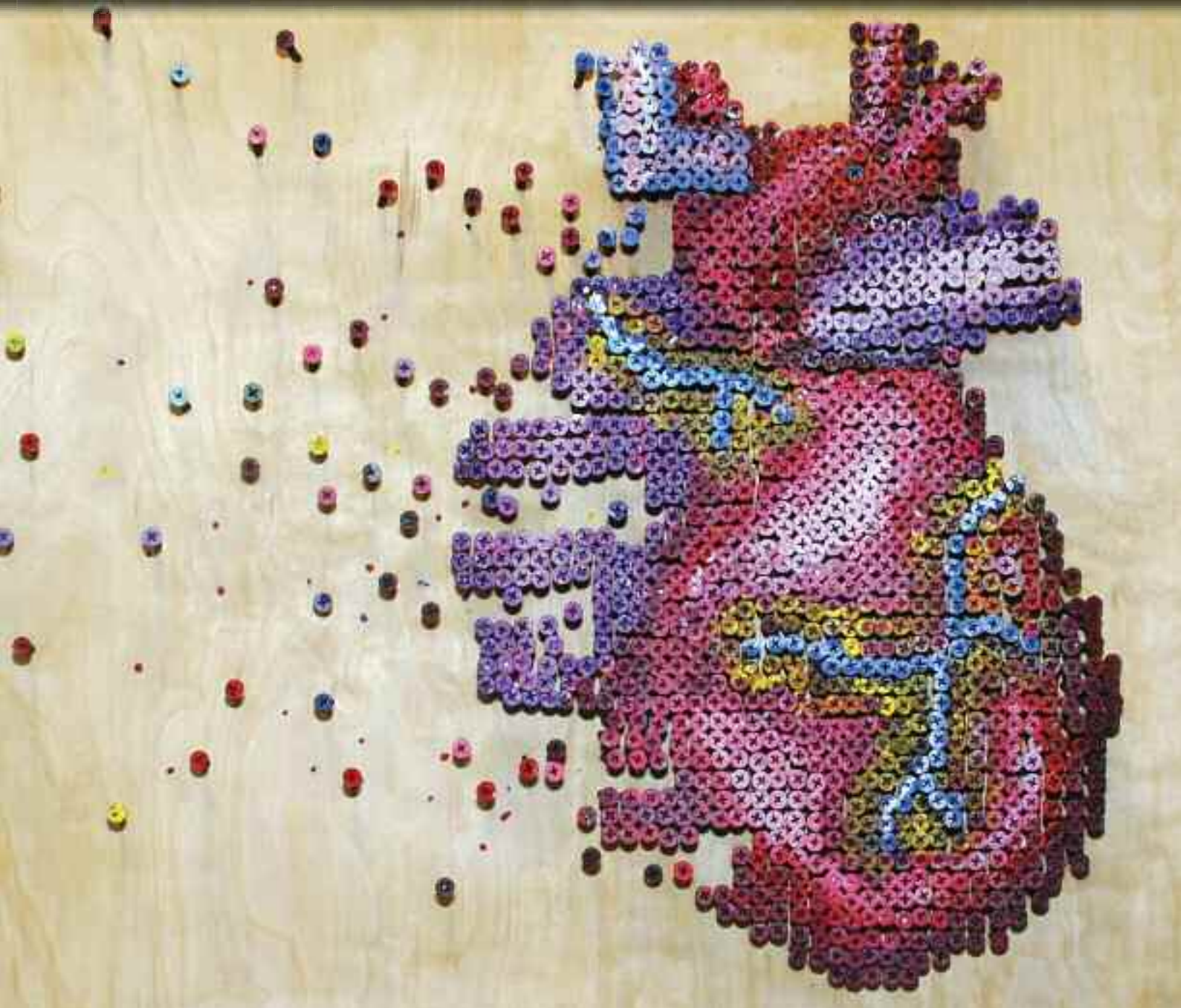


# *inside* DEBORAH<sup>®</sup>

Spring 2013



*The Heart Through the Eyes of Local Students (page 10)*

# LEADERSHIP *Vision*

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



Paul J. Stendardi  
Chairman of the Boards,  
Deborah Hospital  
Foundation and Deborah  
Heart and Lung Center



Dear Readers,

We are excited for another year of planned growth and world class medical innovation at the Center!

Deborah is in the beginning of another round of capital improvements to meet an ever-evolving medical landscape. Our new cath lab opened in January and you can read about this exciting new project in this issue (pg. 9), as well as some of the newest technology devoted to patient care in the cath lab. This is the first in a number of projects that will be introduced this year.

In tandem with Deborah's new projects, we continue to grow our services against an interesting national backdrop. Under the Affordable Care Act, major changes will unfold, moving our country toward expanded healthcare access by 2014. This change is probably as significant a milestone in Deborah's 90-year history as when the government first rolled out Medicare. We are working closely with our state and local partners to keep abreast of all these healthcare changes, and are poised to work within the new national healthcare framework that is being built.

