

foundation NEWS & VIEWS

WINTER 2016

A New Year's Message from Dr. Charles K. Herman

As chair of the Pocono Health Foundation (PHF) Board of Directors, I would like to wish you a happy and healthy new year.



As we spend cherished time with our loved ones over the holiday season, we appreciate that this is an opportune time for reflection and contemplation. I am proud to reflect on the many successes Pocono Medical Center (PMC) has recently achieved.

In 2015 we celebrated our 100th anniversary of providing exemplary care close to home. Our state-of-the-art Dale & Frances Hughes Cancer Center continues to grow in its services and its expert clinicians. In this past year, our partnership with Lehigh Valley Health Network has brought new and

unparalleled resources to our community, including new leadership to our radiation oncology services. The Mattioli Emergency Center has commenced an expansion that will bring the largest and most comprehensive emergency services to Monroe County and our surrounding service areas. Our neonatal intensive care unit continues to deliver care to premature infants who otherwise would have required care outside of this area and away from their families.

I would like to express our most sincere and heartfelt thanks to all our donors, volunteers, physicians, staff, and administrators who have contributed to these great achievements. PMC is an integral part of the fabric of the community. It is filled with family, friends, and neighbors, all woven into the fabric that makes PMC a true community hospital:

created by the community to serve the community.

The changing economics of healthcare have presented new challenges to hospitals, particularly local hospitals, and have underscored the value of philanthropy in supporting the mission of our institution. Every dollar of philanthropy and every minute of volunteerism have a tangible and meaningful impact on the health of someone in our community. PHF gives back generously to the community each year in the form of scholarships, grants, and endowments made possible by your beneficence. Your continued support of our foundation and hospital will carry PMC into the future as the leader in healthcare in Northeast Pennsylvania.



U.S. News & World Report Names PMC to Top 10% of Hospitals in Pennsylvania

PMC has been recognized as one of the best hospitals in Pennsylvania for 2015-16 by U.S. News & World Report.

"A Best Hospital has demonstrated expertise in treating the most challenging patients," said Ben Harder, chief of health analysis at U.S. News. "A hospital that emerged from our

analysis as one of the best has much to be proud of."

"This kind of national recognition validates the high quality of care that is provided by our highly skilled and committed physicians, caregivers and staff on a daily basis," said Jeff Snyder, President and CEO of PMC, "We are honored to be recognized among the

Top 10% (continued)

best hospitals in Pennsylvania, but more importantly, to be known and trusted by our community in meeting our mission to provide excellent care close to home.”

PMC also ranked as a High Performing Hospital for both heart failure and heart bypass surgery. Less than 3 percent of the nearly 5,000 hospitals that were analyzed for Best Hospitals

2015–16 were nationally ranked in even one specialty. In rankings by state and metro area, U.S. News recognized hospitals that perform nearly at the level of their nationally ranked peers in one or more specialties, as well as hospitals that excel in multiple common procedures and conditions. U.S. News publishes Best Hospitals to help guide patients who need a high

level of care because they face particularly difficult surgery, a challenging condition or extra risk because of age or multiple health problems. Objective measures such as patient survival and safety data, adequacy of nurse staffing and other data largely determined the rankings in most specialties.

Celebrating Our Beloved Donors

GOLD MEDAL AWARD

The thirteenth Gold Medal Award was presented to William B. Cramer, Esq. at the Camelback



Lodge on the evening of September 10. This award was established by the then Pocono Hospital in 1984 and is reserved for the purposeful recognition of an individual’s substantial and exemplary contributions to the advancement of health in our community.

The previous twelve recipients include:

- 1984 -Dr. Claus G. Jordan,
- 1985 -Dr. Harold S. Pond,
- 1990 -Charles R. Bensinger
and Roger A. Dunning,
- 1994 -E. Craig Sweeten,
- 1996 -Irving “Itch” Sommer,
- 1999 -Dr. Alberta Finch
and Mary Gunn,

- 2003 -Dr. Frank J. Dracos,
- 2004 -Dr. Francis A. Lovecchio,
- 2007 -Drs. Elmo J. Lilli
and Eli Berman.

The two living recipients, Mary Gunn and Dr. Eli Berman, were in attendance. Unfortunately, we lost three recipients in 2015: Irving Sommer, Dr. Alberta Finch, and E. Craig Sweeten, who passed away in February, July and August, respectively.

