In May 2014, Jeff Snyder was named president and CEO of Pocono Health System/Pocono Medical Center (PHS/PMC). Prior to this appointment, he served first as senior vice president and COO, then interim president and CEO at PHS.

PHS/PMC Board Chairman W. Andrew Worthington said, “Jeff has a strong foundation of more than 25 years of experience to support the hospital’s continued growth as it provides world-class care close to home. We are delighted that he has accepted this appointment to continue to serve our community.”

Snyder responded saying, “I look forward to continuing to work with the board, physicians, providers, and our dedicated team at PHS. I am sincerely confident that together we will continue to grow and succeed as we care for the families of our community.”

Prior to coming to PMC in 2012, Snyder served as CEO of Mercy Suburban Hospital in East Norriton, PA, and COO of St. Christopher’s Hospital for Children in Philadelphia. Snyder holds a Master’s of Business Administration in Healthcare Administration from Widener University in Chester, PA and a Bachelor’s of Science in Business Administration from Albright College in Reading, PA. Snyder also has held leadership roles in administration, hospital operations, strategic planning, business development, managed care, and financial planning at Saint Clare’s Health System in Denville, NJ; Virtua Health in Mount Holly, NJ; and Meridian Health System in Red Bank, NJ. He and his family reside in Bangor, PA.

From Jane’s Desk

Dear Friends,

On behalf of Pocono Health Foundation (PHF), it is my pleasure to provide you with the Summer 2014 edition of foundation NEWS & VIEWS. This inaugural edition of our semi-annual newsletter will be mailed to all donors who have made a gift to PHF in the past five years and for whom we have a current mailing address. This newsletter provides us an opportunity to update you on our philanthropic initiatives, as well as recent events and programs held among our donors and community to benefit PHF.

In this edition of foundation NEWS & VIEWS, we have summarized the memorable moments from our President’s Dinner, various receptions, dedication events, and our employee basket raffle. All of these events showcase the difference your gifts make to benefit and support the care and services delivered to Pocono Medical Center’s patients.

All who attended the 2014 President’s Dinner received a copy of our 2013–2014 Annual Giving Report. For those of you who weren’t able to join us, an online version of the Report is available at www.poconohealthfoundation.org.

In it, you will see our introduction of PHF’s new branding theme: “giving RESULTS.” You will also see this theme referenced often throughout this and other future Foundation communications.

I look forward to updating you on how your giving will result in enhancing the vision of PMC to build a healthier community.

Many thanks!

Jane A. Kanyock, CFRE
Director of Development, PHF
Raising $26 Million of Hope

WORLD-CLASS CANCER CARE NOW CLOSE TO HOME

Through the largest capital campaign in Monroe County’s history…

You realized and surpassed the goal of raising $26 million in philanthropic support to build the new Dale & Frances Hughes Cancer Center, which opened its doors in June 2012. It would not have been possible without our community, the commitment of the Hughes family, PHS’ board members and employees, as well as all of the organizations, community groups and school groups who contributed along the way. It’s because of our generous donors that PMC is now able to provide world-class oncology services to our community under one roof in a caring and healing environment.

“We acknowledge the volunteer leadership and support of William B. Cramer and his campaign team for their commitment and dedication to this facility, which will provide hope for today and many generations to come,” noted Steve Cunningham, senior vice president and chief business development officer, PHS. “Their support was absolutely incredible, and we thank them for the many hours spent in giving back to our community and the patients we serve.”

To honor those who supported the campaign, a permanent donor recognition display has been placed on the second floor of the Cancer Center.

A thank you postcard was mailed to all donors supporting the recent capital campaign, which was echoed in an advertisement appearing in the Pocono Record in April, 2014.
Auxiliary of the PMC Update

The Auxiliary of the PMC held its Annual Spring Luncheon at the Sycamore Grill on June 3, 2014. As a result of the Auxiliary’s fundraising efforts through PMC sales, the annual live TV auction, and the annual Auxiliary Gala during the past year, a check for $60,000 was presented to Jeff Snyder, President & CEO. The gift will help fulfill the Auxiliary’s $500,000 pledge commitment to the Dale & Frances Hughes Cancer Center. During the luncheon, Ria Loukas received the Auxilian of the Year Award while both Ed DeFebo and Danielle Jordan received the Marilyn Nassig Award. The Auxilian of the Year Award recognizes an active member who has not served as president, officer, committee chairperson, etc. The Marilyn Nassig Award recognizes an Auxilian who volunteers quietly, exemplifying knowledge of the functions of the Auxiliary and PMC.

