

# *inside* DEBORAH

December 2013



## *Wakefern Does It Again!*

Jerry Jordan and  
Corinne Kashan present  
Joe Colalillo and  
Joe Sheridan with a  
special Thank  
You Award.



Story on pg. 7



# 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,

It is with great excitement that we provide you with the next issue of *Inside Deborah Magazine*. It is truly reflective of a blended culture of personnel, philanthropy, technology, and innovative thinking that is the hallmark of a great hospital.

We have a profile of Rita Zenna, our Vice President of Patient Care Services (page eight) who has shepherded our extremely talented nursing staff through challenging times and through major industry changes. She has done this with a great deal of understanding, compassion, and sensitivity. These are the same skills her talented nursing staff members bring to the floors and to our patients each and every day. Our fabulous bedside care is legendary, and recognized through consistently high national patient satisfaction scores. These excellent ratings come as no surprise to me.

It is also gratifying that Wakefern Food Corporation has chosen to continue their support of Deborah. Not only does this most recent donation recognize the compassionate care we provide to those in need, it also allows us to push the boundaries of medical care and technology, as Wakefern Food Corporation's previous endowments (and over 50 years of continuous support!) has done. This is evidenced in the pages of this magazine – with a new Multi-Disciplinary Oncology Program established and our Hybrid OR nearing completion. As well on pages 12 and 13 you will find information on some cutting-edge new technologies and procedures that continue to evolve Deborah's medical array into the next generation of healthcare.

Private philanthropy is also a key Deborah cornerstone. Princeton entrepreneur and scientist Greg Olsen, PhD, is one of those truly committed individuals who not only "gave back" to the hospital that gave to him, but through his generous donation, enabled us to purchase new pulmonary equipment that will continue to keep giving state-of-the-art diagnostic care to many, many future patients.

And finally, Deborah is about people. The people who volunteer. The people who care. The people who make this hospital the truly special place it is. Jess Coleman and his family are among those people. Recent honoree at our Red Tie Gala, Mr. Coleman represents much of Deborah's own core values – a sense of family, commitment, and giving back to the community. It truly was an honor to have him at our signature affair.

Enjoy this issue of the magazine. We wish you a Happy New Year, and look forward to a wonderful 2014.♥

Joseph P. Chirichella  
Paul J. Stendardi



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

*Named by*

BECKER'S

**Hospital Review**

BUSINESS & LEGAL ISSUES FOR HEALTH SYSTEM LEADERSHIP



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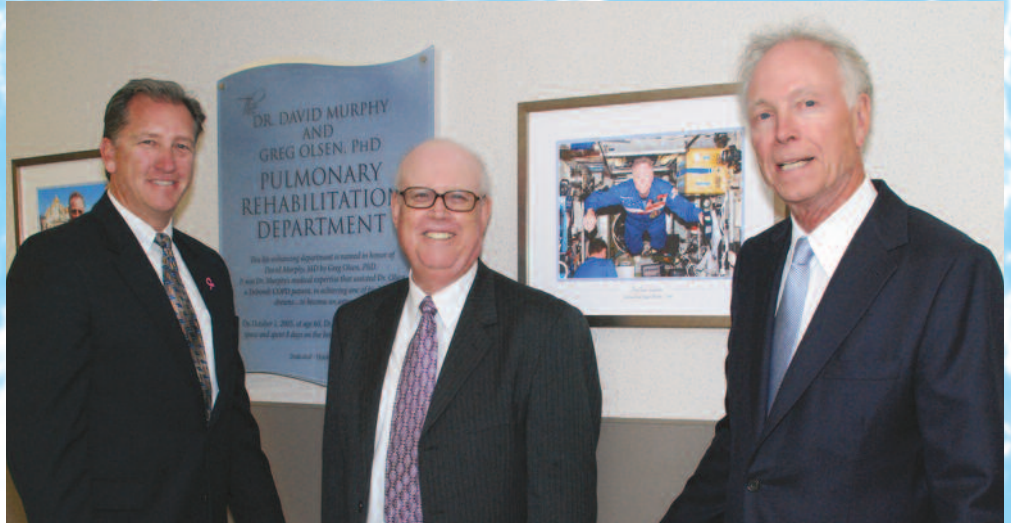
# Deborah Hospital Foundation Receives "Out of This World" Donation from Dr. Greg Olsen - Entrepreneur/Astronaut

As one of only seven private individuals to orbit the Earth on the International Space Station, scientist and entrepreneur Gregory Olsen belongs to a pretty exclusive club. On Tuesday, October 1, 2013, Olsen personally thanked the Deborah Heart and Lung Center for getting him there — even after it appeared that a medical condition would keep him grounded.

Olsen helped dedicate the Pulmonary Rehab Department at Deborah, to be named "The Dr. David Murphy and Greg Olsen PhD Pulmonary Rehabilitation Department." Olsen donated \$250,000 to the Deborah Hospital Foundation because Murphy, the Pulmonary Chair Emeritus, personally supervised the training that enabled Olsen to qualify for the October 2005 space station trip. Tuesday was the eighth anniversary of the launch that started Olsen's 10-day space adventure.

"My family has a history of lung collapses — spontaneous lung collapses," said Olsen, who also had been a heavy smoker. "When my training began in Russia in 2004, they X-rayed me and found a black spot on one of my lungs, and that freaked them out." Although the space station trip was sponsored by Space Adventures, a private firm based in Virginia, the medical experts in Russia had the final say over who would board the spacecraft. After eight attempts to convince the sponsors he could make the trip, Olsen flew Murphy to Moscow in 2005 for a face-to-face conference.

Once he was cleared, Olsen underwent six months of intensive training in Star City outside Moscow, where Soviet and



Left to right: Stephen Toal, CEO, Deborah Hospital Foundation; Dr. David Murphy; and Dr. Greg Olsen

Russian cosmonauts have been trained since the 1960s. At age 60, Olsen endured grueling physical conditioning, including long sessions in a centrifuge to approximate the physical impact of a rocket launch.

"They have this big room about the size of a basketball arena where they spin you around at different rates to match the launch and the landing," he said.



