



GROWING TO FURTHER SERVE OUR COMMUNITY

2010 ANNUAL REPORT



FAREWELL MESSAGE

Dear Deborah Supporters and Friends,

In 2010, I celebrated 40 years of service to Deborah Heart and Lung Center. The year 2010 also marked my retirement from Deborah, which made the year a bittersweet one, indeed. My years with this extraordinary institution have encompassed more than half my life, and what an adventure! My career at Deborah has been one of the most rewarding parts of my life. It has been a great pleasure to know that I have contributed to the advancement of modern medicine as we know it today, as well as the unique mission of Deborah.

Though I look forward to a future filled with travel and time spent with family and friends, I know that I will miss those who I leave behind. Yet I am confident that I am leaving Deborah in good hands.

At the conclusion of 2010 I had the distinct pleasure of handing over the reins of Deborah to my successor, Joseph P. Chirichella. Joseph and I have worked together for many years, and he has been an exemplary leader. I envision remarkable progress for Deborah under Joseph's guidance.



I wish the very best for Deborah Heart and Lung Center and Deborah Hospital Foundation as they navigate the path ahead. May all involved with Deborah enjoy a bright and successful future.

A handwritten signature of John Ernst in black ink.

John Ernst, President and CEO Emeritus (Retired 12/31/2010)
Deborah Heart and Lung Center and Deborah Hospital Foundation



MESSAGE FROM OUR DEBORAH LEADERS

The theme for this year's Annual Report is **Growing to Further Serve Our Community**, and, our treatment and diagnostic options, as well as outreach to those we serve, exemplify that spirit.

The year 2010 was a truly exceptional year for Deborah Heart and Lung Center and Deborah Hospital Foundation. The Center saw several innovative new approaches to patient care come to fruition, including our partnership with Lourdes Medical Center of Burlington County to offer much-needed convenient access to Emergency care on the Deborah campus for our surrounding communities.

Despite our nation's continued economic challenges, Deborah Hospital Foundation saw an increase in support in 2010 over that received in 2009, marking



JOSEPH R. MANNI

JOSEPH P. CHIRICHELLA

PAUL J. STENDARDI

LYNN B. MCGRATH, MD

what we believe to be a pivotal point for our fundraising efforts. We received valuable contributions from our individual, corporate, and foundation donors, as well as continued staunch support from our Volunteers, Chapters, and friends in Labor and Industry. These allies in our fight against devastating heart, lung and vascular disease, along with the many thousands of

patients we care for each and every year, do, indeed, comprise **Our Community**, for whom we are devotedly **Growing to Further Serve**.

We invite you to explore this publication and learn of the progress and enhancements that have taken place in 2010, and discover what we have in store for the future.

JOSEPH P. CHIRICHELLA
President and CEO
Deborah Heart and Lung Center
Deborah Hospital Foundation

PAUL J. STENDARDI
Chairman of the Board
Deborah Heart and Lung Center
Deborah Hospital Foundation

LYNN B. MCGRATH, MD
Vice President, Medical Affairs
Deborah Heart and Lung Center

JOSEPH R. MANNI
Interim Chief Operating Officer
Deborah Hospital Foundation

SERVICES OFFERED

ADULT CARDIOLOGY

Inpatient and outpatient comprehensive cardiovascular evaluation

Cardiac Catheterization Laboratories:

- Angioplasty
- Drug-eluting stent
- Impella Device
- Valvuloplasty

Noninvasive Cardiology:

- Echocardiogram

PET/CT Imaging Technologies

SOMATOM Definition Flash CT Scanner

Nuclear Medicine/Cardiology:

- Non-Stress and Stress Testing

Adult Congenital Heart Disease Program

Women's Heart Center

Joslin Diabetes Center/DEBORAH®

PEDIATRIC CARDIOLOGY

Outpatient comprehensive diagnostic and treatment services

Pediatric echocardiography

Pediatric arrhythmia management

Perinatal cardiology

ELECTROMECHANICAL THERAPY INSTITUTE

Inpatient and outpatient comprehensive evaluation of patients with LV dysfunction, congestive heart failure and complex arrhythmias

Dedicated outpatient clinic:

- Congestive Heart Failure
- Arrhythmia
- Syncope and device therapy
- Electrophysiology Laboratory:
 - Complex arrhythmia ablation
 - Cardioversion
 - 3D Mapping System and Magnetic Robotic Navigation System for Ablations

Pacemaker and ICD implantation

Device implantation for emerging indications in heart failure

Device extraction

PULMONARY DIAGNOSTICS AND MEDICINE

Inpatient and outpatient comprehensive evaluation

Pulmonary Hypertension Program

Interstitial and Occupational Lung Disease Program

Pulmonary Rehabilitation Program

Pulmonary Function and Exercise Studies

Disability Evaluations

Center for Interventional Pulmonology:

- Flexible fiberoptic pleuroscopy
- Rigid and flexible bronchoscopy
- Fluorescent bronchoscopy
- Transbronchial needle biopsy
- Electrocautery
- Airway stent insertion
- Transtracheal catheter placement
- Closed pleural biopsy
- Percutaneous needle aspiration and biopsy

BALANCE CENTER

Diagnosis and treatment of dizziness and balance issues

- Vestibular rehabilitation and physical therapy

INSTITUTE FOR SLEEP MEDICINE

Diagnosis and treatment of over 84 forms of sleep disorders

- Sleep apnea syndrome
- Insomnia-primary and secondary
- Narcolepsy
- Sleep movement disorders
- Sleep deprivation syndromes

ENDOVASCULAR MEDICINE

Inpatient and outpatient comprehensive evaluation

Carotid and aortic ultrasound exams

Carotid stents

Arterial Doppler extremities exam

Venous duplex extremities exam



Revascularization procedures for arterial occlusions, including:

