

SPRING 2019

# INSIDE DEBORAH®

*A Publication of Deborah Hospital Foundation*



## HONOR YOUR DOCTOR

Aloha'oe i ko'u'ohana hou

Meet the Volunteers



**The #1 Hospital in the State of New Jersey**

Deborah Hospital Foundation  
212 Trenton Road  
Browns Mills, NJ 08015  
609-893-0100  
[www.deborahfoundation.org](http://www.deborahfoundation.org)

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## MESSAGE FROM OUR **PRESIDENT & CEO**

It was with great enthusiasm this past June that we cut the ribbon and officially opened the new Medical Office Building. Host to a variety of primary and advanced medical services – Urgent Care, diagnostic imaging, physical therapy, cardiac and pulmonary rehab, family medicine, pharmacy, and a soon-to-open ambulatory surgical center – it has immediately enhanced the Deborah campus and become a tremendous benefit to our patients and the community.

I have even more exciting news to share: Deborah Heart and Lung Center recently received a 3-STAR rating – the highest possible – from the Society of Thoracic Surgeons (STS) in recognition of Deborah’s superior expertise and extraordinary outcomes for cardiac surgical procedures. It is impressive to know that only seven percent of the hospitals in the entire country were capable of attaining this prestigious distinction, truly a testament to the incredible teamwork and clinical expertise our nursing and medical staff possess.

As you read through this issue, I am assured you will feel a sense of fulfillment and additionally be inspired. Deborah is an organization on the move, continuing our mission of innovation, high quality compassionate care, never rendering a bill to a patient. You can take pride in knowing that all Deborah’s achievements would not be possible without the continued support Deborah Hospital Foundation receives from caring individuals like you. Today more than ever, Deborah depends on the philanthropic spirit that lies within all of us. Enjoy the spring weather and this issue of Inside Deborah!

Wishing you good health,



Joseph Chirichella





## MESSAGE FROM OUR CHIEF DEVELOPMENT OFFICER

I recently had an exchange with some donors and Chapter members that I'd like to share with you.

At a large gathering, I was asked, "How is Deborah Hospital Foundation different from other nonprofits?"

This got me thinking about our work and the non-healthcare side of the Deborah equation. The conventional wisdom and traditional definition is that our efforts are all inherently related to the outstanding medical outcomes and world-class care that take place across the street at Deborah Heart and Lung Center. But this question was framed directly to the Foundation and our distinction as a separate entity from the Center.

Looking at the crowded world of nonprofit organizations and various charities, Deborah Hospital Foundation stands out as a beacon of success: Success in fundraising. Success in donor relations. Success in transparency. Success in accountability. And most importantly, success in providing direct program support to the Center. Collectively, our efforts have resulted in the Foundation being one of an elite group of nonprofits to achieve a 4-STAR rating from Charity Navigator. In fact, we are the only hospital foundation in NJ to receive 4 Stars. As you can see in the graphic below, to have the highest rating (4-STAR) — or even the second highest (3-STAR) — puts an organization in the top 1% of all nonprofits in the state of New Jersey, as rated by Charity Navigator. This speaks

directly to the integrity and character of Deborah Hospital Foundation and those who support us.

As an organization, we are humbled to continue receiving your financial support and, in turn, we will always maintain our transparency and accountability to you, our donors. We also remain devoted to the patients and families that benefit from Deborah's specialized expertise.

We extend our sincere thanks and hope you enjoy this issue of *Inside Deborah*.

Steve Toal  
Deborah Hospital Foundation  
Chief Development Officer and Fellow Donor



# Aloha'oe i ko'u'ohana hou

## “Hello to my New Jersey family”

*Dear Sandy,*

*Thank you so much for your lovely letter. Your happy life with your husband and three children makes an older doctor feel that he was of some good after all. Of course Deborah is a wonderful place. Just imagine how many people they have helped. As to yourself, I am confident that the hole in your heart is thoroughly closed, healed over. It will never trouble you again.*

*Do help Deborah whenever you can. It is one of the great health centers of America – perhaps in the world.*

*My very warmest wishes, Charles P. Bailey, MD*

Sandy Zimmerman Armstrong tells everyone that she did not enter the world a perfect child. She was born with a ventricular septal defect (VSD) – a hole in her heart. For some born with a VSD, the hole closes naturally. For others, including Sandy, it did not.

