



PRINCETON HEALTHCARE SYSTEM

FoundationNews

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"IN GRATEFUL
RECOGNITION OF
DR. BRUNO COLE FOR
THE INTUITION TO
INVESTIGATE,
DR. BANU MAHALINGAM
FOR THE WISDOM TO
KNOW AND ACT, AND
DR. ANDREW SHANAHAN
FOR THE SKILL TO
RESPOND DECISIVELY
AND SUCCESSFULLY."



\$5 Million Gift Honors Three PHCS Physicians

There is nothing more special than when a donation is given in recognition of physicians with Princeton HealthCare System (PHCS). When three doctors are cited in a donation, it is a tribute not only to their separate excellent skills but to the teamwork that has made the hospital's care outstanding.

Recently, Llura and Gordon Gund pledged \$5 million to the *Design for Healing* campaign—one of the largest gifts in the hospital's history—in honor of Drs. Bruno Cole (*left in photo above*), Banu Mahalingam (*middle in photo above*) and Andrew Shanahan for their care during Mrs. Gund's 2007 heart attack.

Mrs. Gund had gone to see Dr. Cole because she was having occasional uncomfortable feelings in her chest. As an experienced cardiac and thoracic surgeon, he recognized that the pains were serious and called Dr. Mahalingam, a specialist

at Cardiology Associates of Princeton, asking if she would see Mrs. Gund as soon as possible. During her appointment with Dr. Mahalingam, Mrs. Gund's nausea and tightness in her chest reappeared—her electrocardiogram showed that she was clearly experiencing a heart attack.

Dr. Mahalingam and Susan Simon, RN, immediately took Mrs. Gund to the emergency room, where her colleague Dr. Shanahan and his team performed an emergency angioplasty. "I was very thankful that Dr. Shanahan was available for the angioplasty, which obviously made all the difference," says Dr. Mahalingam.

Mrs. Gund says she realized, "In a time of so much specialization and segmentation in medical care, it's easy to forget that in an emergency you must rely completely on the local ER and ICU where the incident happens."

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Princeton HealthCare System
Foundation

Redefining Care.

“I am still amazed at the broad scope of my dad’s community service... But his particular passion was the University Medical Center at Princeton.”



George Conover’s Bequest

GEORGE CONOVER, OWNER OF NASSAU CONOVER FLM MOTOR COMPANY AND A HOSPITAL BOARD MEMBER FOR 46 YEARS, PASSED AWAY ON AUGUST 8, 2008. HIS DEVOTION TO THE PRINCETON HEALTHCARE SYSTEM (PHCS) AND HIS GENEROSITY TO THE PRINCETON COMMUNITY WERE LEGENDARY.

In his will, Mr. Conover specified a generous unrestricted bequest to create a lasting legacy for the hospital he served so diligently and cared for so deeply.

“I am still amazed at the broad scope of my dad’s community service—a charter member of The American Red Cross, a member of the Princeton YMCA, and a past president of the Session of St. Andrew Presbyterian Church,” said Robin Conover. “But his particular passion was the University Medical Center at Princeton (UMCP).”

A legacy such as that given by Mr. Conover is a wonderful way for grateful patients and committed volunteers to express their philanthropic concern for the hospital. “About two-thirds of all planned gifts are matured bequests that come to the hospital through a will, living trust, life insurance policy, or a retirement plan in which the

hospital is the designated beneficiary,” said Rachel Gray, Chair, Planned Giving Committee. “Such gifts make a significant difference to the hospital for years to come.”

“Bequests may be designated to support an on-going, core function of the hospital,” noted Ms. Gray. “However, Mr. Conover preferred that his bequest be unrestricted to allow the Princeton HealthCare System the greatest flexibility to direct funds where most needed.”

It is a privilege for the PHCS Foundation to work with donors such as Mr. Conover and his family. To arrange a bequest or discuss other philanthropic considerations, please contact Christopher Woehrle, Director of Planned Giving at 609.252.8713 or cwoehrle@princetonhcs.org. ■

Pictured above: Barry S. Rabner, PHCS President and CEO, presenting Robin Conover, daughter of George Conover, a celebratory rendering of the new University Medical Center of Princeton.