An early sign of these healthcare changes is government payers looking more closely to tie reimbursement to

performance. Deborah's stellar healthcare benchmarks are now showcasing our hospital as the superior facility that it is, and we are quickly rising to the top of the list of the best hospitals in the country for Quality, Patient Satisfaction, and other meaningful reporting criteria. It is gratifying for our staff to be receiving the well-deserved praise and recognition on a national stage that Deborah has enjoyed locally for decades.

The entire Healthcare Team at Deborah Heart and Lung Center is excited to embrace all the internal and external changes Deborah will face as we move ahead. The year 2013 promises to be very interesting, and we'll keep you posted on our progress.♥



**"100 Hospitals with  
Great Heart Programs"**

*Named by*

BECKER'S

**Hospital Review**

BUSINESS & LEGAL ISSUES FOR HEALTH SYSTEM LEADERSHIP

*On the Cover*

"Pressure's On" by Alexandra Lingenfelter, 12th Grader at Shawnee High School, took 1st Place in the 3D category at the 15th Annual Deborah Heart Challenge and Art Competition. Look closely, the heart is made of screws!

## INSIDE THIS ISSUE



4



7



9



10

- 4 THIRD ANNUAL WOMEN'S HEART MONTH HEALTH EXPO
- 5 DECADES OF SHARED COMMITMENT BY A MOTHER AND DAUGHTER
- 6 SUPPORTERS CELEBRATED AT FLORIDA GATHERING
- 7 DR. SAMRA BRINGS DEBORAH'S NAME TO NATIONAL AUDIENCE
- 8 INTRODUCING THE IMPELLA CP DEVICE
- 9 HYBRID CATH LAB UNVEILED
- 10 15TH ANNUAL HEART CHALLENGE AND ART COMPETITION
- 11 FROM THE DESK OF THE CHIEF DEVELOPMENT OFFICER
- 12 COMMUNITY HEALTH NEEDS ASSESSMENT UNDERWAY
- 14 ANNUAL RAFFLE RESULTS
- 15 COMMUNITY OUTREACH AND REGIONAL EVENTS

*Contributors, editors and advisors for this issue of Inside DEBORAH: James Carson, Joseph Chirichella, Marcy Di Blasio, Susanna Kanzler, Corinne Kashan, Cyndy Kornfeld, Ellen Krivchenia, June Lambert, Doreen Liller, Joseph Manni, Agnes Marsala, Frances Marshall, Donna McArdle, Tina St. John Bialt, Paul J. Stendardi, Carla Tisdale-Walker, and Stephen Toal*

# Deborah Hosts Third Annual Women's Heart Month Health EXPO

*Health Screenings, Physician Seminars, Fitness & Wellness Activities, Beauty & Fashion Vendors*

On Saturday, February 2nd, Deborah hosted its 3rd Annual Women's Heart Month Health EXPO at The Enterprise Center in Mt. Laurel, NJ. Held in conjunction with the American Heart Association's Wear Red Day – which raises awareness about the need to fight heart disease in women – Deborah's EXPO drew



over 500 women who met the staff at

Deborah's Women's Heart Center and the Joslin Diabetes Center Affiliate at Deborah. Visitors enjoyed health screenings including blood pressure, glucose, body fat analysis, pulmonary function testing, and balance, as well as cholesterol/lipid panel testing.

The well-attended EXPO included a wide range of wellness, health and fitness activities for women of all ages, includ-



ing pampering massages and bodywork, relaxing yoga and meditation, and a Zumba demo. Burlington County College Culinary Arts Director Chef Elizabeth Dinice hosted several heart-healthy cooking demonstrations, Rizzieri School

for the Healing Arts/Rizzieri Aveda School provided facials and break-out sessions on the value of proper skin care. Medford Family Dental offered Oral Cancer Screenings and

South Jersey Skin Care & Laser



Center provided sun damage screenings. Delicious healthy-menu snacks were provided by EXPO Lead Sponsor Wawa Corporation, whose generous funding has helped make Deborah's Women's Heart Center possible.



As well as wellness and fitness break-out sessions, four of Deborah's expert



Women's Heart Center physicians spoke on issues of critical importance to women's health. Drs. Renee Bullock-Palmer, Jenine Vecchio, Denise Zingrone, and Navdeep

Barbar offered valuable information for



women who need to be aware of heart disease – the number one killer of American women.♥



***Deborah's 3rd Annual Women's Heart Month Health EXPO would not have been possible without the generous support of The Freed Foundation. Thank you all for your support!***

**Corporate Sponsors**

- Wawa – Expo Lead Sponsor
- Aspen Hills
- Buttonwood
- Bayada
- Free For All
- Holy Redeemer
- Omega Institute
- Moorestown Visiting Nurses

**Expo Providers**

- Chef Beth BCC Culinary Arts
- Kula Kamala Foundation
- Medford Family Dental Center
- Rizzieri School for Healing Arts/ Rizzieri Aveda School
- Snap Fitness
- South Jersey Skin Care and Laser Center

# A Daughter Continues Her Mother's Legacy

People choose to support Deborah in many ways, and for many reasons. Norma Berke's reason began almost 75 years ago.