In 1959, when Sandy was just five years old, she underwent life-saving open heart surgery, performed at Deborah Heart and Lung Center by legendary cardiac surgeon Dr. Charles Bailey. At that time, this specific type of surgical procedure had a 50-percent rate of success.

On March 23, 2019, Sandy celebrates the 60th anniversary of her surgery and considers herself a walking history of

achievement for Deborah. Whether reminiscing over a past accomplishment or anticipating a new adventure, Sandy recognizes how Deborah made it possible. She not only met her future husband Donald while enrolled at Rutgers University, but was also part of the first class of women there, later working in the magazine publishing business in NYC. Sandy and her husband together successfully raised three accomplished children, and after 25 years on Wall Street, Donald left his job and moved the family to Oahu, Hawaii, where they could not be any happier.

Sandy credits Deborah's compassionate, giving attitude for her lifelong passion to help others. After moving



to Hawaii, she became a special education preschool teacher, beloved by all her students and their families. Recognized as one of the leaders in strengthening Hawaii's Jewish population, she actively seeks out and welcomes newcomers to the Oahu Jewish community and currently serves as president of Congregation Sof Ma'arav, spreading her gratitude for life amongst all who know her.

Too young at the time of her surgery to understand in whose hands her life depended, Sandy later came to know Dr. Bailey as a pioneer in his field – an intrepid physician who believed that surgery could be performed on the heart just as any other muscle in the body. Although he faced much criticism amongst his colleagues at the time, today Dr. Bailey is considered the father of direct heart surgery. In fact, it was he who performed New Jersey's very first heart surgery at Deborah.

Although Sandy and her husband Donald live thousands of miles away, she knows that Dr. Bailey's fearless spirit lives

on at Deborah. Our highly specialized physicians eagerly embrace the most advanced diagnostic techniques and treatments for the benefit of their patients. As a result, they successfully treat patients other medical institutions cannot, and are routinely sought after to run clinical trials, evaluate and utilize potentially new medical devices, procedures and medications.

In 2014, Sandy wrote her memoir, *A Jewish Girl & a Not-So-Jewish Boy*. Chapter two is her Deborah story, and Deborah is listed as the first dedication. This is just one way Sandy follows Dr. Bailey's words in his 1993 letter to her: "Do help Deborah when you can." Sandy also helps through her more than 30 years of consistent donations to the Foundation, and her willingness to speak to Deborah audiences about her life-saving care whenever she returns to New Jersey and visits family.

Dr. Bailey would be so very proud of Sandy and we are all thrilled that she has made the most of her life!

# MEET THESE VOLUNTEERS



In 1922, Deborah was founded by volunteers with a vision and passion to help others. Over the last 97 years, we estimate the financial impact of our invaluable volunteers to be in the hundreds of millions of dollars through funds raised by our hard-working and dedicated Chapter members, as well as time spent volunteering as Red Coats on Deborah's campus.

Each year we calculate the direct financial impact the Red Coats have on the organizations. In 2018, 57 Red Coat volunteers clocked an amazing 9,638 hours, providing valuable physical assistance to the Foundation and Center. Incredibly, just last year alone, their volunteer work saved Deborah more than \$232,000. This dramatic savings is put towards patient care expenses, which assists in maintaining Deborah's altruistic billing philosophy.

Having added 11 new volunteers in the first quarter of 2019, our Red Coat Program is a win-win all around — good for the organization, good for the patients, and good for the volunteers.

## MEET THESE RED COAT VOLUNTEERS

### ALAFFIA FOX - 31 years old

At the age of seven, Alaffia moved with her parents and her sister from Jamaica to New York, where she quickly fell in love with America.

Alaffia credits her parents with helping develop her moral compass, as they taught her the importance of a strong work ethic, a positive attitude, and to put others before self. She lives by the philosophy "Be part of something bigger than you."

