

# LEADERSHIP RISING

PRINCETON HEALTHCARE SYSTEM FOUNDATION  
2009 ANNUAL REPORT



Princeton HealthCare System  
Foundation







JULY 9, 2009



JULY 30, 2009



AUGUST 7, 2009



AUGUST 14, 2009



SEPTEMBER 14, 2009



OCTOBER 1, 2009

## TOPPING OUT AND MOVING ON

The year 2009 started dramatically—with the foundation being laid for the new hospital complex—and ended in a gratifyingly emotional way—with our Topping Out Ceremony. As a symbol of our contributors' generosity, faith and support there could have been no more powerful moment than seeing that last, topmost girder being raised into place, covered with the signatures of all those who wanted to sign it.



**Our cover image rightfully pays tribute to inclusion, permanence and linkage to the people we serve.** The names of hundreds of local residents, physicians, hospital staff, government leaders, construction workers, contractors and Princeton HealthCare System staff are a lasting reminder of how much effort it took to get where we are now, and how far we have to go.

Support for our *Design for Healing* capital campaign continues. Since the campaign began, we have received over 9,000 donations. Many of the donations to the campaign, 45 percent to be exact, are from first-time donors and range from \$5 to over \$20 million.

Thank you for making your gift to the *Design for Healing Campaign*; whether it is to our Annual Fund (which supports ongoing operations), to the new University Medical Center of Princeton at Plainsboro or to our Restricted Fund (for programmatic support), your gift is critical to the future success of our healthcare system and the health of the community we serve.

### JOE STAMPE

Vice President of Development  
Princeton HealthCare System Foundation

"We see the new hospital taking shape, a physical culmination of the hard work of hundreds of individuals. It is intensely gratifying to be a part of such a grand vision. Despite very difficult economic times, our financing stays secure due to the careful and conservative planning by the board and investment committee. Every day I am excited in being a part of bringing this dream to fruition."

### RICHARD SCRIBNER

2009 Chair, Princeton HealthCare System Foundation



# WHAT AN INCREDIBLE YEAR

## IT HAS BEEN FOR THE PRINCETON HEALTHCARE SYSTEM FOUNDATION

Three years ago, our idea was that we could achieve our goal of building a new hospital on a new, comprehensive healthcare and integrated campus if we simply rejected all the cynical notions about our public leaders and institutions and assumed the best of the people and organizations around us. We did all of our work in the open. We invited the public, government officials and area companies and foundations to participate in all of our planning process. We shared our data and conclusions openly, and adjusted our plans based upon the input we received.



We shared our final plans with the community as a whole, as well as with our United States senators and congressmen, New Jersey governor and state legislators, municipal mayors and officials, and union and business leaders. We shared our plans with current and future neighbors, and the people we are here to serve.

In the end, state government leaders and local elected officials from throughout the region unanimously supported our plans and have worked tirelessly to help us implement them. So, as we ended 2009, we had raised \$96 million of our goal with the generous support of foundations, corporations, organizations and individuals. Our physicians and staff support our efforts as demonstrated by their help in designing the new facility and making generous philanthropic contributions.

Our replacement hospital and new campus is well underway. The project is on time, on budget, and I believe will likely achieve its goal of providing state-of-the-art, compassionate, cost-effective care. I want to thank everyone who has helped reinforce our commitment to an inclusive, transparent and sharing process.

### **BARRY S. RABNER**

President and Chief Executive Officer  
Princeton HealthCare System

"As the hospital celebrates 90 Years of Caring in 2010, it is a time to recognize the contributions that the physicians, medical staff, donors, administrators and all our employees make to excellent clinical outcomes and to the general vitality of our community. For 21 years, I have enjoyed serving on the Princeton HealthCare System's Board of Trustees and as chairman for the past three. As I step down as chairman, I want to thank everyone for their support and generous help in our mission."

### **EDWARD E. MATTHEWS**

2009 Chair, Princeton HealthCare System Board of Trustees





## PRINCETON HEALTHCARE SYSTEM 2009 PERFORMANCE

Princeton HealthCare System (PHCS) realized a 4.2 percent operating margin for the fiscal year ending December 31, 2009.

Princeton HealthCare System's projected results include \$9.3 million in unreimbursed costs for charity care, a \$2.4 million (35 percent) increase over 2008.

Princeton HealthCare System invested \$13 million in new medical equipment, information technology and upgrades to its facilities, including all new patient beds throughout the hospital and an automated laboratory system.



**For the second consecutive year, University Medical Center at Princeton (UMCP) was named one of the nation's Top Hospitals by the Leapfrog Group,** a partnership of major

employers and other large healthcare purchasers dedicated to improving the safety, quality and affordability of healthcare. UMCP is one of only 37 acute care hospitals nationwide to earn the top designation.

**UMCP was ranked among the top 5 percent of hospitals in the nation for maternity care services by HealthGrades®,** an independent healthcare ratings company.

It marks the fourth straight year HealthGrades® has ranked UMCP in the nation's top 5 percent for maternity care. HealthGrades® also recognized UMCP with its fifth straight Maternity Care Excellence Award™ and fifth straight "five-star rating" for maternity services. UMCP delivers approximately 2,000 babies each year.



Further enhancing its service to families with children, **UMCP began a partnership with The Children's Hospital of Philadelphia (CHOP)** in July 2009. The number of pediatric inpatients from August through October 2009 increased more than six-fold over last year for the same time period. In UMCP's Emergency Department, pediatric visits have increased by 50 percent. Patient satisfaction scores recorded since we began our CHOP partnership in July place our pediatric doctors in the 99th percentile among their New Jersey peer group. The CHOP partnership makes UMCP one of just a few hospitals in the region to provide pediatric hospitalist services. Pediatric hospitalists are pediatricians who work primarily in hospitals. UMCP also now has a Certified Pediatric Emergency Department Nurse as part of its highly skilled team of pediatric doctors and care providers.

**Surgeons at UMCP are using breakthrough robotic technology to perform procedures such as prostatectomy and hysterectomy.** Highly trained surgeons use the **da Vinci Surgical System®** for these and other delicate procedures through small incisions. Potential benefits for patients include significantly less pain, less blood loss, less scarring, shorter recovery time, a faster return to normal daily activities and less risk of infection.

In December 2009, the **UMCP Breast Health Center became the first and only facility in Mercer County to be designated a Breast Imaging Center of Excellence by the American College of Radiology (ACR).** This designation is awarded to facilities that have achieved ACR accreditation in Mammography, Stereotactic Breast Biopsy, Breast Ultrasound and Ultrasound Guided Breast Biopsy. MRI-guided breast biopsy is now available at UMCP. It is a minimally invasive procedure that results in a highly accurate breast cancer diagnosis with minimal pain, scarring and recovery time. Staff from UMCP's Breast Health Center participated in 23 educational programs in the community reaching more than 2,000 people.



Hamilton Area YMCA

In 2009, **PHCS announced a partnership with the Hamilton Area YMCA,** bringing community education programs and outpatient rehabilitation services to Hamilton and the surrounding communities. The new, 8,000-square-foot addition to the YMCA's John K. Rafferty Branch opened in February and houses satellite branches of UMCP's Outpatient Rehabilitation Network and PHCS' Community Education & Outreach Program.

**A total of 1,019 Community Education & Outreach seminars, classes and health fairs were held in 2009, reaching more than 26,499 area residents.** Among the programs held were 48 free health fairs and screening events providing community members with blood pressure, glucose, cholesterol and other testing; 314 CPR and first aid classes, where 603 community members received training; 60 events for over 3,000 seniors; and more than 31 events focused on the specific health needs of minority populations. Thirty-five corporate outreach programs were attended by 1,386 people in 2009.

With a focus on patient comfort and safety, UMCP's Nursing Department conducted an internal trial that revealed the use of low beds decreases patient falls and related patient injuries in the hospital. Consequently, **UMCP purchased 142 Hill-Rom VersaCare® Beds,** which were delivered to the hospital in December 2009, bringing the hospital's total number of VersaCare® beds to 157. These beds have an adjustable height feature, ranging from a high position of 37 inches off the floor to a minimum height of 18 inches off the floor (the lowest height on the market) alarms which let care providers know when patients are exiting the bed, and mattresses designed to promote safe skin and reduce the risk of pressure ulcers.