- Arteriography
- CryoPlasty
- Arterial stents
- Rotablator® angioplasty
- Excisional atherectomy
- Thrombolytic therapy
- Subintimal angioplasty (Outback™ device)
- Silverhawk
- Endovenous ablation
- Lytic therapy
- Venous stents
- Frontrunner
- Crosser

CARDIOTHORACIC SURGERY

Cardiothoracic surgical evaluations

Coronary artery bypass grafting

Valve repair, replacement

Combined valvular and coronary procedures

Off-pump Coronary Artery Bypass Graft Surgery (OPCAB)

Surgical repair of aortic (great vessel) aneurysm/dissection

Adult congenital heart surgery

Transmyocardial Revascularization (TMR)

Tissue and mechanical valve implants

Bi-ventricular assist devices

Percutaneous cardiac assist devices

Radiofrequency ablation for atrial fibrillation

Total arterial revascularization

Minimally invasive aortic valve replacement

THORACIC (LUNG) SURGICAL PROCEDURES

Pulmonary resections (wedge, lobectomy, pneumonectomy)

Variety of minimally invasive stapler devices

Lung volume reduction surgery

Thoracoscopic lung surgery

VASCULAR SURGICAL SERVICES

South Jersey Aortic Program

- Stent/graft repair of abdominal aortic aneurysm

Full range of traditional open vascular surgical procedures

Treatment of venous diseases with both open and endovascular techniques

Stent/graft repair of abdominal aortic aneurysm

Thoracic stent graft repair of thoracic aortic aneurysm

Carotid stenting/Carotid endarterectomy

Dialysis access surgery

Distal bypass surgery of lower extremities

Open and endovascular limb salvage procedures

VEIN CENTER

- Varicose Veins
- Venous Ulcers
- Chronic Venous Insufficiency
- Blood Clots
- Deep Vein Thrombosis

BOARD OF DIRECTORS

AS OF 12/31/10

John R. Ernst

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Deborah Hospital Foundation
Deborah Heart and Lung Center

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Chairman
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Deborah Heart and Lung Center

Robert M. Birnbaum

Secretary
Deborah Hospital Foundation
National Bank Examiner
Office of the Comptroller
of the Currency
United States Department
of the Treasury

Martin H. Abo, CPA

Abo & Company

Leila N. Berkowitz

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New York/New England Region
Deborah Hospital Foundation

Joseph D'Arco

Deputy Chief (Retired)
Clifton, NJ Fire Department

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Paul J. DeMassi AIA and Associates

Sandra Fein

Consultant
Brecht Associates

Toni Jane Fragapane

Certified Ombudsman of the New York
State Office for the Aging

Robert L. Ganley

Vice President
Sergeants Benevolent Association

Roy J. Garofalo

President
ROYZEE LLC

Carole Himmelstein

Healthcare Marketing Consultant

Gerard Jordan

Vice President
Jade Promotions and Marketing

Gloria Kafka

Past President, Colonia Chapter
Deborah Hospital Foundation

The Honorable Raymond LaScala

Senior Administrative Law Judge
City of New York, NY

Joseph R. Manni

Interim Chief Operating Officer
Deborah Hospital Foundation

Lynn B. McGrath, MD

Ex Officio
Vice President, Medical Affairs and
Chair, Department of
Cardiothoracic Surgery
Deborah Heart and Lung Center

Claire K. Molotsky

Former Chairman of the Boards
Deborah Hospital Foundation

Dominick J. Pugliese

Proprietor
Adventech Associates, Inc.

John D. Quinlan

Financial Advisor
Principal Financial Group

Leon Sobczak

Business Owner

Barbara Sroka

Community Leader

Burton C. Trebour

Secretary
Deborah Heart and Lung Center
President
Trebour Consulting Services, LLC

Stanley H. Fryczynski, Jr.

President Emeritus
Deborah Hospital Foundation
President (Retired)
Fryczynski Funeral Home

Gertrude Bonatti-Zotta

Chairman Emeritus
Deborah Hospital Foundation

BOARD OF TRUSTEES

AS OF 12/31/10

John R. Ernst

President and CEO
Deborah Heart and Lung Center
Deborah Hospital Foundation

Paul J. Stendardi

Chairman
Deborah Heart and Lung Center
Deborah Hospital Foundation

Burton C. Trebour

Secretary
Deborah Heart and Lung Center
President
Trebour Consulting Services, LLC

Paul J. DeMassi

President and CEO
Paul J. DeMassi AIA and Associates

Emanuel Lauria, Jr.

Partner (Retired)
Ernst & Young

George S. Loesch

Vice President
Sales and Marketing
Campbell Soup Company

Joseph R. Manni

Interim Chief Operating Officer
Deborah Hospital Foundation

Charles McAfee

Wells Fargo Securities

Lynn B. McGrath, MD

Vice President, Medical Affairs and
Chair, Department of
Cardiothoracic Surgery
Deborah Heart and Lung Center

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President
Burlington County College

Claire Molotsky

Former Chairman of the Boards
Deborah Hospital Foundation

Raymond Orsuto

Judy Peranteau

Dominick J. Pugliese

Proprietor
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President (Retired)
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Gertrude Bonatti-Zotta

Chairman Emeritus
Deborah Heart and Lung Center

LOURDES AFFILIATE



Operated by Lourdes Medical Center of Burlington County, the Lourdes Emergency Department at DEBORAH® offers ambulances and walk-in patients convenient access to advanced emergency care around the clock. The project is a result of an agreement between Lourdes and Deborah to work jointly to improve access to emergency and primary care services for our surrounding communities. It is the first time that two independent organizations have partnered to develop a new full-service emergency facility in New Jersey.