With this belief at her core, Alaffia received her citizenship in 2012 and promptly enlisted in the Navy. Stationed at NSA Lakehurst since 2018 as a Logistics Specialist Petty Officer Second Class, she serves as Secretary of the Coalition of Sailors Against Destructive Decision, Master of Ceremonies for the Culture Diversity Team, and is part of the Honor Guard. She recently received a Letter of Commendation from a Rear Admiral for the professional manner in which she carried herself during the burial of a veteran, and is the only Logistics Specialist deployed with the Coast Guard.



Those who serve with Alaffia know of her desire to become a commissioned medical officer and her compassion toward others. So it is no surprise that an officer recently suggested she look into Deborah's Volunteer Program.

"As soon as I met the Deborah staff, I knew this was an opportunity I didn't want to miss." From day one, Alaffia was made to feel welcome, needed and appreciated. "My work at Deborah checks off all the boxes for me. My mother is a nurse so I know of the constant, demanding work required. When volunteering on the patient floors, I am happy knowing I help the nurses focus more on their

patients. I also get great pleasure making patients smile as they face stressful situations. I especially enjoy interacting with Deborah's elderly patients and treating them with dignity and respect, something engrained in me by my Jamaican roots. Being in the military, I am a stickler for neatness, cleanliness and orderliness. I appreciate seeing this practiced every day at Deborah. And I am confident that my experience at Deborah will put me solidly on the path to becoming a career Navy nurse. But perhaps most importantly, my decision to help others at Deborah makes my family even more proud of me, and makes me proud of myself. I see myself being at Deborah for a long time."

### **JACK KING - 82 years old**

After leaving the Navy following his four years of service, Jack went in to the plumbing business. Over the years, he successfully ran and ultimately sold the plumbing company his father started. He became a master plumber and a highly respected facilities manager. He obviously loved the work, because it wasn't until last year, at the age of 81, that he retired.

Soon after retirement, Jack moved to Browns Mills from Central Jersey, to be closer to his children and grandchildren. While he was enjoying time with his family, he needed more to do. As he is "not one to sit around," he decided to look for volunteer work. Deborah seemed a natural place to look – considering his father had open heart surgery here in 1972.

We are delighted to announce that Jack recently celebrated his one-year anniversary of volunteering at Deborah as a Red Coat three days a week. From day one (or Day One), he says he has never felt more welcome anywhere before. Those who have been to Deborah within the past year might very well recognize Jack, the gentleman with the big smile and cheery disposition, manning his post in front of the Ambulatory Care Nurses' Station. If not there, he is on the move as a patient transport volunteer. When asked why he enjoys transporting patients, he replies, "I am not just pushing people around. I am making them smile, too."



### **ALYSSA TALPOS – 21 years old**

In just a few months, Alyssa Talpos will graduate as a pre-med student from Rowan College of Burlington County. Her mother, Angela Talpos, has been a Deborah nurse for more than 30 years. Alyssa credits her mother for her interest in medicine, particularly Cardiology.

Knowing of her daughter’s desired career path and her compassion toward others, it was Angela who suggested that Alyssa consider volunteering at Deborah. Although Alyssa is grateful for following her mother’s advice, Deborah is grateful as well.

When Alyssa is not in class at RCBC, she is helping direct patients on the first floor or assisting staff of the Intake and Recovery Unit (IRU). IRU Nurse Manager Geri Angelo has seen Alyssa in action and states, “Alyssa’s work enables us to discharge patients in a more timely fashion, making our patients happier and enabling us to prepare the room for the next patient.”

Alyssa believes she is getting as much out of her efforts as do Deborah’s patients and staff. The warmth and compassion which she imparts to each patient give her



a sense of gratification. Regular positive feedback from the nurses reinforces her passion for medicine, and the career guidance from Deborah specialists like Frank Fish, MD, has been immeasurable.

## **BOARD NEWS**

Deborah is proud to welcome Mrs. Rachel O’Keefe and Mr. Clayton Bridges to the Foundation’s Board of Directors.

Mrs. Rachel O’Keefe is currently Senior Vice President, Director of Wealth Operations & Administration for OceanFirst Bank, N.A. Prior to joining OceanFirst, Mrs. O’Keefe was a partner at a law firm based in Ocean County working in the areas of Estates and Trusts.