In March 2009, **UMCP became the first hospital in Mercer County, and one of only eight hospitals within the state of New Jersey, to provide an Acute Care of the Elderly (ACE) unit specifically designed to meet the needs of the older adult patient.** UMCP's ACE unit is staffed 24/7 with specialized geriatrics-trained nurses and assistants, at a ratio of one nursing assistant to every four patients. The program has been successful in enhancing patient comfort and safety.



LEADERSHIP RISING...

## THROUGH GENEROUS GIVING

IF EVER THERE WAS A YEAR TO SHINE THE SPOTLIGHT ON OUR HUNDREDS OF DONORS, IT WAS 2009. THE CONCRETE MANIFESTATION OF EACH GIFT—THE NEW HOSPITAL BUILDING RISING ON ROUTE ONE IN PLAINSBORO—REFLECTS THE GENEROSITY OF THE PEOPLE WE SERVE. OVER A THIRD OF THE PROJECT'S TOTAL COST WILL BE FUNDED BY OUR DONORS.

AS ANNUAL GIVING IS THE VAST CIRCULATORY SYSTEM OF OUR FOUNDATION'S CAPITAL NEEDS, LEADERSHIP GIFTS ARE THE STRONG HEART OF OUR EFFORTS. BOTH ARE ESSENTIAL TO THE LIFE OF THE INSTITUTION. THE PERSONAL-GIVING STORIES THAT FOLLOW HIGHLIGHT THE RANGE OF INSPIRATIONS FOR GIFTS AS WELL AS THE SINGULAR GOAL: TO MAKE A WIDE-REACHING CONTRIBUTION TO PROVIDING THE BEST HEALTHCARE AVAILABLE TO EVERYONE IN OUR REGION.

~ JOE STAMPE





# NEEROUS GIVING GENERO

## IN HONOR OF RENEE

When **LEONARD PUNIA** was losing his wife, Renee, to cancer last August, they discussed the gift they wanted to give to the capital campaign for the new hospital. "We had given donations through the years," said Mr. Punia, an owner of Punia Company, LLC and the Punia & Marx real estate companies. "But we wanted to do something special to recognize the great care she had received."

**"We were married 59 years. Renee loved to dance, play tennis, garden and travel. We went just about everywhere."**



The \$1.35 million Mr. Punia donated in honor of his wife will support a patient bay in the Emergency Department and a Healing Garden, an oasis of trees and plants that will be visible from the Infusion Suite in the new hospital's Center for Cancer Care. In recognition of this generous gift, the road leading into the medical campus will be named Punia Way.

The Punia family wants to continue to honor Renee and its tradition of giving. Joseph Punia, Mr. and Mrs. Punia's son, said, "The hospital has been there in our lives whenever we have needed it, for births, emergency room treatment, and, obviously, for operations and medical treatment. Donating money to the Foundation is one of the best ways we can think of to benefit everyone in the community."

**Pictured:** PHCS CEO Barry S. Rabner and Leonard Punia walk along what will become Punia Way. **The late Renee Punia (at left).**



## A CALMER CHEMOTHERAPY EXPERIENCE

Experience with cancer was also a factor in the \$1 million gift from **JOANN HEFFERNAN HEISEN**, a former Johnson & Johnson executive and a long-time member of the Princeton HealthCare System Board of Trustees. "When I was nine years old, my personal life was irrevocably altered when my father died from esophageal cancer," she recalled.

Her gift will support the Infusion Suite in the new Center for Cancer Care. The Suite will include privately controlled lighting, heat and entertainment centers at each treatment station. Located adjacent to the Healing Garden, it will allow for calming views. The Suite will be named in Ms. Heffernan Heisen's honor. "The beautifully designed Suite will provide the patient with state-of-the-art care at an extraordinary level of comfort and peace," she said.

The mother of four children and two adult stepchildren, Ms. Heffernan Heisen's extraordinary service and contributions to the hospital are inspired partly by the role she has seen the hospital play in the community. "I've taken my kids to the Emergency Department for injuries. The hospital is there when we all need it and provides outstanding care," she said. "I'm a strong supporter."



## A HISTORY OF GIVING

GIFTS FROM THE CORPORATE COMMUNITY ARE VITAL TO THE HEALTH OF PHCS AND THE NEW HOSPITAL. AND, AS ONE OF THE NEW HOSPITAL'S CLOSEST CORPORATE NEIGHBORS, **NOVO NORDISK** HAS BEEN A VERY GENEROUS DONOR.

In 2009, Novo Nordisk offered the Foundation an unsolicited gift of \$75,000 for the new hospital project. In recognition, the Family Respite Area in the Surgical Center of Care will be named for the company. "Throughout its history, Novo Nordisk has prided itself on its commitment to social responsibility in the communities it serves," said William Healey, Director of Grants and Philanthropy for the company. "Partnering with University Medical Center at Princeton (UMCP) and assisting in their vital mission is an example of our commitment."

In 2008, the company gave PHCS \$105,000 for diabetes education programs at UMCP. It has donated money for community education and diabetes awareness. Novo Nordisk's business is largely based on a broad portfolio of diabetes treatments and an extensive range of user-friendly dosing systems for injecting insulin. A global healthcare company with 87 years of experience, Novo Nordisk has over 4,000 employees in its North American operations, many of them headquartered in Plainsboro, the future home of the new hospital.



## CONTINUING A FAMILY TRADITION

**STEVE AND ELIZABETH SILVERMAN** live modestly and give quietly. As a former global fund manager for Merrill Lynch, Mr. Silverman likes nothing more than to be at home, with his daughters and Elizabeth.

The new medical library will have all the latest technology, including portable electronic readers like the Kindle, to keep physicians and nurses connected to the latest research and professional journals.

Their recent generous gift to support the new hospital is thoroughly true to form. Mrs. Silverman has a strong family legacy in the medical field: Her father was a medical professor at Vanderbilt University in Nashville, and her mother worked as an operating room nurse. Both of them, as well as an aunt or two, are remembered through scholarships in their names at several medical and nursing schools in the South and Midwest.

"We have a long connection to the healthcare field," she said. "In part, our giving is how we are choosing to continue that tradition here."

In honor of their leadership gift, the medical research library will be named after them. The library will be located within the new Schreyer Education Center, established with a \$5 million gift from former Merrill Lynch CEO William Schreyer and his wife, Joan. Both areas will feature cutting-edge library technology and computers. "I am obsessed with libraries and love books," said Mr. Silverman, who now runs his own investment management firm, Ironbound Capital. "And although I never worked directly with Bill Schreyer at Merrill Lynch when he was president, I admired his legacy. So it seemed fitting."

"The needs of our family are fairly simple," concluded Mr. Silverman. "So we are happy to have the ability to help others."

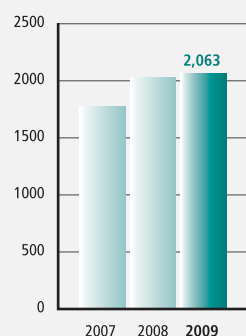




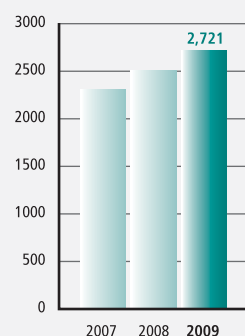
## ANNUAL GIVING

"IT IS AN HONOR TO SPEARHEAD PRINCETON HEALTHCARE SYSTEM FOUNDATION'S ANNUAL GIVING CAMPAIGN. THE STEADY GROWTH OF THE ANNUAL FUND OVER THE PAST SEVERAL YEARS HAS HELPED PUT PHCS IN A STRONG POSITION TO SUPPORT THE SYSTEM'S EXISTING NEEDS AND STILL MAKE ENORMOUS PROGRESS TOWARD THE BUILDING OF THE NEW CAMPUS ON ROUTE ONE. OUR ANNUAL GIVING GOALS FOR 2010 ARE AMBITIOUS BUT ENTIRELY WITHIN OUR REACH, BECAUSE I BELIEVE THAT WORLD-CLASS HEALTHCARE IN OUR OWN BACKYARDS IS IMPORTANT TO ALL OF US. EVEN IF WE NEVER SWING A HAMMER, SECURE A BOLT, OR DRIVE A BACKHOE, OUR GIFTS TO PHCS'S ANNUAL GIVING CAMPAIGN HELP BUILD A STRONG HOSPITAL FOR US ALL."

