

SPECIAL EDITION

INSIDE DEBORAH

A Publication of Deborah Hospital Foundation

DEBORAH100: THE PROJECT





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Deborah Heart and Lung Center

A Hospital for Specialized
and Innovative Care

Deborah Heart and Lung Center, a world-class specialty care hospital, is recognized by the hallmarks of research, discovery, and innovation with the drive to excel. Deborah has been at the forefront of medical advances, bringing new technologies and techniques to surgical and non-surgical alternatives in the diagnosis and treatment of cardiac, vascular, and pulmonary diseases throughout its nearly 100-year history. So respected is Deborah's reputation that it announced that it became an Alliance member of the Cleveland Clinic's Heart, Vascular and Thoracic Institute. Cleveland Clinic is ranked #1 in the nation for heart care since 1995 by U.S. News & World Report.

To contact the Foundation call: **609-893-0100**.

DEAR FRIENDS OF DEBORAH

When dedicated individuals and organizations come together to work towards a common goal, historical advancements are possible. Our vision to lead the region as the premier provider of high quality, innovative, compassionate and patient-focused heart, lung, and vascular care moved closer to reality because of you. Thank you, and well done!

As we transition from **Deborah100: The Campaign** to **Deborah100: The Project**, Deborah Heart and Lung Center remains committed to extensive capital improvements on our campus, incorporating advanced medical technology and transforming healthcare throughout the region. We will commence a new era of healthcare with the construction and renovation of nearly 100 private inpatient suites, significant enhancements to the pharmacy and cardiac catheterization labs, and pioneering upgrades to our sophisticated electrophysiology suite.

In the pages of this special edition of *Inside Deborah*, you will be encouraged by the expanded scope of the project, which aligns with our reputation for clinical excellence, be assured that our commitment to innovation remains steadfast despite challenging times, and be inspired by stories from true philanthropists with a shared vision.

This project is yours to be a part of, as it is your generosity that sustains this forward momentum. We are almost there. If you haven't already donated, please consider this opportunity to join us as we make history—together.

In good health,



Joseph Chirichella
President and CEO
Deborah Heart and Lung Center
Deborah Hospital Foundation



George Loesch
Chairman
Deborah Heart and Lung Center
Board of Trustees



Robert Birnbaum
Chairman
Deborah Hospital Foundation
Board of Directors

DEBORAH100: THE PROJECT

Consistent with Deborah's long-term strategic plan, a comprehensive planning and assessment study revealed an imperative need for nearly \$100 million in investments that will reinforce Deborah Heart and Lung Center's commitment to provide the most advanced medical innovations in our region.

This comprehensive building project includes the vision to create a new era of healthcare with construction of a patient tower with private inpatient suites; renovations to change existing double occupancy inpatient rooms to private rooms; pharmacy and cath lab enhancements; and advanced technological upgrades to the Hospital's electrophysiology suites.

What we are planning is not a radical change, but an orchestrated step in our continued evolution. We remain committed to providing the highest quality and most compassionate specialized healthcare...anywhere.

This project is not about the brick and mortar to build the rooms; it's about Deborah's ability to provide privacy, comfort and compassion during life's most difficult moments.

Deborah's commitment to provide the highest degree of patient safety and privacy is, without question, our key motivator to meet the community's most important need – better health, for all. To that end, we embrace and advocate all initiatives that enable us to attain this goal.

Deborah 100: The Project does just that.



Deborah 2020



Deborah 2022
Artists Rendering





New Patient Tower

The construction of a new three-floor patient tower consisting of 36 contemporary private inpatient suites will provide adequate space for families to visit and participate in the healing process, while providing the privacy patients need during bedside treatments and sensitive discussions. Deborah's new patient floors will be wellness-oriented, incorporating family-centered care with abundant natural light, colors, and texture...all part of a therapeutic healing environment. Privacy also translates to comfort, a more relaxed atmosphere and more uninterrupted sleep leading to shorter hospital stays.

Innovative technology and the enhancement of nursing care rounds out this expansion including new embedded equipment, and bedside medical technologies designed to decentralize work stations, facilitating the staff's ability to work closer to the patients.

Inpatient Room Renovations

Our existing double occupancy inpatient rooms will be transformed into modernized private inpatient suites. This extensive renovation will ensure that all Deborah patients and guests are cared for in the most comfortable and sophisticated patient rooms available.





