A CENTURY OF CARE  
in every season of life

2014–2015 ANNUAL GIVING
The theme of Pocono Health Foundation’s 2014–2015 Annual Giving Report, “A Century of Care: In Every Season of Life,” thoughtfully acknowledges the generosity of our donors and grateful patient experiences shared to convey the positive impact of philanthropy to help all who receive care at Pocono Medical Center (PMC). As PMC celebrates its 100th anniversary, our commitment to grow and meet the ever-changing healthcare needs of our patients and community has been unyielding and patient-centered. A century of care is a milestone of which we are proud. We are indebted to our benefactors whose contributions have directly impacted the care of generations of families and friends in our community.

During the past year, the exciting announcement to build Pocono Medical Center West in Tannersville was followed by the opening of our new West End Healthcare Center in Brodheadsville; we are embarking on another similar health center in East Stroudsburg. In addition, PMC continues to remain responsive to patient needs by expanding our network of primary care physicians and specialists. You may already have noticed new physicians located closer to your home, making it easier than ever for you to access quality care that is not far from your doorstep. We have partnered with some of the nation’s most prestigious academic institutions to bring highly specialized care to our community and reduce the need for our patients to travel out of the area and away from their homes and families. These partnerships include a nationally recognized stroke program with Thomas Jefferson University and a robotic urology partnership with SUNY Upstate. Additionally, our Dale & Frances Hughes Cancer Center continues to enhance its patient services with the new radiation oncology partnership with Lehigh Valley Health Network.

PMC is not only here to serve the medical needs of the community; it is part of the community. As we continue to serve our patients, so are we grateful for the support that the community has provided to our hospital for the past 100 years. This tradition of philanthropy will allow our medical center to achieve even greater success over the next 100 years.
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But here’s what didn’t change: the generosity of PMC’s local supporters, the “service above self” ideology of our forefathers and PMC’s pledge to provide high-quality care to all its patients — no matter what season of life they are in.

That means whether you are a baby crying in the Neonatal Intensive Care Unit, a child with a toothache at the Valerie M. Hodge Memorial Children’s Dental Center, or an adult in need of care from the ESSA Heart and Vascular Institute, Dale & Frances Hughes Cancer Center, Mattioli Emergency Center, or our new Bartonsville or Brodheadsville Healthcare Centers, PMC is YOUR hospital — and it has been for 100 years.

Because it is supporters like you who have made this century of PMC care possible, the remainder of this report will focus on just a few examples of the many generous donors in the PMC family. We have also included several stories of recent patients who gratefully received the world-class care they needed right here in their hometown hospital.

As you flip through the pages of this report, you will also see photographs highlighting the many beautiful seasons on Pocono Medical Center’s campus.

THEN AND NOW: THE AUXILIARY OF THE POCONO MEDICAL CENTER

The General Hospital of Monroe County’s Auxiliary was founded on February 2, 1915, a few months prior to the opening of the original hospital. Throughout the last century, this group has demonstrated its dedication and philanthropic support of the hospital through everything from antique shows and garden parties in the 1930s to today’s annual gala and TV auction.

Thank you, Auxiliary of the Pocono Medical Center, for the gift of your legacy!

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• www.PoconoHealthFoundation.org • 570-476-3530

CREDITS:
Above: On Courtland Street
Left: The Roop Property
Street. Once in this location, the hospital continued to grow along with its community, tripling its bed capacity between 1930 and 1965.

In the decades that followed, the hospital’s name changed to Pocono Hospital, then again to Pocono Medical Center.

The roots of our current Pocono Medical Center (PMC) can be traced as far back as the early 20th century, when physicians provided care only in patients’ homes. At that time, a group of local physicians, known as the Monroe County Medical Society, a group of Mount Pocono women banded together to establish Monroe County’s first hospital. That group of women became the earliest members of what we now call the Auxiliary of the Pocono Medical Center.

Throughout the fundraising support of its community, the newly established General Hospital of Monroe County took root on East Stroudsburg’s Courtland Street in 1915.