~ **ALYSON LANDERS**, CHAIR, ANNUAL GIVING COMMITTEE



NUMBER OF DONORS



NUMBER OF GIFTS

The number of Annual Giving donors and gifts over the past three years remained steady through a challenging financial climate. The 2009 campaign enjoyed an 8 percent increase over 2008 in the number of gifts received.

## THE CELEBRATION OF GRATITUDE 2009

**WILLIAM D. JONES** was a featured speaker at the 2009 Celebration of Gratitude, an event held to celebrate physicians, staff and employees of Princeton HealthCare System (PHCS) for whom donations had been given in their honor in the past year.

During 2009, Mr. Jones and his wife, **NANCY DAWN JONES**, gave gifts paying tribute to Drs. John Hagaman and Anthony Vasselli and their staffs; the PHCS Cardiac Rehabilitation team; Religious Ministries staff; and Community Education & Outreach coordinators. At the Celebration event, Mr. Jones shared these thoughts with the audience of donors and honorees.

"So often doctors, nurses and others in the healthcare field don't get the thanks from patients they help. Events like this let us express our appreciation for the job that they do. At the same time, we should recognize that the institutions here for us today are there because someone started a program or a fundraiser or a campaign to make it happen. That's what is happening now as we build the new hospital. We all have a chance today to 'pay it forward,' and have a positive influence on the future."





## RECOGNIZING THE SPECIAL CARE NURSERY

At one of the most terrifying times in their lives, **CALVIN BUTTS AND HIS WIFE, APRIL**, were comforted by the compassionate, caring and clear information they received from the physicians, nurses and other staff in the Special Care Nursery. They said “thank you” with a \$2,000 gift to the Special Care Nursery through the Annual Giving program.

“Our daughter Carmen was born in November and had a problem with one of her heart valves. One day after birth, she was admitted into the Special Care Nursery,” explained Mr. Butts. “The doctors said, ‘This is where you want her to be,’ and took the time to explain everything to us and answer all of our questions.”

After five days of undergoing testing and observation, the heart valve had developed enough on its own, enabling Carmen to be released from the Special Care Nursery. But Mr. Butts, who owns a medical information company, remained overwhelmingly impressed with the steady stream of clearly communicated answers that he and his wife received, as well as the attentive care that the staff gave Carmen.

“Over that time period, we encountered a lot of doctors, nurses and staff people,” said Mr. Butts. “Every single person was first-class. We had an outstanding experience, and wanted to recognize that fact with our donation.”

Mr. and Mrs. Butts gave \$2,000 in 2009 and said they will give more in future years. “No doubt about it, we are immeasurably grateful.”

**Pictured:** Calvin Butts (right) and his wife, April (center), with Miriam “Mim” LeCureux, RNC, one of the nurses who tended to Carmen in the Special Care Nursery.

“There was a nurse by her side every time that we called or went into the Special Care Nursery. We are convinced that the care Carmen received during those first days of her life is the reason she is here today.”





\$96 MILLION IN GIFTS AND  
PLEDGES WERE RECEIVED AS OF  
DECEMBER 31, 2009. CAMPAIGN  
GIFTS HAVE BEEN ALLOCATED

TO SUPPORT THE ANNUAL FUND, ENDOWMENTS AND  
PROGRAMS THAT STRENGTHEN THE CURRENT OPERATION  
WHILE BUILDING THE NEW UNIVERSITY MEDICAL CENTER  
OF PRINCETON AT PLAINSBORO.



"My Campaign Co-Chair, JoAnn Heffernan Heisen, and I wish to thank each of the donors whose generosity helps guarantee that quality healthcare is here for this and future generations."

**BOB DOLL**

Vice Chair, BlackRock  
Co-Chair, *Design for Healing Campaign*



**Pictured right:** JoAnn Heffernan Heisen

## THE DESIGN FOR HEALING CAMPAIGN DONORS

### \$10,000,000+

Mr. and Mrs. David R. Atkinson

### \$5,000,000 – \$9,999,999

Mr. and Mrs. Gordon Gund

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Bristol-Myers Squibb Foundation, Inc.  
George H. & Estelle M. Sands  
Foundation

Robert Wood Johnson Foundation  
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### \$1,000,000 – \$4,999,999

Anonymous (2)

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Anonymous (1)

Church & Dwight Co., Inc.

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New York Community Trust

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Steffens 21st Century Foundation II

The Charles Evans Foundation

### \$500,000 – \$999,999

Mary and Jack Chamberlin

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Auxiliary of University Medical Center  
at Princeton

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## \$100,000 – \$499,999

Concordia Foundation  
Educational Testing Service  
Joh Foundation  
Johnson & Johnson Family of Companies

Mills Foundation, Incorporated  
Novo Nordisk, Inc.  
Sharbell Development Corporation  
Susan G. Komen for the Cure

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The Len & Laura Berlik Foundation, Inc.

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Petron Corporation  
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The Dr. James J. O'Connell Fund  
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Besler Consulting  
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Conner Strong  
F.I.S.H. Foundation, Inc.  
Garfield Foundation  
Glenmede Trust Co. of New Jersey  
HOK/RMJM Hillier – A Joint Venture  
Kaufman Hall & Associates, Inc.  
Mary Owen Borden Foundation



## \$10,000 – \$24,999

Misys HealthCare System  
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QuadraMed Corporation  
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## \$5,000 – \$9,999

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Allergan  
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Community Liquors

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Community Foundation  
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Princeton Brain & Spine Care, LLC  
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RBC Foundation – USA

TD Bank  
The Bank of Princeton  
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## \$1,000 – \$4,999

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Cahill Gordon & Reindel  
Central New Jersey Maternal & Child Health  
Consortium, Inc.

e-MDs  
Fidelity Charitable Gift Fund  
Golden Crown Contractors, Inc.  
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Henderson Sotheby's International Realty  
Indian American Civic Forum  
Ivy Realty Services, LLC  
Johnson Controls, Inc.  
Lawrenceville Nursing and  
Rehabilitation Center  
Lawson Software  
Lokesh Sharma Foundation  
Marsh U. S.  
MedAssets Net Revenue System, LLC  
Murphy & Hoffer, P.A.  
Navigant Consulting

## \$1,000 – \$4,999

NEC Unified Solutions  
New Jersey State Safety Council, Inc.  
Pathology Associates Of Princeton  
Philips Medical Systems  
Phoenix Medical Construction Co., Inc.  
Physicians' Practice Enhancement, LLC  
Presentation Design Group

PricewaterhouseCoopers LLP  
Princeton BMW/Mini/Porsche  
Princeton Eye Group  
Princeton HealthCare System Medical and Dental Staff  
Safe Kids, New Jersey  
Salt Creek Grille  
Securitas Security Services USA, Inc.

