

INSIDE DEBORAH

Philanthropy at Work from Deborah Hospital Foundation

FALL 2023



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INSIDE**DEBORAH**

inside

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MESSAGE FROM THE CHAIRMAN OF THE BOARD

Dear Friends of Deborah,

I first became aware of Deborah Heart and Lung Center when I was four years old. While visiting my grandmother in Ventnor NJ, I spotted a canister with blue and white writing up on a shelf. I asked what it was, and she simply replied, "I work for this very special place." A few days later she asked if I wanted to go to work with her. Of course I said, yes.

She brought me to Lou's Delicatessen where we met up with another Deborah volunteer. I initially sat quietly and watched as they stood shaking their canisters, talking to everyone who passed. Scores of people came up saying wonderful things about Deborah while stuffing money into the cans. I too took my turn shaking the can for Deborah. As you can imagine, I was slightly confused about my grandmother's job.

Twenty-five years later, I was reacquainted with Deborah, this time as a vendor. At the Center, I had an appointment with the Director of Purchasing and told her about my grandmother's canister and my day working in front of the deli. She smiled and asked if I would like a tour of the hospital. As we walked through the hospital, it all became very clear. I finally understood what mom-mom meant when she said, "I work for this very special place".

So, why is it so special? First, the philosophy of Deborah Hospital Foundation..."there is no price on life." Which means, there is no out-of-pocket expense to the patient for care they receive in the Center—that expense is covered by the Foundation. In today's world this is an extraordinary feat. Second, the Deborah staff. I am always amazed when I ask an employee, "how long have you been working here?" The response is anywhere from 5 to 40 years. Third, the attitude of the staff. Often, in healthcare environments, the staff feels frustrated and unappreciated, but not at Deborah.

I witnessed this first hand when a scheduled meeting I was attending at Deborah was slightly delayed due to a "Star of the Month" employee appreciation ceremony hosted by the senior management team, had run over time. I realized that the Deborah team is more like a family!

I've had the pleasure of serving on the Foundation Board for several years, and I have learned a lot. The history, the passion and compassion on display here every day is impressive.

Now, I am the newly elected Chairman of the Board for the Foundation. I am extremely proud and privileged to be continuing the fundraising efforts of my grandmother and so many other volunteers. Above all, as a volunteer Board member, I too am excited to be "working for this very special place".

Warm regards,



Gary Rubin

Deborah Hospital Foundation
Chairman, Board of Directors



Anything is possible when people come together to share a vision.

Deborah Heart and Lung Center is ranked among the top cardio-thoracic surgery programs in America – a remarkable asset – to our patients, to the community, to the Mid-Atlantic region and beyond. Our resources, capability and experience are strong, our physicians and staff are among the best you'll find anywhere, and our affiliation with Cleveland Clinic Heart, Lung and Thoracic Institute give our patients and their families direct access to world-class healthcare. Close to home.

Deborah is the pillar of healthcare in our region. We have a responsibility to provide the best possible care to our patients and their families. We can only be successful with the direct involvement and generosity of our community leaders, philanthropists and donors. All have come together to take a leadership role in delivering extraordinary healthcare through the Deborah Hospital Foundation.

We call it Philanthropy at Work. It's as important as it gets.

Philanthropy has a long and proud legacy at Deborah. Deborah Hospital Foundation maintains its long-reflected synergy with its donors through a shared passion for the best interests of our patients. From our generous donors to the hundreds of community-based Foundation volunteer leaders, ours is a shared vision that has consistently stepped up to lead the way in making a commitment to the pinnacle of heart, lung, and vascular care, and an outstanding healthcare experience for our patients.

For more than 100 years, the work of Deborah Hospital Foundation has provided access for millions of patients seeking Deborah's clinical expertise, with no out-of-pocket expense. That's right...no patient receives a bill for services they receive within the hospital, courtesy of the Foundation.

It is our hallmark.

“We can only be successful with the direct involvement and generosity of our community leaders, philanthropists and donors.”