Mr. Cramer received the award for creating the Pocono Health Foundation in 2003 and providing outstanding leadership for several years as chair. Notable among his many accomplishments was chairing the Hughes Cancer Center capital campaign that raised more than \$26 million.

FAREWELL TO JOSEPH FARDA

The passing of Mr. Joseph Farda brings both sadness and wonderful memories to the entire Pocono Health System. Mr. Farda was the epitome of a self-made successful businessman who shared his success by giving back to

his community through many not-for-profit organizations. We at PMC have been most fortunate to be among those



to benefit from his philanthropy over many years. His generosity has helped PMC to grow and enhance many medical specialties and improve the quality of life for thousands of residents and visitors to the region. We will greatly miss his inspirational values and are most proud to have our South Wing bear the names of Joseph and Ann Farda.

New Doctors & Practices

To address the need for increased additional primary care and specialty services in Monroe County, PMC Physician Associates has welcomed additional highly talented and skilled physicians since July 2015:



Allison Froehlich, MD, an endocrinologist Board certified by the American Board of Internal Medicine, now sees patients in the Bartonville Healthcare Center.



Victor Catania, MD, Board certified in Family Medicine, now sees patients at the Mountain Healthcare Center and our new practice in Mountainhome.



Oliana Ros, MD, another Board certified Family Medicine physician, now sees patients at the new Primary Care Practice on West Main Street in Stroudsburg.



Subhasri Sangam, MD, a Board eligible Neonatologist, oversees the care of our newborn babies and serves as the Assistant Medical Director in the Neonatal Intensive Care Unit at PMC.



Zakiya Douglas, MD specializes in pulmonary and critical care medi-

cine, is Board certified in Internal Medicine, and is Board eligible in Critical Care. She has an outpatient pulmonary practice in the Bartonville Healthcare Center and she has joined the inpatient critical care team.



Lan Su, MD, who is Board certified in Internal Medicine, joined our PIMS internal medicine practice at the 447 campus.



Sonyo Shin, MD, who is Board certified in Medical Oncology and Internal Medicine, now sees patients at the Hughes Cancer Center as well as on the inpatient Oncology Unit in the hospital.



Sowmya Lakshminarayanan, MD is Board certified in Psychiatry and Neurology, Vascular Neurology and Sleep Medicine. She currently serves as Medical Director of the Neurosciences Program. Her office is located at 175 East Brown Street located in East Stroudsburg.



Hakki Bolukoglu, MD, FACC, FAHA, Board certified non-invasive cardiologist and Medical Director of PMC's Heart Failure Program.



Pete Obeng, MD, Specializes in Occupational and Environmental Medicine, which includes pre-employment physical exams, Department of Transportation physicals, acute care, work injury treatment and management, and immunization services.



Sean Quinlan-Davidson, MD, specializes in radiation oncology and is Board certified by the American Board of Radiology. He currently sees patients at the Hughes Cancer Center.

PMC is committed to serving patients in its community. That commitment has resulted in the opening of the following new outpatient practices for PMC Physician Associates since July 2015:

- PMC Physician Associates – Primary Care
Opened August 2015
1655 West Main Street
Stroudsburg, PA 18360
- PMC Physician Associates – Neurology
Opened September 2015
175 East Brown Street, Suite 201(A)
East Stroudsburg, PA 18301
- PMC Physician Associates – Primary Care
Opened October 2015
1089 Route 390
Mountainhome, PA 18342

Building for the Future Today: The New PMC Emergency Department

Emergency medicine has changed considerably in the past few years, and PMC is consistently striving to respond to the needs of our community with extraordinary advancements in care. One example is the \$4 million expansion and remodeling of our Emergency Department (ED) to meet the growing needs of the community. Most people think of us as the Level 3 Trauma Center for the region, and certainly that is one of our strengths. We are also the designated Stroke and Heart Care Center, and rated in the top 10% of U.S. News and World Report Best Hospitals in Pennsylvania. Our volume of 80,000 patient visits (>200 patients/day) in the ED also includes a variety of less acute illnesses. However, we treat every situation as an emergency for our patients and families. For that reason we use a split flow technique, where we simultaneously address our serious cases in one area of the ED and also attend to the less acute cases in our green zone in a quicker fashion. The current expansion of the ED will add 13 beds to the green zone, which will free up our more acute care zone for sicker patients.