Shattuck Hammond Partners LLC  
SimplexGrinnell  
Sodexo  
Strategic Products and Services  
TeamHealth East  
The Charles Levy Foundation  
Trajectory Company

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V. J. Scozzari & Sons, Inc.  
Van Note & Harvey Engineering  
Volvo of Princeton  
Woodfern Elementary School

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Mr. and Mrs. Charles S. Dawson, III  
Dr. and Mrs. Alan Feldman  
Mr. Blake Gambrell  
Mr. Ira Goldstein  
Dr. and Ms. John F. Hagaman  
Ms. Maureen M. Hurst  
Mr. Robert Knotz  
Ms. Ellen A. Koch  
Dr. and Mrs. Paul A. Lachance

Dr. Susan G. Lorenz and  
Mr. John J. Lorenz  
Mr. Craig Peters  
Mr. Jim Petillo  
Mr. and Mrs. Aiden J. Redmond, Jr.  
Mr. and Mrs. John B. Stewart  
Mr. Hunt Stockwell  
Advanced Food Systems, Inc.  
AFI Food Service Distributors

Allied Beverage Group, LLC  
Broadlane, Inc.  
Cardinal River, Inc.  
Cerner  
Fletcher Thompson Architecture/  
Engineering/Interior Design  
Hatteras Press, Inc.  
Healthcare Employees Federal  
Credit Union  
Impact Office Products

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Mercedes-Benz of Princeton  
MetLife  
Miele, Inc.  
MMS (Caligor)  
Paul A. and Therese C. Lachance  
Charitable Fund  
PFG-AFI Food Service  
PharmaNet Development Group  
Princeton Nassau Pediatrics

Princeton Orthopaedic Associates, P.A.  
Princeton Surgical Associates  
RBC Wealth Management  
Sparling Company  
Sysco Food Services of Philadelphia, LLC

## \$100 – \$499

George and Carolyn Aldridge  
Ms. Ellen Andre  
Brian and Cindy Batchelder  
Mr. Robert Kohberger and  
Ms. Gail Blair  
Ms. Kay T. Booth  
Ms. Catherine Bowen  
Ms. Doreen Bowman  
Ms. Claire Braverman  
Mr. David Bryan  
Mr. and Mrs. Charles B. Carroll  
Ms. Melissa Carter  
Ms. Anne Marie Colucci  
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Annuity Trust  
Churchill Corporate Services  
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Diana Vincent, Inc.

Digestive Disease Center, P.A.  
Digz for Dignity  
EIF Management, LLC  
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LEADERSHIP RISING...

## THROUGH INNOVATIVE PLANNING AND PARTNERING

AN INTEGRAL PART OF THE PLANNING PROCESS FOR THE REPLACEMENT HOSPITAL OF PRINCETON HEALTHCARE SYSTEM (PHCS) INCLUDED TOURS BY PHCS ADMINISTRATORS, PHYSICIANS, NURSES AND THERAPISTS OF MANY TOP HOSPITALS ACROSS THE COUNTRY.

EACH HOSPITAL HAD WORKED THROUGH DESIGN ISSUES THAT PHCS REPRESENTATIVES KNEW THEY WERE GOING TO FACE. THE PHCS ADMINISTRATION WANTED TO BE ABLE TO TAKE ADVANTAGE OF—AND SHARE, IN RETURN—COLLECTIVE, EVIDENCE-BASED DESIGN SOLUTIONS TO CREATE THE FINEST POSSIBLE PATIENT-ORIENTED, STATE-OF-THE-ART FACILITY.

THEY LEARNED OF THE CENTER FOR HEALTH CARE DESIGN, WHICH HAD JUST SUCH A RESOURCE: THE PEBBLE PROJECT, WHERE MANY HEALTHCARE ORGANIZATIONS WORK TOGETHER TO GATHER, ANALYZE AND SHARE WHAT HAS WORKED FOR THEM. FROM BIG IDEAS—LIKE ENHANCED USE OF NATURAL LIGHT THROUGHOUT THE BUILDING'S DESIGN, AND A LAYOUT THAT PUTS THE COMFORT OF PATIENTS AND STAFF FIRST—TO SMALL—SUCH AS LIGHTS OVER BEDS THAT WILL NOT CREATE A GLARE ON A LAPTOP—UNIVERSITY MEDICAL CENTER OF PRINCETON AT PLAINSBORO WILL INCORPORATE THOUSANDS OF CREATIVE AND EVIDENCE-BASED WAYS TO MAKE THE PATIENT EXPERIENCE THE ABSOLUTE BEST IT CAN BE DURING AN INHERENTLY STRESSFUL TIME.



### Targeting Energy Efficiency:

Al Matos, Vice President of Renewables and Energy Solutions at PSE&G (left), announced a \$7 million grant for the new hospital with Barry S. Rabner.

## SHARING OUR EVIDENCE-BASED IDEAS

ALTHOUGH THE FINAL STEEL BEAM JUST WENT INTO PLACE IN DECEMBER 2009, AND SO MUCH CONSTRUCTION WORK LIES AHEAD, THE POWER OF THIS INNOVATIVE PLANNING PROCESS ALREADY IS EVIDENT. IN SEPTEMBER 2009, THE DESIGN FOR UMCPP WON AN AWARD FROM SOLIANT HEALTHCARE, ONE OF THE NATION'S LARGEST MEDICAL STAFFING AGENCIES, AS ONE OF THE MOST BEAUTIFUL HOSPITALS IN THE UNITED STATES, AND WAS FEATURED IN MANY NEWSPAPERS AND JOURNALS AROUND THE COUNTRY.

In addition, PHCS staff members are often invited to speak to other healthcare professionals and contribute to industry journals on the topic. International groups as far away as China and Vietnam are eager to leverage existing healthcare design best practices. In November, Peking University Business School invited Barry S. Rabner, President and Chief Executive Officer, Princeton HealthCare System, to present a three-day course to 75 Chinese hospital CEOs and healthcare leaders. (See box, *"Sharing Our Planning With China."*) "It was an incredible, eye-opening trip and left me more aware than ever of the importance of a rigorous facility planning process," said Mr. Rabner.

Since Mr. Rabner's presentation, Peking University has sent two groups of hospital CEOs to Princeton already and more visits are planned for this year. China is at a crucial point in redeveloping its healthcare system. "It's very exciting to envision the significant, concrete and lasting power of this exchange," said Mr. Rabner.



### SHARING OUR PLANNING WITH CHINA

As Barry S. Rabner and other healthcare experts are being invited to share ideas with Chinese hospital CEOs (all physicians) and healthcare system leaders at the Peking University in Beijing, China, the country finds itself at a crucial point in its history.

Traditional healthcare under the old system (the cooperative medical system) was centered on rural communities with part-time doctors delivering preventative and primary care. If a patient had a more serious condition, they went to a regional commune health center staffed by junior doctors, and from there to a county hospital if a more senior

physician were needed. Most of the old hospitals were built some 80 years ago.

Today, the Chinese government has set aside almost \$180 billion for construction of new healthcare facilities over the next decade, and the planning is now underway. Peking University is leading an exchange program of ideas and innovative planning processes. Besides inviting hospital administrators to China to share their knowledge and witness the healthcare needs Chinese citizens face, many Chinese physician-CEOs are travelling to the U.S. to see the top hospital projects underway here.

"We've already hosted two groups from the Peking University Business School program," said Mr. Rabner. "They want to hear about our three-year planning process and the innovative design ideas we have incorporated. This is an incredible opportunity for Chinese healthcare.

"The trip left me more aware than ever of the importance of careful planning, the impact of history and culture on design, and the importance of the dedicated input and support of our community," he said.

**Pictured above:** Flags fly in front of one of the Chinese hospitals visited.

## SUSTAINABILITY: ENVIRONMENTALLY AND FINANCIALLY SOUND

IF TOP PATIENT CARE AND COMFORT WAS JOB #1 IN THE DESIGN, SUSTAINABILITY WAS ANOTHER MAJOR PRIORITY. AS STEWARDS OF THE INVESTMENT AND THE LAND THE COMMUNITY HAS ENTRUSTED TO PHCS, THE ORGANIZATION HAS A RESPONSIBILITY TO BE AS ENERGY-SELF-SUFFICIENT AND ENVIRONMENTALLY RESPONSIVE AS POSSIBLE.

