



*DEBORAH®, circa 1922*



*Designing the Future,  
Celebrating the Past*

1922-2012

2012 Annual Report



Dr. George examines a 14-year-old forced prostitution victim and her child. George, director of clinical research at the Deborah Heart and Lung Center in Pemberton Township, visited

Er

air Debbie Chirichella (from  
Laurel, gala chair Carole  
of Huntingdon Valley, Pa., and  
Melissa McGrath of  
with gala honoree Mindy  
gala co-chair Lori Manni of  
\*ABC BARAG

ship, visited

Fr



# Message from Our Deborah Leaders

The year 2012 was a milestone year for Deborah Heart and Lung Center and the Deborah Hospital Foundation, as we marked the hospital's 90th Anniversary.

Under the banner of "Designing the Future, Celebrating the Past" we all paused, recognizing the pivotal role that Deborah has played in the landscape of healthcare in New Jersey over the past nine decades, and the key role that it will play in the state's future health care network.

It is truly a testament to one's passion and vision that Dora Monness Shapiro's mission of compassion for those who could not afford life-saving care, first applied to those afflicted with Tuberculosis, would remain the cornerstone of Deborah as it transformed over the years into one of the country's pre-eminent heart and lung centers. Deborah has evolved over the past 90 years but never wavered from the original mission.

The same passion for humanity and vision of excellence that Mrs. Shapiro brought to Deborah in 1922 has resounded over the years, echoing in our hallways, our patient rooms, our operating suites, our cath labs, and in every nook and corner of our outstanding facility. Beginning in our earliest days pioneering tuberculosis treatments

that saved thousands of lives, Deborah has innovated throughout our history, pushing cardiac, vascular, and pulmonary medical borders into corollary lines like diabetes, sleep, and balance disorders, to name just a few. These medical advances, many of which are supported by our long-standing commitment to cutting-edge clinical research, were cause for us to celebrate in 2012, as we reflected on the marvels of modern medicine which debuted here, then evolved to become commonly recognized medical procedures.

Last year also gave us a chance to look to the future. A future where Deborah's continual drive for excellence in treating all aspects of our patients' interwoven medical needs underscores our drive for growth into wound care, mechanical heart assist devices, minimally-invasive valve surgery, Endobronchial Ultrasound (precise and early detection of lung cancer) and hybrid surgical procedures. It is hard to pinpoint which technological

changes will reshape the field in the next ten years, but it is our goal to be leading these changes.

Yet all of this medical greatness was achieved without losing sight of Deborah's core mission... the philosophy of "there is no price on life." Those words rang true 90 years ago, and they still ring true today. Deborah truly is, and has been a beacon of hope for many, a light in the dark, a friendly life-saving hand, while at the same time never compromising the highest standards of care, proving that everyone can have, and deserves, access to the very best medical care that the world has to offer.

Thank you for your support.



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  
Vice President Operations and COO  
Deborah Heart and Lung Center  
Deborah Hospital Foundation

# Services Offered

## ADULT CARDIOLOGY

Inpatient and outpatient comprehensive cardiovascular evaluation and interventions

Cardiac Catheterization Laboratories:

- Angioplasty
- Drug-eluting stents
- 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

### AFFILIATE AT DEBORAH

Complete Evaluation by Diabetes Specialist

Nutrition Education

Diabetes Self Management Training

## 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

Radiofrequency ablation for atrial fibrillation

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 for standard indications

Device implantation for emerging indications in heart failure

Defibrillator lead extraction

## PULMONARY MEDICINE AND RESPIRATORY DIAGNOSTICS

Inpatient and outpatient comprehensive evaluation

Pulmonary Hypertension

Diagnostic evaluation

Outpatient Pulmonary Rehabilitation Program

Pulmonary Function Laboratory

Pulmonary Exercise Studies

Disability Evaluations

Smoking Cessation

Bronchial Thermoplasty

Bronchial Services:

- Flexible bronchoscopy
- Electrocautery

## 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

## INTERVENTIONAL CARDIOLOGY

Inpatient and outpatient comprehensive evaluation

Carotid and aortic ultrasound exams

Carotid stents

Arterial Doppler extremities exam

Venous duplex extremities exam

Minimally-invasive endovascular treatment of arterial disease, including balloon angio-



plasty and stents, intravascular ultrasound, endovascular atherectomy (Silverhawk™), advanced recanalization of total arterial occlusion

Revascularization procedures for arterial occlusions:

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

## VEIN CENTER

Treatments for chronic venous insufficiency, varicose veins, spider veins, and Deep Vein Thrombosis

- Radiofrequency Ablation using VNUS Closure
- Sclerotherapy
- Phlebectomies
- Venous stasis ulcer treatment

## CARDIOTHORACIC SURGERY

Cardiothoracic surgical evaluations

Coronary artery bypass grafting

Valve repair, replacement

Combined valvular and coronary procedures

Re-operative cardiac and valve surgery

Off-pump Coronary Artery Bypass Graft Surgery (OPCAB)

Surgical repair of aortic (great vessel) aneurysm/dissection

Adult congenital heart surgery

Transmyocardial Revascularization (TMR)

Radial artery harvesting

Tissue and mechanical valve implants

Bi-ventricular assist devices

Percutaneous cardiac assist devices

Endoscopic vein harvesting

Total arterial revascularization

Minimally invasive aortic valve replacement

Pericardial procedures (window)

Myomectomy procedures

## THORACIC (LUNG) SURGICAL PROCEDURES

Pulmonary resections (wedge, lobectomy, pneumonectomy)

Variety of minimally invasive stapler devices

Mediastinal procedures

Lung volume reduction surgery

Thoracoscopic lung surgery

Chest Wall procedures

Pleural procedures

Tracheal procedures

## VASCULAR SURGICAL SERVICES

South Jersey Aortic Program

Full range of traditional open vascular surgical procedures

Treatment of venous diseases with both open and endovascular techniques

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

# Board of Directors - Deborah Hospital Foundation

as of 12/31/12

**Joseph P. Chirichella**  
President and CEO  
Deborah Hospital Foundation  
Deborah Heart and Lung Center

**Paul J. Stendardi**  
Chairman  
Deborah Hospital Foundation  
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 and Company