NEW EMERGENCY DEPARTMENT LAUNCHED

When it comes to emergency medicine, speed is of critical importance, and, beginning in early 2010, residents of the many communities surrounding Deborah Heart and Lung Center benefited from improved access to health care, due to the opening of the Lourdes Emergency Department at Deborah. The project is a result of an affiliation between Lourdes Medical Center of Burlington County and Deborah to work in concert to improve patient care in the area.

This collaboration between Lourdes and Deborah has broken new ground in New Jersey for a hospital partnership, and has virtually changed the model for emergency service delivery. In fact, at the end of 2010, Deborah Heart and Lung Center received a Special Achievement Award from the Healthcare Planning and Marketing Society of New Jersey (see below) for the careful healthcare planning that went into forging this relationship.

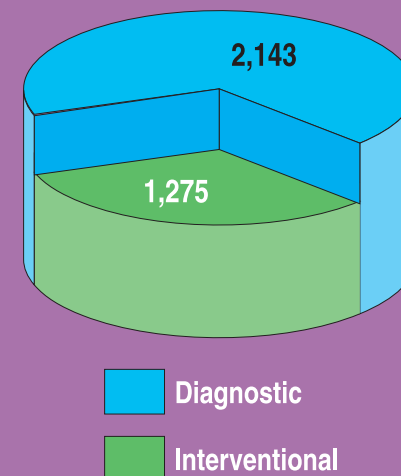


Paul Stendardi, Chairman of the Boards, seated, left, along with John Ernst, President and CEO, surrounded by John's trusted Administrative Team, celebrate receiving a Special Achievement Award from the Health Planning and Marketing Society of New Jersey. Standing, left to right – Thomas Campbell, Director of Marketing and Public Relations; Joseph Manni, Director of Support Services/Interim COO Deborah Hospital Foundation; Joseph Chirichella, VP, Operations; Susan Bonfield, VP, Legal and Regulatory Affairs; James Carlino, VP, Human Resources; Rita Zenna, VP, Patient Care Services; Victor Hatala, Director, Practice Management and Development; Dr. Lynn McGrath, VP, Medical Affairs; R. Grant Leidy, VP, Finance.


STATISTICAL HIGHLIGHTS

| | |
|-------------------------|----------|
| Number of Admissions: | 4,872 |
| Average Length of Stay: | 4.0 days |
| Ambulatory Care Visits: | 57,454 |
| Sleep Studies: | 1,502 |

Cardiac Catheterizations
TOTAL: 3,418



WOMEN'S HEART CENTER

A female doctor with dark hair, wearing a white lab coat over a black turtleneck, is smiling warmly at a patient. She has a blue stethoscope around her neck and a name tag that reads "Renee Bullock-Palmer, MD, CARDIOLOGY DEPT.". Her right hand is placed on the patient's shoulder. The patient is a woman with blonde hair tied back, wearing a purple zip-up jacket over a light purple button-down shirt. They are in a clinical setting with medical equipment and a file cabinet visible in the background.

Heart disease claims the lives of nearly 500,000 American women every year. Women have paid a huge price not knowing about the important gender differences in heart disease. What can give women in New Jersey hope is knowing that the Deborah Heart and Lung Center's Women's Heart Center is here for them.

GIVING WOMEN NEEDED HEART CARE

As we go about our everyday lives, it's easy to take for granted the strong, steady beating of our hearts. But, sadly, the odds are that many will someday face serious cardiac problems. The fact is, heart disease continues to be the leading cause of death for both men and women in the United States.

Women know all too well about multitasking and juggling responsibilities, work, chores, soccer schedules, kids' dentist appointments, and getting the bills paid on time. Often women neglect themselves, though, not taking time to eat right, skipping exercise, and getting caught in stressful cycles of frenetic activity that can take a health toll. Sometimes women also ignore, or dismiss, warning signs of heart disease.

Combining Deborah's expertise in heart disease, along with specialists com-

mitted to helping women reduce stress, lose weight, quit smoking, eat better, sleep more soundly, manage diabetes, and, in general, learn about the signs and symptoms of heart disease, the Center expects to help reduce the onset of heart problems among women in their communities.

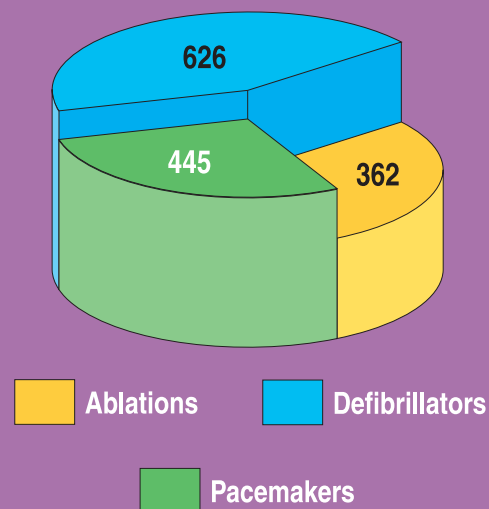
When you consider that 40 percent of women don't survive their first heart attack, you can see why Deborah is so committed to the new Women's Heart Center! The Center includes dedicated cardiologists who have the experience to help female patients recognize the subtle signs that can point to a problem. These specialists understand women's needs and lifestyles. Spearheading the Center is Women's Heart Center Director Renee P. Bullock-Palmer, M.D.

Wawa, Inc. associates and members of the Deborah Family beam during unveiling of the plaque recognizing Wawa's leading support for the creation of the Women's Heart Center.