90 Candles

THE ORIGINAL CHARTER DOCUMENT OF THE PRINCETON HOSPITAL SPORTS THE WELL-KNOWN INCORPORATION DATE OF 1919. 2009 IS THE 90TH ANNIVERSARY OF THAT PROUD EVENT, AND REMINDS US OF HOW FAR THE HOSPITAL HAS COME IN THAT TIME.



According to the history of the hospital written by Dr. Harvey Rothberg in 1969 and revised in 1994, a group of community leaders recognized the need for a hospital in Princeton after the town was hit by the influenza epidemic of 1918. The Borough Council set up a committee, led by Mayor and physician Dr. Charles Browne to study the feasibility of a hospital. A month later, local philanthropist Moses Taylor Pyne donated the five-acre Murphy farm at 253 Witherspoon Street. *The Princeton Packet* described the site as a place where “cool, health-giving breezes sweep down the valley from the mountain.”

Over the course of 90 years, the hospital has remained true to its founding principles: A commitment to an atmosphere of caring. Excellence. Outstanding support from the community. Continual modernization. And growth to accommodate the changing needs of patients.

Of those founding principles, says Dr. Rothberg, a forty-year member of the hospital’s medical staff and a former medical staff president, the emphasis today is on modernization. “We need to make sure that the hospital will be able to maintain its pre-eminent position of excellence in the 21st century,” he says.

With state-of-the-art Intensive Care Unit and Operating Rooms, as well as advanced facilities and equipment in radiology, radiation therapy and laboratory, and all single patient rooms, the new hospital will continue its legacy of excellence. University Medical Center at Princeton has been recognized as a national leader in patient safety and in the quality of its board-certified physicians.

Members of the medical staff have pledged substantial support for the building campaign. A Physicians Development Committee of 28 doctors are dedicated to the fundraising goal.

Dr. Rothberg, who was the hospital’s first Director of Medical Education and who continues as emeritus Professor of Clinical Medicine at Robert Wood Johnson Medical School, notes the great value of the UMCP’s educational alliances, through its residency programs and the affiliation with RWJMS.

Dr. Rothberg adds, “Dr. Browne would be pleasantly surprised and undoubtedly very pleased with the progressive growth of the hospital while it has maintained its well-deserved reputation for excellent and compassionate care.”

\$5 Million Gift Honors Three PHCS Physicians

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PHCS has won national recognition because of the number and quality of board-certified doctors in the ICU.

“Mrs. Gund survived this very large heart attack because of the work of the team. It’s what we try to do every day,” says Dr. Shanahan.

Mr. and Mrs. Gund’s gift will be used to enhance the Intensive Care Unit/Critical Care Unit (ICU/CCU) in the new hospital, which will be almost three times the size of the current ICU. In recognition of this significant gift, the PHCS Trustees have named the new ICU/CCU *The Llura and Gordon Gund Intensive Care Unit*. A plaque at the entrance will read: “In grateful recognition of Dr. Bruno Cole for the intuition to investigate, Dr. Banu Mahalingam for the wisdom to know and act, and Dr. Andrew Shanahan for the skill to respond decisively and successfully.”

“It was a pleasure to be able to intervene and have such a positive outcome,” says Dr. Cole. “This gift will touch many lives by creating an environment where other people can have exposure to excellent health care under intensive situations, through the generosity of the Gunds.”

“This gift exemplifies the Gunds’ commitment to the community. We are grateful to them for their generosity,” says JoAnn Heffernan Heisen, Co-Chair, *Design for Healing* campaign. ■

FROM THE DESK OF:

JoAnn Heffernan Heisen

When you drive by the site for the new University Medical Center of Princeton (UMCP), you feel a tremendous sense of accomplishment—even though the future home of our region’s healthcare is still dirt, concrete and steel. It is hard to believe that so much time, energy and effort have already gone into this project, and that still so much needs to be completed; however, we should take a moment to reflect and celebrate.

Back in January 2005, the Princeton HealthCare System (PHCS) Board of Trustees made the bold decision to relocate the hospital after determining that a new campus would provide the necessary space for advanced medical services, easier access for patients and room to expand with the region’s growing population. This decision followed a two-and-a-half year strategic planning process that included a careful review and analysis of the health needs of the community, changes in clinical practices and the delivery of

care, technological advances, projected demographic changes in central New Jersey, accessibility and the existing hospital facilities.