**Leila N. Berkowitz**  
Director (Retired)  
New York/New England Region  
Deborah Hospital Foundation

**Joseph D'Arco**  
Deputy Chief (Retired)  
Clifton, NJ Fire Department

**Paul J. DeMassi**  
President and CEO  
Paul J. DeMassi AIA and Associates

**Sandi Fein**  
Consultant  
Brecht Associates

**Robert L. Ganley**  
Vice President  
Sergeants Benevolent Association

**Roy J. Garofalo**  
President  
ROYZEE LLC

**William A. Hanson**  
Police Sergeant  
East Windsor Police Department  
PBA Local #191

**Carole Himmelstein**  
Healthcare Marketing Consultant

**Gerard Jordan**  
Vice President  
Jade Promotions and Marketing

**The Honorable Raymond LaScala**  
Senior Administrative Law Judge  
City of New York, NY

**Joseph R. Manni**  
Vice President and COO  
Deborah Hospital Foundation  
Deborah Heart and Lung Center

**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

# Board of Trustees - Deborah Heart and Lung Center

as of 12/31/12

**Joseph P. Chirichella**  
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

**Sandi Fein**  
Consultant  
Brecht Associates

**Rev. Anthony Lipari**  
Pine Beach Chapel

**George S. Loesch**  
Senior Vice President  
Sales and Marketing  
The Philadelphia Daily News/  
Philadelphia Inquirer

**Joseph R. Manni**  
Vice President and COO  
Deborah Heart and Lung Center  
Deborah Hospital Foundation

**Lynn B. McGrath, MD**  
Vice President, Medical Affairs and  
Chair, Department of  
Cardiothoracic Surgery  
Deborah Heart and Lung Center

**Dr. Robert C. Messina, Jr.**  
Past President  
Burlington County College

**Claire K. Molotsky**  
Former Chairman of the Boards  
Deborah Hospital Foundation

**Raymond Orsuto**  
Phoenix Salon and Spa

**Judy Peranteau**

**Dominick J. Pugliese**  
Proprietor  
Adventech Associates, Inc.



**Future Nurses Day 2012**



# Special Events

**This year, Deborah celebrated its 90th Anniversary...What a Triumph!**

What an exciting time in our history!

The members of the Deborah Special Events family have been with our unique hospital for decades; some as long as over 50 years!

What an accomplishment! Every time I hear myself say "these groups have been part of Deborah's life, my life...I am amazed not only at the longevity, but at the close relationships that have been made over these decades and how the love of Deborah has been passed down generation to generation."

From then, until now, so much has changed; grown and so many people have been able to get their lives back thanks to the Deborah Special Events family's support. After all, WE are only

able to thrive due to YOUR continued love and support.

On a personal note, I am blessed to know each and everyone of you, and to have you touch my heart. I watch and see how your organization and Deborah have grown from humble beginnings to the amazing hospital that we are today, and will continue to be tomorrow.

We continue to grow, but we never forget where we came from and where we are going...This, thanks to you.

I am privileged to thank the DEBORAH SPECIAL EVENTS PARTICIPANTS AND BRAVO TO YOU ALL!

*Corinne K.*

Corinne Kashan  
Executive Director, Special Events

*We are honored to showcase the Deborah Special Events participants of 2012*

Academy Bus, LLC  
The Association of Master Painters  
and Decorators of New York  
Captains Endowment Association  
Paul J. Stendar, Chairman of the Boards  
Detectives' Endowment Association,  
Police Department, City of New York  
Food Industry Annual Dinner Dance  
George Link, Jr. Foundation  
International Union of Painters  
and Allied Trades (IUPAT)  
District Council #9  
Kiwans Brooklyn Division  
Knitted Outerwear/Associated Industries

Lieutenants Benevolent Association,  
Police Department, City of New York  
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  
Trebours Consulting Services, LLC  
Uniformed Firefighters Association  
Uniformed Fire Officers Association  
United Service Workers Union, IUJAT









# Department Heads and Medical Staff

as of 12/31/12

## DEBORAH HOSPITAL FOUNDATION

Joseph P. Chirichella  
*President and CEO*

Joseph R. Manni  
*Chief Operating Officer*

### Administrative Department Heads

Marcy J. DiBlasio, CFRE  
*Director, Annual Giving*

Corinne Kashan  
*Executive Director, Special Events*

Cynthia Kornfeld  
*Director, National Chapter Services  
and Support*

Carla Tisdale-Walker  
*Manager, Corporate and Foundation  
Relations*

Stephen J. Toal  
*Chief Development Officer*

## DEBORAH HEART AND LUNG CENTER

Joseph P. Chirichella  
*President and CEO*

### Administrative Department Heads

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

James F. Carlino  
*Vice President, Human  
Resources - CHRO*

R. Grant Leidy  
*Vice President, Finance - CFO*

Joseph R. Manni  
*Vice President, Operations - COO*

Rita Zenna, MSA, RN, CPHQ  
*Vice President, Patient Care  
Services - CNO*

Paul A. Antonucci, Jr., CNMT, RT(N)  
*Chief Technician, Nuclear Medicine  
Interim Technical Director, Non-Invasive  
Cardiology*

Mary Bouchard, BSN, RN  
*Director, Catheterization Laboratory  
and Electrophysiology Laboratory*