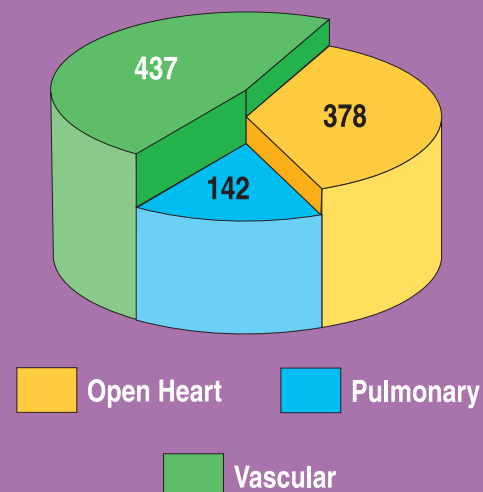


STATISTICAL HIGHLIGHTS

Cardiac Electrophysiology
TOTAL: 1,433



Surgical Procedures
TOTAL: 957



EQUIPMENT/TECHNOLOGY

Deborah Heart and Lung Center's new, on-site, state-of-the-art Espree MRI, with its open "High Field" capability, is extremely patient friendly. It has an open design that patients prefer, and produces clear pictures that enable physicians to detect developing health issues or abnormalities earlier than ever before.



DONORS MAKE THE DIFFERENCE

Deborah Heart and Lung Center continually strives to make sure that we have the best new equipment available for our patients. Deborah Hospital Foundation raises funds to support many areas within the hospital and, each year, on its list of priorities are medical equipment needs. The generosity of donors enables us to provide better patient care, faster diagnoses, and more efficient treatment for all patients.

Donations from corporations, foundations and individuals help us purchase urgently-needed medical equipment — from EKG Machines to Bladder Scanners to Wheel Chair movers, to the most advanced medical imaging and surgical tools available. Deborah Hospital Foundation staff members consult with Center medical staff annually to determine the highest priorities in medical equipment needs, in order to determine where donations will have the most impact.

Donors have the option of choosing which area of care, hospital program, or specific equipment item they wish to support. Some donors opt to simply fund the greatest need, enabling contributions to be directed to where they are most urgently needed.

We thank all our advocates in corporations and foundations for their generosity. Below are just a few of our 2010 donors who have supported Deborah through much-needed medical equipment contributions.



AHEPA National Housing Corporation – Bispectral Monitor
 Arnold A Schwartz Foundation - Tourniquet System
 Capozzi Family Foundation – Endoscopic Equipment
 Catholic Human Services Foundation – Wheel Chair Mover
 Edward M. Morris Foundation – Bladder Scanner
 Florence and Edgar Leslie Charitable Trust - High Flow Oxygen Research Study
 Fraternal Order of Eagles NJ – High Flow Oxygen Research Study

George Link, Jr. Charitable Trust – EKG Machine
 Gertrude Hirsch Charitable Trust – Bladder Scanner
 Hyde and Watson Foundation – Hybrid Operating Room
 John Victor Machuga Foundation – Bispectral Monitor
 Karma Foundation – Bladder Scanner
 Marion & Norman Tanzman Foundation – Tourniquet System
 Milton Schamach Foundation – Hemodynamic Monitor
 Open Heart Foundation – Hybrid Operating Room
 Scholler Foundation – Endoscopic Video

FINANCIAL HIGHLIGHTS

DEBORAH HEART AND LUNG CENTER

Revenues & Support:

| | |
|------------------------------------|---------------|
| Patient Insurance Revenue | \$131,176,000 |
| Gain on Investments & Other Income | 6,974,000 |
| Children of the World® Support | 231,000 |
| Foundation Operational Support | 1,682,000 |

| | |
|-------------------------------------|---------------------------|
| Total Revenues & Support | <u>140,063,000</u> |
|-------------------------------------|---------------------------|

Expenses:

| | |
|-----------------------------------|--------------|
| Medical & Surgical Care | \$89,016,000 |
| General & Administrative Services | 27,477,000 |
| Employee Benefits | 14,909,000 |
| Depreciation & Loss on Impairment | 6,339,000 |
| Interest | 1,562,000 |

| | |
|-----------------------|---------------------------|
| Total Expenses | <u>139,303,000</u> |
|-----------------------|---------------------------|

**Excess of Revenues
Over Expenses**

\$ 760,000

2010 data not yet audited as of 3-31-2011

DEBORAH SUPPORTER



How many individuals can claim loyalty to an organization for well over half a century? Gertrude Bonnatti-Zotta can. Gertrude is the second generation of a five-generation family that has been, and continues to be, committed to Deborah.



FAITHFUL FRIENDS

Serving as a Deborah volunteer since 1950, Gertrude Bonatti-Zotta was hired by Deborah Hospital Foundation in the late 1960's, and spent 22 years as a member of the staff. In 1992, following her retirement, Gertrude was elected to the Board. Her dedication and leadership propelled her to the role of Chairman of the Foundation's Board of Directors and the Center's Board of Trustees — a position she held for 10 years after which she was appointed to the position as Deborah's only Chairman Emeritus.

Highlights of Gertrude's accomplishments during her vast years of involvement include the founding of 12 Deborah Chapters in Mercer County along with the Pacesetters (PA) Chapter, establishing the first men's and women's chapter, creating a Regional Fund Drive, serving as a Regional Chairperson, and participating in numerous committees of the Board. She is a Life Member of three Chapters. Gertrude was one of only two people from each Region bestowed a Life Membership by the National President for exemplary volunteer work.

Gertrude was instrumental in securing donations to name the Benjamin L. Winderman Auditorium, the Alexander E. Cymrot Building, and numerous rooms

throughout the hospital. Additionally, Gertrude and her husband Victor have made their own generous outright donations and are members of Deborah's Heritage Circle, having named Deborah in their estate plan.

When asked to reflect back on her ever-evolving devotion to Deborah, Gertrude recalls the friendships she has forged and the countless individuals she has brought on board as supporters.