"Fortunately, I've never been subject to motion sickness." Olsen's flight was launched Oct. 1 from the Baikonur

Cosmodrome in Kazakhstan. He was the third private individual to take the journey. So far, seven private citizens are among the approximately 500 men and women who have orbited the Earth. "It's a nice fraternity to belong to," Olsen said. "We get together once a year to talk about our experiences. My space capsule is now in the Intrepid museum in New York City, so we once had a get-together there."

Along with the dedication came a piece of ultra-modern pulmonary diagnostic equipment, an endobronchial ultrasound valued at \$250,000. The EBUS (pictured left) combines ultrasound with a bronchoscope, which lets doctors visualize airway walls and adjacent areas, allowing for earlier and more complete diagnoses. In serious illnesses, the EBUS can literally be a lifesaver. It will reduce the need for surgery and CAT scans, and it's considered a huge step forward from needle biopsies. It can also be used to diagnose lung cancer. The dedication of the rehab center memorializes the gift.♥



# Deborah Hosts Chinese Delegation

**D**eborah Heart and Lung Center hosted a Chinese medical delegation from Shanghai and Beijing interested in observing and learning the latest advances in peripheral vascular intervention at Deborah. Deborah is one of only five U.S. centers selected for this prestigious program sponsored by New Cardiovascular Horizons (NCVH) and the cardiovascular medical device industry. From left: Deborah's Chair Interventional Cardiology and Director, Cardiac Catheterization Laboratory, Richard Kovach, MD, Dr. Wei Liang, Dr. Xiao Tang, Dr. Xiao Hui Ma, and Jon C. George, MD, Assistant Director, Deborah's Cardiac Catheterization Laboratory. ♥



## FEATURE

### Medical Update

#### *New Multi-Disciplinary Oncology Clinic Program Established*

**D**eborah Heart and Lung Center recently launched a new Multi-Disciplinary Oncology Clinic Program, under the direction of Andrew Martin, MD, Chair, Pulmonary Medicine at Deborah.

As part of a collaborative relationship with the Rutgers Cancer Institute of New Jersey, the Clinic offers multi-disciplinary, dedicated out-patient clinic times for individualized case management of patients with tumors. An integrated team composed of oncologist Biren Saraiya, MD, Rutgers Cancer Institute of New Jersey; Deborah radiologist Thomas C. Gallagher, DO, pulmonologist Navdeep Brar, MD, surgeon Arthur Ng, MD, pathologist Betsy Schloo, MD, and other ancillary staff work in tandem to provide the most efficient approach to the evaluation of possible lung tumors, and the most effective treatment plan possible.

"This integrated approach offers an opportunity to get the whole patient profile, allowing an efficient approach to the evaluation of possible lung tumors. Many

tumors are not cancerous, but for those that are, we want to have as much information as early as possible so a treatment plan can be created," said Martin.

Non-cancerous tumors are closely monitored with careful follow-up. If surgical intervention is required for cancerous tumors, Deborah's skilled surgical staff can move quickly as needed. Radiation and chemotherapy are arranged at facilities near a patient's home, for travel ease and patient convenience. ♥

#### *Hybrid OR Nears Completion*

**D**eborah's Hybrid OR is nearing completion. A Hybrid OR combines a state-of-the-art operating room with advanced imaging equipment

as would normally be found in a cardiac catheterization laboratory. Here Deborah's skilled Interventional Cardiology Team and Deborah's talented cardiovascular surgeons, under the direction of Lynn McGrath, MD, Deborah's Chair of Surgery, will work side-by-side to perform complex cardiac and vascular procedures like Transcatheter Aortic Valve Replacement (TAVR) and Coronary Bypass Surgery with minimally-invasive techniques. As Burlington County's only licensed cardiac center, and primary cardiac center for Ocean County, the new Hybrid Operating Room will offer patients an excellent alternative when considering surgical options. ♥



*Photo courtesy of Siemens*



# Red Tie Gala Raises Funds for Cardiac Care

*Event in Philadelphia in Support of Deborah Heart and Lung Center*

Over 300 supporters turned out on Saturday, November 2nd for the Eighth Annual Deborah Hospital Foundation's Red Tie Gala, in celebration of Deborah Heart and Lung Center. The crowd enjoyed emcee 6ABC News Anchor Rick Williams, dined and danced to Big Ric Rising, recognized special guest honoree Jess Coleman, Jr. of Hamilton Building Supply, enjoyed performances by Deborah Idol winners Jenna Giordano and Jermaine Terry, and were treated to a surprise visit from Gamble and Huff Philadelphia sound session artist Billy Paul.

**Deborah Idol winners: right, Jenna Giordano and below, Jermaine Terry.**



**Emcee 6ABC News Anchor Rick Williams**



**L to r: Gala co-chairwomen, Debi Chirichella, Melissa McGrath, and Loren Manni**



**L to r: Joseph Chirichella, President and CEO; guest honoree, Jess Coleman, Jr. with his wife Doris; and Gala Chair, Carole Himmelstein.**

The event, which took place at the Hyatt Regency Philadelphia at Penn's Landing, raised more than \$230,000 in support of Deborah Heart and Lung Center. ❤



**Entertainment: Abbamania**



# Special Events

## FEATURE



### *Wakefern Once Again Shows Its Support by Yet Another Contribution of \$1 Million*

With over 50 years of support once again Wakefern Food Corporation comes through with yet another \$1 million contribution. It seems both Wakefern and Deborah are organizations that care about communities and we, at Deborah, salute this extraordinary organization for its continuous and amazing support.

#### **Wakefern Food Corp.**

#### **PRESS RELEASE** Keasbey,

NJ (December 6, 2013) –

As part of its ongoing commitment to supporting those served by the Deborah Heart and Lung Center, Wakefern Food Corp. presented a \$1 million donation to the hospital at a

special presentation ceremony earlier this week. This contribution will go directly towards patient aid to help provide cutting edge cardiac care to those who need it, regardless ability to pay for treatment.

