



# ESAAL's 2010 Buyers Guide

## A listing of ESAAL's 31<sup>st</sup> Annual Trade Show Exhibitors

**Please Patronize our Vendors!**

June 2010

Dear ESAAL Member,

In early May a record attendance of ACF/assisted living providers participated in ESAAL's 31<sup>st</sup> Annual Conference and Trade Show in Saratoga Springs, New York. During the conference, more than 275 Adult Care Facility/Assisted Living Providers visited with representatives from 41 companies who showcased their products and services designed for assisted living providers and their residents.

The following pages list the Trade Show vendors from the conference, along with their contact information and a description of their product or service. Please consider patronizing them when you are purchasing for your residence. Their participation has helped to support your Association, the assisted living industry, and individual providers like you.

Please help us to thank them—keep this booklet handy and throughout the year give the vendors an opportunity should you be seeking a product or service they provide.

Thank you for helping ESAAL and its supporters.

Best Regards,

Beverly Paparo  
Administrator, Gurwin Jewish-Fay J. Lindner Residences  
ESAAL Conference & Education Chairperson

Lisa Newcomb  
Executive Director

## Bailey, Haskell & LaLonde

Contact: Christina Warner  
Email: [cwarner@bhlinsurance.com](mailto:cwarner@bhlinsurance.com)  
5232 Witz Drive  
North Syracuse, NY 13212  
Phone: 315-413-4418  
Fax: 315-457-7902  
[www.bhlinsurance.com](http://www.bhlinsurance.com)

Bailey, Haskell & LaLonde is a full service brokerage firm with a long term care Risk Retention Group providing general and professional coverage for healthcare facilities.



## CCRx of New York, LLC

Contact: Lindsay Potter  
Email: [lpotter@ccrx.org](mailto:lpotter@ccrx.org)  
84 Patrick Lane  
Poughkeepsie, NY 12603  
Phone: 845-485-3784  
Fax: 845-485-2853  
[www.ccrx.org](http://www.ccrx.org)

Continuing Care Rx, Inc. (CCRx) is a rapidly growing long-term care pharmacy distribution company that currently operates in Pennsylvania, Maryland, New York, North Carolina, Florida and Illinois. As a well-established provider of comprehensive institutional pharmacy services, CCRx currently fills over 350,000 prescription orders per month from approximately **240 long-term care providers** and 20 correctional facilities. CCRx also offers various consulting services that help our clients develop and monitor cost containment programs, identify drug utilization issues, and ultimately improve the lives of the residents in the facilities we service.

## Carpe VM, LLC

Contact: Charles DeBenedittis  
Email: [CharlesD@CarpeVM.com](mailto:CharlesD@CarpeVM.com)  
234 5<sup>th</sup> Avenue, Ste. 505,  
New York, NY 10001  
Phone: 646-867-1856  
Fax: 212-504-8075  
<http://s.carpevm.com/assisted-living>

A Video Marketing company in New York City creating video that promotes, educates and connects people. Committed to the Assisted Living Industry and showcasing with video on the web, what sets each apart from the rest. Video that leads visitors of your website to become visitors to your doorstep. Products and services can't define interpersonal skills, so it is important for your customers to "meet" the people delivering those things. A video creates an emotional connection with your potential clients.



## Chem Rx

Contact: Jody Silva Falk  
Email: [jodychemrx@aol.com](mailto:jodychemrx@aol.com)  
750 Park Place  
Long Beach, NY 11561  
Phone: 516-889-8770  
Fax: 516-889-8225  
16 Walker Way  
Albany, NY 12205  
Phone: 518-452-7795  
[www.chemrx.net](http://www.chemrx.net)

Chem Rx Pharmacy has been providing outstanding pharmacy and customer service for over 40 years and is now open in Albany! Please call us to discuss our technology and educational opportunities.