Gertrude and Victor are joined by many thoughtful friends (like Dee and Dick Scuderi, pictured below, left) who support Deborah in so many different ways. Some support Deborah Hospital Foundation with outright gifts during their lifetime, while others choose to remember us in their wills. To the staff and patients of Deborah, they are all woven together in the vast tapestry of Deborah's Faithful Friends!



FINANCIAL HIGHLIGHTS

DEBORAH HOSPITAL FOUNDATION

Revenues & Contributions:

| | |
|----------------------------------|------------------|
| Deborah Chapter & Public Support | \$ 2,259,000 |
| Corporate & Foundation Support | 996,000 |
| Estates & Annuities | 5,466,000 |
| Special Events | 856,000 |
| Total Fundraising Revenue | 9,577,000 |

| | |
|---|-------------------|
| Investment Income | 1,500,000 |
| Total Revenues & Investments | 11,077,000 |

Program Distributions & Expenses:

| | |
|---|------------------|
| Deborah Heart and Lung Center: | |
| Unrestricted Support | \$2,311,000 |
| Restricted & Children of the World® Gifts | 822,000 |
| General & Administrative Services | 613,000 |
| Fundraising Services | 3,170,000 |
| Total Program Distributions & Expenses | 6,916,000 |

| | |
|---|---------------------|
| Excess of Revenues Over Program Distributions & Expenses | \$ 4,161,000 |
|---|---------------------|

2010 data not yet audited as of 3-31-2011

SPECIAL EVENTS

United Service Workers Union, IUJAT Celebrated Their "Silver" Anniversary Benefiting Deborah

"Sixth Annual Golf Outing"
Twenty-Fifth Annual Fundraising Event
sponsored by
USWU
United Service Workers Union
and
The International Union of Journeymen
and Allied Trades
benefiting DEBORAH Hospital Foundation



A Special Thanks to Steve Elliott Sr., Lori Ann Ames and Jonathan Scott Ames, our Co-Chairpersons.



All Records Broken When District Council 9, IUPAT Honors General President James A. Williams



President Williams not only received an Award presented by John Ernst, but also a special Proclamation from New York City Council Member Elizabeth Crowley, who is also a Member of DC9's Local Union 20.



The 54th Annual
Food Industry Gala
Reception In Honor
of Joseph Fantozzi,
President and COO,
White Rose Food,
Brings Another
Success To Deborah



Above: Joseph Fantozzi shows his son photos from his visit to Deborah Heart and Lung Center.



Left: Mike Coyle presents Mrs. Fantozzi with a beautiful bouquet of red roses.

Right: Joseph Fantozzi accepts his Award and is joined by Jerry Jordan, Deborah Hospital Foundation Executive Board Member; Dennis Hickey, Senior Vice President Procurement, Marketing & Merchandising, White Rose Food; Corinne Kashan, Executive Director, Special Events, Deborah Hospital Foundation; John R. Ernst, President and CEO, Deborah Hospital Foundation and Deborah Heart and Lung Center.



SPECIAL EVENTS PARTICIPANTS 2010

It is with extreme pleasure that I have the honor to highlight the Special Events Participants for 2010. I thank you for your extraordinary dedication which only allows Deborah to continue to thrive.

With every warm wish,

Corinne Kashan

Corinne Kashan, Executive Director, Special Events

We are honored to showcase the Deborah Special Events participants of 2010.

Academy Bus, LLC
The Association of Master Painters and Decorators of New York
Captains Endowment Association
Detectives' Endowment Association, Police Department, City of New York
Food Industry Annual Dinner Dance
George Link, Jr. Foundation
Getty Petroleum Marketing Inc.
International Union of Painters and Allied Trades (IUPAT)
District Council #9
Kiwanis Brooklyn Division
Knitted Outerwear/Associated Industries
Lieutenants Benevolent Association, Police Department, City of New York
Major League Baseball Players Alumni Association
National Football League Players Association
Patrolmen's Benevolent Association, Police Department, City of New York
Roseland Property Company
Carl J. Goldberg, Principal
Ivan Baron, Partner and General Counsel
Sergeants Benevolent Association, Police Department, City of New York
Trebout Consulting Services, LLC
Uniformed Firefighters Association
Uniformed Fire Officers Association
United Service Workers Union, IUJAT

