



Penn Medicine
Princeton Medical Center Foundation

Foundation News

VOLUME 13, FALL 2019



A Celebration 100 Years in the Making!

Built by the community for the community,
Princeton Health celebrates a century of caring



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The Ties That Bind

November 24, 2019, marks Penn Medicine Princeton Health's 100th anniversary! Like most early 20th-century undertakings, Princeton Hospital was built out of necessity. In 1918, the rural farming community of Princeton experienced a devastating flu epidemic. The only source of medical care was the town nurse.

The following year, Moses Taylor Pyne donated his farmhouse on Witherspoon Street to establish a hospital. With funds raised by his neighbors, the structure was converted into a 22-bed facility with an operating room and two sun-parlors. Staffed by five doctors, Princeton Hospital admitted 363 patients in its first year.

Throughout the century, philanthropy has driven our progress at every step. Having quickly outgrown the original hospital, town residents embarked on a capital campaign to raise \$600,000, and in 1928 a new 56-bed hospital opened.

In the decades to follow, the community's continued generosity has helped us expand, providing lifesaving treatments, advanced diagnostics, medical education training, and new technologies. And in 2012, a state-of-the-art, 319-bed medical center on a 171-acre campus was built in Plainsboro—thanks to a record-shattering \$171 million raised through philanthropy!

Today, we are part of the University of Pennsylvania Health System, a powerful partnership that will continue to transform health care for our patients, your family, and every community we serve—while holding tight to our community roots—for the next 100 years and beyond. ■



100 YEARS OF CARE
1919-2019

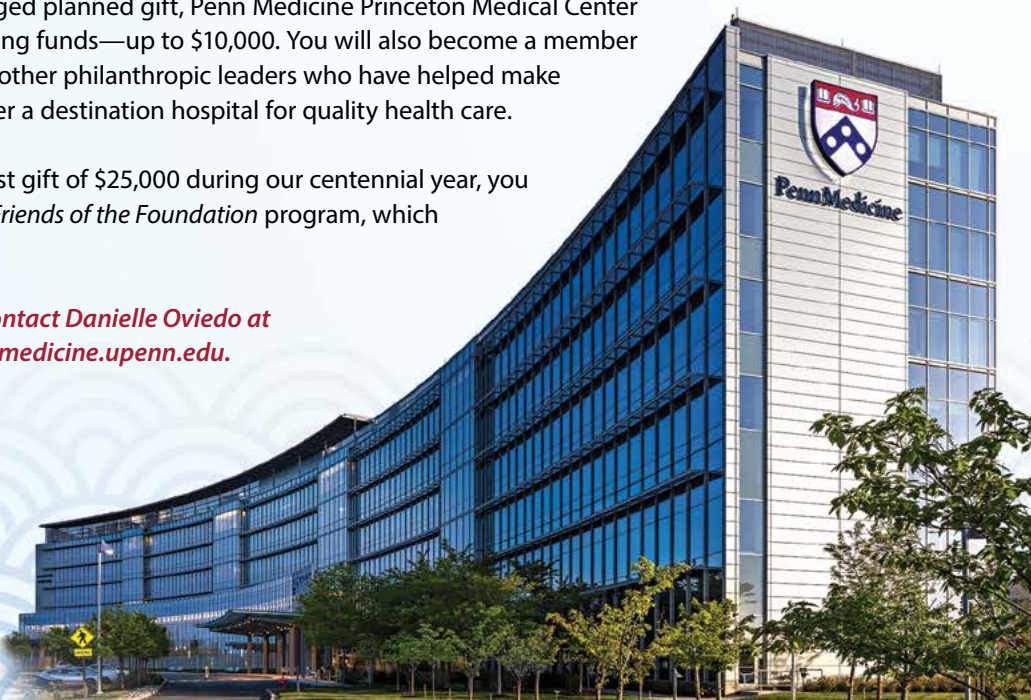
Join the Legacy Challenge!

Make a gift that will continue to transform care for generations to come through our 100th Anniversary Legacy Challenge.

When you make a bequest to Princeton Health in your will, trust, retirement plan, charitable gift annuity, or life insurance policy, you can direct legacy matching funds to a clinical area or program of your choice. For every \$10 of your pledged planned gift, Penn Medicine Princeton Medical Center Foundation will contribute \$1 in matching funds—up to \$10,000. You will also become a member of the prestigious *1919 Society* and join other philanthropic leaders who have helped make Penn Medicine Princeton Medical Center a destination hospital for quality health care.