In 1939, Norma lived in Philadelphia with her single mother Anna and her sister Beatrice. As a dress shop saleslady, Anna earned \$14.00 a week to support herself and her daughters. She and the other salesladies socialized together and became each other's extended families. Between work and family, they also came together and formed the Emma Dietch Chapter of Deborah.

Over the next 50 years, Norma watched, with admiration and love, her mother volunteer tirelessly for Deborah. It started with canister, or can-can collections. Whenever they had a free evening, the ladies headed to the streets to collect donations. Indoor malls did not exist, so they collected outside, through frigid winters and sizzling summers. Over the years, Anna held every Officer position in her Chapter, planning endless projects to raise money for Deborah. She was certainly a role model for her children and all who knew her. Anna led a life of giving until her

passing in 1995 at the age of 96.

When her strong box was opened after her passing, Norma and Beatrice found their mother's ration books and passport,

mother's dedication is the reason for Norma's generous support of Deborah today, through our Charitable Gift Annuity Program.



along with her speeches from her Chapter's Installations and a special certificate honoring her for 50 years of service to Deborah Hospital Foundation.

Today, Norma has a grown daughter of her own and is living in New York City. She keeps informed about the lifesaving work at Deborah by reading *Inside Deborah*. This has helped her understand why her mother devoted so much of her time to the organization. And her

"I truly believe that a Charitable Gift Annuity to Deborah Hospital Foundation makes it possible for Deborah to give hope and life to their patients. Since my first donation to Deborah, I have visited and listened, and was impressed by the concern, the innovative exploration of options for patients that the dedicated doctors and nurses have displayed. The extraordinary quality of care is recognized and acknowledged by the honors they have received."

And why a charitable gift? "Help Deborah and you help yourself – an upfront tax deduction and income for life that is proportionally tax deductible. I don't belong to a chapter, I don't do "can-can", but I believe in the work that the hospital is doing, so I honor my mother's dedication to Deborah through donations for the patients they serve. Your charitable gift saves lives - what's better than that?"♥

## A Charitable Gift Annuity

**Loyal, dependable, always there for you**

**A charitable gift annuity with Deborah Hospital Foundation will provide you with an income you can never outlive**



*Call the Deborah Hospital Foundation Office for more information: 1-800-388-0380*



# 2013 Winter Gathering of Florida Friends

In February, members of Deborah Hospital Foundation's Heritage Circle Society, Life Income Benefactors, President Club, and guests attended appreciation luncheons celebrating Deborah's unique past, successful present and exciting future.

Over 100 attendees enjoyed informative afternoons of good food, pleasant company and a shared commitment to Deborah's mission; our thanks to all who made these events such a wonderful experience and for openly sharing their stories, ideas and support.



Jim Carson, Major and Planned Gifts Officer at the Foundation, went on to recount the extraordinary achievements that took place in 2012 during our 90th anniversary year. Jim

then provided an overview of the innovative clinical trials taking place at Deborah and described the state-of-the-art technology and the breakthrough procedures of tomorrow being offered to Deborah's patients today.

Along with archival photos, and news clips, a retrospective 90th anniversary video highlighted, decade by decade, Deborah's numerous "medical firsts" which were lauded, over the years, by a long list of notable personalities, including Albert Einstein, Eleanor Roosevelt, Ronald & Nancy Reagan, Gerald Ford, Paul Newman and many other celebrities who have supported Deborah's mission.

After lunch, guests were treated to a fascinating behind-the-scenes video tour of our new, high-tech catheterization laboratory. It was narrated by Nancy Bouchard, RN, Director of the



Catheterization and Electrophysiology Labs; Valerie Harris, RN, Clinical Nurse Manager of the Catheterization Lab; and Dr. Jon George, Director of Clinical Research and Assistant Director of the Cardiac Catheterization Lab; and showed several of the intricate procedures and advantages this new generation of technology offers.

In closing the program, Steve Toal, Chief Development Officer of the Foundation, told of his interesting journey transitioning from employee to grateful patient. Putting Deborah's true impact

into personal terms, he described what our donors' financial support of Deborah has meant to the organization and to him and his family. He thanked everyone for the upcoming birthdays, anniversaries, graduations, vacations and weddings that he and his family can now look forward to because of the skilled care that was available to him at Deborah. Steve's story exemplified the priceless dividends of renewed health and added years each donation to Deborah brings.♥



*If you would like additional information or would like to make a donation to the Foundation, please call 609-893-0100.*

## ***Cruisin' for a Great Cause***

Faithful friends sailed the Carnival Valor January 2013 in support of Deborah Hospital Foundation.