James Brown  
*Director, Environmental Services*

Suzanne Campano  
*Director, Purchasing*

Thomas J. Campbell III  
*Director, Marketing and Public  
Relations*

Tara Hankins  
*Director, Perfusion Services*

Carol Harris  
*Medical Librarian*

Victor Hatala  
*Director, Practice Management and  
Development*

John Hill, RRT  
*Director, Respiratory Care Services*

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

Evelyn Kennedy  
*Director, Compliance, Privacy  
and Auditing*

Julie Lennox  
*Director, Patient Access Services*

May Lynch, RT  
*Technical Director, Radiology*

Carolyn Magnotta, CPHQ, RHIA  
*Director, Process Improvement*

Joyce Matheson, RHIT  
*Director, Medical Records*

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

James McWilliams  
*Director, Food/Nutritional Services*

David New  
*Director, Finance*

Edward Rourke  
*Director, Engineering Services*

Deborah Sadowski, RPh  
*Director, Pharmacy*

Gerard Williams  
*Director, Information Systems*

John Young  
*Director, Patient Financial Services*

## MEDICAL STAFF

### Medical Staff Officers

Lynn B. McGrath, MD  
*Vice President, Medical Affairs  
Chair, Medical Staff*

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

Matthew S. Samra, DO  
*Secretary*

### Anesthesiology

Konstantin Dateshidze, MD  
*Chair*

Roger A. Moore, MD  
*Chair Emeritus  
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*

John H. Cooper, DO, FACOS  
*Attending*

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

### Cardiovascular Diseases

David Hsi, MD, FACC, FASE  
*Chair*

David Altmore, DO, FACC, FACOI  
*Attending  
Director, Cardiovascular Fellowship  
Program  
Director, Graduate Medical Education*

Renee Bullock-Palmer, MD  
*Attending  
Director, Women's Heart Center  
Director, Non-invasive Cardiac Imaging*

Frank Fish, MD  
*Attending*

Robert Lauer, MD  
*Attending*

Jennifer Mazzoni, DO, FACC  
*Attending  
Director of Outpatient Congestive  
Heart Failure Services*

John P. McNamara, DO, FACC,  
FACOI  
*Attending*

Allen Mogtader, MD, FACC, FACP  
*Attending  
Director, Non-invasive Cardiology*

Mark Moshayakov, MD  
*Attending  
Co-Director, Medical Intensive Care  
Unit*

Pirouz Parang, MD, FACC  
*Attending*

Saugato Sanyal, MD, MBA, FACC  
*Attending*

Sumathisena, MD  
*Attending  
Chief, Clinical and Consultative  
Cardiology*

S. Justin Szawlewicz, MD  
*Associate  
Assistant Director, Echocardiography  
Laboratory*

Kristopher Young, DO  
*Attending*



# Medical Staff

Denise Zingrone, DO  
Attending  
Associate Director, Women's Heart  
Center

## Electrophysiology

Raffaele Corbisiero, MD, FACC  
Chair, Electrophysiology and Pacing  
Director, Electromechanical Therapy  
Institute

Edmund T. Karam, MD, FACC, FHRS  
Attending

Safi Ahmed, MD  
Associate

## Endocrinology

Jenine Vecchio, MD, FACE  
Chair  
Medical Director, Joslin Diabetes  
Center Affiliate at DEBORAH

## Hospitalists

David Maletzky, DO  
Attending

Alexander Poulathas, DO, FACO  
Attending  
Director, Hospital Medicine and  
Inpatient Services

## Interventional Cardiology/ Endovascular Medicine

Richard Kovach, MD  
Chair  
Director, Cardiac Catheterization  
Laboratory

Jon C. George, MD  
Attending  
Director, Clinical Research  
Assistant Director, Cardiac  
Catheterization Laboratory

Ulrich Luft, MD  
Attending

Jatinchandra Patel, DO  
Attending

Wolfgang Radtke, MD  
Attending

Kintur Sanghvi, MD, FACC, FASCAI  
Attending  
Director, Transradial Program

Aaron Van Hise, DO  
Attending

## Pathology

Betsy Schloo, MD  
Chair

Darshana Mahapatro, MD  
Attending

Dante Ragasa, MD  
Adjunct

Karabi Sinha, MD  
Adjunct

## Pediatrics

Chhaya Bali, MD  
Chair  
Director, Pediatric Echocardiography

## Pulmonary

Andrew Martin, MD, FCCP  
Chair

Navdeep Brar, MD  
Attending

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

Michael Nollado, MD, FAASM  
Attending  
Director, Institute for Sleep Medicine

Marivi Ora-Cajulis, MD  
Attending

## Radiology

Thomas C. Gallagher, DO  
Chair

Krishna Iyer, MD  
Attending

Howard Naidech, MD  
Attending

## DEBORAH HEART AND LUNG CENTER MEDICAL AFFILIATIONS

AHS Hospital Corp./Morristown  
Medical Center Campus  
Alvernia University  
Brookdale Community College  
Burlington County Community  
College  
Camden Clark Medical Center  
Capital Health System  
Doctor's Hospital  
Drexel University  
Gonzaga University  
Independence University  
Joslin Diabetes  
Largo Medical Center  
Lutheran Medical Center  
McLaren-Greater Lansing  
Memorial Hospital  
Mercer County Community College  
Monmouth University

Our Lady of Lourdes Medical Center  
Burlington County  
Philadelphia College of Osteopathic  
Medicine  
Philadelphia University  
Pinnacle Health Hospitals  
St. Barnabas/The Bronx  
St. Christopher's Hospital for  
Children  
The Aria Health of the City of  
Philadelphia  
The Thomas Jefferson School of  
Nursing  
UMDNJ-RWJ Medical School  
Walden University  
Wellington Regional Medical Center  
Western University

## ACCREDITATIONS AND MEMBERSHIPS

American Association of Blood  
Banks

American Hospital Association  
College of American Pathologists  
Council of Medical Education of the  
American Medical Association  
Health Care Quality Institute  
Joint Commission  
New Jersey Academy of Medicine  
New Jersey Hospital Association