## Compu Care ALP, Inc.

Contact: Judy Geva  
Phone: 718-939-2076  
Email: [info@compucarealp.com](mailto:info@compucarealp.com)  
150-57 Bayside Av., PO Box 540836  
Flushing, NY 11354  
[www.compucarealp.com](http://www.compucarealp.com)

Compu Care ALP, Inc. is the largest provider of an automated management software system to the Assisted Living & Adult Care industry in New York State. We also serve in New Jersey, Florida and Pennsylvania. We are currently servicing over 75 facilities, ranging in capacity of 55 – 375 residents, totaling over 15,500 beds. Compu Care is the most comprehensive, advanced, convenient-to-use, up-to-the-minute compliant resident system. Being equipped with this effective management package you will have, at your figure tips, the advantage of utilizing one vehicle that includes all your resident management needs: **Marketing + Resident Info Care + Medical + Financial.**

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## Cool Insuring Agency, Inc.★

Contact: Maria DeLorenzo  
Email: [mtdelorenzo@coolins.com](mailto:mtdelorenzo@coolins.com)  
784 Troy-Schenectady Road  
Latham, NY 12110  
Phone: 518-783-2665  
Fax: 518-783-8754  
[www.coolins.com](http://www.coolins.com)

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## Cutie Pharma-Care, Inc.★

Contact: Marilyn Gouly  
Email: [Marilyn@cutiepharma.com](mailto:Marilyn@cutiepharma.com)  
114 Main Street  
Greenwich, NY 12834  
Phone: 518-692-8500  
Fax: 518-692-8552  
[www.cutiepharma.com](http://www.cutiepharma.com)

Cutie Pharma-Care is a specialized pharmacy providing innovative pharmaceutical system using the medicine-on-time, multi-dosing packaging that's designed to increase medication compliance and adherence.

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## EFP Rotenberg★

Contact: Craig Kellner  
Email: [kellner@efprotenberg.com](mailto:kellner@efprotenberg.com)  
180 Canal View Blvd., Ste. 100  
Rochester, NY 14623  
Phone: 585-427-8900  
Fax: 585-427-8947  
[www.efprotenberg.com](http://www.efprotenberg.com)

Over 25 years of experience in serving assisted living communities including: financial statement audits, DOH reporting, HUD audits, cost segregation, M&A services and tax services.

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## Eastern Portable X-ray

Contact: Steven Merced  
Email: [info@epxray.com](mailto:info@epxray.com)  
385 Central Ave, Ste. E  
Bohemia, NY 11716  
Phone: 631-853-7777  
Fax: 631-853-1078  
[www.epxray.com](http://www.epxray.com)

Eastern Portable X-Ray has been in business for 20 years. Serving nursing homes, assisted living facilities, government inmate facilities and homebound patients. Our mission is to provide quality images with a quick turnaround time for immediate care for your patients.

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## Greystone Bank

Contact: Joshua Fishman  
Email: [jfishman@greystonebank.com](mailto:jfishman@greystonebank.com)  
152 West 57th St., 60th Floor  
New York, NY 10019  
Phone: 212-896-9189  
[www.greyco.com](http://www.greyco.com)

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## Health Direct Institutional Pharmacy Services

Contact: Michael Maenza  
Email: [mikemaenza@healthdirectipsrx.com](mailto:mikemaenza@healthdirectipsrx.com)  
6333 Route 298  
East Syracuse, NY 13057  
Phone: 315-413-7780  
Fax: 315-432-9113  
[www.healthdirectipsrx.com](http://www.healthdirectipsrx.com)

Health Direct is a New York-based institutional pharmacy provider. We provide overall solutions for cost-effective management of all your pharmacy needs with an emphasis on facility-to-pharmacy communication and streamlining processes through the use of new technology.

