

Los Angeles Jewish Home CEO Elected Next Chair of LeadingAge California

Molly Forrest, Chief Executive Officer-President of the Los Angeles Jewish Home, has been selected as chair-elect of LeadingAge California, the state's top advocacy group for nonprofit senior living and care. Her two-year term begins July 1, 2018.

Forrest is the first leader of a Jewish home to hold this position, helming an association representing nearly 600 members statewide who together serve more than 100,000 California seniors. LeadingAge's critical work assists the state's older adults with the full continuum of care including issues related to affordable housing, continuing care retirement communities, assisted living, home- and community-based care, and skilled nursing.

"For more than half a century, LeadingAge has demonstrated an unflagging commitment to raising awareness about seniors' needs and putting them front and center on the state and national policy agenda," Forrest says. "I look forward to carrying that tradition forward as we seek to make a difference for California's rapidly expanding senior population."

That expansion – an expected 87 percent increase in California's senior population by 2030 – is resulting in unprecedented growth in the market for services. In the next two years alone (through 2020), LeadingAge projects an 80 percent increase in the demand for aging-related healthcare. "This is a challenge facing all Californians of every age," Forrest says. "Our system for providing senior care is inefficient and fragmented, and everyone pays for that. LeadingAge is playing an instrumental role in helping us think through how we as a society can finance the care our seniors deserve."

Vision and experience were vital factors in Forrest's recent elevation. "Molly's leadership on the LeadingAge board and at the Los Angeles Jewish Home propelled her to this position," says Jeannee Parker Martin, LeadingAge's President and CEO. "We are thrilled by her election."

Forrest has served on the LeadingAge board since 2009, most recently as vice chair. At the Jewish Home, she has spent over 22 years overseeing incredible growth and revitalization. The Home serves more than 4,000 seniors annually on campuses in the San Fernando Valley and on L.A.'s Westside, providing award-winning independent and assisted living, specialized memory care, short-term rehabilitative care, hospice care, and groundbreaking community-based services. To build the organization's capacity, Forrest has generated a remarkable groundswell of donor support: The Home – one of the leading senior healthcare systems in America – is on its way to completing an ambitious \$265 million campaign to provide quality senior care for future generations.

A graduate of Oregon State University, Forrest is a nationally prominent advocate for equity and excellence in senior care. She frequently advises high-level figures across the public, private and nonprofit sectors and is an in-demand guest speaker on geriatric issues for leading healthcare, eldercare, and nonprofit organizations in California and across the country.