UMCPP's current plans feature carbon abatement measures that will result in a 25 percent carbon footprint reduction; water-saving fixtures; an east/west orientation to maximize natural light; environmental control systems for lighting and temperature; solar shades for controlled interior sun protection; a chilled water thermal energy storage system, removing thousands of kilowatt hours of demand during peak hours; a grove of photovoltaic panels generating solar energy; and indigenous landscape materials.

**WOODWINDS TREE SERVICE OWNERS SAMUEL DETURO AND HIS SON, PEPPER** (pictured at right), have made a generous donation in-kind, pledging to have their company tend to the landscaping needs and plant care for the new hospital campus. "The hospital and Woodwinds have a 40-year history together," said Pepper deTuro, who is president of the company. "We are eager to try to help keep the nice specimens healthy while construction continues on the new hospital campus and take care of the pruning and regular maintenance of the trees and plants once the hospital opens."

The hospital will even have its own co-generation power plant, with backup supply in case of emergency. Due to the progressive thinking and financial support of donor PSE&G, and an arrangement with another power partner, the NRG Corp., the new hospital will serve as an example of top-level energy saving and cost-management to others. (See box, "Beyond Simple Sustainability.")

Incorporating these environmentally smart solutions has been a complete win-win for the hospital and the community. Each of the ideas adopted is projected to pay for itself quickly and remain a money-saving investment over time.



### BEYOND SIMPLE SUSTAINABILITY

The Foundation has gained two powerful partners in caring for the land and the resources that the community has entrusted to PHCS. The goal of making UMCPP a national model of sustainability for healthcare facilities received a significant boost with a \$7 million incentive package from PSE&G to the PHCS Foundation this year. The New Jersey utility's award of a \$5.5 million grant and \$1.5 million loan will help support some of the approximately \$60 million in green initiatives planned for the new hospital.

"These investments will enable the hospital to install energy efficiency measures so they can focus on the critical

function of saving lives," said Al Matos, Vice President for Renewable and Energy Solutions, PSE&G.

"We would not have been able to consider doing some of the green initiatives that are now included in the new hospital's design without the generous support of PSE&G," said Barry S. Rabner.

### NRG Builds "Cogeneration-Plus" System of Power Delivery

Flawless delivery of power at the new hospital is essential to the safety of future patients. The hospital will be powered by an on-site 4.6 megawatt natural-gas-fired cogeneration plant (or combined heat and power facility),





# PARTNERING IN INNOVATIVE

## CREATING A MODEL PATIENT ROOM

PHCS continues to spend considerable time reviewing and evaluating every aspect of the design for the new hospital, and by doing so, is making its own significant contribution to the industry's evidence-based design research. Take, for example, the patient room in the new hospital, which will have 237 private patient rooms. Susan Lorenz, RN, DrNP, CNA, Vice President of Patient Care Services and Chief Nursing Officer, is overseeing the development of a functional model patient room. "This is the first time that a patient room has been built to allow for patient care and design research in the existing facility prior to replicating it in a new hospital," said Dr. Lorenz.

built by NRG Energy, Inc., a Princeton-based wholesale power generation company. The hospital will purchase all of its energy from the plant. As a backup in case of a disruption, PSE&G will supply energy if needed, and the hospital will also have independent generators.

By producing electricity and heat from a single-fuel source, cogeneration is an energy recycling system, twice as efficient as a traditional power system that produces heat and power separately. An important element in this energy-efficient operation is the chilled-water thermal-energy storage tank that supplies peak-hour cooling capacity, thus removing thousands of kilowatt-hours of demand from the power grid.

The room, which had its inception as a cardboard and foam-core structure, has been visited by physicians, nurses and other hospital staff. They have provided feedback on essential elements such as placement of hand rails to prevent falls, comfort of the furniture, cleanability of the surfaces within the rooms, and the patient experience. More than 100 changes were made over the months, as people suggested improvements.

With generous support from the Robert Wood Johnson Foundation, a fully functional patient room has been built in the current UMCP and will be used by patients and staff. Data will be gathered, answering specific questions: Are there fewer patient falls? Fewer infections? Improved communication? Is the patient more comfortable? Are the patients' families happier with their experience and spending more time in the hospital? Is it more efficient for staff? Does it promote better outcomes? Results will be carefully collected, analyzed and shared internationally. The tangible result will be the best room design possible in the new hospital.



**Pictured:** Built in UMCP, the functional model patient room now houses patients using its unsurpassed safety features.

## THE CHOP PARTNERSHIP

Another mutually beneficial development in the past year has had a very powerful effect on children and their parents: our outstanding partnership with **THE CHILDREN'S HOSPITAL OF PHILADELPHIA (CHOP)**. Through the CHOP/UMCP Pediatric Inpatient, Emergency and Newborn Care partnership, which began in July, access to CHOP specialists is available in UMCP's Level II Special Care Nursery, as well as through consultations in UMCP's Emergency Department, with care accessible around-the-clock from CHOP pediatric personnel.



CHOP is recognized as one of the leading pediatric and research facilities in the world, and now their board-certified neonatologists are on site 24 hours a day, seven days a week. "Parents who choose UMCP now have the added peace of mind of knowing that a CHOP specialist is always available to care for their babies," said Dr. Carrie Hufnal-Miller, MD, Medical Director of Neonatology, CHOP.



"Since July, the number of pediatric patients has increased exponentially," said Amy Lambert, Vice President of CHOP Care Network. "We take that as a sign that this partnership is making a real difference."

CHOP also provides top-notch clinical education programs addressing the latest medical advances and breakthroughs to keep PHCS' physicians and nurses at the forefront of neonatal and pediatric care. The commitment of our two top-rated hospitals to provide world-class pediatric care will grow at the new UMCPP.

## INNOVATIONS FOR THE FUTURE

AS THE UMCPP CONSTRUCTION PROJECT CONTINUES TO PROGRESS, EVIDENCE-BASED DESIGN REMAINS AT THE FOREFRONT, DEFINING THIS VISION: EACH NEW, SUCCESSFUL IDEA THAT IS ADOPTED TODAY HAS THE POWER TO ENHANCE THE COMPASSIONATE CARE DELIVERED TO THE COMMUNITY FOR GENERATIONS TO COME.

LEADERSHIP RISING...

## BY EXCEEDING EXPECTATIONS

ALTHOUGH THE PUBLIC OFTEN SEES ME AS THE FACE OF OUR NEW HOSPITAL PROJECT, LITERALLY THOUSANDS OF PEOPLE ARE INVOLVED IN MAKING THIS HAPPEN—ARCHITECTS, ENGINEERS, STEEL WORKERS, ACCOUNTANTS, INTERIOR DESIGNERS, PIPEFITTERS, PHYSICIANS AND SO MANY OTHERS.

MANY OF THOSE WHO HAVE BEEN MOST INTIMATELY INVOLVED HOLD DOWN THEIR FULLTIME JOBS AND THEN, ON TOP OF THAT, THEY'VE PUT IN COUNTLESS HOURS TO UNDERTAKE THIS MASSIVE MISSION OF PLANNING AND BUILDING THE NEW HOSPITAL. AND, AMAZINGLY, THEY MAY ALSO ACHIEVE PERSONAL GOALS IN THEIR LIVES THAT ENRICH US ALL THROUGH THEIR TALENTS.

The four people profiled on the following pages exemplify “leadership rising” at our hospital in the truest sense. **Bruce Traub**, Chief Financial Officer, guiding us through the financing. **Dr. Susan Lorenz**, Vice President of Patient Care Services and Chief Nursing Officer, dealing with essential clinical issues as well as initiating research which will lead to the best patient rooms. **Mark Jones**, President of the University Medical Center at Princeton, who took on the unimaginable effort to move the hospital in a short period of time and to train the staff so they can safely operate with entirely new equipment and technology. **Dr. Linda Sieglen**, Senior Vice President of Medical Affairs, has to be sure that our physicians have what they need to be their best and to attract new ones to expand our clinical capabilities—and to ensure that our care never suffers.

Without them and others like them, this new state-of-the-art building project could never have happened.

