

FOR IMMEDIATE RELEASE

CONTACT: SFPR – 215-627-0801

Sharla Feldscher, ext. 101, cell 215-285-4868, sharla@sf-pr.com

Hope Horwitz, ext. 102, cell 215-760-2884, hope@sf-pr.com



**ROTHKOFF
LAW GROUP**
Elder & Disability Law

ROTHKOFF LAW GROUP THE FIRST ELDER LAW FIRM IN PA AND NJ OFFERING EXTENSIVE CARE ADVOCACY SERVICE



Cherry Hill, NJ (September 7, 2016) – It can be overwhelming to care for elderly family members. Questions abound about the best place for them to live, how to handle their finances, what resources are available and how to access them, how to care for all the details that are part of this stage of life care and so many unknown complications. Jerold (Jerry) E. Rothkoff, Esq. knew, when he launched his elder law firm in 2000 now called Rothkoff Law Group (RLG), that he needed an elder law team that would assist families with all of these issues. This team would include geriatric care coordinators as well as attorneys because being an advocate for senior health care and supportive of family needs was, and still is, their biggest priority. It is also a business model that not many elder law firms follow.

Rothkoff explained, “The emphasis here is on care. We have a simple approach and we are proud to go beyond what the traditional asset-focused elder law attorney offers.” The first firm in PA and NJ offering extensive care advocacy (life care planning), RLG is a leader in the field and a model for other firms. Rothkoff continued, “Several times a year firms from all over the country visit us to learn about the way we approach elder law. We are flattered by this and are happy to support them and help the field grow.”

At RLG, there are four geriatric care coordinators on staff who help clients and caregivers navigate long term care issues, access, and obtain quality care. There are three attorneys and additional key staff. Rothkoff said, “We hope that seniors and people with disabilities and their family members will call here first so we can help them navigate the systems and find the appropriate care, whether it’s in the home or at a senior community.”

Alan Bassett is a child of an elderly parent. When his father needed to move to an assisted living facility after a hospital stay, he turned to RLG. “We had so many questions and concerns about the new laws, healthcare, the finances and my parent’s wills. The pressure was tremendous and the clock was ticking,” said Bassett. “From our first meeting with Jerry and members of his team, we felt immediate relief. Jerry has gone above and beyond our expectations. His ability to keep his hand on the pulse of the ever changing eldercare landscape combined with his true desire to guide us seamlessly through many difficult decisions has been the answer to our prayers.”

In addition to the guidance and emotional support, their multi-disciplinary team is a valued resource in these ways:

- Help protect loved one's assets with a preservation strategy that best suits each client's personal needs.
- Protect assets from the high cost of nursing home care.
- Educate clients about options in response to the natural progression of aging and its impact on a loved one's health, mobility, housing and financial resources.
- Empower clients with guidance, support and information provided by the members of the RLG Life Care Plan Implementation Team, who serve as experienced advisors.
- Utilize their deep connections in the senior services community and provide access to all the resources and services needed for a loved one.
- Assign each client an Elder Care Coordinator to provide a total care solution, a Life Care Plan.

About Jerold E. Rothkoff, Esq.:

Jerold E. Rothkoff is a practicing New Jersey and Pennsylvania attorney and the Principal of the Rothkoff Law Group, where he dedicates his practice to serving clients in the areas of elder law, life care planning, asset protection, veterans benefits, estate planning, and long-term care advocacy.

Jerry Rothkoff has been, and continues to be, an outspoken advocate for the rights of the elderly and disabled. He writes for and gives presentations regularly to attorneys and other professionals about elder law. He is a frequent lecturer, speaker, and author for the Pennsylvania Bar Institute and the New Jersey Institute for Continuing Education, as well as non-profit and professional organizations. He is the former co-host of SeniorTalkRadio on AM 860 WWDB. He has made numerous other radio and television appearances in which he discussed legal rights of the elderly.

Jerry Rothkoff is the author and founder of the *Rothkoff Quarterly*, a newsletter of current news and issues concerning the elderly and disabled. He is also the author and editor of the *South Jersey Guide to Senior and Disability Resources*, the *Southeastern Pennsylvania Guide to Senior and Disability Resources*, as well as co-editor of *Law Points for Senior Citizens*, published by the New Jersey State Bar Foundation and the New Jersey Department of Community Affairs Division on Aging, 2003 Edition.

He is Past President of the NJ Chapter of the National Academy of Elder Law Attorneys, and Past President of the Life Care Planning Law Firm Association. He is also the former Chair of the New Jersey Bar Association Elder and Disability Law Section, as well as a member of the Pennsylvania Bar Association Elder Law Section and the National Academy of Elder Law Attorneys.

Community activities include being a member of the Board of Directors of the Twilight Wish Foundation and the Delaware Valley Stroke Council. He also is involved with the Alzheimer's Association, as well as numerous other advocacy groups.

Jerry Rothkoff is a 1986 graduate of Syracuse University. He obtained his Juris Doctor degree in 1993 from the Widener University School of Law, and began work at a Philadelphia, Pennsylvania law firm. In February 2000, he opened his own elder law practice.

Outside of his elder law practice, Jerry Rothkoff and his wife, Erica, keep busy with their five children, eighteen-year old identical twin girls, Liza and Julia, fifteen-year old fraternal twin boys, Evan and Gregory, and six-year old Aitan.

Rothkoff Law Group is headquartered at 425 Route 70 West, Cherry Hill, NJ 08002 and can be contacted by calling (856) 616-2923. Their other offices are in Turnersville, NJ; Philadelphia, PA and Trevese, PA. For more information, please visit www.rothkofflaw.com.

###