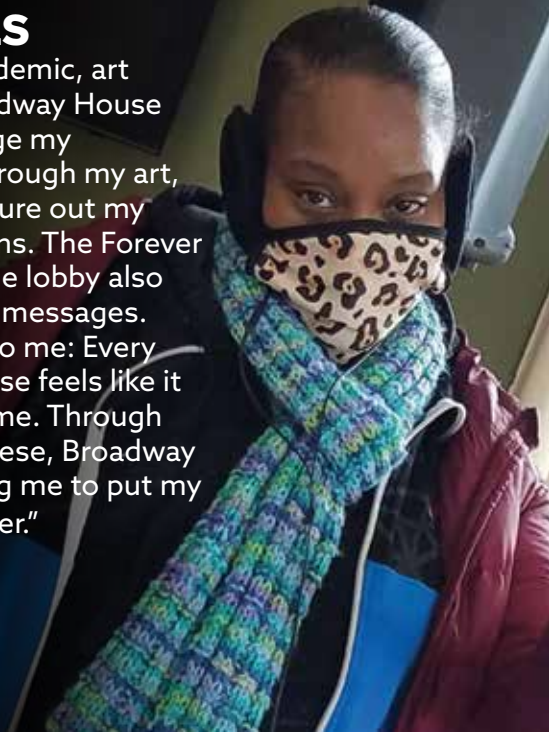
Robert Hardrick
Activities Assistant
2020 Staff Person of the Year



ART HEALS

“During the pandemic, art therapy at Broadway House helped to change my perspective. Through my art, I was able to figure out my negative patterns. The Forever Green Tree in the lobby also has leaves with messages. The leaves call to me: Every message I choose feels like it was meant for me. Through activities like these, Broadway House is helping me to put my life back together.”

Nicole B.
Broadway House
Former Resident



BY THE NUMBERS

5

NATIONAL AWARDS

CMA 5-STAR RATING ALL 4 QUARTERS

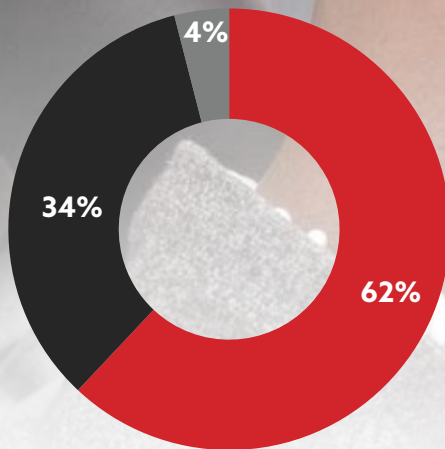
SENIOR CRIMESTOPPERS

1

STATE AWARD

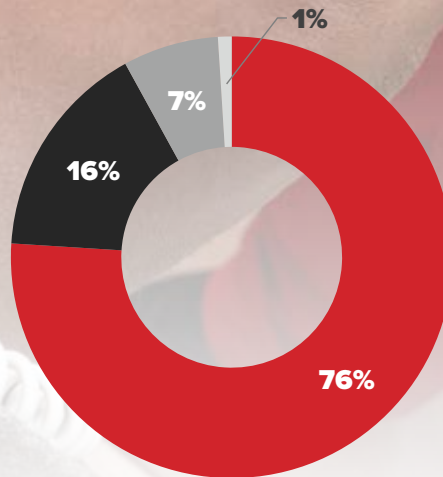
NJ ANTIBIOTICS AWARE SILVER STEWARD

Gender



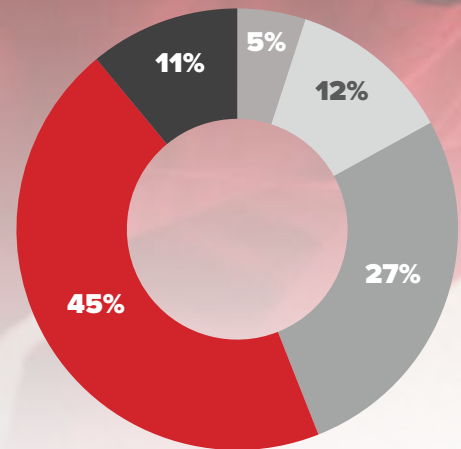
- Male
- Female
- Transgender (M to F)

Race/Ethnicity:



- African-American/Black not Hispanic
- Hispanic/Latino
- White not Hispanic
- Other not Hispanic

Age



- Age 25-34
- Age 35-44
- Age 45-54
- Age 55-64
- Age 65+

FINANCIALS

REVENUES

PROGRAM REVENUE	
Patient Revenue	10,023,489
Other Revenue - Non-Patient Driven	86,259
Total Program Revenue	10,109,748