## Meet the Physician

# Matthew S. Samra, DO, Deborah's Vein Center Director and Attending Vascular Surgeon

Dr. Samra's vascular and vein center practices are an extremely busy component of Deborah's overall vascular program. His innovative leadership to spearhead a comprehensive team approach has enabled patients to receive the best integrated care available, addressing a variety of peripheral arterial problems, often first noticed by unsightly varicose and spider veins.

Dr. Samra served his residencies in General Surgery at Wyckoff Heights Medical Center in Brooklyn, NY, and at the New York College of Osteopathic Medicine. He then completed his specialty training at Deborah.

Board Certified in General Surgery, General Vascular Surgery, and Cardiothoracic Surgery, Dr. Samra is interested in the endovascular treatments of vascular disease, venous disease, and emerging technologies and techniques.

Dr. Samra recently served as a Deborah ambassador during an appearance on Fox TV's nationally-broadcast -- and highly-recognized -- *Dr. Oz* program (shown below). An eligible bachelor, Dr. Samra was one of 50 physicians nationwide on *Dr. Oz's*

Valentine's Day show. Dr. Samra spoke about sleep, as well as participating in a segment of "The Dating Game." His bio and Deborah credentials are now published on *Dr. Oz's* website.

"It was great to be on the *Dr. Oz* show," said Dr. Samra. "Especially important was being able to bring Deborah's name to a national audience."

Dr. Samra's key contributions at Deborah have impacted many patients during his tenure here. His growing surgical practice enables him to combine his vascular interests with more complex and complicated patient care.



"It has truly been a career-enriching environment practicing here at Deborah," he noted. "The culture of patient-centric care, combined with the ability to grow my professional capabilities and skills has offered a unique opportunity for growth and fulfillment."♥

To make an appointment to see Dr. Samra or one of Deborah Heart and Lung Center's other outstanding physicians, go to our website at [www.deborah.org](http://www.deborah.org) and click on the link entitled "Are you interested in being contacted for an appointment?" at the top of the home page. You can also contact the hospital by phone at 800-555-1990.

# Deborah Introduces Next Generation of Ventricular Assist Devices

Deborah's interventional cardiologists continue to break new ground by introducing the latest technology in patient care. Patients who have been previously considered too high-risk to undergo a procedure in the cath lab, are now candidates, with the use of the next generation heart pump, which provides active support and blood flow during these procedures.

Deborah interventionalists have been using left ventricular assist devices since 2009 when they first introduced the Impella LP 2.5 device, which was able to deliver two liters of flow per minute to the heart. In September 2012, Deborah introduced the next generation heart pump, the Impella CP (Cardiac Power). This works on the same principal as the previous pump, but its increased power provides more than a 50 percent escalation in pumped blood volume, extending increased support to more critical patients.

The device is inserted through the groin artery and gives these higher risk patients as much as 80 percent of a healthy heart's pumping volumes. This innovation has opened the door

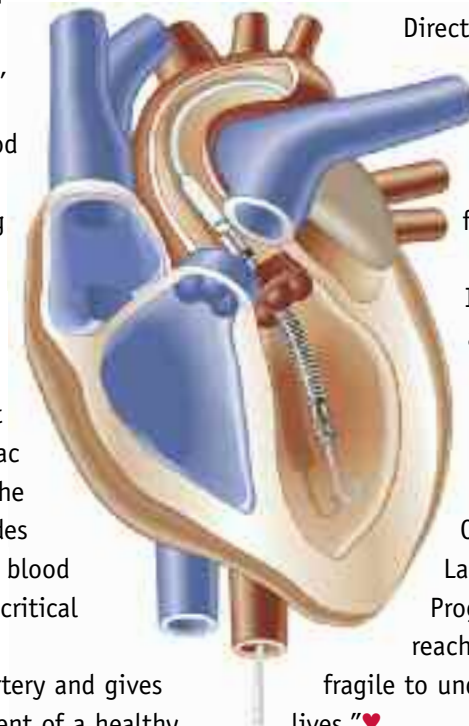
to many more patients who previously could not be considered for a cath lab procedure.

Dr. Jon George, Attending Cardiac Interventionalist, Director of Clinical Research, Assistant Director, Cardiac Catheterization Laboratory, was Deborah's first interventionalist to use the new device. "It allowed me to work with a particularly difficult case, and provided the foundation for a successful procedure."

Dr. Kintur Sanghvi, Attending Cardiac Interventionalist, Director, Transradial Program, agreed. "For example, this new Impella enabled us to treat an 81-year old, very high risk for CABG, and also a very high risk for PCI. This was a great success story."