~ **BARRY S. RABNER**





## EXCEEDING EXPECTATIONS FIGHTING FOR FINANCING

In the first quarter of 2009, banks were in a panic because of the housing meltdown. “If you looked across the country, lending deals were falling apart and even hospitals in mid-construction were halting,” remembered **BRUCE TRAUB**, Chief Financial Officer, Princeton HealthCare System.

Mr. Traub headed the team arranging a complex and extensive financing package for the new hospital in Plainsboro (as well as overseeing the accounting, reporting and billing for ongoing finances at the existing hospital). He worked tirelessly with Merrill Lynch and Wachovia, the two banks who had structured the \$400 million bridge loan needed to begin construction, to keep the deal together.

“We had started to prepare the ground on the site, but as of June, we needed to access that capital to begin building the steel structure,” said Mr. Traub.

More challenges await the CFO every day, as the specifics of this complex plan for the site shift as new opportunities appear. As the project advances, there are more and more decisions to be made, raising the amount of time he spends on them.

Still, he’s able to take time for his family, a wife and two daughters, one of whom competes in show jumping. “I watch these kids fly around the ring on horses, and they make something that is really difficult look so effortless,” he marvels. The same thing could be said about what Bruce Traub is accomplishing.

**“Given the economic uncertainty of that period, it took an incredible amount of fortitude on the part of the board and the banks to stick with the plan.”**

## RECOGNITION FOR SAFETY AND SATISFACTION

Performance. Quality. Excellence. These are the measurable aspects of care that have been honored with awards at PHCS. **DR. LINDA SIEGLEN**, appointed in December 2008 as the Senior Vice President for Medical Affairs, keeps those priorities top-of-mind in her job overseeing clinical care and efficiency. She's spent her career here, for the past 12 years as the Chair of the Department of Anesthesia at PHCS, as a member of the Board of Trustees for nine years and as a past President of the Medical Staff at PHCS. In the initial planning process for the new hospital, she was part of the group who met with physicians and architects to begin gathering design imperatives.

*"It's gratifying to see all the quality initiatives we all have been working very hard on show such progress."*

University Medical Center at Princeton (UMCP) has won the **Leapfrog Award**, a prestigious accolade honoring outstanding safety and patient satisfaction records—putting UMCP in the same league as hospitals like the Cleveland Clinic and Massachusetts General. In addition, in 2009, **HealthGrades®** (an independent healthcare ratings organization) gave UMCP its top five-star rating for overall joint replacement and knee replacement surgery, as well as presenting the hospital with the **Maternity Care Excellence Award**. And **The New Jersey Health Care Quality Institute** placed UMCP in the top 10% of hospitals in New Jersey.

This year, Dr. Sieglen began another quality improvement project: supplementing her medical training and 22 years of experience as an anesthesiologist by undertaking studies for her Masters in Medical Management.

**Pictured:** Dr. Sieglen surrounded by some of the awards received by PHCS in 2009.





## ENHANCING TODAY WHILE GETTING READY FOR TOMORROW

The benefits of coming to a top-rated hospital like UMCP would be many, **MARK JONES** knew when he accepted the position of President of UMCP and Senior Vice President of PHCS at the start of 2009. But the challenges of preparing physicians and staff for a seamless, instantaneous move to a new facility—with all new systems and technology—even further enticed him.

"The opportunity to be part of this team that transforms the way healthcare is delivered in this region is like few others," said Mr. Jones, who has spent 27 years in medical administration. "The new facility will allow us to add new state-of-the-art technology and services that are not possible in the current hospital." As a can-do leader, his major priorities are maintaining fiscally sound operations and continuing to develop services at the hospital.

On top of that, looking ahead to how things will be done at the new hospital is ongoing. "We have a huge operational process improvement project beginning that will take 18 months to complete," Mr. Jones said. "We will deconstruct all of our processes and adapt them to the new space. We'll start to orient people toward the new layout and physically visit the building as moving time gets closer to make sure that everything will work as it was designed to."

"The excitement people feel about the new hospital gives a constant boost to the extra effort that's needed to prepare it."

# IN TATIONS-EXC







# FEEDING EXPECTATIONS

## PATIENTS FIRST, THROUGH WORK AND STUDY

As Vice President of Patient Care Services and Chief Nursing Officer for PHCS, the patients always come first and foremost for **DR. SUSAN LORENZ**. Now, backed by a \$2.8 million grant from the Robert Wood Johnson Foundation, she is spearheading groundbreaking research to make sure that the new hospital is designed with well-tested, safety-enhanced patient rooms. She's leading the Model Patient Room project to test and validate evidence-based design assumptions that are presumed to promote healing, provide for patient safety and enhance the efficiency of care providers.

**"We will have over a year to test the room design—a unique opportunity to improve healthcare design today."**

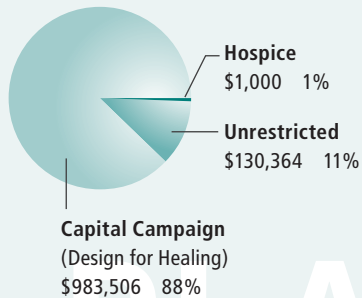
In Phase One, room elements were constructed of cardboard and foam core, and could be manipulated as feedback by numerous healthcare providers showed they should be changed. Phase Two was to build a functional room within UMCP. "Having the model room be fully accessible to all staff, to walk through and think about, is tremendously powerful," said Dr. Lorenz. "It guarantees that you will get valuable feedback."

In Phase Three, the finished functional patient room, incorporating the ideal layout and details, will house patients to collect results in all real-life situations. The data from this live research will be further refined to establish the final room design for the new hospital.

In May 2009, Dr. Lorenz also proudly completed her Doctorate in Nursing Practice with a clinical dissertation on "Hospital Design and Health Outcomes of the Hospitalized Older Adult," a testament to her passion and an impressive personal achievement—one that Dr. Lorenz shares with her husband, three teenagers and her mom. "Without the total commitment of my family I could never have found the time and energy to complete this very important work."

## LEADERSHIP RISING... THROUGH PLANNED GIVING

### USES OF PLANNED GIFTS



THE 1919 SOCIETY RECOGNIZES AND HONORS BENEFACTORS WHO HAVE INCLUDED PRINCETON HEALTHCARE SYSTEM FOUNDATION AS A BENEFICIARY OF THEIR ESTATE PLANS. POPULAR WAYS TO SUPPORT THE FOUNDATION INCLUDE WILLS, LIVING TRUSTS, LIFE INSURANCE POLICIES, CHARITABLE LEAD AND CHARITABLE REMAINDER TRUSTS, AS WELL AS ROLLOVER IRAS.

EACH YEAR MEMBERS OF THE 1919 SOCIETY ARE INVITED TO A SPRING LUNCHEON AND FALL BREAKFAST TO RECEIVE THE LATEST INFORMATION ON THE HOSPITAL AS WELL AS THE MOST RECENT DEVELOPMENTS IN ESTATE AND INCOME TAX PLANNING. MEMBERS ALSO RECEIVE PERIODIC INSIDER'S REPORTS ON THE LATEST TRENDS IN HEALTHCARE AS WELL AS PROGRESS REPORTS ON THE CONSTRUCTION OF AND STATE-OF-THE-ART FEATURES OF THE NEW HOSPITAL IN PLAINSBORO.