STATE AND FEDERAL GRANTS

Ryan White	230,828
CARES Act Grant Revenue	743,843
Total Grant Revenue	974,671

TOTAL REVENUE 11,084,419

EXPENSES

Salaries & Wages (incl. benefits and taxes)	4,361,437
Purchased Services & Professional Fees	2,643,205
Patient Care Supplies & Expenses	1,544,052
Fundraising	33,924
Facility/Property Costs	1,388,883
Depreciation & Amortization	179,593
TOTAL EXPENSES	10,151,094

Change in Net Assets	933,325
Charity Care	(450,000)
Total Change in Net Assets	483,325
Net Position - Beginning of Year	3,497,148
Net Position - End of Year	3,980,473

ASSETS

Cash & Cash Equivalents	1,580,283
Investments	853,465
Patients' Accounts Receivable	2,127,600
Grants & Other Receivables	254,295
Prepaid Expenses & Other Current Assets	129,644
Restricted Cash for Residents	22,744
Capital Assets	1,357,893
TOTAL ASSETS	6,325,924

LIABILITIES AND NET ASSETS

Accounts Payable & Accrued Expenses	1,424,227
Resident Funds Payable	22,744
Payroll Protection Program Loan	713,335
Deferred Revenue & Medicare Advances	156,602
Line of Credit & Auto Loan	28,543
Total Liabilities	2,345,451

Net Position	3,980,473
TOTAL LIABILITIES AND NET ASSETS	6,325,924

FOUNDATION SUMMARY

Cash	161,646
Investments	853,465
TOTAL CASH & EQUIVALENTS	1,015,111

ADMINISTRATION

James R. Gonzalez, MPH, FACHE, LNHA
President and CEO

DIRECTORS

Joseph Badru
Admissions

Lois Beatty, BSN, RN
Quality and Regulatory Affairs

Herbert R. Belisle
Plant Operations

Edward Brazaitis, Sr., MD
Medical Team

Roxanne Fraser, MSNEd, RN
Nursing Services

Reza Goco, BSN, RN
Nursing Services

Korvette Hinton-Woods, CSW
Activities, Interns & Volunteers

Gloria Horton, BA, CSW, CDP, CDVC
Social Services

Donnamarie Lynch, MBA, PhD
Human Resources

Erin Marsland, MBA
Business Office

Angela Moroney-Cymbaluk
Business Office

Rodolfo A. Munera, MD
Medical Team

Zwardie Nelson
CSG Food Services

Lisa M. Papciak
Marketing and Development

Linus Riauba, MD
Medical Team

Lauro L. Rocha, DNP, APN-BC
Medical Team

Alexander Stoler, MD
Medical Team

BOARD OF TRUSTEES

Anthony Ammiano - Chair
Chief Financial Officer/Treasurer
Del-Sano Contracting Corp.

Deputy Mayor
Township of Freehold

William Cassidy, PhD - Vice Chair
Vice Chairman

West Virginia Ventures LLC
CEO
Human Resources International LLC

Gayle Chaneyfield Jenkins
Independent Consultant
Gayle Global LLC

Robert C. Iannaccone, MBA, JD
Executive Vice President
University Hospital

Monica Lintott, PhD
Clinical Psychologist
Private Practice

Gary Paul Wright
Executive Director
African American Office of Gay Concerns

PARTNERS

CORPORATE

Amazon Smile
The Charts Group
Circle of Life
Community Food Bank of New Jersey
Culinary Services Group
Eisai USA Foundation
EMS, LLC
Generation Pharmacy Group, LLC
H&R Healthcare
HRSA Ryan White HIV/AIDS Program
HCANJ - Healthcare Association of New Jersey
ImageFIRST
Inglesino, Webster, Wyciskala & Taylor, LLC

Janssen Therapeutics
MAC AIDS FUND
NJHA - New Jersey Hospital Association
NJ Transit
Palmer & Kay/
HUB International
PF Compass
Regal Bank
Tender Touch Rehab Services
ViiV Healthcare

COMMUNITY

Beauty for Ashes (Valerie Seymour)
Clear View Baptist Church
Jane and Friends Ministry at Faith Lutheran Church

New Beginnings Ministry at Hawthorne Gospel Church
Saint James Health Care Center

HIGHER EDUCATION

Bloomfield College
Caldwell University
New York University
Pratt Institute
Rutgers Biomedical and Health Sciences (RBHS)
Rutgers School of Nursing
Rutgers School of Public Affairs and Administration (SPAA)
School of Visual Arts
Southwestern College
The College of New Jersey



BROADWAYHOUSE

F O R C O N T I N U I N G C A R E

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Phone: 973.268.9797

broadwayhouse.org