Dr. Richard Kovach, Chair, Interventional Cardiology, Director, Cardiac Catheterization Laboratory, Director, Interventional Fellowship Program, added: "This will give us the ability to reach patients who were previously too medically

fragile to undergo procedures which could save their lives."♥



---

## Deborah Introduces First Drug-Eluting Stent Approved for Peripheral Arterial Disease

*One of only three Hospitals in New Jersey with Access to this New Technology*

Deborah Heart and Lung Center, a specialty heart, lung, and vascular hospital in Browns Mills has announced it is one of the first three hospitals in New Jersey to have access to the Zilver® PTX®, a brand-new drug-eluting stent for use in treating Peripheral Arterial Disease (P.A.D.).

Since 2003 drug-eluting stents have been used in cardiac stenting procedures. The drugs – when applied to the stent – significantly reduce the chance of re-narrowing (restenosis) of a stent once it has been placed.

The same principal is now applied to Cook Medical's Zilver® PTX®, which is the first FDA-approved drug-eluting stent for use in the legs, above the knee (the superficial femoral and proximal popliteal artery).

The new drug-eluting stent was proven more effective in clinical trials than the same stent without drugs, or balloon angioplasty alone. This new technology offers additional treatment options for P.A.D. patients, joining other advanced treatments available at Deborah, including, drug therapy, bal-

loon angioplasty, atherectomy, bare-metal stents, advanced total occlusion crossing devices, other investigational devices, and surgical bypass.

P.A.D. occurs when plaque builds up in the arteries, especially in the legs, causing narrowing which limits the flow of blood to these areas. P.A.D. can cause leg pain and interfere significantly with quality of life. More importantly, it can lead to serious complications, including the need for amputation and increased risk for heart attack, stroke or death.

*continued next page...*



## Hybrid Cath Lab Unveiled

Throughout 2012, Deborah performed 3,528 cardiac catheterizations, the highest number of all procedures performed at our specialty hospital. Catheterizations serve as both important diagnostic and interventional tools for patients suffering with a wide variety of cardiac conditions.

The knowledge and skills of the physicians, nurses, and technicians, along with the abilities and advancements of the technology, make all the difference in the outcome of a cardiac catheterization. That is why our highly skilled, experienced and knowledgeable Cardiac Catheterization Laboratory team, under the leadership of Dr. Richard Kovach, is excited with their new state-of-the-art cath lab.

Deborah Heart and Lung Center is the only hospital in Southern New Jersey to have recently installed the Siemens Artis Zee – a system that allows the physician, for the first time, to visualize vessels and diseases from all sides with unprecedented flexibility and precision. The advanced technology integrated into the equipment allows our physicians to move and rotate the large C-arm to almost any position around the patient's body, and at a high velocity, creating CT or 3-D reconstruction images. They are able to



take a look at the blood flow into the heart, brain, arms, abdomen, kidneys, and legs down to the toes. This facilitates the physician's work during an intervention and increases diagnostic certainty.

The CT scans appear in real time right in front of the physician on a large monitor mounted from the wall. In fact, all images throughout the catheterization, as well as the patient's vitals, appear on the one monitor, as opposed to the six smaller monitors that the physicians previously worked with. The doctors can also simultaneously pull up images from past procedures for comparison, and any images that the patient may have had done in the hospital, rather than needing to stop the procedure and step out of the

room to view them elsewhere, or bring in extra equipment.

With this new technology, our patients benefit in other significant ways. When radiation is being used, a red light turns on, rather than audible alarms, creating a quieter environment. In addition, they are exposed to far less radiation than with the older technology. Just as importantly, they are spending less time on the table in the cath lab.

When asked to talk about the new cath lab, our physicians, nurses, and technicians become very excited because it enables them to continue to do what they believe in – providing the best possible patient care and outcome to every patient.♥

## First Drug-Eluting Stent Approved *continued...*

Dr. Richard Kovach, Chair of Deborah's Interventional Cardiology Department, said he expects the new stents to play a very important role in keeping leg arteries open long term. "We have been able to use stents to prop open these arteries and restore blood

flow for some time," he said, "but it has been extremely frustrating for patients who were stented and then had a recurrence of narrowing in their arteries, requiring another procedure. Drug-eluting stents have proven effective with cardiac procedures, and it is great to now have a

product that we can use with leg procedures. I am excited to have this technology in our cath labs, and anticipate that this manufacturer, as well as others, will continue to develop new technologies to reach further into the arteries we treat."♥

# 15th Annual Deborah Heart Challenge and Art Competition

Over 700 attendees were on hand for the 15th Annual DEBORAH Heart Challenge and Art Competition, co-sponsored with the Pemberton Township School District. The Heart Challenge event was emceed by



Philadelphia sports personality Don Tollefson, and judged by Deborah physicians Dr. Betsy Schloo, Chair, Pathology Department; Dr. Edmund T. Karam, Attending Cardiac Electrophysiologist; and Dr. John Cooper, Attending Vascular/Endovascular Surgeon.