PHF & Kathi Lockwood Host Reception

On June 20, 2014, PHF Board Member Kathi Lockwood and Andrea Rimberg hosted an evening reception at SOHO in the BURG, an art gallery on Stroudsburg’s Main Street. The event featured PMC orthopedic surgeon Dr. Roger Componovo, who gave a presentation on orthopedic surgery procedures. Also presenting was Senior Vice President of Development and Chief Business Development Officer Steve Cunningham, who gave an overview of PHS’ current and future patient programs and initiatives. These events include a featured PMC physician while providing the opportunity for friends and guests to learn more about patient programs and services of PMC. Light refreshments were served while local musician Bob Dorough provided live jazz music. Guests enjoyed viewing the Gallery’s newest exhibit, “Sail into Summer,” plus several pieces from Dr. Sherwood Samet’s collection.

Future VIP receptions are scheduled for:
• October 22, 2014 – to be hosted by Joan & Fred Duckloe at Duckloe Brothers, Portland, PA
• October 9, 2014 – to be hosted by Theresa Yocum

(L to R) Andrea Rimberg, Irisha Johnson, Ashley Almeida, Jane Kanyock, Kathi Lockwood, Sharon Sinkевич

(Below, L to R): Jeff Snyder, Kassie Eufemio, Ed DeFebo

(Above, L to R): Steve Cunningham, Ed DeFebo, Francia Nostro, Sue Austin, Denise Cunningham, Kassie Eufemio, Beverly Brown, Deb Franco, Rose Berardi, and Jeff Snyder

(Below, L to R): Josephine Nero, Martha Loomis, Kathi Lockwood
Celebrating Your Generosity

PRESIDENT’S DINNER
The 2014 President’s Dinner took place on April 24, 2014 at the Stroudsmoor’s Ridgecrest and provided the opportunity to acknowledge and thank over 200 major gift donors in attendance.

Three grateful patients shared their personal stories of how PMC saved their lives:
- Heart surgery patient Rose Demery, who thanked Dr. Laszlo Fuzesi
- Stage-four lung cancer survivor David Tipka, who thanked Dr. William Ryan and the amazing team at our Dale & Frances Hughes Cancer Center
- New parents Alia and Jeff Lambert, who thanked Dr. Yardlie Toussaint-Foster for saving the life of their newborn son Leo. Leo spent several weeks in our NICU and is now a happy, healthy seven-month-old baby boy.

The Foundation also awarded the Presidential Award for Philanthropy to Mr. Joseph & Mrs. Ann (posthumously) Farda and Mr. William B. & Mrs. Barbara Cramer. This award recognized each for providing outstanding philanthropy and leadership to PHF.

JOSEPH & ANN FARDA PAVILION DEDICATION
The Joseph and Ann Farda Pavilion was dedicated on April 28, 2014 with more than 20 members of the Farda Family joining PHF colleagues to acknowledge the Fardas’ philanthropy. The Fardas have a long, rich history of supporting PHS, beginning with Ann Farda serving on the Auxiliary of the PMC. In their honor, a recognition piece was created to commemorate the dedication and is located in the Farda Pavilion lobby.

RECOGNITION OF THE JORDAN FAMILY
(L to R): On June 12, 2014, Dr. Claus G. Jordan’s great-grandson Wills, daughter-in-law Barbara, and grandson Michael admire the recently installed display honoring the Jordan Family and their dedication to PMC throughout the years.
Family and friends gathered on April 27, 2014 to dedicate the Dr. Frank J. Dracos Orthopedic Clinic, which will formally begin operations this summer. As the first orthopedist in Monroe County, Frank J. Dracos, M.D. was the founder of PMC’s Department of Orthopedic Surgery. He was acutely aware of our community’s medical needs and shared PMC’s commitment to meeting them. Dr. Dracos also established a practice in the Pocono Mountains and founded Pocono Orthopedic Consultants in 1966. He was chairman of PMC’s Department of Orthopedics for 36 years and served on the hospital board for 16 years, chairing it from 1986 to 1988. Dr. Dracos was certified in orthopedics and sports medicine, was the original medical director for Pocono Raceway, initiated the Team Doctor program for East Stroudsburg University, and consulted for Blue Shield of Pennsylvania. In his career, Dr. Dracos helped and compassionately healed more than 100,000 patients.

22ND ANNUAL GRANT & SCHOLARSHIP CEREMONY

This year, the William B. Cramer Medical Equipment Endowment award was made to the Community Care Network for telemedicine equipment. The Community Care Network is designed to coordinate and transition patients’ care after they are discharged from the hospital. By providing health coaches, pharmacy staff, and telemonitoring patients’ homes, it is hoped to keep our patients with chronic disease healthier and prevent readmissions. (L to R): Dr. Jonathan Goldner, head of Community Care Network, shares a smile with William B. Cramer, Esq.
Supporting our Pocono Medical Center Family

2014 EMPLOYEE BASKET RAFFLE

With over 4,900 raffle tickets sold, the 2014 Employee Basket Raffle raised more than $15,100 for the Employee Crisis Fund, which will assist PHS employees, volunteers, and medical staff who are experiencing a financial crisis as a result of an unexpected event in their life. Employees filled 43 baskets with everything from fine wine to barbecue tools and gardening supplies.