—Steve Toal, Chief Development Officer





Because Foundation donors buy into our vision, Deborah Heart and Lung Center is able to make the investments in people, systems, facilities and technologies that make it possible for us to grow our reputation as a center of excellence.

With our leading-edge care comes more difficult cases. As patient acuity and care complexity increases, Deborah Hospital Foundation has been able to support technology advancements in virtually every department of the medical center to meet those needs. We have completed a number of significant enhancements in facilities and equipment that support advanced patient care – the direct result of the generosity of our leaders, philanthropists and donors.

Beyond the hospital walls, donor support makes it possible to deliver “close to home” community access, and outreach programs to tens of thousands of New Jersey residents and provide funds for the vital services Deborah is able to offer in our patients’ communities, saving lives every day.

It’s no coincidence; nor accident. It is Philanthropy at Work.

Great people are the heart of any outstanding healthcare organization.

Deborah recognizes that the best professionals seek opportunities to work with the newest technology for optimum patient outcomes. Deborah must work hard to recruit high-quality professionals. By helping to secure state-of-the-art equipment for Deborah, our donors’ support enables us to consistently recruit the best and brightest clinicians the world has to offer.

I invite you to call the Foundation to learn how you too can be part of something extraordinary.

Written by Chief Development Officer, Steve Toal

Chunguang Chen, MD
Medical Director
Advanced Cardiac Imaging
Deborah Heart and Lung Center

CUTTING-EDGE ADVANCEMENTS IN MEDICAL IMAGING:

Deborah's new MRI scanner...a life saver!

In an era marked by unprecedented medical advancements, Deborah Heart and Lung Center stands at the forefront of innovation with its latest acquisition: a state-of-the-art MRI scanner. Within its first day on campus it was used to diagnosis a life-threatening medical condition.

“Our very first MRI patient came from the emergency room and presented with acute chest pain,” recalled Dr. Chunguang Chen, who oversees the MRI’s operation. “She did not have the typical heart attack with a coronary artery blockage, so we needed the cardiac MRI for further diagnosis. Once she was scanned, it was clear that she had suffered a fairly significant cardiac event with an inflammatory attack of the heart muscle (myocarditis), and needed additional intervention.”

The acquisition of the MRI scanner stands as an example of effective collaboration between various stakeholders. It took coordination among Deborah Hospital Foundation, the medical staff, as well as members of the U.S. Congress and Senate to secure the \$1 million Community Project Funding/Congressionally Directed Spending Grant to help defray the cost of purchasing and installing the crucial equipment. “Deborah’s new MRI scanner will make cardiovascular monitoring more accessible to South Jersey families, continuing the Center’s century-long tradition of delivering high-quality heart, lung, and vascular care in a medically underserved area. I will continue to fight for projects like this that keep New Jersey families healthy and safe,” stated Senator Cory Booker. This effort underscores the importance of

healthcare innovation, public and private sector partnerships, and the role that cutting-edge technology plays in improving patient outcomes.

This remarkable addition to the Center’s technological repertoire not only underscores Deborah’s commitment to exceptional patient care, but also heralds a new era in diagnostic imaging. This state-of-the-art device boasts advancements in technology that enable more precise imaging, reduced scan times, and an overall enhanced patient experience. “The new machine is equipped with innovative features like high-resolution imaging, advanced tissue differentiation, and specialized cardiac and pulmonary imaging protocols, which empowers our medical team to make quicker and more accurate diagnoses and leads to significant improvements in the selection of management and therapeutic options and potential outcomes,” said Dr. Chen.

In a world where medical technology evolves at an astonishing pace, Deborah Heart and Lung Center stands as a beacon of progress. The acquisition of the MRI scanner underscores the Center’s dedication to pushing boundaries and delivering unparalleled patient care. As Deborah continues to blend technology, expertise and compassion, it paves the way for a healthier and more promising future for individuals battling heart, lung and vascular conditions in our region.

CAMPUS EXPANSION UPDATE

It has been eighteen months since we broke ground on the biggest building project at Deborah Heart and Lung Center in the last forty years. Now with a realistic completion date of December 2023 in reach, excitement on the campus is ramping up.