Students from Cherokee, Lenape, Maple Shade, Moorestown Friends, Pemberton Township, Seneca, and

Shawnee High Schools competed aggressively for the championship title. For the eighth year in a row, the team from Lenape High School was crowned 2013 Heart Challenge Champions, receiving the \$1,250 prize winnings. The Heart Challenge teams from Shawnee and



Maple Shade High Schools took Second and Third Place, winning \$750 and \$500 respectively.

Coordinated by Deborah's Marketing and Public Relations Department, the juried Art Competition event also included over 140 student art entries in both 2- and 3-dimensional categories. Judged by three professional artists, "Cracked," by Victoria Conklin, a 9th grader at Pemberton Township High School, took Best in Show for the 2-dimensional category (pictured below),



with "Life is Love," by Maddie Wiker, a 12th grader at Shawnee High School, winning "Best in Show" in the 3-dimensional category (pictured bottom right). These talented art students won \$250 in prize monies.

"Once again, this was a spectacular event," said Thomas J. Campbell III, Deborah's Director of Marketing and Public Relations.



"The breadth and scope of talent, both by the Heart Challenge competitors and the artists who entered their works, were amazing. Each year I am truly impressed by our youth."

Special thanks

to our participating sponsors of this great community event included: Colonial Village Catering & Special Events of Pemberton Borough; Pearson School/Prentice Hall Publishing; Liberty Bell Bank; and the Burlington County Times.♥



**From the desk of Steve Toal, Chief Development Officer**



*Welcome to Spring!*

*This time of year always invigorates me. As we emerge from the doldrums of the winter weather, it is exciting to see daylight extended, to have outdoor activities increase, and to watch new projects around Deborah Heart and Lung Center get rolling.*

*As you have already read earlier in this issue, we recently opened our new state-of-the-art Catheterization Lab (pg. 9). This incredible suite was made possible by a gift, which was quietly left to the Foundation, so the Center could continue to provide the innovative high quality care that has become synonymous with Deborah. I hope someday you will have the opportunity to see the lab while on a tour, and not as a patient!*

*I am also very pleased to share more exciting news with you. Last month, the Deborah Hospital Foundation was awarded a \$375,000 grant from The Robin Hood Foundation to conduct respiratory medical evaluations and purchase a new portable x-ray unit.*

*In the wake of Superstorm Sandy, The Robin Hood Foundation collected more than \$65 million in donations to support the relief effort in New York and New Jersey. Their objective was to identify experienced and reputable non-profit organizations that could utilize the funds in the most beneficial manner for those impacted by the storm. Deborah's proposal was selected based on our level of expertise in the field of Pulmonary Medicine.*

*The program, run in conjunction with Deborah's Outreach Program and Pulmonary Medicine Department, is known as RESP, which is an acronym for **R**espiratory **E**valuation for **S**andy **P**rogram. Many of Sandy's victims have already paid a steep financial, mental and emotional price. Concerns have been raised about the possibility that these individuals have been exposed to mold, mildew, asbestos and other airborne irritants, as well as undergoing extreme stress. RESP has been initiated to screen these individuals to identify anyone who might need follow-up testing from exposure to these irritants.*

*Deborah is proud to be assisting in the relief effort by administering this program and hopes it will provide peace of mind to those affected once their medical concerns and anxieties are addressed.*

*As we develop new programs or enhance existing ones, we continue to rely on your on-going financial support. So, please consider making a tax-deductible gift today so these and other innovative programs will be available tomorrow.*

*I hope you and your families enjoy the Spring and also have safe and healthy Summer.*

*Be well,*

A handwritten signature in blue ink, appearing to read "Steve Toal".

# Deborah Wants Your Opinion!

**W**e want to hear from you about what health problems exist in your neighborhood. Deborah is conducting a Community Health Needs Assessment and we need your opinion! Please answer this short 6-question

survey. All completed surveys are automatically entered in a drawing for either an iPad or KindleFire. The winners will be contacted on July 1, 2013.

*Three Easy Ways to Complete the Survey:*

1. By computer – [www.surveymonkey.com/s/deborah-heartandlung](http://www.surveymonkey.com/s/deborah-heartandlung)
2. By smart phone - scan QR code below
3. By mail – clip and send the following questionnaire (attached)

## DHLC Community Health Needs Assessment Survey

Thank you for participating in DEBORAH Heart and Lung Center's Community Health Needs Assessment Survey. As community members we value your opinion.