What's more, if you document a bequest gift of \$25,000 during our centennial year, you will become a lifetime member of our *Friends of the Foundation* program, which includes many exclusive benefits. ■

To learn more about either program, contact Danielle Oviedo at 609.252.8709 or danielle.oviedo@penntmedicine.upenn.edu.





Patient Room

Generously given by
Laurie and Andy Okun

Endowment Supports **Maternal & Newborn Care**

For Princeton residents Laurie and Andy Okun, the births of their two children are among life's most cherished memories, and these happy events provided an impetus for their creation of an endowment fund to support the Center for Maternal & Newborn Care at Princeton Medical Center (PMC).

"Our children mean the world to us, and we're so grateful for the wonderful hospital experience we had when they were born here," said Andy Okun. "Creating this endowment gives us the opportunity to recognize the incredible maternity care provided by PMC and to ensure that other families can share the same joyful experience in years to come."

With the annual investment revenue generated from their gift, The Laurie and Andy Okun Endowed Fund will be used to support various programs within the maternity center, which delivers more than 2,200 babies a year and provides comprehensive childbirth and family education, support services, lactation consultations, and specialized care for high-risk pregnancies. ■

Celebrate Your Bundle of Joy

Commemorate the birth of your child, children, or grandchildren at PMC by naming a patient room in the Center for Maternal & Newborn Care in their honor! **Contact Princeton Medical Center Foundation at 609.252.8710 for information.**



ENCOURAGING INNOVATION

New Princeton Medical Center Foundation board member, **Christine Grant**, is all about giving back and giving big—a practice she and her husband, Michael Halpern, have continued with a gift to the Princeton Health Innovations initiative.

With an impressive track record in public service—as former New Jersey Commissioner of Health and Senior Services and through the charitable work of her family foundation—Christine Grant, JD, MBA, believes that fostering a culture of innovation is essential to our future.

“Community health system teams know the problems and needs of their programs. This grant will expose teams to leading-edge program innovation design techniques so as to increase the likelihood that their proposed solutions will solve the problems efficiently and sustainably,” said Ms. Grant.

With degrees in zoology, business, and law, this Princeton resident is an innovator in her own right. She has led teams that developed inventive approaches for hospital reimbursement and preventive public health, as well as programs addressing HIV, West Nile virus, pandemic influenza, and tobacco use by the young. As an executive at two Fortune 100 international pharmaceutical companies, she has headed public health policy and company business units to contain pandemics, to expand childhood and adult immunization, and to devise private/public partnerships to combat bioterrorism efforts.

Her family gift will support the Princeton Health Innovations program, which gives employees a platform from which to develop creative ideas that improve quality, efficiency, and patient outcomes. ■

Paw Power

Ask any one of the thousands of patients who’ve participated in Princeton Health’s Pet Therapy Program and they’ll tell you about the healing power of dogs.

Whether simply comforting anxious patients, providing a welcome distraction during long treatments, or encouraging a depressed teenager to communicate for the first time in weeks, our four-legged volunteers and their human partners bring boundless joy to many, not to mention important clinical benefits. Research shows that therapy dogs can reduce patient anxiety and depression and lower blood pressure by releasing endorphins, which also promote healing.

Thanks to a \$17,000 grant from PetSmart Charities, a part-time coordinator has been hired to expand this much-in-demand program. Last year, 14 volunteer pet teams spent 1,000 hours visiting patients at the hospital and at Penn Medicine Princeton House Behavioral Health’s outpatient locations. The plan is to add 11 more teams and double the number of patient visits. ■

Pictured right: Handler **Gretchen Tomasula** and her certified therapy dog, **Tucker**.



Annual Golf Outing Raises More Than \$201,000 to Support New Gynecologic Oncology Program

On June 4, Penn Medicine Princeton Health held its 24th annual Golf Outing at Montclair Golf Club in West Orange, NJ, raising more than \$201,000 to support the start-up of a new Gynecologic Oncology program at Princeton Medical Center.

This vital new service line provides highly advanced diagnostics and treatment for women suffering from cervical, ovarian, uterine, vaginal, and vulvar cancers. Our board certified gynecologic oncologist works closely with specialists at the Edward & Marie Matthews Center for Cancer Care and the patients' referring physicians to develop targeted treatment plans and, thanks to our partnership with Penn Medicine, consults with experts at the Hospital of the University of Pennsylvania on complex cases.