Mrs. O’Keefe resides in Little Silver, NJ with her husband and two children.

Mr. Clayton Bridges works as a physician assistant in Oakland and Ridgewood, New Jersey, with 12 years of clinical and surgical experience, in addition to over 15 years of business management experience.

Mr. Bridges lives in Mt. Arlington, New Jersey with his wife, Karen.

We look forward to much growth and support from Mrs. O’Keefe and Mr. Bridges in the years to come as they help steward Deborah Hospital Foundation into the future.



# 2018 Red Tie Gala Sponsors

We thank the following 2018 Red Tie Gala sponsors

## **GALA SPONSOR**

Epstein Becker & Green, P.C.

## **PLATINUM SPONSORS**

Corda Pain Institute

McCarter & English

Mid-Atlantic Surgical Associates

OceanFirst Foundation

## **GOLD SPONSORS**

Clean Rental Services, Inc.

Holman Enterprises

PCA Industrial & Paper Supplies, Inc.

William H. Connolly Insurance and Risk Management

Save the date for the 2019 Gala on November 9.

More information will be available on [www.DeborahFoundation.org](http://www.DeborahFoundation.org) in summer, 2019.





# HONOR YOUR DOCTOR THIS DOCTORS' DAY

During 1933 in the state of Georgia, Mrs. Eudora Brown Almond, wife of **Dr. Charles B. Almond**, proposed to local politicians that a day be set aside each year to honor physicians. In 1958, the United States House of Representatives took this one step further by adopting a resolution and, in 1990, President George H.W. Bush signed a presidential resolution officially designating **March 30th as National Doctors' Day**.

Each year since, thousands of practices, hospitals and health systems across the United States celebrate their physicians during the month of March. This observance is just one small way to personally recognize doctors for their commitment to exceptional medical care and their unwavering compassion and advocacy on behalf of their patients.

**“We are privileged, as an organization and community, to have some of the most renowned physicians in their fields working here at Deborah. Doctors' Day is one opportunity when we can honor our physicians for all of their skills, hard work, professionalism and dedication to improving the lives**

**of others. As a physician myself, I can say how much I always appreciated hearing from patients and their families. It really does mean the world to us.”**

**Dr. Lynn McGrath,  
Vice President of Medical Affairs**

Deborah Heart and Lung Center has prided itself on having employed some of the best doctors from around the world. With a rich history of medical breakthroughs and accomplishments since its inception in 1922, Deborah continues to be at the forefront of heart, lung, and vascular advancements.

We honor icons like **Dr. Marcus Newcomb**, a *pulmonologist*, who was treating patients in Browns Mills in three cabins on his own property. In 1922, our founders purchased the land (Deborah's campus today) and hired **Dr. Newcomb** as Deborah's first full-time physician and Chief Medical Officer.

**Dr. Charles Bailey**, *Director of Cardiovascular Surgery* from 1956-1961, was a pioneer in heart surgery. At Deborah he performed New Jersey's very first open

heart surgery operation. This momentous procedure proved to be the genesis in establishing Deborah as a sophisticated heart, lung, and vascular center of excellence.

**Dr. Sena**, currently our most tenured and respected cardiologist. In 1974, he completed his fellowship at Deborah and was immediately added to the staff. Since his arrival Dr. Sena has treated, saved and enhanced the lives of thousands of patients. He continues to be a role model and a valuable resource for all members of the medical staff.

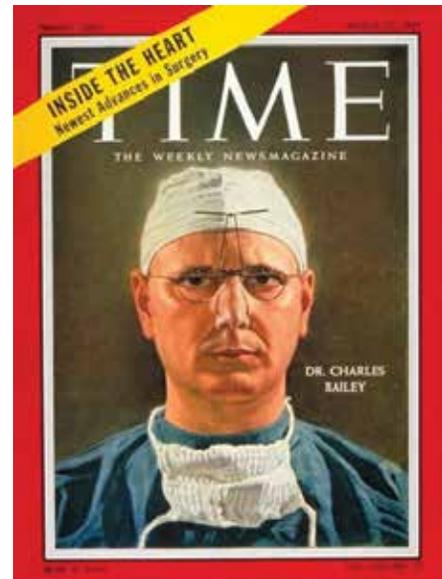
**“Understandably, our patients can be quite emotional, uncomfortable and focused on their own well-being. Therefore, it is always so humbling to receive notes of gratitude from patients and their family members. The fact that they take the time from what they are dealing with to write a note and make a gift means more to us than I can express.”**

***Dr. Renee Bullock-Palmer***

***Director of Women’s Health Center at Deborah***

In honor of that special Deborah physician in your life, we encourage you — our patients, past and present — to demonstrate your appreciation to the physicians who\* serve on the medical staff at Deborah Heart and Lung Center, by making a contribution today.