### 1919 SOCIETY MEMBERS

Anonymous (5)  
Dr. and Mrs. Georg Albers-Schönberg  
Mr. Alan Axelrod  
Mrs. Frances H. Berger  
Mr. and Mrs. Alexander Buck  
Dr. and Mrs. William Burks  
Mary and Jack Chamberlin  
Mrs. Helen Marie Chapman  
Mrs. Barbara Curtis  
Ms. Margaret Considine\*

Mr. Howard Cymes  
Mr. John P. De Gara  
Mr. Robert DeGraw\*  
Mrs. Louise Delafield  
Mr. Alan Dunton  
Dr. and Mrs. Steve Farmer  
William C. Egan, III  
Dr. Ignaz Ferber\*  
Mr. and Mrs. Moore F. Gates  
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Mr. Charles L. Jaffin  
Dr. Steven P. and Mrs. Florence Kahn  
Mr. and Mrs. Jaap J. Ketting

Mrs. Kyung J. Kim  
Mr. and Mrs. Norman Klath  
Mr. and Mrs. J. Ward Kuser  
Ms. Alice H. Lasity  
Ms. Judith Leondar  
Dr. and Mrs. Fraser Lewis  
Mr. and Mrs. David C. Maxwell  
Mr. and Mrs. Raymond Mellen  
Mr. Bradford Mills  
Dr. and Mrs. Roger V. Moseley  
Mrs. Ruth B. Mozgo

# ROBERT CLANCY’S PLANNED GIFT BECOMES FOUNDATION’S NEW HOME

THE 1919 SOCIETY HONORS BENEFACTORS WHO HAVE INCLUDED PRINCETON HEALTHCARE SYSTEM (PHCS) IN THEIR CHARITABLE GIFT PLANS. AN EXAMPLE OF THE TREMENDOUS GOOD SUCH A GIFT CAN DO WAS SHOWN THIS YEAR. **ROBERT CLANCY**—GRADUATE OF PRINCETON UNIVERSITY, FORMER MARINE, LONG-TIME BOARD MEMBER FOR THE HOSPITAL, AND INDEPENDENT BUSINESSMAN—DIED IN 2003. BUT LIKE MANY GENEROUS DONORS WHO WANT TO LEAVE A LEGACY TO ORGANIZATIONS THEY LOVE, HE USED A CHARITABLE REMAINDER ANNUITY TRUST TO DEED A LOCAL BUILDING HE OWNED TO THE PHCS FOUNDATION.



The late Robert Clancy

His giving personality—and his talent for making people laugh—will be remembered. “Bob Clancy was a big-hearted Irishman who had a great sense of humor and would do anything for you,” said Moore (Mosie) Gates, a Princeton classmate, friend and fellow hospital board member. “He did a lot of good works in the community.”

Setting up the trust allowed Mr. Clancy and ultimately his heirs to receive an annuity payment for 20 years. In 2009, ownership transferred to the Foundation. “I’m happy to see a building that has so many fond memories for my family used for such a wonderful purpose today,” said Sean Clancy, Mr. Clancy’s son.

“Mr. Clancy’s generosity provides us not only with a home, but also with tangible testimony to the value of planned giving for all our friends,” said Joe Stampe, Vice President of Development, Princeton HealthCare System Foundation.

This treasure of a building is tucked in a stand of trees just south of The Stone House and Alexander Rd., on the northbound side of Route One. Designed by renowned architect J. Robert Hillier 45 years ago as a YMCA regional office, it was the last building he sketched as a young intern designer for architectural firm Fulmer & Bowers before Mr. Hillier formed his own company.

Mr. Rayudu Nallanukala  
Mrs. Dorothy Noonan  
Mr. and Mrs. James Orphanides  
Mrs. Ann Reichelderfer  
Mr. and Mrs. Basil John Robinson  
Mrs. Edith Rose  
Dr. Harvey D. Rothberg  
Mr. and Mrs. Jordan C. Schreiber  
Mr. and Mrs. Richard O. Scribner  
Mrs. Olga Shen\*\*  
Mr. Donald V. Smith

Mrs. Charles St. John  
Mr. and Mrs. William B. Stephenson  
Mr. Robert Sturken\*  
Mr. and Mrs. Johan Van Steenhoven  
Mr. and Mrs. Edward T. Thomas  
Mr. and Mrs. Charles C. Townsend, Jr.  
Ms. Irene White\*  
Mrs. Phyllis S. Witte  
Dr. and Mrs. Peter I. Yi

\* Deceased in 2009  
\*\* Deceased in 2010

### Trusts and Estates:

Robert Clancy Charitable Remainder Annuity Trust  
Estate of Cassie Fitz  
Barry L. Goldblatt Charitable Lead Trust  
David Magie Irrevocable Trust  
Testamentary Trust of Marjorie C. Kerr  
David Mathey Charitable Lead Trust

David Mathey Charitable Remainder Trusts  
Georgianna McClellan Irrevocable Trust  
Charles S. Robinson Irrevocable Trust  
Estate of Ethel Seel  
Dr. Robert Wills Charitable Lead Annuity Trust  
Testamentary Trust of Dwight and Mary Wrigley  
Estate of Irene P. Wynne

For information on how to create a legacy in our community while benefiting your family through a variety of planned gifts, please contact Joe Stampe, Vice President of Development of the Princeton HealthCare System Foundation at 609.497.4190.



## LEADERSHIP RISING...

# THROUGH SERVICE

## PHCS FOUNDATION MISSION:

TO DEVELOP AND STRENGTHEN PHILANTHROPIC SUPPORT FOR PRINCETON HEALTHCARE SYSTEM FROM A FULL RANGE OF CHARITABLE SOURCES.

TO INCREASE PUBLIC AWARENESS ABOUT PRINCETON HEALTHCARE SYSTEM AND TO FOSTER EFFECTIVE COMMUNICATIONS BETWEEN UNIVERSITY MEDICAL CENTER AT PRINCETON AND THE COMMUNITY IT SERVES.

TO SUPPORT THE WORK OF PRINCETON HEALTHCARE SYSTEM IN PROVIDING PEOPLE IN THE GREATER PRINCETON AREA WITH THE FINEST COMMUNITY HEALTHCARE SERVICES.



- University Medical Center at Princeton
- Princeton House Behavioral Health
- Princeton Rehabilitation Services
- Merwick Care Center
- Princeton HomeCare Services
- University Medical Center at Princeton Surgical Center
- Princeton Fitness & Wellness Center
- Princeton HealthCare System Foundation

**PRINCETON HEALTHCARE SYSTEM (PHCS)** is a not-for-profit organization that includes University Medical Center at Princeton, Princeton House Behavioral Health, Princeton Rehabilitation Services, Merwick Care Center, Princeton HomeCare Services and University Medical Center at Princeton Surgical Center.

University Medical Center at Princeton (UMCP) is an acute care, teaching community hospital and a University Hospital Affiliate of UMDNJ—Robert Wood Johnson Medical School. It is a Clinical Research Affiliate of The Cancer Institute of New Jersey, the only facility in the state designated as a Comprehensive Cancer Center by the National Cancer Institute.

PHCS is a joint venture partner in Princeton Fitness & Wellness Center, Princeton Endoscopy Center and Imaging and Radiation Therapy Services. Princeton HealthCare System also operates several additional affiliates including PHCS Occupational Medicine Services, PHCS Medical Equipment, Princeton HealthCare Management Services and Princeton Medical Properties. PHCS has 477 licensed beds, over 3,100 employees, 32 residents and fellows from the UMDNJ—Robert Wood Johnson Residency Training Programs, and 916 physicians and dentists affiliated with the system.

## PHCS FOUNDATION STAFF

Joseph E. Stampe  
*Vice President of Development*

Rosemary Barratt  
*Senior Financial Analyst*

Linda M. Bonnell, PharmD  
*Senior Director of Development/  
Director of Development Operations*

Sharon Cocuzza  
*Director of Major Gifts*

Jeanette Corris  
*Director of Corporate & Foundation Relations*

Beth Crutcher  
*Senior Director of Development/  
Campaign Director*

Cheryl Gomes  
*Annual Giving Coordinator*

Sally Hayman  
*Director of Stewardship & Special Events*

Tracey Hazelton-Werts  
*Gift and Data Entry Coordinator*

Jennifer Jones  
*Development Operations Coordinator*

Peg Kowalski  
*Major & Principal Gifts Coordinator*

Meredith Lamendola  
*Foundation Assistant*

Alina Lopez Vitone  
*Senior Director of Research & Prospect Strategy*

Paula Linhares  
*Director of Annual Giving*

Kelly Madsen  
*Office Coordinator*

Julie Mathew  
*Associate Director of Annual Giving*

Tim Mathiasen  
*Director of Principal Gifts*

Brian Rubin  
*Major Gifts Officer*

Rachel Stechman  
*Development Research & Information Systems Manager*

## PHCS FOUNDATION SUMMARY OF ACTIVITIES

### DONORS AND FRIENDS:

We are pleased to inform you that an independent audit of the PHCS Foundation, conducted by PriceWaterhouseCoopers, resulted in a very successful audit and an unqualified opinion.