The hospital, located in Browns Mills, NJ, is one of just a handful of care facilities in the country that does not bill treatment, even when insurance falls short on costs, allowing patients and their families to focus on the healing process in a much less stressful environment. As a



**Corinne Kashan and Jerry Jordan accept the \$1 million check from Wakefern Food Corp./ShopRite.**



**L-r: Paul Standardi, Chairman of the Boards, DHLC and DHF; Joseph Chirichella, President & CEO, DHLC and DHF; Jeff Reagan, Senior Vice President, Wakefern Food Corp.; Jerry Jordan, Chairman, Food Industry and Executive Board Member, DHF; Joseph Colalillo, Wakefern Chairman & CEO; Joseph Sheridan, Wakefern President & COO; Corinne Kashan, Executive Director DHF, Special Events; Christopher Lane, Senior Vice President, Wakefern Food Corp.; Joseph Manni, Vice President & COO at DHLC; and Dr. Lynn McGrath, VPMA and Chief of Cardiothoracic Surgery, DHLC. Not pictured: Bill Mayo, Senior Vice President, Wakefern Food Corp.**

result, Deborah relies heavily on donations and partnerships with companies like Wakefern.

“Wakefern is our biggest supporter,” said Corinne Kashan, Executive Director of Special Events for the Deborah Hospital Foundation. “We don’t allow financial stress to affect our patients, and this generous donation ensures that all people, especially those without health insurance, will continue to have access to quality care at Deborah.”

Hospital representatives gathered with Wakefern

executives at their corporate headquarters in Keasbey to discuss the rapidly changing, often uncertain health care landscape. Regardless of the ever changing environment, both institutions remain committed to the communities they serve.

“Deborah is all about what matters most - family. At the heart of our business, we are a company made up of ‘families serving families’ and I think that’s why we’ve had this very long relationship with

Deborah over the years.

We are proud to share their vision and purpose and to play this small part in making a difference in the lives of those they serve,” said Wakefern President and COO Joe Sheridan.



**Joe Sheridan takes a moment to explain some demographics.**



**Joe Sheridan and Corinne Kashan reminiscing on Wakefern Food Corporation and Deborah's long standing relationship.**





# One-on-One with Deborah's Chief Nursing Executive

**S**ince 2009, Rita Zenna, MSA, RN, CPHQ, has served as Vice President, Patient Care Services, steering Deborah's talented nursing staff. *Inside Deborah Magazine* recently sat down with her to see how nursing has changed since her tenure started, what challenges lie ahead, and what are the greatest sources of pride among the diverse group she leads.

**Q: When you first were named Vice-President, Patient Care Services, what was the nursing climate at Deborah like in 2009?**

**A:** The country was in the midst of a recession, patient volumes at the hospital had declined, we had gone through our first-ever reduction in force, and staff were leaving. My very first agenda item was to stabilize our work force. I spent a tremendous amount of time communicating with the staff, hearing their fears and concerns, and providing them with honest factual information as quickly as I received it. I believe communication is key.

**Q: What was your next big challenge?**

**A:** The total opposite. Part of the strategic plan included the implementation of the Emergency Department, once that was completed and operational our patient volumes increased rapidly, greater than we had expected. Next we were faced with recruiting new staff and training them to get them up to speed as quickly as possible. Once we were able to accomplish this, and with volumes up, and an amazing relationship with the ED, our nursing staff became greatly re-energized and many of them reaffirmed their personal commitment to Deborah.

**Q: You mentioned training. How much training do our nurses receive?**

**A:** We invest a tremendous amount of time in our nurses' training, although this adds to the initial expense of onboarding new RN's, the outcomes, are part of what sets us apart from our competition. In addition to the initial orientation and education we continue to support our staff throughout their career. Our staff can attend both internal and external education programs and are encouraged to do so. Since the release of the IOM's report in response to the Future of Nursing, tremendous strides have been made to increase the proportion of nurses with a baccalaureate degree from 50 to 80 percent by 2020. We have provided many opportunities for our nurses with our tuition reimbursement program to obtain their goals. With having such an engaged professional staff we are well on our way to meeting or exceeding the 80 percent goal.

**Q: What about cross-training? For example, Deborah's Hybrid OR will be opening soon. How are the nurses from the cath lab and OR preparing to meet this challenge?**

**A:** We've established precedent for this. Our philosophy is to provide care wherever it is needed; our staff has become accustomed to being able to work throughout the facility. Sure, the nurses prefer their "home unit" but the needs can change rapidly at times, even throughout a shift, and staff is flexible enough to meet those needs. With this culture in place, it has become easier to cross-train our nurses as our procedures and technology blur medical lines. What I have witnessed is that when new chal-



lenges/technology or updated knowledge becomes available our staff will embrace it and often times identify and make valuable comments for improvement.

**Q: How does our nursing department compare to those at other hospitals?**

**A:** I am incredibly proud to report that when you look at large, benchmark institutions like the Cleveland Clinic, and they discuss their nursing specific milestones/outcomes, ours are equal to if not better than most. Our patient empathy, satisfaction and nursing specific quality indicators put us on par with the absolute top hospitals in the country.

**Q: Why do you think our patient satisfaction scores are so high?**

**A:** Again, I think it refers back to our unwavering philosophy that "the patient comes first". Our mission and goal(s) to provide care to all who need it despite their ability to pay are deeply ingrained and our staff is proud to be a part of that. As new staff comes onboard they are indoctrinated into our philosophy and the legacy continues.

**Q: What are the challenges and rewards coming in the future?**

**A:** I think as the landscape of healthcare changes, the greatest challenge will be



moving towards a health-care environment that is really preventative in nature and care that is delivered in an outpatient setting. I believe the only patients that will be treated as inpatients will be those that are extremely critical, emergencies or planned procedures. Nursing will have to adapt to meeting those healthcare needs in different venues. Along



with that challenge is the issue of the ever-shrinking reimbursement revenues, we will need to carefully review how we deliver care and look for ways to stream-

line even further. In addition, we are concerned about a looming nursing shortage. As the economy starts to recover those healthcare providers that

the strength, courage, knowledge and resilience that our staff bring to the table. They are indeed the best of the best!♥

have prolonged their retirements are expected to make a mass exodus, all of this is expected to coincide with the onslaught of those newly insured patients arriving at our doorsteps.