The relocation plan has been the result of a lengthy, collaborative effort involving the input not only of PHCS officials, physicians and staff, but also local residents, civic leaders and emergency service personnel, to ensure that the project serves the healthcare and community needs of area residents. The design of the new building incorporates the latest in healthcare research to ensure that our new hospital will be efficient and help improve patient outcomes. It is also being designed to allow for future growth and expansion.

The new site is not in the midst of residential neighborhoods, which allows PHCS to construct a state-of-the-art facility without many of the limitations of our current 11-acre campus. Building new allows the hospital to accommodate the most up-to-date medical technology; provide single patient rooms, which helps reduce the chance of infection and improve communication; and have a helicopter pad so it can accept patients who are flown in and transport patients to other facilities when necessary. The hospital is also incorporating the latest in “green” design elements, building a co-generation facility that will reduce our carbon footprint by over 30%.

Over the next two years, as the steel work is complete, and bricks and glass encase this beautiful building, we can look on the construction with pride and confidence in the leadership at PHCS. When our outstanding medical staff and employees begin to treat patients at our extraordinary new facility, we can all be sure we will have the very best regional hospital—one that will be delivering healthcare to our community for another 90 years... and beyond. ■

“So much time, energy and effort have already gone into this project, and still so much needs to be completed; however, we should take a moment to reflect and celebrate.”



JoAnn Heffernan Heisen, Co-Chair,
Design for Healing campaign

THE NEW UNIVERSITY MEDICAL CENTER OF PRINCETON

Summer 2009

THE CONSTRUCTION SITE HUMS WITH ACTIVITY, A VERITABLE BEEHIVE OF WELL-ORGANIZED PROGRESS ON THE NEW HOSPITAL. GIRDERS SWING INTO PLACE, STEPS APPEAR, AND THE SHAPES OF THE BUILDINGS THE COMMUNITY WILL ENTER FOR HEALTHCARE ARE RAPIDLY BECOMING DISCERNIBLE.

Left to right: Plainsboro Mayor Peter Cantu, PHCS President and CEO Barry Rabner and Plainsboro Committeeperson Nuran Nabi check on the project's momentum.





Seeing That the Future Is Now

DR. FONG WEI, MANAGING PARTNER OF PRINCETON MEDICAL GROUP, AND HIS WIFE, TEDDI, MOVED TO PRINCETON IN 1974, RAISED TWO SONS, AND BUILT LIVES AS INTEGRAL PARTS OF THE HEALTHCARE AND ARTS COMMUNITIES HERE. SO WHEN IT CAME TIME TO CONSIDER MAKING A GIFT TO THE *DESIGN FOR HEALING* CAMPAIGN FOR THE CONSTRUCTION OF THE NEW HOSPITAL, DR. AND MRS. WEI DIDN'T HESITATE.

“We are trying to create the best medical resource for the community and the best individual practices”

“I’ve been a member of the medical staff here for 35 years,” says Dr. Wei. “University Medical Center at Princeton (UMCP) is the only hospital I’ve been associated with, except for my training. I have tremendous feelings of loyalty to it. I’ve seen the current facility grow from a small building, even before the seven-story wing was built, to what it is today.” To help the hospital move into the future, he and his wife gave a generous gift, which will be matched with funds from the challenge grant from David and Patricia Atkinson for any gift from a physician.

After graduating from Yale and topping off his medical training in nephrology at University of North Carolina Medical Center, Dr. Wei served as a major in the United States Air Force, becoming Chief of Medicine at Maxwell Air Force Base in Alabama before being recruited to the Princeton Hospital.

Today, he is a senior attending physician at UMCP, a consultant in nephrology at Robert Wood Johnson University Hospital and a Clinical Associate Professor of Medicine at UMDNJ and Robert Wood Johnson Medical School. He is the managing partner of Princeton Medical Group, a multi-specialty practice founded in 1946.

The trend in healthcare toward centers of excellence and increased reliance on state-of-the-art medical equipment creates a sense of urgency to be proactive when it comes to change, says Dr. Wei. “We are trying to create the best medical resources

for the community and the best individual practices,” he explains. “At the end of the day, there are going to be certain hospitals that are superfluous and certain ones that are not. Those that develop centers of excellence are the ones that are going to be successful.