Deborah100:The Project, is destined to become an innovative structure that will act as a model for other healthcare facilities to follow.

As the outside of the building is enclosed, our focus now turns to incorporating the final touches within each of the 36 private patient suites. Our philosophy revolves around fostering innovation and technology while keeping our patients' comfort, safety, and privacy as top priorities during their stay. By creating an environment filled with modern conveniences, an abundance of natural light, and carefully selected colors and textures, we are able to reduce the stress and anxiety of our patients and guests, while enhancing their overall experience.



Our design process has been meticulously structured with our patients in mind. We have even established decentralized workstations, allowing our clinical staff to work in closer proximity with our patients. This means more personalized care for each patient we serve.

We recognize how physically and emotionally draining it can be for our patients and their families; the same holds true for our Deborah team members. Within our design, we've included a comfortable lounge with an outside patio, providing space for them to take a few minutes to recharge their own batteries, so they return refreshed to provide the exceptional, compassionate care customary at Deborah.

In keeping with Deborah's stress-free initiative, we have integrated an external five-story living wall into our construction process, featuring an array of flowers and plants that will produce an evolving mosaic of beauty and color during all four seasons. The living wall symbolizes Deborah's perpetual growth and innovation, mirroring the ever-changing nature of the plants. It will serve as a vibrant centerpiece and as a source of inspiration and comfort for those who visit our campus.

Thank you for being a part of our journey. We are excited to share these remarkable improvements with all who require Deborah's specialized expertise.

**Naming
opportunities
are still available.**

Please contact the
Deborah Foundation
609-893-0100
to inquire.



Everyone's counts!



George Bosco and Suzanne Tichy
Teachers at Lindenwold Elementary School 4
Lindenwold, NJ

Students at Lindenwold Elementary School No. 4 donate \$1,000 worth of change to Deborah!

In a heartwarming display of community spirit and generosity, the National Honor Society (NHS) students at Lindenwold Elementary School 4 (LES4) banded together to make a remarkable contribution to Deborah. During their “Everyone’s Two Cents Counts” fund drive, these young scholars collected and turned loose change, and some bills, into an astonishing \$1,000 check to Deborah Hospital Foundation.

Led by teachers Suzanne Tichy and George Bosco, the students at LES4 demonstrated that age is no barrier to making a significant impact on the world around them. The children’s selfless acts of donating to Deborah is a testament to their compassion and desire to create positive change. Mrs. Tichy remarked, “We started with a goal of raising \$500, but after the first day of collecting coins, two of the kids baskets broke from the weight of the coins. It was then the kids decided – let’s go for a thousand dollars!”

The act of collecting coins might seem simple, but the impact of this endeavor goes far beyond its outward appearance. Six fourth grade NHS students spent weeks coordinating the collection effort, reaching out to fellow students, teachers, families and community members. “They asked their parents, grandparents, neighbors and even looked under couch cushions and car seats – just anywhere they could look they found coins – lots of them!” said Mr. Bosco.

The choice to donate to Deborah holds a special significance. From its inception in 1922, Deborah has benefited from this type of grassroots fundraising through the 1980’s when over 80,000 Deborah volunteers routinely collected change outside of retail stores up and down the east coast. Through this donation, the students at LES4 learned valuable life lessons such as teamwork, while creating a sense of camaraderie with fellow schoolmates.

This initiative not only raised funds for Deborah, but also fostered a sense of unity and purpose among the entire school. “The class from each grade level who raised the most was awarded with popcorn and a movie,” recalled Tichy.

Donating coins took on a symbolic meaning, but it also translated into concrete advantages for the kids. Every coin, regardless of its value, symbolized a fractional part of the community’s joint exertion and compassion. The student’s commitment to gathering coins demonstrated their awareness that even apparently minor contributions could turn into a substantial, positive impact on their own lives.

This heartening story serves as a reminder that generosity and compassion know no bounds. It’s a testament to the power of young minds coming together with a shared purpose, showcasing that even the smallest actions can create a ripple effect of positive change. “It was just so beautiful to see how satisfying it was for the kids to know they were helping others. What a lesson for them at this age,” said Mr. Bosco. “Their selfless act not only benefits Deborah, but also sets an example for others to follow.” Their story serves as an inspiration to all, reminding us that it’s within our reach to make a meaningful difference in the lives of others, and to create a better world for everyone.