New Pharmacy Compounding Suite

In conjunction with the advanced stages of the Pharmacy Department's strategic plan, a new Sterile Compounding Suite is being constructed. The suite will contain both positive and negative pressure compounding areas designed to meet all United States Pharmacopeia Convention sterile compounding standards.

These specialized compounding areas are used by the pharmacists and specialized technicians to compound sterile drugs and infusions for dispensing. The rooms of the suite are controlled aseptic environments in which the concentration of airborne particles is reduced by particle filtration and by air locks, or positive or negative pressure ventilation.

Upgrades to Electrophysiology Suite

Atrial fibrillation (A-fib) is the most common heart arrhythmia, causing an irregular, rapid heart rate triggered by chaotic electrical signals. According to the CDC, between 2.7 and 6.1 million people in the United States have A-fib, and this number is expected to increase as the population ages. Left untreated, A-fib can be fatal. One of the technologies our Electrophysiologists use is a remote magnetic navigation system, which locates the diseased part of the heart and corrects the arrhythmia by administering tiny electrical pulses. This procedure is referred to as a robotic ablation.

In 2020, the Electrophysiology and Pacing team at Deborah Heart and Lung Center – led by Department Chair Dr. Raffaele Corbisiero, and Drs. Pedram Kazemian and Bernard Hynes — performed their 2,000th robotic ablation procedure. Dr. Corbisiero himself achieved a personal milestone of 1,000 procedures. To support this achievement, which has only occurred three times in North America, and to continue to distinguish Deborah as the most experienced robotic ablation practice on the East Coast, planned upgrades are needed to the electrophysiology suite.

Renovations to Cardiac Catheterization Labs

A cardiac catheterization lab, also known as a “cath lab,” is a special procedural room where cardiac interventionalists perform minimally invasive tests and procedures to diagnose and treat cardiovascular disease.

The procedures performed in a cath lab almost always involve tiny, flexible tubes, called catheters, which can be used instead of surgery, to access the heart and blood vessels. A cath lab has special imaging equipment called “fluoroscopy” to see the arteries and check how well blood is flowing to and from the heart. This information helps the team diagnose and treat blockages and other problems in the arteries.

Deborah performs more than 4,000 “caths” per year, providing a faster, safer option than traditional open heart surgery to treat and correct a myriad of cardiac and circulation issues. Due to the increasing volume and advancing technologies, Deborah’s four cath labs are on a rotating upgrade schedule to ensure we remain at the forefront of technological advancements.



New Multi-Use Imaging Lab

Although quite different specialties, both cardiac catheterization and electrophysiology labs utilize the same, small-detector radiology system hardware. Still, there are significant differences between these two lab setups.

As an efficient and effective way to conserve and combine resources, Deborah is constructing a multi-use imaging lab that can host both cardiac caths and electrophysiology procedures. The caseload for a particular day or week will determine which department will be utilizing this lab, ensuring a more efficient process, shortening the time patients wait for scheduled procedures.



DEBORAH100: THE CAMPAIGN

Philanthropy is an essential element in Deborah's history. Deborah Hospital Foundation's **Deborah100: The Campaign** is our endeavor to raise significant levels of support through the generosity of philanthropic-minded individuals, corporations, foundations and organizations for **Deborah100: The Project**.

Our campaign continues to generate gifts of all sizes, and proudly, we remain on schedule with the project timeline despite the COVID-19 pandemic. As we celebrate these achievements, we continue to need support in this effort.

We thank the generous people that have already come together to raise the funds needed to complete the project. **Will you join them?**

DEBORAH100: SUSTAINABILITY FUND

As you have heard time and time again, we believe "There is NO Price on Life."

For almost 100 years, millions of patients and families have benefited from this guiding principle—to provide life-saving care and treatment in the hospital to patients without insurance, and waive balance bills for the patients who do. This has been a persistent drumbeat throughout our history. It is, coupled with our innovative techniques and exceptional medical outcomes, what sets us dramatically apart from other healthcare organizations.

Although Deborah accepts most major insurance, there is no co-pay, deductible or balance billing. We have always believed that no one should be forced to make

a medical decision based on their personal financial situation, so we eliminate that burden from their decision-making process.

This unique practice is only made possible by the generous philanthropic gifts we receive from thousands of caring individuals and organizations each year.