The one thing I can say for certain is that if any nursing staff is up for the challenge, it would be the Deborah nursing staff. I am continually amazed at

## Foundation Unveils Redesigned Website

Check out our exciting and innovative site, read our latest news, learn about a variety of ways to “Participate – Advocate – and Donate” in order to help raise funds in support of Deborah Heart and Lung Center, and the patients it serves. Secure donations being accepted now! We’d love to hear your feedback. Feel free to email the Deborah Hospital Foundation at: [development@deborahfoundation.org](mailto:development@deborahfoundation.org).





# Special Events

## *Congratulations USWU, IUJAT On The Largest Golf Tournament On Record Benefitting Deborah!*

**O**n Monday September 23, 2013 the United Service Workers Union (USWU, and The International Union of Journeymen and Allied Trades) sponsored the largest Golf Tournament in its 28 years of Fundraising for Deborah.

"It was an extraordinary day and the Golfers just kept on coming said Corinne Kashan".

For 28 years the USWU, IUJAT has chosen Deborah as its "charity of choice" and this year was a sight to behold.

Golf carts actually made a horse



**Scott Ames, Chuck Shimkus and Kevin Hecker.  
Taking a moment out on the Golf Course.**

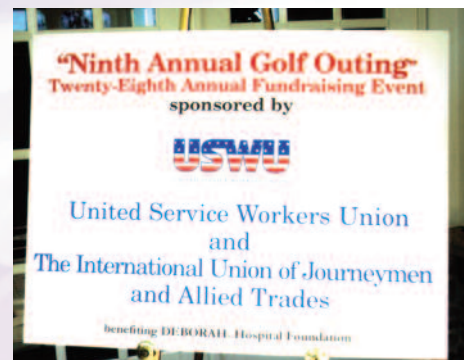


**Paul Stendardi, Chairman of the Boards, DHLC/DHF; Jonathan Scott Ames, National Vice President, USWU, IUJAT; and Corinne Kashan, Executive Director, Special Events, DHF.**

shoe outside of the main entrance...it was an amazing sight to see.

Our extreme thanks and sincere appreciation to our Co-Chairpersons, Lori Ann Ames, National President, USWU, IUJAT; Jonathan Scott Ames, National Vice President, USWU, IUJAT and Steven R. Elliott, Sr., International President of the IUJAT and President Emeritus of the USWU.

We are already looking forward to next year. ❤️





# The Humanitarian Award Reception Celebrates Its Silver Anniversary

**O**n Friday evening, October 4, 2013 three families made history. Robert Unanue, President and Peter Unanue, Executive Vice President, Goya Foods, Inc. were honored at this momentous Event chaired by Francis A. Tedesco, President, Academy Bus LLC all for the benefit of Deborah. Two family businesses working together for the same Humanitarian cause for an organization that is also based on family.

Our sincere thanks to Burt Trebour, Deborah Hospital Foundation Executive Board member, who served as Co-Chairman of this Event.

It was a winning combination and had to be successful considering how all three organizations concern themselves with one common element... caring for people and giving back to their communities.



I am truly blessed in having Francis Tedesco as the General Chairman of this Event and I believe it is true..."If it's GOYA it has to be good®" said Corinne Kashan.♥



Watching the video



The audience reacts to the Deborah Video by giving a standing ovation to the Honorees.



Peter Unanue, Executive Vice President, Goya Foods, Inc.; Mark Tedesco, Executive Vice President, Academy Bus LLC; Robert I. Unanue, President, Goya Foods, Inc.; Francis A. Tedesco, President, Academy Bus LLC; Corinne Kashan, Executive Director, Special Events, DHF; Joseph Chirichella, President & CEO, DHLC/DHF; Lynn McGrath, MD, VPMA and Chief of Cardiothoracic Surgery, DHLC.



Francis A. Tedesco, Chairman introduces our two Honored Guests.

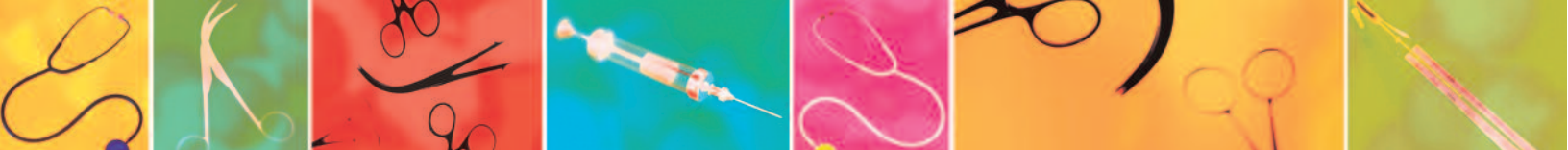


Corinne Kashan, Burt Trebour and Francis Tedesco



Robert and Peter Unanue extend their Thank You's to Francis Tedesco.





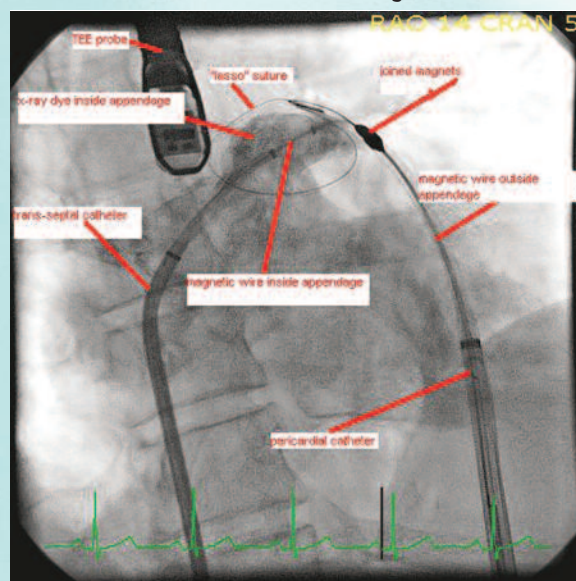
# Your Gifts at Work...Support from Donors of All Levels Help Make Ongoing Progress, Innovation, and Research Possible

## First LARIAT Procedure Performed

**R**ichard Kovach, MD, Deborah's Chair, Interventional Cardiology and Director, Cardiac Catheterization Laboratory, and Jon George, MD, Assistant Director Cardiac Catheterization Laboratory, successfully performed the hospital's first LARIAT procedure.