## MANAGED CARE HMO AND PPO AGREEMENTS

Aetna/U.S. Healthcare  
Affordable Healthcare  
America's Health Plan/UP and UP  
AmeriChoice  
AmeriHealth, Inc.  
Asbestos Philadelphia Welfare Fund  
Asbestos New Lisbon  
Beech Street/MediChoice  
Bravo  
Cigna Health Plans  
Community Care Network

CorVel, Inc.  
Coventry Health Care of Delaware  
Devon Health Services  
Direct Care America  
Family Choice Healthcare  
First Health  
Galaxy Network, Inc.  
Health Care Payers Coalition  
HealthNet Federal Services-TriCare  
Horizon BCBS of NJ  
Horizon Mercy  
Independence Blue Cross of PA  
InterGroup  
Jersey Med  
Keystone Health Plan East  
Local 825 International Union of  
Operating Engineers  
MagnaCare  
Managed Care Inc.  
Managed Care Strategies  
Mastercare, Inc.  
Medicaid

Medicare  
Medicare + Choice  
Mercy Health Plan  
Multiplan, Inc.  
NJ Manufacturers  
One Health Plan  
Organized Healthcare  
Oxford/United Healthcare  
Philadelphia Teamsters  
Physician Health Services  
Private Health Care Systems  
QualCare  
Railroad Medicare  
University Health Plan, Inc.  
Uniformed Services Family Health  
Plan  
UP and UP  
WellChoice



# National Chapter Services and Support

Our 2012 anniversary celebration echoed the strong efforts again put forth by our Chapter volunteers and supporters as they raised funds honoring our 90th Anniversary.

Some of these celebratory events included a cruise down the Delaware River on the Spirit of Philadelphia; the production of "Rent," held in Bristol, PA; Anniversary Luncheons held by Deborah Chapters, along with many other memorable and successful fundraisers.

Other exciting events in 2012 included our 1st

Annual Deborah Idol, Walkathons, a Cheerleading Competition, a Wild Game Dinner, Golf Tournaments, and Motorcycle Runs, just to name a few. Deborah Hospital Foundation's ongoing fundraising efforts are essential to the continued growth of Deborah Heart and Lung Center.

Without the backing of our volunteers and many friends, Deborah would not have been able to thrive all these years, and would not be what we have become known as...the hospital *"Where Tomorrow's Medicine is Here Today!"*

I am honored to be working alongside of our dedicated chapter volunteers and supporters whose inspiration and motivation are limitless. Together, we will work toward celebrating even more years of success at Deborah.



Cynthia Kornfeld, Director,  
National Chapter Services and Support



## Chapters

### FLORIDA/PUERTO RICO

Beverly Hills  
Boynton West  
Delray of South Palm Beach  
Delray Villas  
Huntington Lakes  
Palm Beach County  
Puerto Rico  
Stuart-Sunshine

### NEW JERSEY

Bohlen-Mount Holly  
Clearbrook

Clifton/Passaic Area  
Collingswood  
Colonia  
Concordia  
Covered Bridge  
Deborah Campus  
Florence Township  
Four Seasons  
Greater Pompton Area  
Greenbriar at Marlboro  
Hilda Gould  
Holiday City at Berkeley  
Home  
Jackson  
Lakeland  
Long Beach Island

Long Branch  
Manchester  
Medford Area  
Moorestown  
New Jersey Shore  
Park Union Guild  
Pine Brook  
Point Pleasant  
Rae Paskow  
Red Bank  
Rosellin  
Rutgers University  
Seaside  
Southampton  
Suburban/BCM  
Totowa-Wayne

Woodland  
Young At Heart

### NEW JERSEY AFFILIATES

Fraternal Order of Police  
Knights of Columbus  
Knights of Pythias  
Lions Club

### NEW YORK/NEW ENGLAND

Golden Hearts/Great South Bay  
Heart  
Orange County  
Suffolk  
Sylvia Martin

### PENNSYLVANIA/MID-ATLANTIC

Chincoteague Island, VA  
Delaware Valley  
Pacesetters  
Schuylkill Valley  
South Philadelphia  
Springfield  
Wyoming Valley/Dallas



# Thanks to Your Donations

**Deborah Heart and Lung Center strives to ensure that we have the best 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 continue to provide high-quality patient care, faster diagnoses, and superior treatment options.

Donations from corporations, foundations and individuals help us purchase cutting-edge medical equipment — from hand-held devices to the most advanced medical imaging and surgical tools available. In order to target where donations will have the most impact, Foundation staff members routinely consult with Center medical staff to determine the highest priorities in medical equipment needs.

Donors are always given the option of selecting which specialty, hospital program, or specific equipment item they wish their gift to support. Some donors opt to simply fund the greatest need.

We thank all of our generous donors for their continued support.

*Here are just a few of our 2012 major donors who have supported Deborah with gifts of much-needed medical equipment:*

Cardio ECG Equipment _____	Independent Pilots Association Foundation
	Innovating Worthy Projects
Cath Lab _____	Bill and Mickey Matern Trust
EPS Lab _____	William G. Rohrer Foundation
Echocardiography Table _____	Catholic Human Services Foundation
Endoscopic Video Equipment _____	Messner Foundation Inc.
Guest Residence _____	Morris & Lydia Goldfarb Foundation
Harmonic Scalpel _____	The George Link Jr. Foundation
Hybrid OR _____	The Blanche and Irving Laurie Foundation
	Edward M. Morris Foundation
	The Kathleen Catlin Charitable Trust
	Linus Gilbert Foundation
	Wawa, Inc.
	William Randolph Hearst Foundation

Media Up-grades _____	Mary E. Beyerle Trust
Medication Delivery Cart _____	David and Barbara Pron Family
	E. J. Grassman Trust
	Janice Krusch
Motorized Stretcher _____	The Gertrude Hirsh Charitable Trust
	Milton Schamach Foundation
Surgical Headlights _____	Arnold Schwartz Foundation
Transport Assist Device _____	Janice Krusch
Ultrasound Machine _____	Scholler Foundation