DEPARTMENT HEADS AND MEDICAL STAFF

AS OF 12/31/10

DEBORAH HOSPITAL FOUNDATION

John R. Ernst
President and CEO

Joseph R. Manni
Interim Chief Operating Officer

Administrative Department Heads

Marcy J. DiBlasio, CFRE
Director, Annual Giving

Corinne Kashan
Executive Director, Special Events

Cynthia E. Kornfeld
Manager, National Chapter Services and Support

Carla Tisdale-Walker
Manager, Corporate and Foundation Relations

DEBORAH HEART AND LUNG CENTER

John R. Ernst
President and CEO

Administrative Department Heads

Susan Bonfield, Esq.
Vice President, Legal and Regulatory Affairs

James F. Carlino
Vice President, Human Resources - CHRO

Joseph P. Chirichella
Vice President, Operations - COO

R. Grant Leidy
Vice President, Finance - CFO

Rita Zenna, RN, BSN, CPHQ
Vice President, Patient Care Services - CNE

Paul A. Antonucci, Jr., CNMT, RT(N)
Chief Technician, Nuclear Medicine

James Brown
Director, Environmental Services

Thomas J. Campbell III
Director, Marketing & Public Relations

Kathleen Glen, RDCS
Technical Director, Non-Invasive Cardiology

Tara Hankins
Director, Perfusion Services

Carol Harris
Medical Librarian

Valerie Harris
Interim Technical Director, Cardiac Catheterization Laboratory

Victor Hatala
Director, Practice Management & Development

John Hill, RRT
Director, Respiratory Care Services

Michelle Johnson, RN, MSW, LCSW
Director, Social Services/Case Management

Evelyn Kennedy
Director, Compliance, Privacy & Auditing

Julie Lennox
Director, Patient Access Services

May Lynch, RT
Technical Director, Radiology

Bonni MacQueen
Interim Technical Director, EPS

Carolyn Magnotta, CPHQ, RHIA
Director, Process Improvement

Joseph R. Manni
Director, Support Services

Joyce Matheson, RHIT
Director, Medical Records

Norma C. McCoy, MA, CLDir, MT (ASCP) SBB
Manager, Laboratory Operations

Michael McKeever
Director, Finance

James McWilliams
Director, Food/Nutritional Services

Edward Rourke
Director, Engineering Services

Deborah Sadowski, RPh
Director, Pharmacy

Gerard Williams
Director, Information Systems

John Young
Director, Patient Financial Services

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Thomas C. Gallagher, DO
Assistant Vice President, Medical Affairs

Matthew Samra, DO
Secretary

Anesthesiology

Konstantin Dateshidze, MD*
Chair

Roger A. Moore, MD*
Chair Emeritus Attending

Denes Papp, MD
Attending

Cardiothoracic Surgery

Lynn B. McGrath, MD*
Chair

Walter Boris, DO
Adjunct

Michael Cane, MD
Adjunct

Kane L. Chang, MD
Director, Vascular and Endovascular Surgery

Michael J. Neary, MD*
Director, Surgical Intensive Care Unit Attending, Anesthesiology

Arthur Ng, MD*
Attending

Matthew S. Samra, DO
Associate, Vascular Surgery Director, Vein Center

Jitendra Sodhi, MD
Adjunct

Dana Supe-Dzidic, MD
Attending Attending, Pulmonary/Critical Care

Cardiovascular Diseases

John P. McNamara, DO, FACC, FACOI
Acting Chair, Cardiovascular Medicine

David Altimore, DO, FACC, FACOI
Attending

Renee Bullock-Palmer, MD
Attending Director, Women's Heart Center

Joshua Crasner, DO, FACC, FACOI
Attending

Frank Fish, MD
Attending

Jon C. George, MD
Attending, Interventional Cardiology

John Hamaty, DO
Attending

Allen Mogtader, MD, FACC, FACP
Director, Noninvasive Cardiology

Mark Moshiyakov, MD
Attending

Pirouz Parang, MD, FACC
Attending

Jatinchandra Patel, DO
Attending

Kintur Sanghvi, MD, FACC, FASCAI
Associate

Saugato Sanyal, MD, MBA, FACC
Attending

Faisal Shamshad, MD
Adjunct Associate, Interventional Cardiology

Sumathisena, MD*
Chief, Clinical and Consultative Cardiology

Stephen Justin Szawlewicz, MD
Associate

MEDICAL STAFF AND AFFILIATIONS

Kristopher Young, DO
Attending

Denise Zingrone, DO
Attending

Electrophysiology

Raffaele Corbisiero, MD, FACC*
Chair, Department of
Electrophysiology and Pacing
Chair, Electromechanical Therapy
Institute

Safi Ahmed, MD
Associate

Lawrence Gessman, MD
Attending

Edmund T. Karam, MD
Attending

Jennifer Mazzoni, DO
Attending
Director, Outpatient Congestive
Heart Failure Services

Tracy Walker, MD
Adjunct

Endovascular Medicine

Richard Kovach, MD
Chair
Director, Cardiac Catheterization
Laboratory

Hospitalists

Rebecca Armbruster, DO, MS,
FACOI
Associate Chief, Hospital Medicine
and Inpatient Services

David Maletzky, DO
Attending

Alexander Poulathas, DO, FACOI
Attending

Pathology

Betsy Schloo, MD*
Chair

Darshana Mahapatro, MD
Attending

Dante Ragasa, MD
Adjunct

Karabi Sinha, MD
Adjunct

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Chhaya Bali, MD*
Chair
Director, Pediatric Echocardiography

Pulmonary

Andrew Martin, MD*
Chair
Director, Institute for Sleep
Medicine

David M. Murphy, MD*
Chair Emeritus
Director, Respiratory Care
Services

Michael Nollo, MD
Attending
Director, Institute for Sleep
Medicine

Marivi Ora-Cajulis, MD
Attending

Radiology

Thomas C. Gallagher, DO
Chair

Kathleen McDonald, MD
Attending

Howard Naidech, MD
Attending

*INDICATES TOP DOC



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Burlington County College School of
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Professionals
Burlington County College
School of Radiology
Burlington County College
HIT Program
Brookdale Community College
Capital Health System
Drexel University, CRNA Program
Joslin Diabetes
Lourdes Medical Center of
Burlington County
Mercer County College
School of Nursing
Philadelphia College of Osteopathic
Medicine, MEDNet
Pinnacle Health Hospitals

Southern Ocean County Hospital
University of Medicine and Dentistry
of New Jersey/New Jersey Medical
School
University of Medicine and Dentistry
of New Jersey/Robert Wood
Johnson Medical School
University of Medicine and Dentistry
of New Jersey/School of
Osteopathic Medicine

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American Hospital Association
College of American Pathologists
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New Jersey Hospital Association

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(formerly Empire HealthCare)

NATIONAL CHAPTER SERVICES AND SUPPORT

At Deborah, active volunteers and strong supporters are at the heart of what we do. Our success is the result of the commitment and dedication of our volunteers who work tirelessly for the cause. Their motivation and drive are limitless. Not a day goes by that I don't learn something from

them, or realize just how much they do for us.