Twelve years later, the hospital moved to the Roop property where PMC now resides on East Brown

A century ago, a determined group of local citizens had a vision:

a hospital that would serve the public health needs of their county…

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The Valerie M. Hodge Dental Clinic provides primary dental care, bone restorations, preventative care, and oral hygiene education. Last year, over 2,500 children benefited from the care supported by the Valerie M. Hodge Memorial Endowment Fund. Winnie Michaluk’s children are two very appreciative patients at that clinic, or as Winnie refers to it, “the best place ever!” As patients there for over 12 years, they say they see their great smiles to the “caring, honest and smiling” staff at the clinic. Winnie says, “I know this sounds weird, but my kids actually ask to see the dentist. The kids are excited—it’s a fun day out for us. The reason is they treat my kids with respect, and over the years they have given them the tools and foundation that kids need for taking responsibility for their own health and well-being. The clinic staff have watched them grow up, and I feel they really care about us.”

She adds, “The staff goes out of their way to make us feel welcome. They always greet us with a smile. They accommodate our schedules, and we feel like family.” She related that they are so incredibly gentle doing the dental work that during one visit her son didn’t even notice they had filled his cavity. “The dental hygienist had to come out and verify that yes, his cavity was indeed filled. The look on his face was something,” she said with a laugh. As a single parent, Winnie says it gives her great peace of mind to be able to rely on the staff at the clinic for support she acknowledges goes above and beyond the norm. “I never understood the expression, ‘It takes a village to raise a child.’ Now I know. They are the village that helps me raise my children. I can’t even express how grateful I am that we have them in our lives.”

Pictured: Winnie Michaluk (far right) stands beside her children Rick and Winnie, or as the clinic staff calls her, “Mini-Winnie.”

Last year, over 2,500 children, including Rick and “Mini-Winnie” Michaluk, benefitted from the care supported by the Valerie M. Hodge Memorial Endowment Fund.
A SEASON OF transition

Sam Newman’s roots go very deep into this community and include a lifelong connection to PMC. That connection started the day he was born, which was during a time when PMC was still known as The General Hospital of Monroe County. He grew up in the area, attended Stroudsburg High School, went to the University of Pennsylvania undergraduate and law school, and created a life here for himself and his family. As a successful attorney and businessman, Sam has been serving the community and contributing to the economic growth in this region for decades. He also served on the Board of Directors of PMC, including a stint as Chairman of the Board.

Since retiring from the practice of law, Sam has turned his business expertise to Pocono Health Foundation’s fundraising activities. Seeing there was a huge and growing need for world-class cancer care close to home, Sam signed on to play a role in the Dale & Frances Hughes Cancer Center Capital Campaign. He says, “Bill Cramer, Esq. (Capital Campaign Chair for the $26 million Hughes Cancer Center building campaign) put together a great team. We were able to make a contribution that helped make the Hughes Cancer Center a reality.”

“We needed to expand world-class cancer treatment right here, and we have done that.”

Sam not only donated his time, but together with his wife Maryjane, they have provided support to this facility in every sense of the word. “Cancer is something that is on everyone’s mind. What we had available here was very good, but was not always appreciated. People thought they had to travel to Philadelphia, New York or New Jersey to get cancer treatment. That just wasn’t working. We needed to expand world-class cancer treatment right here, and we have done that.”

In the course of just one man’s lifetime, PMC has transitioned from a rather modest local hospital to a state-of-the-art regional medical center with phenomenal facilities and an extremely talented, caring staff. Sam has been fortunate to have had a front row seat, bearing witness and aiding the process of growth and development whenever possible. He’s looking forward to seeing what is next for PMC and of course, lending a hand.

Pictured: Sam Newman (left) sits beside his wife Maryjane in the Hughes Cancer Center. Insets: Close-up of the Liztech Jewelry exhibit in front of the Newmans, which artistically portrays the healing journey of a PMC cancer patient surrounded by many rings of support, concern, and care.

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Pete Sobrinski is a very energetic and active man. Getting sidelined by a bicycle accident was definitely not in his game plan. Recounting his September 7, 2014 crash, Pete said, “One minute I was riding along and the next thing I knew, I was trying to stand up and get myself and my bike out of the road. I’m still not even sure how or why I crashed. Luckily, a Good Samaritan stopped, called for help and stayed with me. I was definitely hurt and in shock.”