“It was just so beautiful to see how satisfying it was for the kids to know they were helping others. What a lesson for them at this age. Their selfless act not only benefits Deborah, but also sets an example for others to follow.” –George Bosco

Philanthropy at Work 2022

PATIENTS



111,925
VISITS*

*Includes Deborah Specialty Physicians

DONATIONS



\$9.90
MILLION

DONORS



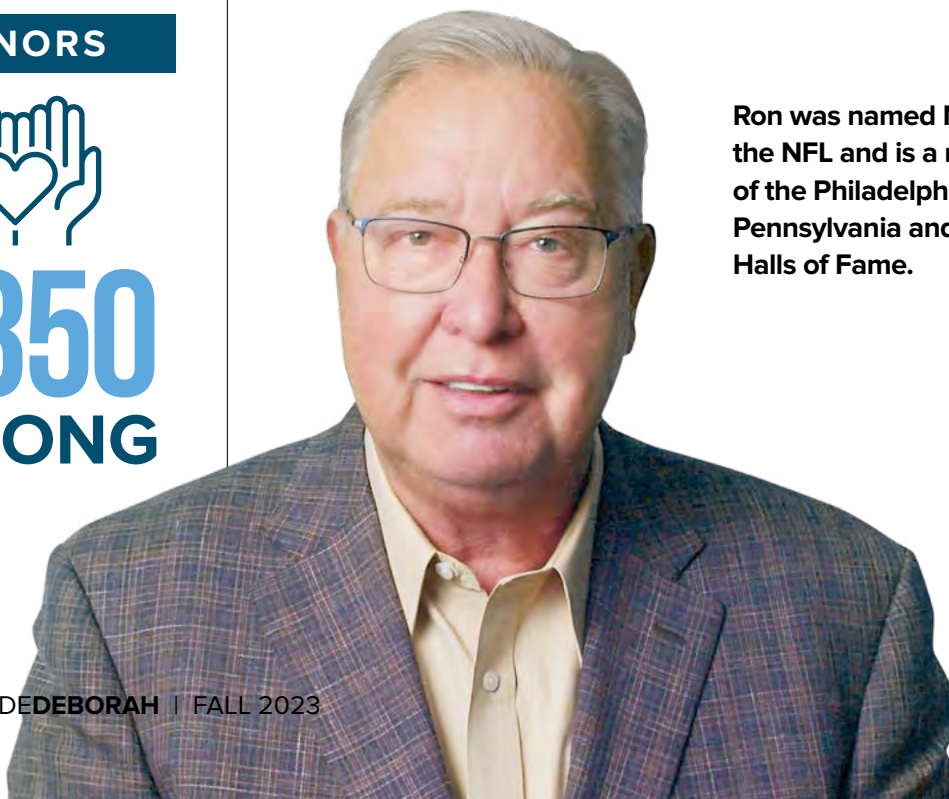
6,350
STRONG

The Foundation adds two

Ron Jaworski is known nationally as the Philadelphia Eagle's most popular quarterback and one of the all-time best color commentators for "Monday Night Football." Locally, Ron and his wife Liz are known for their generous philanthropy and community support, principally through their Jaws Youth PlayBook, a family foundation that has long worked to improve the health and wellness of at-risk youth in the Greater Philadelphia/South Jersey area.

Ron is also a well-respected and successful businessman. He was part owner and team president of the Philadelphia Soul of the Arena Football League and, through his trademark Ron Jaworski Golf organization, he owns or manages eight highly regarded golf courses, including Downingtown Country Club, Back Creek, Blue Heron Pines, Honey Run, Ramblewood, RiverWinds, Running Deer and Valleybrook.

“I am incredibly excited to have the opportunity to serve on the Deborah Hospital Foundation Board of Directors. For Liz and I to be part of an organization that supports a mission and vision geared to saving and enhancing people's lives, man it doesn't get any better than that!”