Highlights from 2010 include the annual Florida Events; the efforts of Chapters joining forces make these events successful year after year. The Annual Raffle Sales sold throughout our four regions continued to not only raise funds, but raised awareness

about the services offered at Deborah Heart and Lung Center. The many special events held by organizations and individuals throughout the year included Police Battle for the Cure Softball Tournament, Coleman Golf Tournament and the TD Bank Affinity Program, just to name a few.

Our Deborah Chapters and Affiliates make it all happen, providing the inspiration and commitment to the future. We're behind you all the way!



Cynthia E. Kornfeld, Manager, National Chapter Services and Support



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Boynton West
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Delray Villas
Huntington Lakes
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Palm Beach County
Puerto Rico
Skyway
South Palm Beach
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YEAR IN REVIEW

The highlights for Deborah Heart and Lung Center and Deborah Hospital Foundation for 2010 underscore the vibrancy of an organization moving forward with state-of-the-art technology, state and national recognition, and core values of compassion and caring:

- Early in the year, Deborah Heart and Lung Center was rated as one of the top hospitals in New Jersey, as published by *Inside Jersey Magazine*. New Jersey patients overwhelmingly ranked Deborah as the #1 hospital in the state (among those with fewer than 350 beds).
- In February, the 12th Annual Deborah Heart Challenge and Art



Competition once again was a major regional event.

- Beginning in March, residents of the communities in Burlington, Ocean and Mercer counties benefited from enhanced access to health care with the opening of the Lourdes Emergency Department at DEBORAH® (see pgs. 4 & 5).

- Also in March, Deborah was named to the *Philadelphia Inquirer* and *Daily News*



“Top Work Places 2010” list, plus Greater Philadelphia Media, in their Job Trends Best Places to Work 2010 contest, recognized Deborah as the “Best Hospital in New Jersey.”



- During Nurses Week, in May, Deborah fulfilled a long-term commitment, by again hosting students from the Pemberton Township High School Future Nurses Club, in an ongoing effort to offer first-hand exposure for those interested in entering the nursing profession. The participants in 2010 traveled through a journey entitled “From Chest Pain to OR,” thanks to the added advantage of being able to begin their tour in the Lourdes Emergency Department at DEBORAH®.
- A new, minimally-invasive alternative to surgery – an alcohol septal ablation – was introduced for patients suffering from hypertrophic obstructive cardiomyopathy.

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- In June, Deborah was the first hospital in the region to implant the next generation of defibrillators – the Unify CRT-D and the Fortify ICD. The CRT-D resynchronizes the beating of the heart's lower chambers, which often beat



out of sync in heart failure patients, while the ICD is an implantable device that treats potentially lethal, abnormally fast heart rhythms which can lead to sudden cardiac death.

- The online edition of *U.S. News and World Report* recognized Deborah Heart and Lung Center on its list of “Best Hospitals in the U.S.,” acknowledged for experience in treating difficult heart surgery cases, and as the best for Pulmonary Medicine in South Jersey.
- Deborah's treatment of Peripheral Vascular Disease, a common syndrome affecting a large segment of adult population, gained two new tools in mid-2010. These two breakthrough technologies – the Frontrunner and Crosser – have become vital tools in the battle to

alleviate vascular blockages in the arteries in limbs, which, left untreated, can be life-threatening.

- Two new former Major League baseball player spokespersons for Deborah were announced in July, as the hospital entered into its second year of a partnership with the Major League Baseball Players Alumni Association (MLB-PAA). Former Philadelphia Phillies All-Star catcher Darren Daulton and former New York Mets All-Star pitcher Al Leiter will be instrumental in helping to raise awareness about the dangers of heart disease and the need for preventive care.
- Deborah celebrated National Balance Awareness Week in September with a "Balance Blitz." The event was open to the public



and designed to highlight the specialty balance services offered at Deborah's Balance Center. Attendees were treated to an interactive afternoon of activities to determine balance health. Participants traveled to six stations including an initial screen-

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ing, a balance assessment, a blood pressure station, a review of "posturography," while standing on a balance plate, etc. Those present also gained meaningful insight regarding balance disorders.

- In Fall of 2010 the Catheterization Laboratory launched an innovative new catheterization technique, performing caths through the wrist, offering the potential for a shorter recovery time with fewer complications.



- Through the generous support of a lead gift from Wawa, Inc. (see pg. 7) and a federal grant from the Department of Health Resources and Services Administration (HRSA), Deborah Heart and Lung Center, in October, announced the debut of its Women's Heart Center. In response to the statistics that heart disease is the #1 killer among American women, The Women's Heart Center will encompass space and specialists

(including those committed to helping women reduce stress, lose weight, quit smoking, eat better, sleep more soundly, manage diabetes, and, in general, learn to recognize the signs and symptoms of heart disease) needed to help women take the time they need to help themselves.

- Deborah Hospital Foundation's Fifth Annual Red Tie Gala, which took place in November, was a tremendous success, raising nearly \$250,000 for Deborah Heart and Lung Center's charitable care mission.



- Among countless advancements realized at Deborah during 2010, a new CT Scanner was one of the peak achievements. The installation of the Somatom Definition Flash Dual Source CT Scanner sets a benchmark in the industry. As the fastest scanner on the

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market – able to sweep the entire chest in 0.6 seconds, and performing a cardiac scan in less than half a heartbeat – it is also the safest scanner on the market, delivering the lowest dose of radiation available in a CT Scanner.

- Numerous Deborah physicians were named as Top Docs by *New Jersey Monthly Magazine*, *SJ Magazine*, *New Jersey Savvy Living Magazine*, and *South Jersey Magazine* (see pgs. 14-15).
- In December, John R. Ernst celebrated his 40-year anniversary with Deborah Heart and Lung



Center, and marked his retirement as President and CEO. Joseph P. Chirichella, who has also been committed to Deborah for much of his career (over 30 years), was unanimously appointed to the role as President and CEO.