With your personal gift, you let the doctors know his or her work is important to you or someone you love.



Along with your gift, we encourage you to share your gratitude by enclosing a note of thanks to your selected doctor. These notes will be delivered to the physicians on Doctors’ Day.

Please identify your doctor(s) below and let them know how much you appreciate them. Your gift can be made with the enclosed envelope or online at [www.DeborahFoundation.org](http://www.DeborahFoundation.org). Your support amplifies the impact our doctors have on our community. Their commitment and compassion is evident in every patient they treat and that dedication will be strengthened with support from generous people like you.

**When you Give, People Live!**

# HONOR YOUR DOCTOR

## NATIONAL DOCTORS’ DAY

*In appreciation of your commitment to bettering the lives of others*

Dr. \_\_\_\_\_

A gift has been made in your honor by: (optional) \_\_\_\_\_

THANK YOU FOR YOUR DEDICATION AND SERVICE TO THE COMMUNITY.

Over...

## We thank you for honoring your doctors and for choosing to Turn Gratitude to Good.

Rania Aboujaoude, MD  
David Altimore, DO, FACC, FACOI  
Waqas Anjum, MD  
Igor Balatsky, MD, PhD  
Kulpreet Barn, MD  
Thomas Barnes, MD  
Navdeep Kaur Brar, MD, FCCP  
Renee Bullock-Palmer, MD, FACC,  
FASNC, FASE, FSCCT  
Paul Gerard Burns, MD  
Michael Cane, MD  
Kane L. Chang, MD, FACS  
Raffaele Corbisiero, MD, FACC  
Frank Fish, MD  
Marcella M. Frank, DO, FACOI, FCCP, FAASM  
Ketan Gala, MD, FACC, RPVI  
Cara A. Garofalo, MD  
Shuping Ge, MD, FACC, FASE  
Daniel S. Ice, MD, FACC, FSCAI  
Mohammad A. Javed, DO  
Vijay Kamath, MD, FACS  
Pedram Kazemian, MD, FACC  
Robert N. Keddiss, MD

Zeeshan Khan, DO  
Richard Kovach, MD, FACC, FSCAI, FACP  
Marina Liem, MD  
David Maletzky, DO  
Andrew Martin, MD, FCCP  
Lynn McGrath, MD  
Allen Mogtader, MD, FACC, FACP  
Mark Moshiyakhov, MD  
Muhammad Muntazar, MD, FACMQ  
Michael J. Neary, MD  
Vikram Palkar, DO  
Abhilasha Ponnamaneni, MD  
Alexander Poulathas, DO, FACOI  
Allison Roe, DO  
Ronald E. Ross, MD  
Kintur A. Sanghvi, MD, FACC, FSCAI  
Betsy Schloo, MD, FCAP, FASCP  
Jitendra Sodhi, MD  
Sena Sumathisena, MD  
S. Justin Szawlewicz, MD, FACC  
Vincent Varghese, DO, FACC, FSCAI  
Denise Zingrone, DO

## IN APPRECIATION OF YOU:

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# SPOTLIGHT ON PHILANTHROPY

Whether you want to support Deborah Hospital Foundation as an individual, family, or company/foundation, there are many ways to get involved, such as sponsoring an annual Deborah event, direct support, or conducting your own third-party event for Deborah. With several events featuring a broad range of sponsorship levels, there is a level for every budget.

Deborah Hospital Foundation hosts two annual fundraising events each year: The Red Tie Gala and the Deborah Walk, Run, Bike-a-thon. All events, whether conducted by Deborah or by a generous benefactor, are vital to the sustainability of Deborah Heart and Lung Center.