**Surgical Headlights**

**1922**

**Deborah Jewish Consumptive Relief Society, founded by Dora Monness Shapiro, purchased the first licensed sanatorium in New Jersey from Dr. Marcus W. Newcomb.**

**Original Campus**



**1923**

**May 28, 1923  
Date of incorporation  
of Deborah Jewish Consumptive Relief Society.**

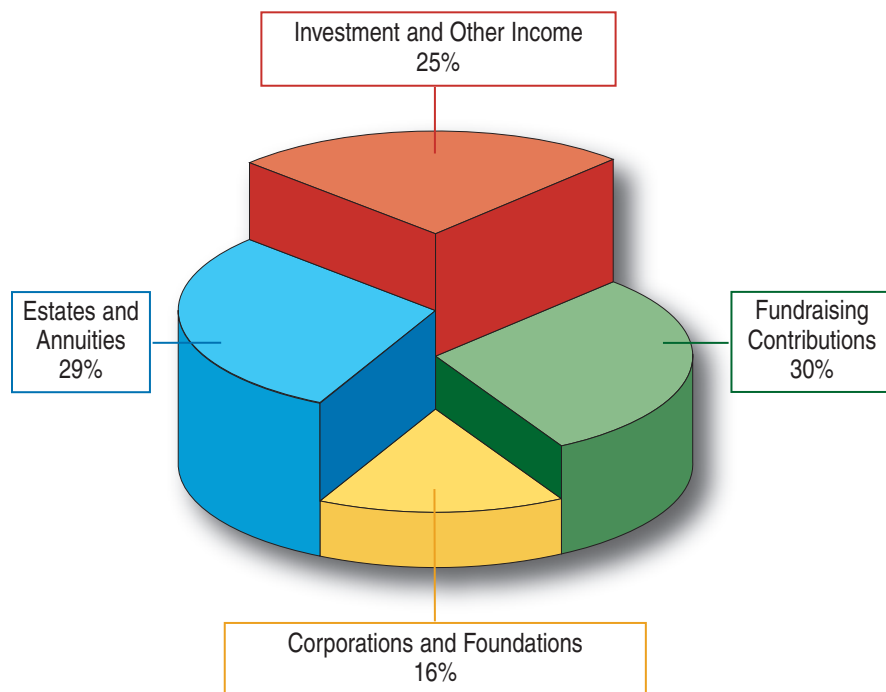




# Deborah Hospital Foundation

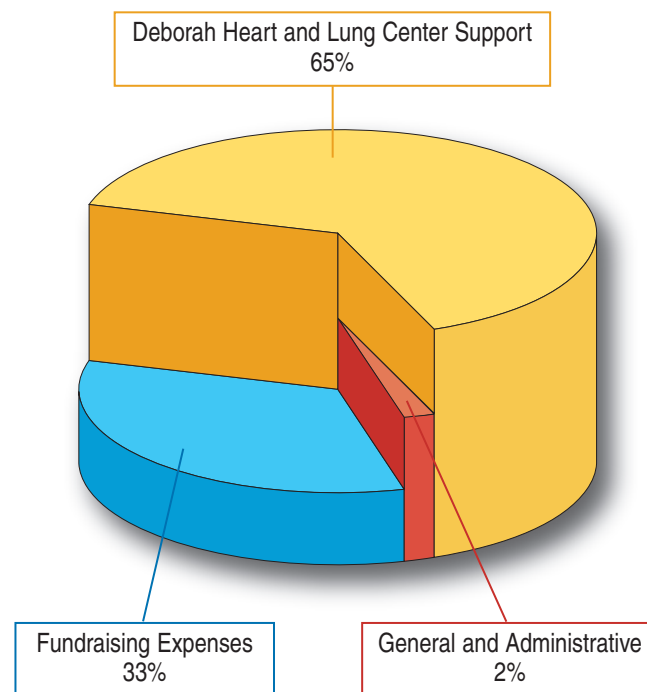
## REVENUES AND CONTRIBUTIONS

Total: \$8,069,913



## PROGRAM DISTRIBUTIONS AND EXPENSES

Total: \$9,519,149



1931

1939

1941

From the beginning, Deborah benefited from the support and friendship of many luminaries, including Albert Einstein, shown with Deborah founder Dora Monness Shapiro, and her husband Solomon.



The Women's Ward in the new Main Building was the lap of luxury compared with the open-air "sleeping porches" in the old cottages.

Deborah and its mission continued to receive the notice and support of the famous and influential people of the day, such as First Lady Eleanor Roosevelt.





# Deborah Heart and Lung Center

## FINANCIALS

### Revenues and Support

Patient Insurance Revenue	\$ 140,484,882
Other Operating Income	4,915,633
Foundation Support	4,510,599

**Total Revenues and Support** **149,911,114**

### Expenses:

Medical and Surgical Care	\$ 97,993,027
General and Administrative Services	25,743,161
Employee Benefits	18,006,622
Depreciation	4,340,765
Interest	1,429,772

**Total Expenses** **147,513,347**

**Deficiency of Revenues Over Expenses** **\$ 2,397,767**

Total Cost to Provide Unreimbursed Patient Care **11,290,539**

Total Amount Contributed by Deborah Hospital Foundation **6,135,981\***

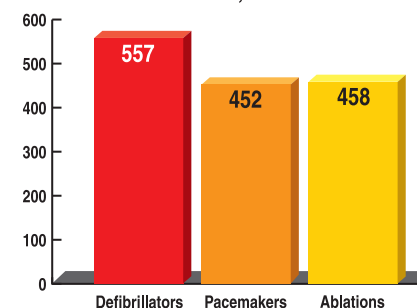
\* Foundation Support plus Estates, Restricted Gifts, and Children of the World® Trust Distributions all of which are included in Other Operating Income.