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## Fox Rehabilitation

Contact: Nick Lampiasi  
Email: [Nicholas.lampiasi@foxrehab.org](mailto:Nicholas.lampiasi@foxrehab.org)  
7 Carnegie Plaza  
Cherry Hill, NJ 08003  
Phone: 877-407-3422  
Fax: 877-407-4329  
[www.foxrehab.org](http://www.foxrehab.org)

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## Healthcare Services Group, Inc. ⚙️

Contact: Rob Maxwell  
Email: [rmaxwell@hcsigroup.com](mailto:rmaxwell@hcsigroup.com)  
43 Circle Drive  
Camp Hill, PA 17011  
Phone: 717-926-1593  
Fax: 717-265-2110  
[www.hcsgcorp.com](http://www.hcsgcorp.com)

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## Hudson Pharmacy & Surgical Supplies

Contact: Frank Frustace  
Email: [ffrustace@hudsonpharmacyandsurgical.com](mailto:ffrustace@hudsonpharmacyandsurgical.com)  
40 Spring Street  
Ossining, NY 10562  
Phone: 914-941-4476  
Fax: 914-941-0362  
[www.hudsonpharmacyandsurgical.com](http://www.hudsonpharmacyandsurgical.com)

Hudson Pharmacy & Surgical Supplies has developed a collaborative approach to providing pharmaceutical care - working together with our long-term partners towards a workflow model with a balance of professionalism and personal attention. We offer two different medication delivery systems, Opus color-coded cassettes and blister card unit dose, both backed by our ongoing quality assurance program.

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## InterGen Health, LLC

Contact: Jason Newman  
Email: [jnewman@renltc.com](mailto:jnewman@renltc.com)  
1650 Eastern Parkway  
Brooklyn, NY 11233  
Phone: 718-346-1000  
Fax: 718-346-1003  
[www.intergenhealth.com](http://www.intergenhealth.com)

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## Journey with Me, LLC

Contact: Kathleen Labonville  
Email: [info@journeywithmellc.com](mailto:info@journeywithmellc.com)  
34 Stevens Brook Road  
Warner, NH 03278  
Phone: 603-456-3145  
[www.journeywithmellc.com](http://www.journeywithmellc.com)

Journey with Me is a proven, successful program that brings creative writing to senior citizens. The program's workbook is designed for activities directors to use at assisted living homes.

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## Leonard Bus Sales, Inc.★

Contact: Patrick Laffan  
Email: [PatrickL@leonardbus.com](mailto:PatrickL@leonardbus.com)  
4 Leonard Way, Deposit, NY 13754  
Phone: 607-467-3100  
246 N. Main St., Mechanicville, NY 12118  
Phone: 518-664-9253  
766 Ellsworth Rd., Rome, NY 13441  
Phone: 315-336-5600  
7150 Apple Tree Ave., Bergen, NY 14416  
Phone: 585-494-0140  
[www.leonardbus.com](http://www.leonardbus.com)

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## Med World Pharmacy★

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80 Red Schoolhouse  
Chestnut Ridge, NY 10977  
Phone: 845-371-8601  
Fax: 845-371-8694  
[www.medworldpharmacy.com](http://www.medworldpharmacy.com)

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## Medical House Calls

Contact: Michael McCooley  
Email: [mpmcooley@hotmail.com](mailto:mpmcooley@hotmail.com)  
445 Hamilton Av., 10th Fl.  
White Plains, NY 10601  
Phone: 914-428-7722  
Fax: 914-428-2404

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## Medline Healthcare Industries

Contact: Marcy Wells  
Email: [mwells@medline.com](mailto:mwells@medline.com)  
1 Medline Place, Mundelein, IL 60060  
Phone: 800-Medline (633-5463)  
[www.medline.com](http://www.medline.com)

Medline strives to be the leader in the healthcare industry by developing the most cost effective products combined with helpful clinical solutions.

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## Nestle' Professional Vitality

Contact: Sharon Sachenski, MA, RD  
Email: [ssachenski@vitalityinc.com](mailto:ssachenski@vitalityinc.com)  
c/o 80 Kiva Place, Branchburg, NJ 08876  
Phone: 908-209-3935  
Fax: 908-252-0903  
[www.vitalityfoodservice.com](http://www.vitalityfoodservice.com)  
[www.nestleprofessional.com](http://www.nestleprofessional.com)

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## New York Bus Sales, LLC★

Contact: Marcia Taylor  
Email: [sales@newyorkbussales.com](mailto:sales@newyorkbussales.com)  
7765 Lakeport Road  
Chittenango, NY 13037  
Phone: 800-962-5768  
Fax: 315-687-7900  
[www.newyorkbussales.com](http://www.newyorkbussales.com)

Sales, parts and service paratransit and all passenger buses and vans - centrally located throughout New York State.