An ambulance transported Pete to the PMC Trauma Center where they assessed him and found him to have multiple injuries, including several broken ribs, a pulmonary contusion, a displaced broken collarbone, and multiple areas of abrasions. Pete was admitted to the trauma service under the care of Dr. Dan Roesler, Associate Trauma Medical Director, who said, “Broken ribs are one of the most common injuries we see in trauma patients.”

The pain was intense; simple breathing was tough and coughing or sneezing was pure agony. Lying flat often exacerbates the severe pain of rib fractures, making sleeping in bed next to impossible. Noticing Pete’s distress, Nurse Manager of the Trauma/Ortho Unit, Patty Frasier, instinctively knew to bring him a reclining sleeper chair. He was then able to get a few hours of rest, which he so desperately needed to recover. Though somewhat improved, his overall pain was hardly manageable even with strong pain medication. The next step in his recovery was to work with physical therapy. This only increased his pain. Something else needed to be done. Pete explains on daily morning rounds, when Carin Minchew, Trauma Physician Assistant, suggested a procedure called rib plating, he had no idea what she was talking about. Dr. Roesler and Carin took the time to sit with him and explained the details of the surgery and its benefits. They explained that it would give him significant pain relief, almost immediately. “My wife Janice and I asked tons of questions and then we did our own research.” Dr. Roesler and Carin went so concemed and caring, it put him at ease. “I was on board,” Pete said.

Dr. Roesler successfully performed this innovative rib plating procedure, and Pete was up walking the day after the operation and was able to go home a few days later. “Carin was right. The reduction in pain level after the operation was incredible. Everyone on staff always took the time to sit down with me, make eye contact and really connect with me. They weren’t dividing their time between computer screens or glancing at equipment. The focus here is on the patient, and I think that made all the difference in me getting the right help and pain relief I needed,” he said. Even though the accident happened seemingly in a split second, the recovery has taken months. Happily, Pete is back teaching school, coaching golf and basketball and, best of all, spending time with his daughter. As for biking, he plans to ride again as soon as it warms up a bit and he buys a new helmet. Unfortunately, the old one is a bit worse for wear, unlike Pete’s ribs, some cracks will never heal.

Pictured: Pete Sobrinski stands in front of the PMC Emergency Department he visited on the day of his bicycle crash.
Writing a book and donating the proceeds, founding a charity and creating a website to support it; starting a charity golf tournament, recruiting all the players, donors and sponsors; and being an accomplished student, golfer and musician. Sounds like an impressive list of achievements for a 50-year-old.

Surprisingly, the person behind all this, William Mirams, just celebrated his thirteenth birthday!

How did William get so engaged in his community and charity work at such a young age? It started with his relationship with his grandmother Doreen. They shared the kind of love and connection that only grandmothers and grandsons can understand. They enjoyed many adventures together, and Doreen introduced William to the world of golf and her love of gardening. The two of them chased balls, enjoyed the flowers and soaked up the sun together until Doreen succumbed to breast cancer when William was only four.

He missed her deeply and never, ever forgot about her. As the years passed, he asked his parents Paul and Cathy what he could do to honor her memory and also help other people who have lost loved ones to cancer or are themselves in treatment. When he turned eleven, he began writing a book, “Golf, Grandma and Me.” It’s an interactive book that allowed William to share his story, introduce readers to his Nana and impart hope to others faced with loss. At twelve, his book was published and his parents felt he was old enough to found his charity, The Doreen Mirams Charitable Fund.

It is through this charity that William organizes and promotes the Doreen Mirams Annual Memorial Golf Tournament. His parents say, “He spent all summer talking to potential sponsors and donors for the tournament. It was a great success and he raised thousands of dollars for the Hope for Strength Fund and for the Serenity Garden at the Dale & Frances Hughes Cancer Center. William learned firsthand that our community can be of great help, but it is also in need of great help.”

How does William find time to run a charity, update his website, manage a big golf tournament, play golf, earn top grades and even squeeze in piano lessons? William says, “I’m hoping the money will help people both emotionally and physically. I feel I have such an easy life. People dealing with cancer don’t have the luxury; they are dealing with so much more than just being ‘busy.’ My goal is to help as many people as I can.”