LOOKING TO THE FUTURE — 2011 AND BEYOND

Deborah Heart and Lung Center had a remarkable 2010, and the year 2011 and beyond promise to be just as exciting. Among some of the anticipated projects that will either launch or move forward on the drawing board are:

Construction of a Hybrid Operating Room

Procedures that take place in a Hybrid OR can reduce the amount of time required to correct a problem and the amount of emotional and physical stress placed on patients and their families — which translates into less pain, and a faster recovery time for patients. Deborah is anticipating establishing a new Hybrid OR, combining minimally invasive and interventional surgical technologies with medical imaging and communications in one venue.

The Hybrid OR will give Deborah's surgeons the ability to perform open surgery and minimally invasive, endovascular procedures on the same patient at the same

time, taking away the delay and infection risk of being transported to other areas of the hospital for related procedures and studies. It can be used for procedures such as endovascular repair of abdominal aneurysms, thoracic aortic dissections, and stenting for conditions such as peripheral vascular disease.

With this progressive addition, Deborah Heart and Lung Center will remain at the forefront of medical advancements, pairing the latest technology with superior clinical expertise. This new surgical suite will help to change the standard of care in our region.

Opening of a New Joslin Diabetes Center Affiliate at DEBORAH®

The Joslin Diabetes Center Affiliate at DEBORAH® will be complemented by a strong diabetes management team, including certified diabetes educators, nutritionists, registered nurses, as well as the support of over 100 years of Joslin experience in

managing and treating diabetes. The Diabetes Center will be staffed by a Deborah endocrinologist, conveniently located on our campus, and will provide access to the renowned cardiac services of Deborah Heart and Lung Center as well.

This new program will bring Joslin's expertise in treating diabetes and its complications, as well as patient education and support services to Deborah Heart and Lung Center. The new Diabetes Center will offer a large education center, private consultation rooms, three exam rooms, on-site lab capability, and convenient parking.

These are just a few of the innovations that continue to position Deborah as a regional leader in healthcare. Because of the generous support of our donors, and

our unrelenting commitment to providing outstanding patient care for those in need of our specialized services, Deborah is continually **Looking to the Future!**



DEBORAH HEART AND LUNG CENTER

Vision Statement

Deborah Heart and Lung Center will continue to be the premier provider of cardiovascular and pulmonary services in the region.

We will be known for excellent clinical outcomes and for supreme customer-driven service, and as the ultimate leader in patient safety and privacy. We will continue to partner with other quality providers and payers to ensure a seamless continuum of care to the patients we serve. We will continue to improve both service and quality in the most cost-effective manner.

Mission Statement

To provide the necessary facilities, equipment, medical staff and financial resources required to deliver the highest quality inpatient and outpatient services for the diagnosis and treatment of heart, lung and vascular disease within the Center's service area. The Center realizes its obligation to provide the highest degree of patient safety and privacy and to that end, we will embrace and advocate all initiatives that will enable us to attain these goals. The Center will provide these medical and surgical treatments to patients without distinction as to race, gender, sexual preference, creed, color, religion, age, national origin, handicap, or ability to pay. Inpatient and outpatient services are to be provided on a timely basis and consistent with cost-effectiveness and financial responsibility.

How Do I Gain Access to Deborah's Services? It's Simple, It's Easy, and It's Quick!

- Your private physician can call Deborah's Physician Referral Line at **(800) 214-3452**.
- You can call for an appointment without a referral if you have a cardiac, pulmonary or vascular medical history. To make an appointment without a physician referral, call **(609) 621-2080**.
- You can visit Deborah's website, **www.deborah.org**. At the bottom of each page, you can click on, "Are you interested in being contacted for an appointment?" Complete the form and click, "Send it in." Someone will contact you to set up an appointment.
- If you are a patient at another hospital, you can be transferred to Deborah by having your doctor call Deborah's Physician Referral Line at **(800) 214-3452**. Transfers can be arranged 24 hours a day, seven days a week.

Website

www.deborah.org



DEBORAH HOSPITAL FOUNDATION

Mission Statement

To provide substantial funding to support the highest quality of patient care by Deborah Heart and Lung Center, to provide for treatment of children with congenital heart disease in the United States and around the world; and to provide for clinical research for cardiac, pulmonary and vascular diseases by fostering and maintaining the Foundation's grassroots volunteer movement, its alliances with corporations, labor organizations, service organizations, foundations and others and by its initiation and enhancement of planned giving programs and other fundraising activities. In partnership with the Center, the Foundation will continue to heighten awareness of the name of Deborah and its unique healthcare and fundraising activities to serve more people without distinction as to race, gender, sexual preference, creed, color, religion, age, national origin, handicap, or ability to pay.

How Can I Learn More About Supporting Deborah?

Annual Giving

(800) 388-0380

Forms the building blocks for the Foundation's Development Department by coordinating and implementing national direct mail campaigns

Corporate/Foundation Relations

(800) 388-0380

Establishes and maintains professional relationships with corporations, family and corporate foundations, and organizations to increase philanthropic support for Deborah's capital, equipment, project, and program needs

National Chapter Services and Support

(800) 223-0135

Supports and oversees Deborah's fundraising Chapters, and implements regional fundraising projects. Chapters are active in the regions of: Florida/Puerto Rico, New Jersey, New York/New England, and Pennsylvania/Mid-Atlantic

Planned Giving/Major Gifts

(800) 388-0380

Increases philanthropic support of Deborah by working with individuals and using financial, estate and tax planning to match gift vehicles with the donors' personal and philanthropic objectives

Special Events

(718) 631-3500

Plans and implements all of Deborah's industry-related and union fundraising events

Website

www.deborahfoundation.org



DEBORAH HEART AND LUNG CENTER
200 Trenton Road
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General Information Line
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www.deborah.org

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