Some of the ED innovations you will see in the spring of 2016 include:

- A dedicated pediatric area, which will be designed and decorated to keep children comfortable and calm. Parents can be assured of pediatric trained physicians and nursing staff.
- A “Results Pending” area with 6 lounge chairs in a private area for patients awaiting results (labs, radiology, etc.). This way, diagnostic tests can be ordered as quickly as possible, rather than waiting for a full medical screening.
- A reception area designed to meet the needs of the electronic world we live in. Each sitting space has dedicated outlets for charging phones, laptops, and tablets. We offer free high-speed internet throughout the ED for our patients/families.



“We know you have options in healthcare and we hope if you do need care, you choose PMC as your provider of choice. We are looking forward to seeing you in our new space.”

Michael B. Grossman, DM, MSN, RN, NEA-BC, CNML
Director of Emergency and Critical Care Nursing

- A variety of comfortable seating options for people who cannot use traditional chairs, wheelchair accessible work counters, and desk spots for people with laptops.
- Pocono Rapid Care, an online application where patients can see availability of our four Rapid Treatment Centers in the region or the ED. This new service offering will also be used for our concierge service with the resort industry. In addition, this service will assist with transfer of information on patients seen at our expanded Intermediate Care, Primary Care, and specialty practices who are referred to the ED for more acute care.

PHF *happenings*

SITROON RENEWAL OF VOWS

On June 7, Carol and Allan Sitroon renewed their wedding vows to celebrate their 45th wedding anniversary in the Healing Garden at the Hughes Cancer Center, followed by a reception in the Serenity and Tranquility Rooms. The decision to hold this personal event at the Hughes Cancer Center was meaningful to the Sitroons since Allan is a cancer survivor and credits his recovery to PMC. All gifts were requested to be made to the Howard Canfield Cancer Fund for Men, which received more than \$1,500 to assist local cancer patients.

SEAN P. CUNNINGHAM WEEKEND

The 2nd Annual Sean's Weekend was held July 11–12 at Mount Airy Golf Club and Memorytown. The gross proceeds from the weekend events were \$28,200. The net profits will be directed toward the Sean P. Cunningham Memorial Scholarship Endowment.

PINK RIBBON RAFFLE

The 3rd Annual Pink Ribbon Raffle was held on Friday, June 26 at Peppe's Restaurant in East Stroudsburg. The event provided an

opportunity for the Hughes Cancer Center staff to present educational and screening information. The new venue was well received by the crowd and more than \$2,000 was raised for the Hope for Strength Breast Cancer Fund.

MONROE LADY GOLFERS (MLG) GOLF TOURNAMENT

This annual tournament was held on July 24 at Shawnee Golf Resort this year. Since 2000, the MLG have used this event to raise \$84,680 to benefit the Woman-to-Woman Fund at the Hughes Cancer Center.

FUN DOG SHOW

On September 25, Melon's Gift, Inc. sponsored another Fun Dog Show for area dog lovers to showcase their canines' talents and attributes. This day of furry fun generated \$7,000 for the Howard Canfield Cancer Fund for Men.



(L to R) Michelle Frailey and Marynell Strunk at the 3rd Annual Pink Ribbon Raffle

MIRAMS GOLF TOURNAMENT

The 2nd Annual Mirams Golf Tournament was held on September 27 at Shawnee Golf Club. Forty-eight golfers participated in the tournament and enjoyed a buffet dinner with raffle prizes. The proceeds of the tournament have been earmarked for a patient fund at the Hughes Cancer Center. A check in the amount of \$12,600 was presented to the newly established Doreen Mirams Memorial Cancer Fund in December.

BETA SIGMA PHI SUPPORTS PMC HOSPICE HOUSE

The local adult women's sorority Beta Sigma Phi organized a fundraiser in September at Moe's in Bartonsville to support the PMC Hospice House. The one-day event resulted in a \$600 donation that was presented to Mark Hodgson, Executive Director and Vincent Francescangeli, MD, Hospice Medical Director and PMC Chief of Staff.

PMC PINK-OUT DAY

For the first time, all PMC sites participated in raising funds and awareness for the annual Pink Light Walk held on October 8. All PMC employees who participated paid to wear something pink and donated \$295 to the Howard Canfield Cancer Fund for Men and the Woman-to-Woman Fund.