To express our appreciation for your support, as sponsor of a Deborah event you are recognized and highlighted on various social media platforms, Hospital and Foundation websites, and receive press coverage in various print media outlets including: The Inquirer, Burlington County Times, Philly Style Magazine, South Jersey Magazine, Pine Barrens Tribune, and the Courier Post.

## Here's a look at Deborah's annual fundraising events:

### RED TIE GALA

The Red Tie Gala is Deborah's signature fundraising event and is a "must attend" for all.

It attracts more than 350 guests throughout the region all eager to celebrate and contribute towards Deborah's historic legacy and the superior specialized care it provides. With Red as the primary color, guests are treated to a night of live music, dancing and a special secret performance. Circle your calendar for this one!

### THE 14TH ANNUAL RED TIE GALA

Saturday, November 9, 2019  
at Hilton at Penn's Landing, Philadelphia.

Ticket fee: \$325 per person

Sponsorship opportunities range from: \$100 to \$25,000

For more information please visit

[www.DeborahFoundation.org](http://www.DeborahFoundation.org) or call the Foundation at 609-893-0100.

## **DEBORAH WALK-RUN-BIKE-A-THON**

The Walk, Run, Bike-a-thon is a great family-focused event that is a great day to spend outside, raise funds for Deborah and satisfy your competitive side. 2018 marked the 8th anniversary of the event, and was one of our more successful to date. Lenape High School was the host site and participants enjoyed exercising by running a 5k (3.2 miles), walking 1 mile, or participating in a 40 mile bike ride. Registration fees traditionally range from \$20 to \$50, and sponsorships range from \$50 to \$500.

### **2019 DEBORAH WALK-RUN-BIKE-A-THON**

Date (not yet scheduled)

For more information please call the Foundation at 609-893-0100.

Contact: Doreen Liller by email at [dliller@Deborah.org](mailto:dliller@Deborah.org).

## **Third party events in support of Deborah include:**

### **COLEMAN-DEBORAH GOLF CLASSIC**

The Coleman Family has been generously supporting Deborah for more than 40 years by hosting the Coleman-Deborah Golf Classic. This wonderful event attracts more than 120 golfers and a slew of sponsors. The event generates nearly \$30,000 each year in support of Deborah Hospital Foundation.

#### **SAVE THE DATE**

### **COLEMAN-DEBORAH GOLF CLASSIC**

September 9, 2019

Mercer Oaks in West Windsor, NJ

Registration fees: \$170 per-golfer or \$680 per foursome.

Sponsorship opportunities range from: \$600 to \$3,700

For more information please visit [www.DeborahGolf.org](http://www.DeborahGolf.org).

### **FINANCIAL SERVICE PROFESSIONALS (FSP) SOUTH JERSEY CHAPTER GOLF TOURNAMENT**

In 2018, the South Jersey Chapter of the Society of Financial Service Professionals (FSP) once again hosted

a golf tournament in generous support of Deborah.

This was the second straight year that the South Jersey Chapter of FSP selected Deborah as an organization worthy of support, and the event took place at in

#### **SAVE THE DATE**

### **FINANCIAL SERVICE PROFESSIONALS (FSP) SOUTH JERSEY CHAPTER GOLF TOURNAMENT**

September 16, 2019

Laurel Creek Country Club

Mt. Laurel, NJ.

Registration fees: \$225 per-golfer or \$900 per foursome.

\$85 per person cocktail hour/dinner. Sponsorship

opportunities range from: \$150 to \$5,000

For more information please visit

[www.SocietyOfFSP.org/south-jersey](http://www.SocietyOfFSP.org/south-jersey)

### **TARA'S TAVERN DEBORAH GOLF TOURNAMENT**

Tara's Tavern in Wrightstown, NJ has been generously hosting a charity golf tournament in support of Deborah for the last 8 years. In 2018 the event generated \$8,000 which was presented to the Foundation and applied to cover the costs of patient care.

#### **SAVE THE DATE**

### **TARA'S TAVERN DEBORAH GOLF TOURNAMENT**

September 30, 2019

Gamblers Ridge Golf Course

Registration fees: \$125 per-golfer or \$500 per foursome.