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## Novartis Pharmaceuticals

Contact: Paula Perpall  
Email: [paula.perpall@novartis.com](mailto:paula.perpall@novartis.com)  
Phone: 518-312-7985  
Fax: 518-885-0019  
[www.novartis.com](http://www.novartis.com)

Novartis Mission Statement: We want to discover, develop, and successfully market innovative products to prevent and cure diseases to ease suffering, and to enhance the quality of life.

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## NYSDOH Bureau of HEALTHCOM Network System Management

Contact: Gregory Sweet  
Commerce Trainer  
Email: [gps03@health.state.ny.us](mailto:gps03@health.state.ny.us)  
800 North Pearl St., Rm. 236  
Albany, NY 12204  
Phone: 518-473-1809  
Fax: 518-473-1615  
<https://commerce.health.state.ny.us>

Contact the Commerce trainers for Health Commerce System (HCS) technical support and assistance with HCS compliance. The Commerce trainers can also assist you with the transition to the new Health Commerce System Portal. For assistance with your User ID or password, contact the Commerce Accounts Management Unit at 1-866-529-1890.

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## OMNICARE, INC.★

Contact: Gary Iacovelli  
Email: [gary.iacovelli@omnicare.com](mailto:gary.iacovelli@omnicare.com)  
342 Northern Lights Dr.  
North Syracuse, NY 13212  
Phone: 315-243-4475  
Fax: 315-455-6128  
[www.omnicare.com](http://www.omnicare.com)

Omnicare is the nation's leading provider of pharmaceutical care for seniors.

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## Precision LTC Pharmacy

Contact: James Spaulding  
Email: [jjspaulding@precisionltc.com](mailto:jjspaulding@precisionltc.com)  
665 Middle Neck Road  
Great Neck, NY 11023  
Phone: 516-466-7700  
Fax: 516-487-8729  
[www.precisionltc.com](http://www.precisionltc.com)

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## Premier Home Health Care Services, Inc.

Contact: Cathy Giandurco  
Email: [cathyg@premierhomehealthcare.com](mailto:cathyg@premierhomehealthcare.com)  
445 Hamilton Av., 10<sup>th</sup> Floor  
White Plains, NY 10601  
Phone: 914-428-7722  
Fax: 914-428-2404  
[www.premierhomehealthcare.com](http://www.premierhomehealthcare.com)

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## Prime Source Services, LLC

Contact: Sam Rosenbaum  
Email: [samr@primesourceny.com](mailto:samr@primesourceny.com)  
410 Route 59  
Airmont, NY 10952  
Phone: 845-517-0020  
Fax: 845-517-0016  
[www.primesourceny.com](http://www.primesourceny.com)

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## Quandts Foodservice Dist., Inc.

Contact: Robert Janetsky  
Email: [rjanetsky@quandts.com](mailto:rjanetsky@quandts.com)  
105 Quist Rd., PO Box 700  
Amsterdam, NY 12010  
Phone: 518-770-1912  
Fax: 518-770-1966  
[www.quandts.com](http://www.quandts.com)

Full-line Foodservice distributor servicing a 180-mile radius from Amsterdam, New York. Lines include fresh, frozen, grocery, paper, equipment online order - WEB based.

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## Raymond Michael LTD

Contact: Rosanne Michael  
Email: [custserv.rmltd@verizon.net](mailto:custserv.rmltd@verizon.net)  
439 N. Terrace Ave.  
Mount Vernon, NY 10552  
Phone: 914-667-6800  
Fax: 914-665-8011  
[www.playworldsystems.com](http://www.playworldsystems.com)

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## Rx Care Assurance, Powered by OPUS

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8939 F Street. Omaha, NE 68127  
Phone: 402-592-2169  
Fax: 402-592-1997  
[www.rxcareassurance.com](http://www.rxcareassurance.com)

Rx Care Assurance, powered by OPUS, helps you find the optimal pharmacy partner, continually measures their performance and ensures they remain committed to your long-term satisfaction.