## STATISTICAL HIGHLIGHTS

Number of Admissions:	4,524
Ambulatory Care Visits: (Outpatients)	62,094
Sleep Studies:	1,120
Average Length of Stay:	3.9 days

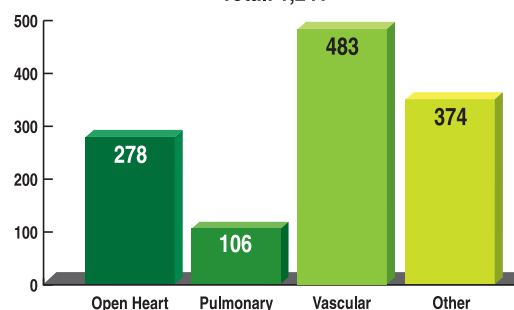
### Cardiac Electrophysiology

Total: 1,467



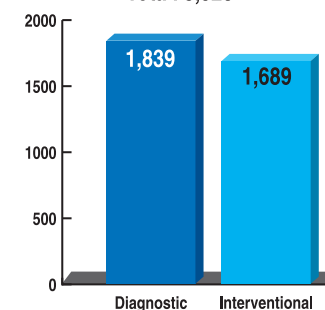
### Surgical Procedures

Total: 1,241



### Cath Lab Procedures

Total: 3,528



1947



Inspired by Deborah's new ventures in treating heart and lung diseases, Deborah's fundraising volunteers redoubled their efforts.

1952



1958

On July 28, 1958, Dr. Charles Bailey performed Deborah's first heart surgery on Bill DiMartino, age 3, who was followed by Dora Hansen, age 36.





# 2012 Year in Review

## January

- The Interventional Unit was recognized for Top Patient Satisfaction Scores in the Nation by HCAHPS
- 4 Lesser celebrated one year in the top 1% in the nation for patient satisfaction scores by HCAHPS
- Andrew Martin, MD, was awarded the prestigious Sir William Osler Award, from the American Lung Association – NJ for his instrumental work in helping pass New Jersey's indoor smoking ban
- Deborah volunteers gathered for the annual recognition luncheon



## February

- 14th Annual Heart Challenge and Art Competition was held at Pemberton Township High School
- Deborah was recognized as tops in the nation for patient satisfaction scores by HCAHPS

- Raffaele Corbisiero, MD, implanted Boston Scientific's newest ENERGEN cardiac resynchronization therapy defibrillator
- Jon George, MD, was recognized for his humanitarian efforts helping children in India
- The 2nd Annual Women's EXPO was held in Deborah's Winderman Auditorium



## March

- Deborah's interventional cardiologists debuted the new TAPAS Catheter



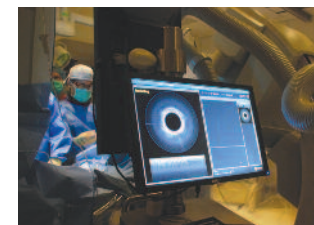
## April

- Kintur Sanghvi, MD, began expanded uses of radial artery catheterizations

- Inside Jersey Magazine named Deborah a Top Hospital in New Jersey
- Edmund Karam, DO, integrated the smallest heart pump with a Stereotaxis procedure for a patient with V-Tach
- Assemblyman Chris Brown visited the hospital
- Pemberton Township High School students refurbished the Siemens Garden as part of a service project

## May

- Deborah's Nurses were celebrated during Nurses' Week
- Connect II, a sophisticated new imaging tool to fight P.A.D., was unveiled
- Students from the Pemberton Township Medical Arts Academy participated in a Future Nurses Event at Deborah



## June

- Deborah celebrated its 90th Anniversary with a Time Capsule Burial Ceremony



1964

Deborah's volunteer movement was always looking for more ways to raise funds and awareness for the hospital's expanding medical mission. Poster children helped to get the word out.



New operating suites, cardiac catheterization laboratories and other diagnostic units were added from 1968-1969.



1968



- Employees celebrated Deborah's 90th with the Annual Picnic
- The Foundation sponsored "Rent" at the Bristol Riverside Theater

## July

- Symplicity, an innovative new approach for fighting hypertension through renal ablation, began clinical trials at Deborah
- Edmund Karam, DO, was awarded membership in the prestigious Stereotaxis Century Club
- *Consumer Reports* named Deborah as THE SAFEST Hospital in New Jersey
- The 90th Anniversary Parade Committee marched in Moorestown's 4th of July parade



## August

- The Clinical Research Department received awards from Bard Medical and Lutonix at the Levant 2 Registry meeting

## September

- *SJ Magazine* named Deborah physicians: Drs. Corbisiero, George, McGrath, Ng and Poulathas TOP DOCS
- The Foundation conducted successful Walk-a-Thons
- The 87th Medical Group from Joint Base McGuire-Dix-Lakehurst visited and toured Deborah
- A cruise on the Spirit of Philadelphia was held in honor of our 90th Anniversary Celebration



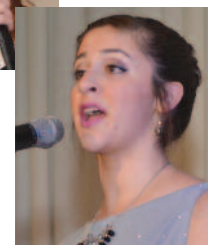
## October

- The 90th Anniversary Pediatric Patient Reunion drew former patients from all over the country
- Florida supporters held their 90th Anniversary Celebration



## November

- The first annual Deborah Idol competition was held
- Over 400+ attended the 90th Anniversary Red Tie Gala, where the Deborah Idol winners performed
- Deborah hosted Ocelot physician training on campus



## December

- Long-time Pediatric Cardiology Chair, Chayya Bali, M.D. retired
- The Foundation held its annual car raffle
- The 90th Anniversary Parade Committee marched in the Pemberton Township Winter Parade, where Deborah President, Joseph Chirichella, was named Grand Marshal



1970

In 1970, Deborah dedicated the Sylvia Martin Children's World to house Deborah's Pediatric Unit on 3 Lesser.