Sponsorship opportunities range from: \$25 to \$2,500.

For additional information you can stop in at:

Tara's Tavern

1 Cookstown - New Egypt Rd,

North Hanover, NJ 08562 or by calling Howard Green at

609-709-3929.

*Our vision, paired with your generosity, will ensure we can provide the best care for all without personal financial burden. Thank you for your consideration of support. We look forward to many more years of great events in support of Deborah!*



# MAKING *the* **ROUNDS**

## **An Interview With:**

**Name:** *Julie Lennox*

**Position:** *Director*

**Department:** *Patient Access Services*

**Years with Deborah:** *30*

## **In a few sentences, please explain your department's role at Deborah.**

Patient Access Services is often the first department to interact with Deborah's patients. We handle all aspects of the patient journey, from scheduling and insurance authorization to coordination on the day of the appointment. We also follow up after appointments to ensure that patients are keeping with the physician's recommended care plan.

## **As the first department in the patient experience, how does your team go above and beyond in providing the highest level of service to Deborah patients?**

Patient convenience is really our top priority. Everything we do is catered to the convenience of the patient, and I literally mean everything. We have approximately 275-300 outpatients coming to Deborah each weekday, and many require more than one appointment. We strive to schedule any appointments the patient needs one after another to streamline the process. We do not want patients to be sitting around and waiting... That is not convenient for them, and we do not want to waste their time.



## Were you hired into this role when you first started at Deborah, or did you start in a different role/department?

I started in data processing back in 1988. I eventually transitioned into admissions, which is similar to patient access services. It's been remarkable to see how much the process has improved over the years and we continuously seek new ways to fine-tune it.

## How have you fine-tuned the process?

Our operations, and the tools we use, are constantly improving. Again, it all comes back to convenience for the patients. I'll walk you through the process:

- We use a single phone number for all scheduling. We've centralized it so that any patient coming through Deborah starts with this phone number. When you call it, you have five prompts to choose from. Depending on your selection, you're then transferred to someone in one of our scheduling areas.
- All our schedulers are aligned with specific physicians, but they also have all been cross-trained, so that any scheduler you reach can still take care of you.
- When you arrive for your appointment, as you check in, my staff will make sure that everything is in order for our records. We even use a customized electronic relationship platform that was specifically designed for our use. This platform is accessed by everyone in our outpatient clinic, which eliminates paperwork, phone calls, hand-written notes, etc.
- This platform also tracks all our interactions with patients, so we can reference notes from past visits, physician comments, etc.

## It sounds like your department has become a one-stop shop for the patient. You mentioned insurance earlier — is that something that your team helps the patient with as well?

Yes. Deborah takes most forms of insurance, and Patient Access Services help the patient navigate that process, making the experience as low-barrier and accessible as possible.

Insurance regulations are constantly changing, and my staff monitors these changes to be the best possible resource for our patients.

## How does your department work with the Foundation? What does the Foundation mean to Deborah and its patients?

We understand that Deborah Hospital Foundation is vital to Deborah's mission. We see the effects of philanthropy every day, most noticeably through the "A Gift from Captain Buscio" program.

For those unfamiliar with this program, it was created by Mrs. Donna Buscio in memory of her firefighter husband, Captain Dominic Buscio. It encourages all active and retired NJ firefighters, police, and emergency responders to participate, giving our heroic first responders the opportunity to receive confidential comprehensive cardiovascular and pulmonary medical evaluations.

Deborah takes the responsibility of billing the participant's insurance provider, and our board-certified cardiologists and pulmonologists provide world-class care via the "A Gift from Captain Buscio" program to all NJ firefighters, police, and emergency responders that is specific to their profession.

## What advice would you offer to Deborah's patients if they wanted to improve their experience at Deborah, and specifically the scheduling process?

Patients should have high expectations of Deborah, and there is a huge demand for our services. Plan your appointments as far in advance as possible, so that we can best accommodate you and get everything you need scheduled for the same day.