Ron was named MVP of the NFL and is a member of the Philadelphia Eagles, Pennsylvania and New Jersey Halls of Fame.

Ron Jaworski
Deborah Hospital Foundation
Board of Directors

new Board members:

“To have the chance to serve on the Board of this iconic organization is truly a blessing and an honor. We all should strive to make a difference in the world, and I aim to do so through my work on the Deborah Hospital Foundation Board.”

Tom Piersanti has enjoyed a tremendous 50-year career as a professional Financial Planner, dedicating his life to helping others plan for and realize their own personal philanthropic mission. This includes serving on the Boards and as President of The Society of Financial Services, The National Association of Insurance and Financial Advisors, The General Agents and Managers Association, and The Philadelphia Estate Planning Council.

Tom is recognized as a leader amongst professional financial advisors, with membership into the “Million Dollar Round Table” and the “Court of the Table,” and an eight-time membership into the “Top of the Table.”

Tom lives in Moorestown with his wife, Susan, where they raised their two children. “Sue and I have always felt the personal responsibility to give back to our community to the best of our abilities, volunteering and fundraising for an array of organizations, including Deborah.” Tom comes to Deborah Foundation with a renewed sense of purpose having recently needed Deborah’s medical expertise.

Tom was honored as the South Jersey General Agent Man of the Year and Union Mutual General Agent of the year.



Tom Piersanti
Deborah Hospital Foundation
Board of Directors

THREE WAYS TO GIVE



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Deborah saved my life!



“Back in 1981, I had open heart surgery and I have never thanked your organization properly. Without the financial assistance I received from Deborah Hospital, I could never have afforded the operation which saved my life” –Peter Meyer, grateful patient

Even the strongest families are tested by life's most difficult moments, and often need support outside the family to help get through and manage the situation. At age 43, Peter Meyer, suffered a heart attack and was ultimately brought to Deborah where he underwent successful triple bypass surgery. From that moment, Lori, his 7 year old daughter learned just how big a role Deborah Heart and Lung Center (Deborah) would play to keep her family together.

Peter and his family were beneficiaries of Deborah's specialized medical expertise as well as its altruistic billing philosophy. Thanks to the Deborah Hospital Foundation, there was no out of pocket expense for Peter's surgery or decades of continued care. Depending on insurance coverage, the cost to a patient for that type of surgery would have bankrupted the family. Lori, now mother of two, explained had it not been for Deborah's Foundation support her father would not have had the surgery and would have missed out on years of birthdays, holidays, and scores of family memories and milestones.

“He never stopped talking about Deborah and how profoundly it had impacted him. He made it his mission to give back whenever he could, even up until his recent passing at 86 years old,” Lori conveyed.

“There are so many cherished memories. I had the privilege of sharing different stages of my life with him. As a child, I frequently accompanied him to work

where he managed a bowling alley, and I eagerly helped out in any way I could. That was truly special, it was there my dad taught me how to bowl, a skill I've since passed down to my own children,” Lori reflected.

Peter credits Deborah with an extra 43 years, allowing him the opportunity to be present to watch his little girl grow up, go to college, get married, get her master's degree and above all, become a mom making him a grandfather with two grandsons.

“When I began graduate school in May 2020, he was there, cheering me on, always inquiring about my progress, and expressing his pride in my decision to embark on such a significant life endeavor while raising a family. It was bittersweet for me when he passed away just weeks after my graduation. I have no doubt he held on until after I graduated,” said Lori.

Deborah provided Peter with a second chance at life and he made the most of it. Before his passing he wrote a letter to Deborah expressing his appreciation for extending his life.

Peter often shared his thoughts about Deborah with the noble intention of informing and reassuring other families facing similar health and financial challenges. In his final heartfelt act, Peter modified his will adding a planned gift to Deborah Hospital Foundation, to ensure other patients will have the same opportunity he was afforded while keeping their families intact to experience all of life's special moments and milestones together.



“We’re *All in* with Deborah.”