Performed in patients with atrial fibrillation, this novel procedure offers hope to patients who cannot take blood thinners to reduce the risk of stroke from this irregular heart rhythm. Drs. Kovach and George threaded two magnetic wires to the heart's left atrial appendage. One magnetic wire is advanced to the tip of the appendage

from the inside via a trans-septal heart catheterization. A second magnetic wire



is manipulated to the outside tip of the appendage through a catheter inserted via a puncture through the skin just under the ribs. This wire is advanced into the space around the heart. When the wires get close to each other, their magnetic attraction joins them together. The appendage is then "lassoed" by a loop stitch advanced over the outer wire to the base of the atrial appendage and tightened. This permanently seals off the left atrial appendage and blocks stroke-causing blood clots from traveling to the brain.♥

## Impact of Quadra vs. Standard Bipolar CRT Therapy on HealthCare Utilization

**D**eborah's Clinical Research Department is engaged in a pertinent new study that will analyze the health care economics of approximately 300 heart failure patients who have undergone CRT implantation. It is a single center retrospective study that will compare the health economic factors of the standard CRT (bipolar) system versus the Quadra CRT system with the Quartet Lead to see if there is an advantage to the additional programming choices in

the 4 electrode Quartet lead.

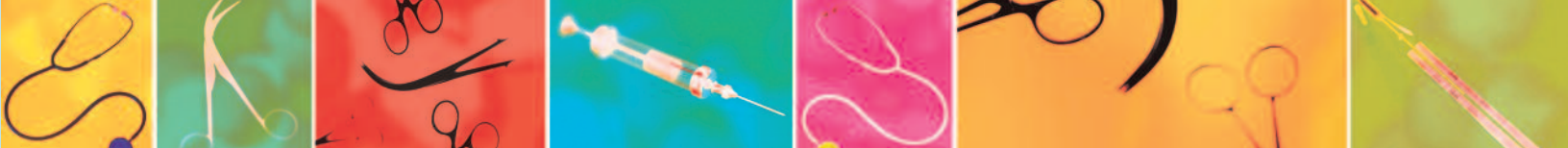
Healthcare utilization information will be collected on both groups which have been implanted between April 1, 2001 and June 30, 2013. All medical records and patient billing will be collected and analyzed including: implant, emergency room visits, all cause hospitalizations, and outpatient procedures to see if there is an overall difference in expenditure of health care dollars.

This study will provide relevant

information on the impact of health care resources used by heart failure patients post CRT implantation.

Deborah is well-suited for study participation. Under the direction of Raffaele Corbisiero, MD, Deborah's Chair, Electrophysiology and Director, Electromechanical Therapy Institute, Deborah has vast experience with both types of CRT devices.♥





## Fully Percutaneous Abdominal Aortic Stent Graft Repair

**D** Richard Kovach, MD (second from left), Jon George, MD (second from right), cardiology fellow Troy Trayer, DO (far left), and vascular surgeon John Cooper, DO (far right), – recently performed a fully percutaneous abdominal aortic stent graft repair on a patient who had previously undergone two failed attempts at other prominent hospitals.

The procedure was successfully performed with conscious sedation and local anesthesia alone, as well as only a small puncture in each groin with no incisions. These types of repairs, now routinely done at Deborah with minimally-invasive techniques, hold great promise for many patients who may otherwise require major surgery for repair of aneurysmal disease.♥



## New FDA Device for Clearing Blockages

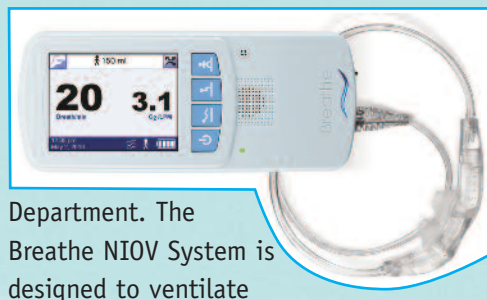
**J**on George, MD, Assistant Director, Cardiac Catheterization Laboratory and Richard Kovach, MD, Chair, Interventional Cardiology and Director of the Cardiac Catheterization Laboratory are now the first physicians in this area to have performed orbital atherectomy to clear calcified blockages in the coronary arteries.

The Diamondback 360®Coronary Orbital Atherectomy System is a newly-approved FDA device for severely calcified coronary lesions, and uses a patented combination of differential sanding and centrifugal force to remove arterial calcium that can otherwise complicate angioplasty and stenting for Coronary Artery Disease. Deborah is the first New Jersey hospital -

- and first in the Philadelphia region -- to debut this device. Deborah has been performing orbital atherectomy for several years in peripheral arteries, but this is the first time blockages in the heart have been treated using the same technology.♥

## Breathe NIOV in Use for Pulmonary Rehabilitation

**D**eborah is proud to be the first hospital in South Jersey to implement the Breathe Non-Invasive Open Ventilation (NIOV™) System in its Pulmonary Rehabilitation



Department. The Breathe NIOV System is designed to ventilate

patients with respiratory insufficiency for increased mobility and ambulation.

The NIOV System is a wearable, small, one-pound, battery-powered volume augmentation ventilator delivering both ventilation and supplemental oxygen, which works with a patient's spontaneous breathing via a small, non-invasive open nasal pillows interface. During Pulmonary Rehabilitation, Deborah's therapists, under the direction of John Hill, RRT, Director, Respiratory Services, guide the patient's volume delivery settings and

chose from three activity levels.