“Thanks to the event’s dedicated committee and the generous support of the PMC family, the 2014 Employee Basket Raffle was a huge success and I’m looking forward to next year’s event,” said Denise DuBois, PHF’s information & annual campaign coordinator who chaired the event. Established in 1998, the Employee Crisis Fund has awarded more than $73,000 since 2008.

THE BLUE RIBBON FOUNDATION SUPPORTS HODGE PEDIATRIC DENTAL CENTER

For more than 16 years, PMC’s Valerie M. Hodge Memorial Pediatric Dental Center has provided preventive and restorative dental services to children under the age of 18. Now with a $4,300 grant it recently received from The Blue Ribbon Foundation of Blue Cross of Northeastern Pennsylvania, the center will build an inventory of supplies that will support services to 1,600 new and returning uninsured patients in the coming year.

“As the only clinic in Monroe County serving the pediatric dental Medical Assistance population, the Hodge Pediatric Dental Center fills an important gap in services,” said Marynell Strunk, PHF’s development and grant coordinator. “We are grateful to The Blue Ribbon Foundation for helping us meet the dental health needs of our community.”

(Seated L to R): Primo and Nya. (Standing L to R): Lori Segond, RDH; Ann Osbun; Steve Cunningham; Mary Coopersmith, RDH; Lioudmila Nikiforouk, DDS; Christine Zavaskas, The Blue Ribbon Foundation of Blue Cross of Northeastern Pennsylvania; Yvonne Bruno; and Nancy Dominguez.

(L to R): PMC employees Kelly Gillick, Pamela Herzig, Mark Ashcroft
Your PHF Team

The PHF staff has the privilege and pleasure of building relationships with our donors to fully understand their passion and intent to generously support the vision and mission of PMC. To offer you a little more insight into our staff’s professional backgrounds, their biographies follow:

Steve Cunningham, FACHE, Senior Vice President and Chief Business Development Officer, is responsible for business development, our oncology and surgery service lines, facilities and construction management, planning, and Pocono Health Foundation.

Prior to joining PMC, he held management positions at Baystate Medical Center in Springfield, MA; the University of Connecticut Health Center in Farmington, CT; Brockton Hospital in Brockton, MA; and the Women and Infants Hospital of Rhode Island. Steve earned a Bachelor’s of Science from the University of Massachusetts as well as a Master’s of Business Administration from Fairleigh Dickinson University.

Jane A. Kanyock, CFRE, Director of Development, joined the PHF team in February 2013 and brings 29 years of experience in the development profession. Her experience includes 16 years in health care and 13 years in private/higher education with the successful completion of several capital campaigns, plus major gifts, annual giving, stewardship and donor relations, and planned giving programs. Prior to joining the PHF team, Jane held management positions with Geisinger Health System Foundation, Pennsylvania State University, Hazleton General Hospital/Greater Hazleton Health Alliance, and MMI Preparatory School. Jane completed her Bachelor’s of Science in Business Administration at the Pennsylvania State University and Wilkes University. She also received her Master’s of Business Administration from Wilkes University.

Jodey T. Mutchler, Major Gifts Officer, has been a member of the PHF team since September 2007 and serves as our liaison to the Auxiliary of the PMC. Prior to joining PHF, Jodey worked in advertising with a focus on new business development and public relations. She is an accomplished sales professional with over 15 years of experience. She received her Bachelor’s of Arts in Speech Communications from SUNY Oneonta and is a Leadership Pocono graduate.

Marynell K. Strunk, Development & Grant Coordinator, has been a member of the PHF team since February 2010. Prior to joining PHF, Marynell was the founder and publisher of Pocono Business Journal from 2005 until selling the publication in 2010. She has also acquired years of experience as a freelance writer, authored the book “Discover the Poconos With Kids,” and was business manager at Strunk-Albert Engineering for 15 years. She received her Bachelor’s of Science in Business Administration from Cedar Crest College.

Denise DuBois, Information & Annual Campaign Coordinator, joined the PHF team in September 2013. Denise has worked in healthcare fundraising for the past 11 years in her role as database administrator and prospect researcher. Prior to PHF, she worked at the Cancer Institute of New Jersey, Muhlenberg Regional Medical Center, and JFK Medical Center. She received her Bachelor’s of Arts in Art History from Rutgers University.
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.

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.

April 29, 2014
PHF Grants Reception

Donors Maria Horn and her mother, Loretta at this year’s Kentucky Derby-themed event

June 10, 2014
PHF Golf Tournament

Mark Hodgson, Diane Reimer, Lisa Hutchins, and Gary Olson

September 30, 2014
Bus Trip to Culinary Institute of America and Roosevelt Estate, Hyde Park for PHF’s major donors

December 3, 2014
Holiday Tree Lighting Event at PMC