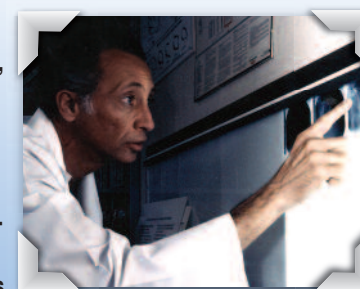
Deborah officials broke ground in 1977 for a \$14 million expansion project which would double the size of what by now was known as Deborah Heart and Lung Center.

1977



1980

In 1980, Vladir Maranhão, M.D., performed Deborah's first percutaneous transluminal coronary angioplasty (PTCA), better known as balloon angioplasty. This again put Deborah in the category of pioneer in Clinical Cardiology.





INDIVIDUALS

\$50,000 - 99,999

Ruth Primost

\$10,000 - 49,999

Anonymous  
Vivian A. Greiner  
Diane Flanagan Keene  
James S. Richardson  
Dr. and Mrs. Zelig Steinberg  
Mr. and Mrs. Herbert Weisz

\$5,000 - 9,999

Mr. and Mrs. Joseph T. Corso  
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Julian Ganak  
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Gary Rubin  
Mr. and Mrs. Herbert L. Schuler  
Irene Sidun  
Mr. and Mrs. Frank Tomasella  
Mr. and Mrs. Frederick  
von Pechmann

\$1,000 - 4,999

Cheryl J. Abate

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Donald Cook  
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Dr. Raffaele Corbisiero  
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Vivian Hulse  
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Arne Ildsgaard  
Wilbert A. Jobs  
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Leatrice Knohl  
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Joseph Vellucci  
Flora Venezia  
Anthony Venuto  
Mr. and Mrs. Sheldon Vogel  
Roland J. Wacker  
Sarah Warner  
Irmgard Weichselbaum  
Saul V. Wolfert  
John Young  
Leokadia H. Zach  
Leonard Zimmerman

\$500 - 999

Martin H. Abo  
Mr. and Mrs. Robert Adams

1984

1986

1987

Deborah became the first hospital on the East Coast, and only the second in the nation, to install a Cine-CT scanner in 1984. This diagnostic device allows physicians to view and evaluate the heart in motion.



Deborah's first advanced, fully-computerized cardiac catheterization laboratory opened in 1986.

In 1987, Deborah hosted the first Russian child sponsored for heart surgery by the Deborah Hospital Foundation's Children of the World® Program. Attracting national and international attention, little Maya not only got a second chance at life through Deborah, she became a celebrity, even meeting First Lady Nancy Reagan.





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Drs. Joseph and Denise Zingrone

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##### \$100,000 - 249,999

Capozzi Family Foundation  
Holly Beach Public Library  
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##### \$50,000 - 99,999

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The Blanche & Irving Laurie  
Foundation  
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##### \$10,000 - 49,999

American Gold & Diamond  
Buyers  
Clean Rental Services, Inc.  
The Chatlos Foundation, Inc.  
Community Health Charities of NJ  
Dr. James J. O'Connell Fund

1993

In 1993, surgeons began performing video-assisted thoracoscopy, using fiber optic technology, to extract tissue for lung biopsy and tumor removal. This procedure provides patients with a less invasive surgical option, and greatly reduced recovery time.



1999



December 1999, National Research Corporation (NRC) named Deborah Heart and Lung Center one of the nation's top hospitals for heart care.

2000



Deborah license plates become available.

The George Link Jr. Foundation, Inc.  
Independent Pilots Association Foundation  
Innovating Worthy Projects Foundation  
International Business Machines JGA Foundation  
Edith & James Klinghoffer Foundation, Inc.  
Knights of Pythias Charities Foundation, Inc.  
The Linus R. Gilbert Foundation  
Marcello and Graziano Roviario Foundation  
Mary E. Beyerle Trust  
The Messner Foundation, Inc.  
The Morris & Lydia Goldfarb Foundation  
The Open Heart Foundation, Inc.  
Pine Island Cranberry Co., Inc.  
The Robert and Marion Schamann Brozowski Foundation  
Rodina American Russian Welfare Society  
The Scholler Foundation  
The Sidney J. Harris Charitable Trust  
Sills, Cummis and Gross P.C.  
Spectranetics Corporation  
VFW Ladies Auxiliary  
Walter & Louise Sutcliffe Foundation

**\$5,000 - 9,999**  
The Arnold A. Schwartz Foundation  
Billian Family Charitable Foundation  
Boston Scientific Corporation  
Bristol-Myers Squibb Foundation, Inc.  
Burlington Entertainers Capital Health  
Captain Buscio Program  
Catholic Health East  
Catholic Human Services Foundation  
The Charles B. Mathis Memorial Trust  
Corporate Synergies Covidien, Inc.  
The Florence and Edgar Leslie Charitable Foundation  
Dr. Frances S. and Paul F. Hoch, Jr.  
Fraternal Order of Eagles  
Global Tower  
Holman Automotive Group, Inc.  
Italian American Club of Sea Isle  
Johnson & Johnson Family of Companies  
Lord, Abbett & Co., LLC  
Medtronic, Inc.  
Michael Fisher Foundation  
The National Emphysema Foundation, Inc.

Newling W. and Helen A. Stevens Family Foundation  
PCA Industrial and Paper Supply  
The Philip W. Riskin Charitable Foundation  
Schwaebischer Saengerbund, Brooklyn, NY  
The Scott Family Charitable Foundation  
Sidney & Gertrude Nevins Foundation  
St. Jude Medical  
TD Bank, N.A.  
Truist  
W. L. Gore & Associates, Inc.

**\$1,000 - 4,999**  
AHEPA Management Company, Inc.  
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Leisuretowne Civic League, Inc.  
Lenape Regional High School District  
The Leon M. Seidel Charitable Trust  
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M. Edward Morris Foundation, Inc.  
Melrose Credit Union  
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Merck Partnership for Giving  
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Monmouth-Ocean Hospital Service Corporation  
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Neier, Inc.  
New Jersey Blackhawk Rod & Gun Club  
New Jersey Natural Gas  
The Norman and Rose S. Shamberg Foundation  
North Wildwood Flea Market  
PFG Financial Advisors, Inc.  
PNC Financial Services Group  
Parker McCay  
Pemberton Township Lions Club  
Pfizer United Way Campaign  
Premier Anesthesia  
The Prudential Foundation  
PSE&G  
R.H. Booker Flooring, Inc.