If your philanthropic objectives go beyond capital improvements, please consider a gift to the special sustainability fund that will grow over time, to allow Deborah to maintain our altruistic billing philosophy while investing in creative program development and emerging treatments, further enhancing our outstanding reputation and impact in our community.

WAYS TO GIVE

The project budget is \$100 million. Deborah Hospital Foundation has committed to garner philanthropic support by identifying funding to make a significant financial contribution to Deborah Heart and Lung Center's newest initiative.

Your participation will make a big difference in reaching that goal. Regardless of age, wealth or affiliation, you have the ability to make a true impact. Your gift of any size can be customized and structured to fit your financial needs.

To ensure your intentions are fully met, Deborah Hospital Foundation has several experienced Gift Officers that can assist you in fulfilling your personal philanthropic mission.

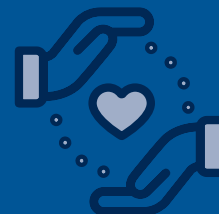
Gifts can be made through the following methods:



**Personal
Philanthropic Gifts**
(cash, stocks, multi-year pledges)



Corporate Gifts
(grants, sponsorship, matching gifts)



Legacy Gifts
(wills and trusts, bequests, annuities, life insurance)

Please use the enclosed envelope to confirm your campaign intentions, or for more information visit or contact:

- Website: www.Deborah100.org
- Email: Development@deborahfoundation.org
- Text: DEBORAH to 91999
- Mail: Deborah Hospital Foundation, 212 Trenton Road, Browns Mills, NJ 08015

Naming opportunities are available at a variety of gift levels. Please contact our Gift Officers to learn more, 609-893-0100.



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DONOR STORIES

Greg Olsen

As an entrepreneur, scientist, and inventor, my interest and focus tends to be on innovation and outside-the-box thinking. With that mindset comes sizable goals and great expectations. It also requires hard work, determination, and a never-give-up attitude. The same principles can be attributed to the visionaries that drive Deborah Heart and Lung Center to remain at the forefront of medical discovery.

I have been incredibly fortunate in my life to achieve and surpass many of the goals I set for myself both professionally and personally. And as the saying goes, “to whom much is given, much is expected.” Last year, when I made a personal commitment to support **Deborah100: The Campaign** with a gift of \$5 million, they told me it was the single largest gift in Deborah’s history. But I would argue that point.

Deborah’s team of pulmonary specialists, led by Dr. David Murphy (now retired), diagnosed and treated a variety of congenital lung conditions with which I was afflicted. Their treatments were so effective, I was able to achieve the “lofty” goal of travelling to the International Space Station (ISS) on October 1, 2015 at age 60. I was a working scientist on the ISS for ten days, but it took just one glance out the window looking back at earth to change my life and perspective...forever.

I could have selected any healthcare organization in the world to care for me, but the specialists at Deborah focus on treatment far beyond our imagination. Deborah has treated millions of patients since 1922, positively changing both lives and perspectives as well.



Greg Olsen with his daughter and grandkids at the Deborah Hospital Foundation's annual Red Tie Gala – November 2019.

“I could have selected any healthcare organization in the world to care for me, but the specialists at Deborah focus on treatment far beyond our imagination.”

With all my experiences and all my accomplishments, nothing means more to me than my family. That is why members of my family come to Deborah for their heart, lung, and vascular care as well. Deborah provides world-class specialized healthcare to all who require their expertise with no-out of-pocket-cost to the patient. If you ask me...*that* is the largest gift in Deborah’s history!



Recipients of The Snyder Foundation Scholarship Program with Foundation Board members at Award Reception October 2019.

The program has provided tuition assistance to several hundred college students totaling half a million dollars thus far.

DONOR STORIES

Harold B. and Dorothy A. Snyder Foundation

Paul Cortese, Executive Director

Is it a coincidence that several of the core pillars of the Snyder Foundation match up perfectly with those of Deborah Heart and Lung Center? Not at all! Both our organizations were established by loving and caring individuals that believe in civic responsibility, innovation and giving back. In our case, The Harold B. and Dorothy A. Snyder Foundation, named after my grandparents, was established because they believed philanthropy to be a critical element in our society. The Snyder Foundation, with my Aunt at the helm and my mother on the Board, began supporting Deborah back in 1988 and through the years contributed nearly \$700,000, with our last gift in 2003.

