

PROGRESS Report

THE **Birches**
NEW HOPE, PA
Personal Care and Memory Care



September, 2025

Meet our management team! Thursday, September 18 • 4-6pm

Join us for a reception at 4pm for hors d'oeuvres and drinks and a chance to meet the new in-house leadership team and local health care providers who will be serving The Birches.

Kim Yannuzzi, Executive Director



Kim is the Executive Director of The Birches of New Hope, with over 25 years of experience in the senior living industry, spending the last 12 years at our Newtown location.

"My aspirations for The Birches of the New Hope are for it to be the premier Personal Care and Memory Care Community in Upper Bucks County and Hunterdon County, both to live and work. A place where our residents can live their best lives, families can have peace of mind, and our staff can thrive in their employment!"

Kathryn Koenig, Marketing Director



With nearly a decade of experience in the senior living industry, Kathryn is deeply committed to helping seniors and their families navigate the senior living process with care and authenticity. Transitioning to senior living has been a truly rewarding journey for Kathryn, as it has allowed her to foster meaningful relationships, create

personalized solutions for families, and make a positive impact on the lifestyle and well-being of seniors.

Kristine Bojko, LPN, Resident Care Director



Kristine has almost 20 years of experience in all areas of nursing, but mostly focused on the senior population. Her compassion for our elders continues to grow every day, which drives her to provide the best care and dedication they deserve. Kristine is confident that our community in New Hope will grow and become a thriving environment for our seniors to flourish.

Lauren Tritschler, Memory Care Director



Lauren has nearly a decade of experience in the senior living field, where she has served in various roles, including Activities Assistant, Med Tech, Program Director, and Memory Care Director. As a Certified Dementia Practitioner, Lauren brings deep knowledge and compassion to her work, particularly supporting individuals

living with memory loss.

Luther Mickow, Dining Services Director



Luther Mickow is the Director of Dining Services of The Birches of New Hope with over 20 years of culinary experience, including senior living, higher education, residential dining, high-volume catering, restaurant and hotel management operations. He aspires to bring his expertise and diverse experience to The Birches of New Hope and elevate the dining experience for the residents.

Kelly Zengel, Business Office Director



Kelly Zengel is a dedicated healthcare professional with over 25 years of experience in operational, leadership and patient care. Her experience allows her to engage with all aspects of senior living, creating strong, supportive relationships with the residents, their families, the community and colleagues.

Ray Baugh, Maintenance Director



Ray joined The Birches at New Hope with over 15 years of maintenance experience, specializing in supporting personal and memory care communities. He takes great pride in creating a safe, comfortable, and well-maintained living environment for the residents and staff. Ray describes his work as driven by a commitment to reliability, respect, and attention to detail.

Jennifer Doone, Marketing Associate



Jennifer brings a wealth of experience in sales, marketing, and communications to The Birches at New Hope. She has worked at various senior living communities in Bucks and Montgomery counties for over 15 years.

"There's nothing more fulfilling than helping families find peace of mind and seniors find a place they can truly call home. Working in senior living sales isn't just a job—it's a calling to serve, guide, and make a real difference every single day."

Learn more about the lifestyle The Birches can provide to you or a family member.

Call Kathryn or Jennifer at 267-714-5628 or email kkoenig@thebirchesatnewhope.com.

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We are an equal opportunity housing provider. We do not discriminate on the basis of race, color, national origin, religion, sex, familial status or disability.