“To create a center of excellence, one needs to have top flight physicians with state-of-the-art resources. They then become what attracts the patient population needed to sustain the center.

“I think it has to be the hospital that provides those resources, that becomes the magnet. We are committed to ensuring UMCP continues to offer those centers of excellence.”

Dr. Wei’s philosophy of giving back extends beyond the hospital into the Princeton community, as he participates with his wife in supporting McCarter Theatre and the Institute for Advanced Study. Mrs. Wei is a trustee of Opera New Jersey, a tremendously successful newcomer on the arts scene.

He plays squash regularly and flyfishes when he can, finding “clear, pristine” streams right here in New Jersey—another reason that the Princeton area remains a personal center of excellence for Dr. Wei. ■

MEET THE PEOPLE:

Dr. Linda Sieglen

When Dr. Linda Sieglen was appointed as Senior Vice President for Medical Affairs at Princeton HealthCare System (PHCS) in December, she thought she had a good handle on what the job would require. “But there was a lot more to it than I knew,” she chuckles.

After ten months in the job, in which she oversees clinical care, patient safety, patient satisfaction and efficiency across the system, “I finally feel that I am making a valuable contribution, offering help to the senior leadership team here,” she says.

She earned this key position—as liaison between the medical staff and the hospital leadership and board—in part through her service as a board-certified anesthesiologist at the hospital for 22 years. For the past 12 years, she was Chair of the Department of Anesthesia. She also served as a member of the Board of Trustees for nine years, was a past President of the Medical Staff at PHCS in 1998 (the first female to hold that position) and President of Princeton Anesthesia Services.

In the current competitive healthcare climate, her biggest expectations surround quality-of-care measures at the hospital. “We want everyone here to know this is a quality place, and live it every day,” she says. “Staying in the top tier of hospitals means having a 100% benchmark for patient safety and satisfaction.”

Independent websites and ratings also demand more focus on safety. “There are websites where you can look at report cards comparing hospitals. We need to make sure that our information on these websites drives and reflects our great results,” she explains.

The new hospital campus, she says, will be a physical reinforcement of the difference safety and quality make. The new building was conceived from the very beginning specifically with top-quality patient and staff safety and satisfaction in mind.

She and her husband, Jeff, live in Princeton, where they have been very involved in community activities while raising their two sons. ■



Where's Julie? Everywhere!

You may have seen the newest member of our Foundation staff at the hospital already—in the emergency room helping patients, meeting with the nursing staff, talking to the facilities manager and the dietitians. Like the main character in the well-loved children's book series “Where's Waldo?” Julie Mathew seems to be everywhere these days, introducing herself and a new program called *Friends of the Foundation*.

“Top-notch hospitals across the nation are creating ‘medical concierge’ programs,” says Mathew, who previously worked for the Greater New York Hospital Association. “We have modeled ours after programs like ones at the

Mayo Clinic, University of Pennsylvania and Johns Hopkins and are putting together ideas about how to be a resource for patients.”

Since she started in April, Julie has already served as a helpful liaison for many people, greeting newly admitted patients, answering questions they might have, and serving as one point-of-contact for family members who can't be at bedside for periods of time.

More details about the new program will be coming this fall. But in the meantime, you can be sure you won't have to search very hard to find Julie at all of the Princeton HealthCare System sites. ■



FRIENDS *of the* FOUNDATION
AT PRINCETON HEALTHCARE SYSTEM

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For questions or information, call 609.497.4190 or email foundation@princetonhcs.org.



So much has been happening as we watch the girders for the new University Medical Center of Princeton rise on the skyline. It's like watching the generosity of our donors take solid shape, fulfilling a vision for keeping state-of-the-art healthcare front and center in our community.

One such gift, a \$5 million donation given by Llura and Gordon Gund, was given to honor three of the hospital's physicians: Dr. Bruno Cole, Dr. Banu Mahalingam and Dr. Andrew Shanahan. This story appears on page 1.

Each of your generous gifts has been critical to our Design for Healing campaign, and we thank you for your continued support.

*Joe Stampe
Vice President of Development
Princeton HealthCare System Foundation*



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