(L to R) Laura Kimpel, PMC SAFE Team Coordinator, and Det. Sue Charles, Stroud Area Regional Police, at the "Sip & Shop" event

STROUDSBURG AREA SCHOOL DISTRICT (SASD)

In a continued effort to support the Hughes Cancer Center, the SASD held a Pink-Out Day on all its campuses on October 9. The students and staff participated by wearing pink shirts and donating \$1/student or \$5/staff person. The SASD has been consistently supporting the Hughes Cancer Center through fundraising events and campus-wide employee payroll deductions since 2012. Since then, they have donated over \$20,000, of which \$3,269 has been raised this year.

"SIP AND SHOP" EVENT

The Apple Tree boutique located in downtown Stroudsburg hosted a "Sip & Shop" event on October 29 to raise funds and awareness for the PMC Sexual Assault Response Team program and nurses. The Sexual Assault Forensic Examiners (SAFE) are registered nurses who have completed specialized education and clinical preparation in the medical forensic care of the patient who has experienced sexual assault or abuse. It was a successful night with approximately 50 people in attendance enjoying hors d'oeuvres, wine, and shopping. Ten percent of the proceeds supported the SAFE program.

BRUNCH & BROADWAY

The PHF, under the direction of volunteer Bill Howells, scheduled another successful Brunch & Broadway event on October 18. A group of 44 headed to New York City for brunch and a matinee show of Kinky Boots.

DR. & MRS. GERALD NEGVESKY CULTIVATION EVENT

On November 5, Annie and Dr. Jerry Negvesky hosted a cultivation event for PHF at their home. There were 47 people in attendance. Jeff Snyder, Pocono Health System President & CEO, welcomed everyone and gave an overview of all the accomplishments at PMC, most notably, the U.S. News & World Report ranking. Jeff discussed how the health system has expanded our PMC Physician Associates network by 25 percent and opened several new locations across the region including the West End Healthcare Center.

Dr. Nche Zama then talked about our ESSA Heart & Vascular Unit and gave everyone an overview of the department and its incredible success since its inception in 2007. Nche Zama, MD, PhD, cardiovascular and thoracic surgeon, is Medical Director of the Cardiothoracic Surgery Program at PMC in East Stroudsburg. Under his leadership, PMC has gained national recognition as one of the highest rated cardiothoracic programs for quality in the nation. We are grateful for Annie and Jerry's support and their dedication to PMC and our community.

AUXILIARY GALA

The 49th Annual PMC Auxiliary Gala was held at the Kalahari Resort on November 14. One hundred ninety guests celebrated the one hundredth anniversary of PMC and its Auxiliary, benefiting the Hughes Cancer Center with the event's proceeds.

24TH ANNUAL HOLIDAY TREE LIGHTING

This annual event was held on December 2 at the Hughes Cancer Center. There was \$7,200 given out to local nonprofits that serve the children of our community. The following

organizations received funding: Family Promise of Monroe County; Garden of Giving; Pocono Alliance; Pocono Area Transitional Housing (PATH); Pocono Services for Families & Children; Women's Resources of Monroe County; and Youth Infusion, Inc.

Santa was escorted to the event by the East Stroudsburg Volunteer Fire Company to light the tree. Three local school choirs sang holiday songs while the crowd of 200-plus enjoyed hot chocolate, cookies and the spirit of the season. There was also a canned food drive to support local food pantries.



PHF *save the date!*

February 6, 2016

Paint the Mountain Pink,
Shawnee Mountain

April 1, 2016

I Need a Hero EMS Fundraiser,
Desaki Japanese Restaurant

April 11–14, 2016

Auxiliary Auction, ESU/Channel 13

April 28, 2016

PHF Reception,
Peppe's Ristorante

May 5, 2016

President's Dinner,
Camelback Lodge

June 3, 2016

4th Annual Pink Ribbon Raffle,
Peppe's Ristorante

June 13, 2016

PHF Annual Golf Tournament,
Great Bear Golf Club

June 16, 2016

PHF Annual Grant & Scholarship
Ceremony, Hughes Cancer Center



Last year's three Nursing Scholarship recipients at the 23rd Annual PHF Grant & Scholarship Ceremony.