Research has shown that COPD patients using the Breathe NIOV System experience significant improved performance in the standard six-minute walk test (6MWT) with lower dyspnea scores and reduced work of breathing. The Breathe NIOV System is of particular benefit for South Jersey lung transplant recipients who can now conduct their pre- and post-surgery rehabilitation closer to home, at Deborah.♥



# Making a Difference, One Step at a Time

**E**arly morning on Saturday, September 21, 2013, the 3rd Annual Deborah Hospital Foundation 5K Run/Walk was held in Medford Township. It included members of Deborah's surrounding communities, local Chapters and employees. This year's event included a 5K run that started prior to the walk.

The 5K route took participants through the historic town of Medford and looped runners back to Freedom Park where they joined those participating in the walk. At the conclusion of the 5K Run/Walk, participants enjoyed music, refreshments, and family fun time at the park's playground.

The t-shirts worn by our runners and walkers read "Together, one step at a time, we will make a difference." A true

demonstration of this was displayed by the overwhelming support that we received from our local merchants and those who sponsored our runners and walkers.

5K Runs and Walks continue to be popular fundraising events for Deborah. In 2013, two outside organizations held events

for Deborah, in addition to the many Deborah Chapters conducting walks within their gated communities. Such events demonstrate the strength and

success that can be achieved when we work collectively for one common goal.

We are looking forward to our 4th Annual 5K Run/Walk, scheduled for September 20, 2014. ♥



*If you are interested in participating or supporting this event, email [dliller@deborahfoundation.org](mailto:dliller@deborahfoundation.org).*



## Jersey-Wide Competitors Take Center Stage



**T**he top 10 finalists in two age divisions in the 2013 Deborah Idol Competition competed for a \$1,000 Grand Prize, was held on Saturday, October 19, at 7:00 p.m., at the Pemberton Township High School Auditorium. This is the 2nd Annual Deborah Idol competition, hosted by the Deborah Hospital Foundation in support of Deborah Heart and Lung Center. The goal of the fundraiser is not only to raise funds but also to bring awareness of Deborah's lifesaving work to



the communities we serve. The contestants were from seven different counties throughout New Jersey. TV reality-star Melissa Gorga returned to host a "meet and greet" and sign autographs. Gorga, star of *The Real Housewives of New Jersey*, and author of *Love, Italian Style*, is a former pediatric patient of Deborah Heart and Lung Center. ♥







## A Lifetime of Commitment Honored

Robert Birnbaum's affiliation with Deborah began in 1968, when, at the age of four, he underwent a cardiac catheterization for a congenital heart defect. His parents, experiencing the exceptional care that Deborah provides to patients AND their worried families, signed the family up as Life Members of their local Deborah Chapter in Clifton, NJ, committing to raise funds for the hospital.

Over the years, Robert and his siblings joined their parents in volunteering for Deborah, as he continued with follow-up visits at the hospital. Due to his college education in accounting, Robert rose to the position of Chapter Treasurer, and his dedication and passion for Deborah propelled him to Chapter President a few years later. He has organized many successful fundraisers for Deborah, and sponsors, to this day, Life Memberships for each new member who is born into the Birnbaum Family. During his leadership role, the Clifton Chapter became a charter member of Deborah's **One Million Dollar Club**, signifying those that have raised at least \$1,000,000 since their founding.

Robert recalls, "I saw a need for younger blood in Deborah's supporters and expressed a desire to serve on the Board." Deborah's leadership recognized his hard work and success with the Chapter, plus his ideas for a strong

future for the hospital, and voted him onto the Deborah Hospital Foundation Board of Directors in 1998. Robert has served several terms, and held multiple committee roles, including his current role as Board Secretary.

For many years, Robert has maintained his support of Deborah's grassroots efforts, while elevating his philanthropy with substantial gifts to the Foundation. He invites family and friends to join him at fundraisers in New Jersey as well as Florida, where he and his spouse Rick have a home. The funds that Robert has donated, along with the support he has

*"I saw a need for younger blood in Deborah's supporters and expressed a desire to serve on the Board."*

assisted Deborah in receiving from others, help enable the hospital to provide critical cardiovascular and pulmonary care.

His significant support includes thousands of dollars of in-kind



donations for Deborah's numerous auctions, the Red Tie Gala, and induction in the 21st Century Society. In addition, Robert is a member of Deborah's Heritage Circle Society, established to recognize those who have created an ultimate legacy by providing for DEBORAH in their estate plans.

Deborah Hospital Foundation Board Member, Robert M. Birnbaum, was honored, on November 14, 2013, as **Outstanding Philanthropist of the Year** by the New Jersey Southern Chapter of the Association of Fundraising Professionals. Congratulations to Robert on this well-deserved award!♥



# National Chapter Services and Support Salutes Our Members



## Florida/Puerto Rico Region Muriel and Bert Greenstein

Muriel remembers traveling, as a child, from New York, with her parents, to Browns Mills, New Jersey to visit a family friend who was a TB patient at Deborah. As adults she and her husband Bert, moved to Delray Beach, Florida and remained involved in charity work. They founded the Huntington Lakes Chapter of Deborah Hospital Foundation, and their love for the hospital, whose motto is "there is no price on life," coupled with Muriel's childhood fond memories of Deborah, touched their hearts.

Today they are still very active volunteers. Muriel holds many bus trips and organizes fundraising events. She and Bert have Co-Chaired the Shower of Stars for 12 years. Together they make a great team.♥



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## New Jersey Region Marty Spector

My name is Marty Spector, a Member of the Four Seasons at Lakewood Chapter of Deborah Hospital Foundation. I have lovingly turned my hobby into a fundraiser for Deborah. My hobby is baking bread, and I call my effort "Making Dough into Donations!"

My specialty is baking challahs (braided egg bread) and selling them to residents of Four Seasons. The profits go to benefit Deborah and help provide much-needed care for the patients of Deborah Heart and Lung Center. I bake about six times a year and I have raised over \$15,000 for Deborah in the past 12 years. I started by selling challahs at Chapter meetings, then the quality and taste of this gourmet challah soon spread throughout the Four Seasons Community and I now sells at least 75 challahs each time I bake.