I would also encourage patients to be proactive and take charge of their patient experience. We have an electronic Patient Portal through which patients can log into and enter any necessary information prior to the day of their appointment. This saves time the day of their appointment, and also allows them to see notes from their physicians along with other important information. It also affords the patient the ability to see results from any testing they had done at Deborah in addition to requesting follow-up care, if necessary. It all comes back to providing convenience for the patient, and we're here to help every step of the way.

## CHNA Survey

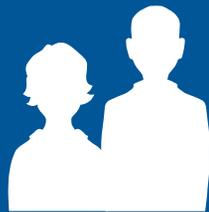


### We want your opinion!

Deborah periodically likes to check in on what you think are the biggest health issues facing your community! We're asking you to take 5 minutes to fill out our 2019 Community Health Needs Assessment survey. All respondents are automatically entered to win a free Amazon Echo and a \$100 Amazon gift card, to be randomly drawn on July 15. Please visit <https://www.surveymonkey.com/r/2019DHLC> to fill out the survey, or scan the QR code with your phone.

# 4 SIMPLE WAYS TO GIVE

To Deborah Hospital Foundation



## IN PERSON

Write a check and drop your gift off in the Foundation the next time you visit Deborah Heart and Lung Center



## MAIL

Mail your gift to:  
Deborah Hospital Foundation  
212 Trenton Road  
Browns Mills NJ 08015



## ONLINE

Give online at:  
[www.deborahfoundation.org](http://www.deborahfoundation.org)



## TEXT

Text DEBORAH to 91999

**SAVE THE DATE****PAD/AAA Screening Fair****APRIL 13, 2019**

Deborah's Interventional Cardiology Department is hosting a Peripheral Arterial Disease (PAD) and Abdominal Aortic Aneurysm (AAA) screening. This will take place at Deborah Heart and Lung Center on Saturday, April 13 from 8:00 am to 12:00 pm.

There is no out of pocket cost to you for the screening. If you are experiencing any of the following symptoms, we recommend a screening: leg pain, leg cramps, leg swelling, hip pain, groin pain, cramps in legs, aching or burning sensation. These could be symptoms of PAD. Some of the risk factors are: smoking, high blood pressure, diabetes, high cholesterol, or blockage in other arteries. This is a great opportunity to learn more about treatment and/or prevention.

The cost of these screenings is being generously sponsored by Deborah Hospital Foundation. Please call (609) 621-2080 Option #2 for more information or to sign up.

**SCA Screenings For Students****MAY 11, 2019**

On Saturday, May 11, 2019 from 9:00 am to 2:00 pm, Deborah is hosting a Sudden Cardiac Arrest (SCA) screening event for students aged 12 to 19. Screening appointments must be made online. This event will be held at Deborah Heart and Lung Center.

An easy, online registration is available through [DeborahFoundation.org](http://DeborahFoundation.org), which offers students the ability to reserve a time that best suits their schedule. Appointments are limited—REGISTER NOW!

This cost of the screenings is being generously sponsored by Deborah Hospital Foundation. To learn more, visit [www.DeborahFoundation.org](http://www.DeborahFoundation.org) or email [HemmesC@Deborah.org](mailto:HemmesC@Deborah.org).

**Red Tie Gala****NOVEMBER 9, 2019**

On Saturday, November 9, 2019, Deborah Hospital Foundation will host the 14th Annual Red Tie Gala in support of Deborah's 97-year mission of providing high quality care in the diagnosis and treatment of heart, lung and vascular disease.

This year's event will take place at the beautiful Hilton in Philadelphia at Penn's Landing. The evening starts with a cocktail reception, followed by dinner and dancing.

Tickets and sponsorships can be purchased online at [www.DeborahFoundation.org/red-tie-gala](http://www.DeborahFoundation.org/red-tie-gala) or by contacting the Foundation at 609-893-3372.



212 Trenton Road  
Browns Mills, NJ 08015

**Deborah Hospital Foundation**

609-893-0100  
deborahfoundation.org

**Volunteer Services**

609-893-3372

**Deborah Heart and Lung Center**

Physician Referral Line  
800-214-3452

**To schedule an appointment  
at Deborah**

www.demanddeborah.org  
609-621-2080

**Customer Assistance &  
General Information**

www.demanddeborah.org  
800-555-1990

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**INSIDE DEBORAH<sup>®</sup>**

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