1. In the following list, please check the top three health issues you think affect the residents of your community.

- Aging problems
- Adult Asthma
- Youth Asthma
- Cancer
- Adult Diabetes
- Youth Diabetes
- Adult Heart Disease
- Youth Heart Disease
- High blood pressure
- High cholesterol
- HIV/AIDS
- Infectious Disease (TB, Hepatitis, etc.)
- Lung Cancer
- Mental health issues
- Adult Obesity
- Childhood Obesity
- Respiratory/lung disease
- Sexually Transmitted Disease (STD's)
- Stroke
- Adult Substance Abuse
- Youth Substance Abuse
- Adult Tobacco Use
- Youth Tobacco Use
- Other *(please specify)* \_\_\_\_\_

2. Do you think residents in your community have difficulty getting the medical services they need?

- Yes       No

3. If you answered YES in 2 please check the reason(s) why you think community residents have difficulty getting medical services they need?

- Afraid of Doctors
- Inability to pay
- No appointment was available
- No access for people with disabilities
- No insurance
- No prescription plan
- No transportation
- No childcare
- Language barriers
- Available appointments are not convenient
- Underinsured
- Other *(please specify)* \_\_\_\_\_

4. Do you currently have health insurance, or not?

- Yes, I do       No, I do not

5. Do You Have a Doctor?

- Yes       No

6. What Hospital Do You Use?

7. Thank you for your participation! The following information is for this Survey Only and will not be shared or made public.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone Number \_\_\_\_\_

e-mail \_\_\_\_\_

Mail completed survey in the enclosed envelope or to: Deborah Heart and Lung Center  
Marketing Department • 200 Trenton Road • Browns Mills, NJ 08015



# The #1 Hospital in New Jersey

Top Hospital in New Jersey in the Federal Government Survey of Patients.\* #1 out of 64 New Jersey Hospitals



HCAHPS Composite Score*	National Percentile Rank
Deborah Heart and Lung Center	88
Robert Wood Johnson University Hospital	64
Jersey Shore University Medical Center-Neptune	48
Community Medical Center-Toms River	19
Cooper University Hospital-Camden	19
Virtua Memorial Hospital of Burlington County-Mt Holly	11

## *Deborah – Tomorrow’s Medicine! Here Today!*

Data from Hospital Consumer Assessment of Healthcare Providers and Systems (HCAHPS) Impact Report — National Percentile Rank \*[www.hospitalcompare.hhs.gov](http://www.hospitalcompare.hhs.gov)

- Average of ten measures included in HCAHPS Survey
- Released by Federal Government —December 13, 2012
- Data collected from 3,892 hospitals and more than 2 million patients
- Top 9% of 3,892 Hospitals in the Nation



# National Chapter Services Annual Raffle Results

**W**hile the 2012 Annual Raffle is already a distant memory, we wanted to take a moment to congratulate last year's winners.

### Grand Prize:

**Mary Nash, Manahawkin, NJ** (pictured) 2013 Buick  
Ticket sold by the LBI Chapter

### Second Prize:

**Gary Davis, Southampton, NJ**  
\$3,000 Visa Gift Card

Ticket sold by the Southampton Chapter

### Third Prize:

**Leslie Summiel, Sr., Ewing, NJ**  
\$1,000 Target Gift Card

Ticket sold by the National Chapter Services and Support Office

Thank you to all who supported this fundraiser – whether it was buying tickets or selling them.



Tickets for the 2013 Annual Raffle are now available. Contact Deborah Hospital Foundation's National Chapter Services and Support Office at (800) 223-0135. The prizes are as follows: **Grand Prize:** 2014 Vehicle of your choice, with a retail value of \$35,000, from Coleman GMC Buick Cadillac; **Second Prize:** \$3,000 Visa Gift Card; **Third Prize:** \$1,000 Target Gift Card



Harrogate, a Life Care Continuing Care Retirement Community in Ocean County, celebrated their 25th Anniversary with a Casino Night fundraiser. A percentage of the proceeds from the event benefited DEBORAH Hospital Foundation, totaling \$1600.00. This event is a wonderful example of how much good can be done when a community comes together with a passion for a shared cause.

From left to right – Cynthia Kornfeld, Director, NCSS, DHF; Clyde Sutton, Associate Executive Director, Harrogate; James Carson, Planned and Major Gifts Officer, DHF; and Don Johansen, Executive Director, Harrogate.

*Save the Date 11-2-13*

DEBORAH® HOSPITAL FOUNDATION'S

*Eighth Annual*

*Red Tie Gala*

In Support of  
DEBORAH® HEART AND LUNG CENTER

Hyatt at Penns Landing  
201 South Columbus Blvd., Philadelphia, PA

# Out and About with Community Outreach

**D**EBORAH'S Community Outreach Program is off to a sensational start in 2013. On February 2, 2013 the Outreach Program screened over 500 women at our annual Women's Heart Month Health Expo held at The Enterprise Center, Mt. Laurel. Available to attendees were cholesterol/glucose, blood pressure, balance, and peripheral artery disease health screenings. The success continued with another great event for women on February 9th with the Magic 101.1 FM Women's Health Expo, held in Toms River. More than 200 women were screened, with an additional 100 women stopping by to receive heart-healthy recipes and various other heart-healthy literature.