The busiest season is the Jewish New Year when a special round shape is sought after. At that time, 100-125 loaves of challah are ordered. All baking is done in my home, and everything is made from scratch. You might say that my love of baking and devotion to Deborah are the perfect recipe for success!♥



## New York/New England Region Ronnie Friedland

My name is Ronnie Friedland, President of the Suffolk Chapter, located in Long Island, New York. I first became involved with Deborah Hospital Foundation when I was seven years old, selling coffee on the floor at the bingo hall...the same hall in which we hold our Chapter's bingo games 40 years later! I inherited my passion for DEBORAH through my mom, Annette Friedland, who was a Member for almost 50 years. Mom passed away six years ago, but it is my joy to carry on her passion of volunteering for a great hospital, which saves so many lives each year, and upholds its 92-year philosophy of never balance billing its patients.

When I was 18 years old and took a tour of Deborah Heart and Lung Center, I remember what a terrific hospital it was, and I have not stopped volunteering since. We hold our successful bingos every Wednesday, and once a month on Sunday afternoon, in support of Deborah.

Thanks to a core group of hard-working Chapter Members, we anticipate raising nearly \$70,000.00 in 2014, in support of DEBORAH. This is the only fundraiser our Chapter does all year and it is well worth the time and effort our members put in. It's a lot of work, but we all enjoy and love the cause that it benefits.

From me, my family, and our wonderful Suffolk Chapter Members, we wish everyone a Happy and Healthy New Year, and God Bless.♥



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## Pennsylvania/Mid-Atlantic Region Deborah R. Wolczyk

Hello, my name is Deborah R. Wolczyk, and I originally joined the Kadimah Chapter in the Philadelphia area. I was introduced to Deborah Hospital Foundation by an acquaintance who was a member of the Chapter. When I learned about the Schuylkill Valley Chapter, which is closer to my home, I transferred. I became a member of Schuylkill Valley in 1993; the President in 2004; and a Life Member in 2007.

One aspect of our membership which I most enjoy is the family connection. One family is represented by two sisters, a brother, a son and his wife, and a daughter (the grandmother was, as many might suspect, a Member.) Another family has a mother, a daughter, a son, and six cousins. Two families are represented by a mother and a daughter. In three families both the husband and the wife are Members. Because we see Deborah Hospital Foundation as a family, we view all our Members – blood relatives or not – as a family of valuable volunteers.

Schuylkill Valley Chapter is a small but mighty Chapter with approximately 50 members, and I feel proud to be a part of it. It is located in the Pottstown/Phoenixville, PA area. We hold several fundraisers and host a couple of meetings each year. We would welcome new members. Anyone with questions may call (610) 804-2846.♥





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

Welcome to 2014!

A "relationship" is defined as *"a connection, association, or involvement. An emotional or other connection between people or places."* Deborah is all about relationships...doctors and their patients, patients and their nurses, donors and their doctors, nurses and the Foundation staff.



At Deborah Hospital Foundation we have the privilege of meeting extraordinary people every day and are blessed when long-lasting relationships are established with them. In many cases, the personal relationships which are forged go much deeper than the initial connection with Deborah.

Last spring my life was deeply enriched the day I met an amazing couple. They will be celebrating 75 years of marriage in February, are very independent and have been devoted long-time supporters of Deborah. So much so, they have generously remembered the Deborah Hospital Foundation in their estate plans. Their knowledge, insight and thoughtfulness are transcendent. Their kindness to others and generosity to Deborah are extraordinary, only to be surpassed by their humility.

Selflessly, all of their gifts to the Foundation throughout the years have been given anonymously. When asked why, they replied, *"We don't need any publicity or notoriety. We have enjoyed a good life and have benefited by the generosity of others and believe strongly it is the responsibility of everyone in society to do something to help others. Deborah is always there, not only for us, but for all those who need their medical expertise. We all need to be there for Deborah so it will continue to be there to save and extend the lives of others. It is just the right thing to do! What could be more important than that?"*

Hearing that, during a spontaneous casual conversation, was very inspiring to me. These just weren't words, but a deep-rooted belief. This same belief has also been expressed by other donors who share this level of affection and sense of personal gratitude for Deborah. If you would like to join this lovely couple and others like them and learn how to express your appreciation and support for Deborah, members of our Development Team would be happy to assist you.

You never know who is going to walk through a door in your life on any given day and touch your heart. The gift is in the relationships you make when you have the courage to answer the knock at the door.

I hope you and your family are blessed with a happy and "healthy" 2014.

Be well,

A handwritten signature in blue ink, appearing to read "Steve", written over a light blue horizontal line.

P.S. If you have not done so already, please consider remembering Deborah in your estate plan so that families, like yours, can be assured that Deborah will be here for them. I encourage you to discuss this option with your Financial Advisor, visit our new website [www.deborahfoundation.org](http://www.deborahfoundation.org) or contact me at 609-893-0200.



# Devoted Benefactors Honored

**T**his fall, the Foundation held its annual donor appreciation luncheon in Mount Laurel, NJ for members of our Presidents' Club, Life Income Benefactors, Heritage Circle, their guests, and special friends of Deborah. The event offered the Foundation a chance to extend personal thanks to our committed supporters and bring them together with the Center's leadership, doctors, and nurses to lunch, laugh and share the stories that unite us in a common cause.

Joseph Chirichella (below), President and CEO of Deborah Heart and Lung



Center and Deborah Hospital Foundation, gave an in-depth look at the current projects, exciting new programs, medical partnerships, and Deborah's immediate and long range plans.

Valerie Harris, RN, Nurse Manager and Team Leader of the Adult Cardiac Catheterization Laboratory, introduced a video tour which highlighted our new state-of-the-art catheterization labora-

tory. Her personal insights, enthusiasm, and passion made it clear to those attending why Deborah's nurses have been ranked the top in the country.



After a wonderful lunch, Dr. Kintur Shangvhi (right), Attending Cardiac Interventionalist, gave an interactive presentation on a brand new approach to performing catheterizations that has come to Deborah. By going



through the wrists rather than the groin to perform procedures, there is greater patient comfort, less risk, and shorter recovery and discharge times. As Director of one of the most advanced Transradial Programs in the nation, Dr. Sanghvi used video case studies to show not only the diagnostic procedures he is able to perform, but also the angioplasties, complex stenting procedures, emergency heart attack care, peripheral artery stenting and clinical trials procedures available at Deborah. Dr. Sanghvi took many questions.