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## Senior Insight

Contact: Vincent Saturnino  
Email: [vince@seniorinsight.com](mailto:vince@seniorinsight.com)  
3451 Zuni Street, Denver, Colorado 80211  
Phone: 303-477-7600  
Fax: 303-484-4733  
[www.seniorinsight.com](http://www.seniorinsight.com)

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## SeniorCare EMS

Contact: David Friedman  
Email: [dfriedman@seniorcareems.net](mailto:dfriedman@seniorcareems.net)  
855 Brush Ave., Bronx, NY 10465  
562 Wortman Ave., Brooklyn, NY 11208  
Phone: 718-430-1525  
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## Shore Pharmaceutical Providers

Contact: Kate Malatesta  
Email: [Kate.malatesta@omnicare.com](mailto:Kate.malatesta@omnicare.com)  
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## Special Care Systems, LLC

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Fax: 585-671-1183  
[www.specialcaresys.com](http://www.specialcaresys.com)

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## Specialty Portable X-ray & EKG, Inc.

Contact: Paul J. Fowler  
Email: [xray5000@earthlink.net](mailto:xray5000@earthlink.net)  
5000 Long Beach Rd.  
Island Park, NY 11558  
Phone: 516-432-3800 or 800-554-4229  
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## Stat Portable X-ray

Contact: Alexander Platschek  
Email: [Alex@mobiledh.com](mailto:Alex@mobiledh.com)  
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[www.mobiledh.com](http://www.mobiledh.com)

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## Sterling and Sterling Inc.

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135 Crossways Park Drive  
Woodbury, NY 11797  
Phone: 516-773-8619, Fax: 516-487-0372  
[www.sterlingrisk.com](http://www.sterlingrisk.com)

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## Stonebridge Medical

Contact: David Lefkowitz  
Email: [davidl@stonebridgemedical.com](mailto:davidl@stonebridgemedical.com)  
661 Hillside Road  
Pelham Manor, NY 10803  
Phone: 914-738-9400  
Fax: 914-738-3496  
[www.stonebridgemedical.com](http://www.stonebridgemedical.com)

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## TotalKare of America, Inc.★

Contact: Mary Bergstraesser  
Email: [mary@totalkare.com](mailto:mary@totalkare.com)  
327 W. Fayette St., Ste. 301  
Syracuse, NY 13202  
Phone: 315-471-4477  
Fax: 315-471-4483  
[www.totalkare.com](http://www.totalkare.com)

TotalKare, one of New York's largest medical equipment distributorships, specializes in safety, security and communication systems for the healthcare industry.

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## Utility Refund Solutions, Inc.★

Contact: Jeannie Cafarella  
Email: [jcafarella@urs1.com](mailto:jcafarella@urs1.com)  
382 Randall Rd., Ridge, NY 11961  
Phone: 1-877-2-REFUND (273-3863)  
Fax: 1-800-248-3671  
[www.urs1.com](http://www.urs1.com)

Utility Refund Solutions audits Utility & Telecommunications bills on a contingency-fee basis. If we don't produce any refunds, credits, or savings, there is NO FEE

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## Weston/Paxxon Senior Rehabilitation Services★

Contact: Susan Williamson, MA, ATC  
Email: [prnsusanwilliamson@yahoo.com](mailto:prnsusanwilliamson@yahoo.com)  
20 Peachtree Ct., Ste. 105  
Holbrook, NY 11741  
Phone: 631-467-3700  
Fax: 631-467-0928  
[www.westongroupinc.com](http://www.westongroupinc.com)

At Weston/Paxxon, we are providers of rehabilitation services within independent and assisted living facilities. Our rehabilitation professionals are trained in caring for the needs of the geriatric population.



## Save the Date!

**32<sup>nd</sup> Annual Conference & Trade Show**  
**May 15, 2011 – May 18, 2011**

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| Utility Solutions             | Utility Refund Solutions, Inc.                | 11   |