As the current Executive Director, I wanted to rekindle the relationship with Deborah so I reached out to the Deborah Hospital Foundation to see what's new. Wow! New construction to build a patient tower with 36 private inpatient suites, then the renovation of all existing double occupancy inpatient rooms to private, plus two new cath labs and significant technological upgrades to the electrophysiology labs, as well as a few other improvements. When I learned all the exciting and transformative plans within **Deborah100: The Project** it was clear to me that this would be a venture we would be proud to support. This is a capital investment not just in Deborah but in the entire region they serve. These improvements will quite literally alter the way Deborah delivers healthcare for the next generation.

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Because of the significance of the project and the ripple effect it will have on the lives of so many, The Snyder Foundation is proud to pledge \$350,000, bringing our foundation's total giving level to over \$1 million. This gift is not only a tribute to my grandparents' altruistic beliefs, but is in appreciation of Deborah's nearly 100 years as a beacon of hope, attracting the brightest and most creative minds to a place committed to providing specialized expertise to all those who require it.

We are all so very proud to be re-associated with this incredible organization.



DONOR STORIES

Hilda Groth

How did I get here? One day I'm a young girl on a farm in Germany, the next I am 97 years old featured in a magazine for doing what is right. My husband, William and I were married for more than 50 years before his passing in February 2019. We never had children but treated our numerous nieces and nephews as our own. We have always been doers, joiners and givers. The two of us volunteered for the West Essex First Aid Squad, logging in a combined 60 years of service. We were active square dancers, hikers, campers, and travelers. Life to me is not for spectators, and if you are going to be here, you need to get involved and try to help as many people as you can.

Although nearly two hours away from our home in north Jersey, Deborah is our hospital. And I am not alone in that sentiment—the personal and heartfelt attention each patient receives is part of the culture and what makes it an exceptional place for care. They deal with some very sick patients and they seem to be constantly trying to improve the patient and family experience. I worked as a mammography tech for nearly 45 years and I have seen, first hand, what innovation, technological advancements, and compassionate care means to the patients – it's everything.

I am a member of the Heritage Circle Society which means I have remembered Deborah Hospital Foundation in my Will, and I encourage everyone to do the same as it is a wonderful way to create your legacy. When I learned about **Deborah100: The Project**, I made the bold decision to also make a gift now. On behalf of my family, I made a \$1 million gift to demonstrate how appreciative I am for all Deborah has done for me and all the lives they have saved over the years. Besides, I want to celebrate Deborah's accomplishments with them, as I still have a lot of "doing" to do.

“The personal and heartfelt attention each patient receives is part of the culture and what makes it an exceptional place for care.”



DONOR STORIES

Frank Grochal

I'm a Jersey guy! I grew up, got married, raised my family and worked locally right here in South Jersey. Over the last 30 years, I would contribute to Deborah what I could, when I could. I always knew it was a special place with a special mission on which thousands rely. You don't fully appreciate having a world-class healthcare organization so close to home until you, or those close to you, need it. Over the years, this has become the case for me and several of my friends and family members, who have all benefitted by their medical expertise.

Not too long ago, I joined Deborah's Heritage Circle Society, which consists of an impressive group of people that have such strong feelings towards Deborah, they included the organization in their estate plans. That means my gift to Deborah will come when I no longer need the money. Unfortunately for Deborah, I hope that isn't for a very long time. This past fall, when I learned about Deborah's building expansion project and that they received a \$5 million gift to get things started, I knew something special was going on there.

Once I heard the details of this project to construct all new private inpatient rooms at Deborah, especially in light of the COVID-19 pandemic, I wanted to be part of it. I believe we all need to pay it forward and make sure, like the other like-minded folks before us, Deborah remains at the forefront of quality patient care.

“I believe we all need to pay it forward and make sure, like the other like-minded folks before us, Deborah remains at the forefront of quality patient care.”

Too many individuals and families are devastated by health issues and healthcare costs. Yet for nearly 100 years, Deborah has been removing that worry and burden, and that's why I made a \$15,000 gift.

I have worked hard all my life and I'm fortunate to be in the position that I'm in. And it makes me feel great to help the people who are served by Deborah. I hope others in the region will do the same and make Deborah one of their philanthropic priorities!

212 Trenton Road
Browns Mills, NJ 08015

**For nearly 100 years you have
been able to count on Deborah.
Can Deborah count on you?**