Serving as Title sponsors of this year's Golf Outing were **Compass One Healthcare** and its related companies, **Morrison Healthcare** and **Crothall Healthcare**, as well as the **Medical Staff of Penn**



Medicine Princeton Health, and **Princeton Anesthesia Services, P.C.** Eagle sponsors included **Conner Strong & Buckelew** and **Edward E. Matthews**. Champion sponsors included Canon Solutions America and Princeton Fitness & Wellness Center at Plainsboro.

More than 100 companies and individuals who do business with Princeton Health or live in the region supported the event, which is organized each year by the Princeton Medical Center Foundation.

The Foundation thanks everyone who supported this important fundraising event, especially the members of the 2019 Golf Outing Committee and its Co-chairs (pictured above), **James Demetriades**, Senior Vice President and Chief Operating Officer, Princeton Health (left); and **Glenn Mekles** of Conner Strong & Buckelew (right). ■

TITLE SPONSORS



Medical Staff
of Penn Medicine Princeton Health



EAGLE SPONSORS



For photos and more information, visit www.pmcgolf.org.



INSURANCE | RISK MANAGEMENT | EMPLOYEE BENEFITS

EDWARD E. MATTHEWS

Physicians Help in Many Ways

For the doctors in Princeton Radiology and Princeton Radiation Oncology (pictured below), giving is in their DNA.

Long-standing Princeton Health donors, these physician champions see a difference in hospitals that have a strong philanthropic base and those that don't. It's why they did not hesitate to transfer a long-term bond to the Princeton Medical Center Foundation to support the hospital.

"Philanthropy can make a critically important difference in a hospital's ability to acquire new technology and to establish or expand programs," said Gerard A. Compito, MD, Chairman of the Foundation's Board of Directors and senior attending physician at Princeton Health.

A Foundation board member since 2013 and part of Princeton Radiology, Dr. Compito also feels that it is his responsibility and that of his colleagues

to give back. "If you have committed to be a physician here, you have committed to giving your patients the best possible care," he continued. "Physicians can help achieve this in many ways; one way is through philanthropy."

Donating appreciated stocks, bonds, and other securities is a favorable alternative to traditional cash gifts. You will gain tax advantages while benefiting Princeton Health, take an immediate charitable deduction of full fair market value, and avoid capital gains tax.

To learn more, contact the Foundation at 609.252.8710. ■



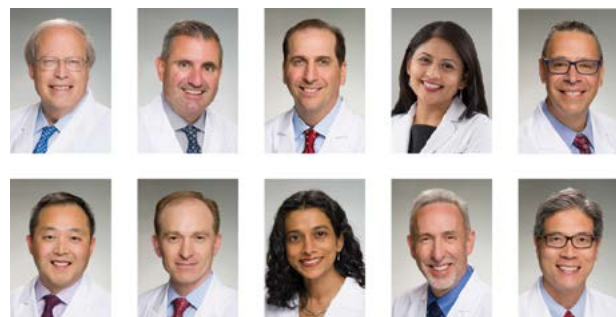
Princeton Radiology

Bottom row, left to right:

Timothy Howard, MD
William Parker, MD
Gerard Compito, MD
Robert Berger, MD
Mary Hammell, MD
John Ghazi, MD

Top row, left to right:

Gregory Kaufmann, MD
Christopher Ananiam, MD
Matthew Difazio, MD
Barry Perlman, MD
Julia De Sanctis, MD
David Youmans, MD
Mark Tenenzapf, MD
Rik Sen, MD



Princeton Radiation Oncology

First row, left to right:

John C. Baumann, MD
Robert M. Cardinale, MD
Todd W. Flannery, MD
Hiral Patel Fontanilla, MD
Andrew S. Greenberg, MD

Second row, left to right:

Jae Y. Lee, MD, PhD
Joseph M. Peppek, MD
Neesha Rodrigues, MD
Edward M. Soffen, MD
Henry K. Tsai, MD



J. Thomas Davidson, MD, Named 2019 Physician Philanthropist

Princeton Medical Center Foundation has named J. Thomas Davidson, MD, the **2019 William P. Burks Physician Philanthropist of the Year**. The award was established in 2012 to recognize a physician whose exemplary efforts have furthered the mission of the Foundation as well as other local nonprofits and community service organizations.