When my wife Susan and I say “we’re all in with Deborah,” we mean all in! Sue and I have been married for 58 years and raised our two children here in Moorestown. We were active parents volunteering for everything under the sun. I have been a professional Financial Planner for more than 50 years, while Susan has held positions as a teaching assistant in Cinnaminson, and in tax support with H&R Block.

In keeping with our, “it’s better to be involved than not” attitude, among other things, I co-chair the Financial Service Professionals Bob Biehl Memorial Golf Outing, with my dear friend Brian Biehl. For years we struggled to find an appropriate charity to be the beneficiary of the outings proceeds. It seemed we picked a different one each year which threatened the continuity of the event and focus of our sponsors.

But that all changed when Brian and I met Cyndy Kornfeld, Director of Volunteer Services at Deborah Heart and Lung Center. Just minutes into our initial meeting with Cyndy, we knew we found our organization. First of all, several members of Brian’s family have been severely affected by cardiac conditions including his father, uncle and brother. All three were taken from us too young. Cyndy educated us on the vast capabilities of the clinical staff, and all of the advanced technologies available at Deborah. And then there’s the fact that Deborah has been providing this world class care for 100 years with no out-of-pocket expense to the patient. From that moment, Deborah Hospital Foundation has been our outing’s exclusive charity of choice.

Despite Sue and I being active golfers, bikers, and fishermen, we both recently have been in need of cardiac and pulmonary care.

We did not hesitate to trust our lives with the experts at Deborah, and the experience was more incredible than we could have imagined. As our medical needs increased and we were exposed to more of Deborah’s staff and clinical specialists, we were blown away by the level of expertise, respect and compassion we were given. As we have come to understand, this is how all the patients at Deborah are treated.

Although legacy planning is my area of expertise, it is both complex and emotional. When considering our own legacy, firstly, we want to benefit those nearest and dearest to us. Then, once satisfied that we had met our commitment to number one, we pondered long and seriously any options to support worthwhile institutions for future consideration. Now, with a seven year association with Deborah through the Biehl Golf Tournament, as well as our personal experience with the physicians, Deborah became an obvious choice in our estate plan.

We had always heard of Deborah, but never knew about Deborah. Our personal experience, and all those we speak to, has solidified our belief and devotion to the mission and vision of this extraordinary organization. So much so we have made a significant provision in our wills and estate plan to invest in and expand Deborah's vision by establishing a Trust that will generate annual revenue for Deborah in perpetuity, giving other families the opportunity to extend the time they share with their loved ones. As a result of being a legacy donor, we were recently welcomed to into Deborah Foundation's Heritage Circle Society. A true honor.

When asked what we want our legacy to be, it is simply to be remembered as loving individuals who cared enough to turn our strong belief in Deborah into a positive action.

“Sue and I have always felt the personal responsibility to give back to our community to the best of our abilities, volunteering and fundraising for an array of organizations, including Deborah.”

—Tom Piersanti

Sue and Tom Piersanti

Deborah Foundation Heritage Circle Society members



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Deborah honors iconic member of Medical Staff

On November 11, 2023 the 18th annual Red Tie Gala will honor and celebrate the incredible 50-year career of Deborah's most revered attending cardiologist, Sena Sumathisena, MD.

Dr. Sena graduated from Deborah's cardiology Fellowship program in 1973, and has remained at Deborah for his entire career. During his tenure, he treated and cared for hundreds of thousands of patients and taught and mentored more than 300 cardiology Fellows. His impact on the world of medicine and in the lives of his patients has been profound.

It is hard to imagine that Dr. Sena has been with Deborah for more than half of our 100-year existence. Over the last century, Deborah has remained at the forefront of innovation and medical discovery, and continues to provide high-quality care to those in need.

In recognition of Dr. Sena's continued commitment to Deborah and a life devoted to helping and caring for others, we encourage you to participate in the Gala on November 11th to celebrate his remarkable achievements. Your involvement would not only be a wonderful tribute to this gifted clinician, but it will also help Deborah continue our commitment to providing world-class compassionate care to all who seek our specialized expertise.



Please utilize the QR code to buy your tickets or leave a donation in honor of Dr. Sena.

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