

# People On The Move

**Robert Etchells**, executive director of Beverly Healthcare-Hillview, a 133-bed long term care and 24-bed assisted living campus in Altoona, Pa., has been elected as Region I vice president of the Pennsylvania Health Care Association and will concurrently serve as a member of its board of directors.

**Richard Binenfeld** has been named executive director at Mary Scott Nursing Center, in Dayton, Ohio, the city's oldest nonprofit long term care facility. Binenfeld's career includes service as executive director

of the Orthodox Jewish Home, Cincinnati, and executive director at Jewish Vocational Services in Cleveland. Most recently he served as executive director at Lincoln Crawford Nursing and Rehabilitation Center, Cincinnati. He is a licensed nursing home administrator.

Apple Health Care in Avon, Conn., has promoted **Janice Lexton** to the role of director of professional services. Lexton is responsible for overseeing and directing the clinical care at Apple's 25 nursing facilities. She has been with Apple for 10 years

and has more than 18 years of experience as a director of nursing.

**Michelle McGunnigle** has been named operations coordinator for Sterling Glen Senior Living, which operates 11 luxury senior living residences located in Connecticut, Philadelphia, and the metro New York region. In her new position at the company's corporate office, she is responsible for conducting resident and employee satisfaction surveys and overseeing quality assurance for all departments within each residence. McGunnigle has been with



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Sterling Glen for six years, most recently as business office manager at the Great Neck, N.Y., facility.

—Yvette Cowan

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*If you have a People On The Move item, please send it to: Yvette Cowan, Provider, 1201 L St., N.W., Washington, DC 20005-4014. Note: Please label photos.*