Dr. Davidson is a retired partner of Princeton Surgical Associates and is currently a senior active member of the Department of Surgery at Princeton Medical Center (PMC). He is also a former member of the Penn Medicine Princeton Health Board of Trustees, having served for 22 years.

A longtime generous donor and physician champion, Dr. Davidson, along with his wife, Sharon, continues to advocate for the hospital within the community. Dr. Davidson has performed countless roles during his lifetime of commitment to PMC. He continues to assist

in fundraising activities by serving on our Golf Outing Committee and previously participated as a member of the Physician's Development Committee to raise funds for the new hospital.

Among the many wonderful candidates we considered this year, Dr. Davidson stood out as a donor whose contributions demonstrated an exceptional commitment to the vision and values of the Foundation. The Foundation's Board of Directors and staff thank Dr. Davidson for his continued commitment and generosity. ■

Princeton Medical Center Foundation Welcomes New Members to Board of Directors



Christine Grant
Community volunteer, former
New Jersey Commissioner of
Health and Senior Services



Rameck R. Hunt, MD
Physician, Medical Director of the
Weight Management Program at the
Center for Bariatric Surgery & Metabolic
Medicine, Princeton Medical Center



Fred D. Price
Founding and Managing
Principal, Sandler O'Neill +
Partners, LP

Princeton Medical Center Foundation also thanks departing members *Alyson M. Landers*, *Christian Heilmann*, and *Ruby Sharma* for investing their time and talent in support of the mission and objectives of Princeton Health and the Foundation.

Thanks

2019 Financial Summary

The mission of Princeton Medical Center Foundation is to financially support and promote the mission of Princeton Health.

As part of our partnership with Penn Medicine, the Foundation's financial reporting has changed from a calendar year to a fiscal year. The information below reflects funds raised from July 1, 2018, through June 30, 2019. We are proud to announce that we have raised over \$4 million, which will continue to support existing programs and services and develop new initiatives at Princeton Health.

PHILANTHROPY AT WORK

Sim Lab

In today's healthcare environment, nurses and other clinical healthcare providers play an invaluable role on the patient's medical care team. Studies prove that when used in conjunction with classroom instruction and clinical experiences, nurses trained in simulation labs are more efficient and confident, resulting in safer care, improved patient outcomes, and higher rates of treatment success. Philanthropic support has funded Princeton Health's initiative to create a world-class Simulation Training Program that will provide patient care teams with hands-on learning in a wide variety of medical techniques. Our new Sim Lab will feature two full-scale patient rooms, classroom space, and adult and pediatric high-tech mannequins for training on lifesaving procedures, such as cardiac arrest management, difficult airway management, neonatal/pediatric/adult critical care/resuscitation, and more.



Geriatric Oncology



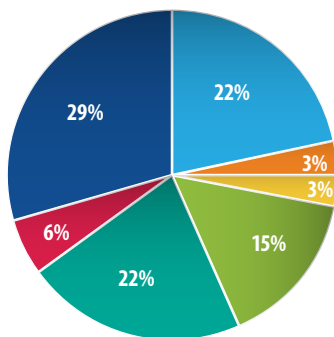
Despite all of cancer's many mysteries, one fact is clear: The risk of getting cancer increases with age. A new, donor-funded, two-year pilot program will allow us to conduct comprehensive geriatric assessments for patients age 65 and older who are diagnosed with cancer and who have geriatric conditions, disability, or frailty. This program is operated by the Bristol-Myers Squibb Community Health Center.

First Responders

In New Jersey, law enforcement officers are 30% more likely to commit suicide than the general population. Our first responders program, which serves law enforcement, active military, veterans, and first responders, provides education about stress management and risk awareness right from the beginning of their careers. With support from our donors, Princeton Health's First Responders Treatment Services hopes to promote balance and enhance the well-being of those who protect and serve our communities. This program is supported by a \$250,000 state grant to integrate health care for members of the military, veterans, and first responders.



FUNDRAISING BREAKDOWN



Annual Fund	\$ 951,801
Underserved	\$ 149,179
Education/Training	\$ 139,004
Patient Care	\$ 666,542
Capital Expenses	\$ 941,034
First Responders*	\$ 250,000
Other	\$ 1,272,004

TOTAL \$ 4,369,566

*Supported by a NJ state grant

Planned Giving \$1,663,700

Gifts made through bequest intentions, realized bequests, or other planned giving vehicles.



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609.252.8710 ■ www.princetonhcs.org/foundation

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