2002

September 6, 2002 - The world's smallest ICD and pacemaker, the Epic™ DR ICD, was implanted for the first time in Northeastern United States by Dr. Raffaele Corbisiero, Chief, Section of Electrophysiology. The Epic regulates ventricular tachycardia, a potentially deadly heart rhythm, if it occurs.



Dr. Greg Olsen, under the care of Dr. David Murphy, Chair, Department of Pulmonology, at age 60, was able to fulfill a life-long dream of going up in space, and spent nine days on the International Space Station in 2005.



Dr. David Murphy, Pulmonary Department Chair once again had his professional opinion heavily sought in 2006 as he shared Deborah's considerable expertise in treating 9/11 Ground Zero emergency workers' respiratory problems. As the nation recognized the tragedy's fifth anniversary, the concurrent health problems that have plagued the rescue workers have moved to the center of a national forum.





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Wallerstein Foundation  
Wawa, Inc.

Wells Fargo Advisors, LLC  
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AT&T United Way/Employee  
Giving Campaign  
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Memorial Trust  
Brandywine Manor Apartments  
The Brunetti Foundation  
Connor Strong and Buckelew  
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Rehab  
Dunkin Donuts  
E and K Medical Supply, LLC  
Eagle Work Clothes, Inc.  
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Vincent L. Giacinto  
Gilbert Goldstein  
Matilda Goodman  
Corrine Grant  
Margaret Harrington

\*Deceased

2008



Dr. Charles Bailey,  
1958

Deborah celebrated 50 years of performing heart surgery, making it one of the earliest and most-established heart surgery centers in the nation. It was a Golden Anniversary that culminated five decades of ground-breaking medical achievements, pioneering new techniques, and marked a legacy of thousands of patients healed by Deborah's skilled surgical teams.



Dr. Lynn McGrath,  
2008

Officials from ShopRite/Wakefern Food Corporation dedicated a brand-new, state-of-the-art Electrophysiology (EPS) suite at Deborah Heart and Lung Center. Funded with more than one million dollars raised through ShopRite/Wakefern's fundraising efforts, these monies help continue Deborah's on-going mission of never billing a patient, because "there is no price on life."



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*Gifts of at least \$2,000 are combined with those of other donors*

*within a Deborah Trust. You, or someone of your choosing, receive an annual pro-rated share of the fund's earnings for life; the remainder interest then goes to support Deborah. Shares may be increased in \$500 increments, and you make a difference in a tax-wise way.*

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*Deborah's Heritage Circle Society recognizes those whose generosity and foresight have provided a lasting commitment to Deborah with a gift through their will, trust, or by a beneficiary*

*designation. There is no easier way to be remembered, and no better way to leave a significant gift behind. Creating a lasting legacy this way preserves your assets during your lifetime.*

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Art and Julie DeGrendele  
Michael J. Delikat  
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Anna DeSando

\*Deceased

#### 2010

Starting on March 1, residents of Burlington, Ocean and Mercer counties began receiving improved access to health care with the opening of the Lourdes Emergency Department at Deborah. The project, a result of an agreement between Lourdes and Deborah to work jointly to improve access to emergency and primary care services in the county and surrounding communities, marked the first time that two independent organizations have partnered to develop a new full-service emergency facility in the state.



Through the generous support of a lead gift from Wawa, Inc. and a federal grant from the Department of Health Resources and Services Administration (HRSA), Deborah Heart and Lung Center began supporting women's wellness through its Women's Heart Center that offers space and specialists to help women take the time they need to help themselves.





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2010

Deborah became a frontrunner in the newest asthma treatments available – bronchial thermoplasty. Not all patients are candidates for this new treatment, but for those who do qualify, this treatment has been shown to significantly reduce the onset of conditions and emergency room visits as well as to improve quality of life in patients with severe asthma not controlled well with high-dose inhaled steroids and long-acting bronchodilators.



Deborah Heart and Lung Center was named one of the nation's 50 Top Cardiovascular Hospitals by Thomson Reuters. The study examined the performance of more than 1,000 hospitals by analyzing outcomes for patients with heart failure and heart attacks and for those who received coronary bypass surgery and percutaneous coronary interventions such as angioplasties. The winners were announced November 14, 2011 in *Modern Healthcare* magazine.



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*Gifts of at least \$10,000, pledged over five years or less. Members are recognized annually for the extraordinary support they provide for the current needs of the Center and their enormous impact on Deborah's*

*mission and work. Naming opportunities are available to reflect the exceptional commitment of a 21st Century Society pledge.*

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*Gifts of at least \$1,000.00 to provide Pediatric care in perpetuity*

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2012...

Deborah is anticipating establishing a new Hybrid OR, combining minimally invasive and interventional surgical technologies with medial imaging and communications in one venue. 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.



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.

Because of the generous support of our donors, and our unrelenting commitment to providing outstanding 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?

#### Development Department

**(800) 388-0380**

#### Annual Giving

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

#### Corporate/Foundation Relations

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.

#### Planned Giving/Major Gifts

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.

#### 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.

#### 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  
Browns Mills, NJ 08015  
(609) 893-6611  
General Information Line  
(800) 555-1990  
[www.deborah.org](http://www.deborah.org)

**Deborah Hospital Foundation**  
National Headquarters  
212 Trenton Road  
Browns Mills, NJ 08015  
(800) 388-0380 • (609) 893-0200  
[www.deborahfoundation.org](http://www.deborahfoundation.org)

**Development Department**  
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**Public Relations**  
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