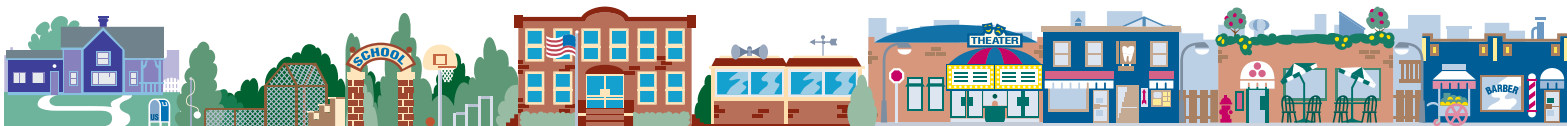
The Speakers Bureau of the Outreach Program was very busy throughout February's heart month, lecturing many



organizations, churches and retirement villages on the importance of cardiovascular health and awareness. The program

ended the month with a presentation at Rutgers University, with more than 100 students in attendance. Tina St. John Bialt, RN spoke to the students on the history of Deborah, healthy eating habits and heart disease. The students purchased \$5.00 raffle tickets for various gift cards with the proceeds being donated to Deborah Hospital Foundation.

The Outreach Program strives to continue to be involved in communities throughout Burlington, Mercer, Ocean and Monmouth Counties. To have a Deborah representative come out to your next event contact Community Outreach Coordinator, Tina St. John Bialt at 609-893-3372.♥



## Upcoming Regional and Fundraising Events

*Join us for any of the events below in support of Deborah*

**Are You The Best???**

**DEBORAH Hospital Foundation**

**Deborah Idol**

*is holding a Singing Competition to find the best!*

**Grand Prize: \$1,000.00 per division**

Divisions:  10 yrs. - 16 yrs. &  17 yrs. - 25 yrs.

1st Runner Up \$300.00, 2nd Runner Up \$200.00

*Auditions will be held at the following locations:*

<b>Wednesday</b> June 26 at 6:00 p.m. Piscataway High School 148 Arroyo Road Piscataway, NJ 08854	<b>Wednesday</b> August 21st at 6:00 p.m. Enterprise Center at BCC 3001 Route 58 Mt. Laurel, NJ 08051	<b>Sunday</b> September 8th at 1:00 p.m. Silver Ridge Park Westside 59 Millbrook Drive Toms River, NJ 08757
---------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------

**The Top 10 Contestants in each division will move on to the Grand Finale on October 19, 2013.**

**Registration Fee: \$25**

All contestants MUST Pre-register for one of the preliminary auditions. The number of contestants per location is limited.

For registration form and rules go to [www.deborahfoundation.org](http://www.deborahfoundation.org), email: [info@deborahfoundation.org](mailto:info@deborahfoundation.org) or call Tina Fish at 609-893-3372.

Judges are all professional singers, composers and musicians.

**\$5.00 ADMISSION FEE TO VIEW PRELIMINARY AUDITIONS**

*All proceeds to benefit DEBORAH Heart and Lung Center*

**Casino Night Fundraiser**

Sat., May 18, 2013  
7:00pm - 11:00pm  
Tickets \$50pp

**The Grundy Commons**  
925 Canal St., Bristol, PA

*Includes: Hors d'Oeuvres, Beverages, Entertainment, Dancing, \$50 in Gambling Chips and Great Prizes.*

For Tickets or Additional Information Contact:  
John Hill 609-893-5611 ext. 4212 or  
Doroon Liber 609-893-3372 ext. 0071  
[dliber@deborahfoundation.org](mailto:dliber@deborahfoundation.org)

Proceeds to Benefit DEBORAH Hospital Foundation  
*In Support of Patient Care at*

**DEBORAH Heart and Lung Center**

For information on individual Chapters' events, please call the Foundation, 800-223-0135 or visit our web site at [www.deborahfoundation.org](http://www.deborahfoundation.org).



**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 request an appointment if you have a cardiac, pulmonary, vascular, or sleep-related condition, if you experience symptoms, or have a related family or medical history. To inquire, call Deborah's scheduling department at 609-621-2080.
- Or visit Deborah's website, [www.deborah.org](http://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." A scheduling representative will contact you.
- 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.
- If you're not sure call our General Information line at 1-800-555-1990, we would be glad to help you.

## 40th Wawaversary Celebration

The 40th Wawaversary celebration at Wawa Store 733 in Bricktown, NJ – Wawa presented Deborah Hospital Foundation with a check for \$152,576.93 from its 2012 in-store Canister Campaign. Pictured (left to right) Wawa patron, John (Jack) Lepyzk; Wallie the Wawa Goose; Kevin Kisseberth, General Manager of Store 733; Carla Tisdale-Walker, Manager, Corporate and Foundation Relations, Deborah Hospital Foundation; and Jim Walz, Director of Store Operations, Region 2, Area manager.