William Mirams

TAKE INSPIRED ACTION AT A YOUNG AGE

William learned firsthand that our community can be of great help, but it is also in need of great help.
July 11, 2013 was a life-changing milestone for Leroy Jennings. It was the day he was diagnosed with esophageal cancer. Since then, there have been significant treatment milestones as well as many small moments of healing along Leroy’s road to recovery.

Once he was diagnosed, Leroy met with Drs. Ryan and Greenberg, a plan for his chemotherapy and radiation treatments was mapped out, and within a matter of days, he was receiving treatment at the Dale & Frances Hughes Cancer Center. Leroy said, “I have nothing but praise for the Hughes Cancer Center. It’s a fantastic place and the people are very caring and concerned about the patients. Everyone always had a smile for me, no matter what, and they went out of their way to keep everything calm and peaceful. I also liked the fact that it was close to my job so I could stop in for my radiation treatments on the way home and not have to miss work.”

After successfully wrapping up his chemotherapy and radiation treatments, the next milestone was surgery by PMC Surgical Oncologist Dr. Mo Lareef. Leroy underwent a very complicated surgical procedure to attack the cancer that in many cases leaves patients with a five-year life expectancy. The team that assembled to treat Leroy met weekly to discuss his care and coordinate their efforts. “All of the doctors, nurses and staff—they are all looking out for your welfare,” he added.

“Have nothing but praise for the Dale & Frances Hughes Cancer Center.”

“The week I spent in ICU was made manageable by the great care I received while I was there. Surgical Oncologist Dr. Lareef gave me his personal cell phone number just in case I felt I needed to talk to him. That meant a lot to me. He’s just a fantastic guy. I also appreciated all the little things people did to help me stay relaxed so I could get better, from the person who’d come by and tell silly jokes to the person who offered to give me a foot massage. I felt people cared about me and never did I see someone without a smile.”

It’s now been more than a year since the surgery, and Leroy’s scans and follow-up tests have all been good news. From now on, the only milestones Leroy hopes to mark are celebrating the good things in life such as wedding anniversaries with his wife Linda and birthdays with their children. And if he manages to land the largest pike he’s ever caught in the upcoming fishing trip to Canada, that would be a wonderful milestone to mark as well.

Pictured: Leroy Jennings rings one of the Hughes Cancer Center’s bells, which symbolize hope and survivorship. When you hear the bell ring, you know someone has completed a milestone on the journey of healing. For a gift of $1,500, you can honor someone who has received care at the Hughes Cancer Center with an engraved plaque next to the bells.
Jesse Gottlieb is the kind of person you want to get to know. Maybe it’s his soft-spoken demeanor or his generous spirit, but if you spend a little time with Jesse, you can’t help but feel you are better for having made his acquaintance. It should come as no surprise to anyone who has met him, that being of service to others is a central theme in his life.

Jesse has led a mostly quiet life, highlighted through the years by some memorable travels and adventures, including a flight on the Concorde. For 45 of those years he was, in his words, very fortunate to be accompanied by his beloved wife Shirley. A native of Queens, New York, Jesse spent several years in service to our country as a proud member of the U.S. Army, which included more than a year’s time with an artillery unit in combat in the Korean War.

Upon returning to Queens, Jesse went to work in his father’s hardware business, serving such clients as LaGuardia and John F. Kennedy airports as well as Riker’s Island. He related, “When those guys called at 3 a.m. and needed something to handle an emergency, you got up and did whatever it took to fix the problem. I never minded.” After 35 years of helping keep New York City and some of the busiest airports in the world up and running, Jesse and his wife retired to the Poconos.

Jesse has now called the Poconos home for the past 25 years. In this season of his life, he has turned his thoughts and actions toward philanthropy, interspersed with gardening and spending time in his home workshop. Reflecting on his contributions to a variety of causes serving the Pocono Health System, he states simply, “It’s a pleasure for me to be able to give.

It’s a pleasure for me to be able to give.”
At the Pocono Health Foundation, we work to preserve the precious legacies of individuals who have given of themselves— their time, talents, and treasures—to support the Pocono Medical Center and its life-saving services.

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To learn more about how you can work with the Pocono Health Foundation to make a gift that will benefit many generations, please visit us online at www.poconohealthfoundation.org or call 570-476-3530.