Grateful patient Ralph Liloia related his personal story of the life-saving care he received at Deborah to an engaged audience, bringing home, once again, to those in attendance, the true impact of their support brings.♥



**DEBORAH® Heart and Lung Center and DEBORAH® Hospital Foundation present the**

SAVE THE DATE

## 4th Annual Women's Health EXPO

DOOR PRIZES

Wawa Corporation will be on hand once again providing visitors with healthy snacks!

**Saturday, February 8, 2014**

**10 am - 2 pm**

**The Enterprise Center**

**3331 Route 38**

**Mount Laurel, NJ 08054**

Health Screenings • Wellness Activities

Cooking Demos • Facials • Massage

Yoga & Meditation • Personalized Workout Plans

Beauty & Fashion Vendors: *blowouts & makeovers, mini manicures, jewelry, candles, make-up, plus dozens of others*



# Out and About with Community Outreach

**T**he Community Outreach Program is wrapping up 2013 with another successful year of providing health screenings for the various communities that we serve. The Outreach Program which began in 2008 continues to be a successful facet of Deborah Heart and Lung Center. Screenings take place at conventions, health fairs, festivals and expos reaching people from Burlington, Mercer, Ocean and Atlantic Counties. Screenings include, blood pressure, pulmonary function testing, body fat analysis, balance, sleep apnea, pulse and pulse oximetry.

In the spring of 2013, the Respiratory Evaluation for Sandy Program (RESP) was initiated. The aim was to screen residents of Ocean and Monmouth counties for possible exposure to mold, asbestos and other irritants due to the aftermath of Hurricane Sandy. To date we participated in 13 events and 885 individuals have been screened. We have found that roughly 15% of those screened, have shown some level of abnormality. Whether or not the abnormality is due to the storm, or an undiagnosed problem, we cannot be sure. The program will continue into 2014 with the next event scheduled for February 8th, at Toms River North High School/Pine Belt Arena from 11:00 – 3:00. **To schedule an appointment contact Michelle King at 1-888-555-1990.**

Another important focus of the Outreach Program is to provide health education. A speaker can come out to your community, or club and address a number of general or specific heart related topics as well as topics on stroke prevention and awareness, diabetes, sleep disorders and tips on living a healthy lifestyle to name a few.

On February 8, 2014 the Outreach Program will be providing screenings at our annual Deborah's Women's Expo. The first 200 attendees will be able to have their cholesterol and glucose levels checked! The event will be held at the Enterprise Center on the Mount Laurel campus of Burlington County College. Our own Deborah Physicians will be on hand to counsel the attendees on their screening results. Women will be stopping by to receive heart healthy recipes, complimentary massages and various other heart healthy literature.

If you or anyone you know is interested in having Deborah attend an event, please contact Tina St. John Bialt, RN Community Outreach Coordinator at 609-893-3372 or [stjohnbialt@deborahfoundation.org](mailto:stjohnbialt@deborahfoundation.org).♥

# Upcoming Regional and Fundraising Events

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

## **Deborah's Women's Expo – Saturday, February 8, 2014**

The Enterprise Center at BCC  
3331 Route 38, Mount Laurel, NJ  
10:00 am – 2:00 pm

Health Screenings, Meet our Physicians, Shopping, Massages,  
Yoga, Cooking Demonstrations, Door Prize Drawings  
Admission & Parking – NO COST

## **WJRZ Women's Expo – Saturday, February 8, 2014**

Toms River HS North, Pine Belt Arena  
1245 Old Freehold Rd., Toms River, NJ  
11:00 am – 3:00 pm

Health Screenings by Deborah Heart and Lung Center, Door  
Prize Drawings, Shopping

## **The Annual Sportsman's Dinner – Saturday, February 8, 2014**

ELK's Lodge #1506  
30 Spruce Street, Ridgefield Park, NJ  
3:00 – 7:00

Donation: \$25.00

For information or tickets please contact  
Coach (201) 424-9454 or Anthony (201) 686-6320

## **Spring Gala Luncheon – Friday, March 12, 2014**

Benvenuto Restaurant, Boynton Beach, FL  
\$40.00 per person

Vendors, lunch entertainment and raffles  
For information call Bobbi Sroka at (561) 637-2445 or  
Bernice Sklar at (561) 732-3273

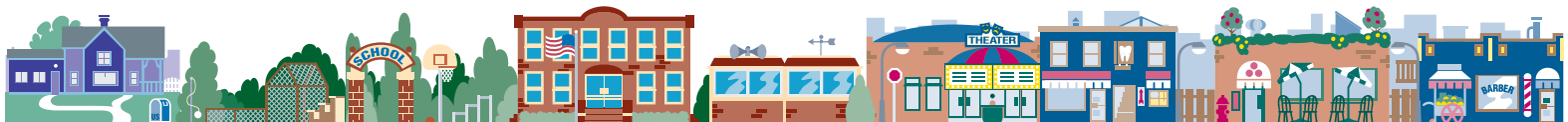
## **Holiday Heights Senior Health Fair – Tuesday, April 1, 2014**

Club House  
96 Prince Charles Drive, Berkeley Twp., NJ  
9:00 am – 1:00 pm

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*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).*

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**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.

## Cheer Teams Demonstrate Their Skills in Competition Benefiting DEBORAH

**D**eborah Hospital Foundation's 3rd Annual Cheer for Life Spirit Fest took place on December 1, 2013 at Shawnee High School in Medford. This year's cheerleading competition, coordinated by Tina St. John-Bialt, RN, had the largest attendance of teams to date.

A total of twenty-seven teams from throughout New Jersey, plus a team from New York, competed for the title of Grand Champion. Professional judges were on hand to judge the teams on: precision, degree of difficulty, tumbling, stunting, and spirit. Congratulations to Cherokee High School from Marlton, who won the high school varsity division and the honor of Grand Champion.♥