The audit was conducted in accordance with accounting standards generally accepted in the United States. Those standards require that our auditors plan and perform the audits to obtain reasonable assurance about whether the financial statements are free of material misstatement.

The financial statements are the responsibility of the Foundation's management. The annual audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. It assesses the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation.

The Foundation's investment portfolio is managed by SEI Investments and PNC Bank, with oversight provided by a joint Investment Committee of the PHCS Board of Trustees and the PHCS Foundation Board of Directors. All Design for Healing capital campaign contributions were transferred to short-term holdings at PNC Bank prior to the market downturn in late 2008. In 2009, the long-term investments at SEI realized a 19.2 percent positive rate of return.

In 2009, the Foundation raised over \$14.7 million in gifts and pledges and had additional revenue of \$1 million. Total operating expenses for 2009 were \$3.17 million, bringing the total cost to raise a dollar to 20.2 cents. The PHCS Audit Committee and the PHCS Foundation Finance Committee reviewed the full report and we are pleased to share it with you. (The report can be found on the Foundation website at [www.princetonhcs.org/foundation](http://www.princetonhcs.org/foundation)).

Sincerely,

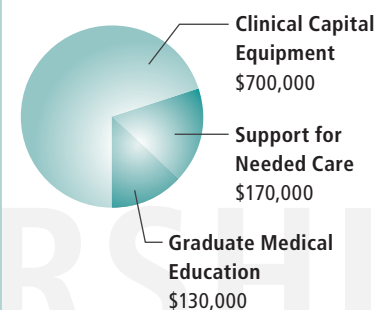
**Duncan MacMillan**

Treasurer, PHCS Foundation  
Chairman, PHCS Foundation Finance Committee

**Bruce Traub**

Chief Financial Officer, PHCS  
Assistant Treasurer, PHCS Foundation

**2009 PRINCETON HEALTHCARE  
SYSTEM FOUNDATION GRANTS  
TOTAL \$1,000,000**



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**Chairman Emeritus**  
John S. Chamberlin

## NEW 2009 PHCS TRUSTEES



**DANIEL G. BROAD, MD**, is a staff anesthesiologist at University Medical Center at Princeton and a partner with Princeton Anesthesia Services, PC. He is board certified in anesthesia and a Diplomat of The American Board of Anesthesiology and the National Board of Medical Examiners. Dr. Broad is the Past Chairman of the Credentialing Committee at UMCP, and has been a member of the executive committee for five years.

Dr. Broad received his undergraduate degree from Bucknell University, Lewisburg, Pennsylvania, and his medical degree from Hahnemann University School of Medicine in Philadelphia. He completed his internship at Lehigh Valley Hospital Center and his residency at University of Massachusetts Medical Center and Thomas Jefferson University Hospital.

He is a member of the American Medical Association and the American Society of Anesthesiologists. Dr. Broad lives in Princeton with his wife, Sarah, and son, Henry.



**BARRY L. GOLDBLATT** is Vice President, Marketing Research for Church & Dwight in Princeton. He has worked in the marketing industry for over 35 years, with 31 years at Johnson & Johnson as Executive Director of Marketing Research for consumer products. Prior to that, he worked in Marketing Research at Procter & Gamble's world headquarters in Cincinnati.

Mr. Goldblatt is a graduate of the University of Southern California, where he received his Bachelor of Science and Master of Business Administration degrees. During his time at USC, he received an Outstanding Senior award and was elected to Skull and Dagger—the All-University Honor Society.

Mr. Goldblatt is active in the marketing industry and serves on the Advisory Committee for the David Ogilvy award. He is listed in *Who's Who in America*; *Who's Who in Finance and Industry*; and *Community Leaders and Noteworthy Americans*. He is on the Board of Advisors for The American Biographical Institute and is an active member of the American Marketing Association, the Advertising Research Foundation and the American Association for Public Opinion Research. Mr. Goldblatt lives in Princeton.



**VANESSA C. GRONCZEWSKI** is President, 2010, of the Auxiliary of the University Medical Center at Princeton. She has been an active member of the Auxiliary since 2006, serving previously as Secretary, President-Elect, and as a member of various committees, including the Strategic Planning Committee and the *ArtFirst!* Committee.

Mrs. Gronczewski was a staff nurse in the Outpatient Infusion Room at University Medical Center at Princeton. Prior to that, she was a nurse in the Emergency Department at St. Mary Medical Center in Langhorne, Pennsylvania. She received her Associate of Science degree in nursing from University of Medicine and Dentistry of New Jersey (UMDNJ) and Middlesex County College.

She is a real estate professional with Henderson Sotheby's International Realty in Princeton, and lives in Skillman with her husband and children.



**MARGARET L. LANCEFIELD, MD, PHD**, is Vice Chairman of the Department of Medicine; Medical Director of Princeton HealthCare System's Outpatient Clinic; and a member of Princeton HealthCare Medical Associates. She is also an Associate Professor of Clinical Medicine Coterminous at University of Medicine and Dentistry of New Jersey—Robert Wood Johnson Medical School in New Brunswick, NJ.

Dr. Lancefield earned her Doctor of Medicine from Yale University in New Haven, Connecticut, and completed her residency in the Department of Medicine at the Hospital of the University of Pennsylvania in Philadelphia, Pennsylvania. She completed her Doctorate in Microbiology at University of Pennsylvania in Philadelphia, Pennsylvania, with a post-doctoral fellowship at Cornell University in Ithaca, New York. Dr. Lancefield earned her Bachelor's degree from Radcliffe College, Cambridge, Massachusetts. She did post-graduate work and taught biochemistry at Cornell before joining the biology department at Swarthmore College, where she was appointed Chair of the Division of Natural Sciences.

Dr. Lancefield is married to U.S. Representative Rush Holt and is an ardent supporter of her husband's political career. Together they have three children and seven grandchildren.



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Denise E. Wood

Peter I. Yi, MD

\* *ex-officio*

## NEW 2009 PHCS FOUNDATION DIRECTORS



**GWEN E. GUGLIELMI, MD**, has been part of the attending staff and University Medical Center at Princeton (UMCP) and a member of Princeton Radiology Associates since 1992. She received her Bachelor's of Science degree (summa cum laude) from Cook College of Rutgers University in 1979 and her Doctor of Medicine from the University of Pennsylvania School of Medicine in 1983. She

served a residency in diagnostic radiology and received a fellowship in CT/ultrasound and MRI at the Hospital of the University of Pennsylvania.

In 1987, she became a Diplomate of the American Board of Radiology and the following year, she received a fellowship at the National Cancer Center in Tokyo, Japan. She was appointed instructor in radiology at the University of Pennsylvania in 1987 and at the Harvard Medical School one year later.

Dr. Guglielmi is a member of the American College of Radiology. She lives in Princeton with her husband Dr. Thomas Vogt, Director, Advanced Technologies at Merck & Co., Inc.



**YONGKEUN JOH** is the founder and president of Advanced Food Systems, Inc., based in Somerset. He graduated in 1978 from Cornell University with a Master's degree in Food Science. His company, 28 years old, manufactures customized food systems of texture, flavor and specialty food ingredients. It is a powerhouse in the burgeoning field of food-ingredient technology.

Mr. Joh and his wife and business partner, Sunny, who also graduated from Cornell with a Master's degree, have endowed the Yongkeun Joh Professorship of Food Ingredient Technology and Product Development at Cornell University. Their private foundation, the Joh Foundation, concentrates on the arts, higher education, children and cultural awareness issues.

Yongkeun Joh serves on the board of trustees for Beautiful Foundation USA and also for the Korean Community Center Foundation in Princeton. He has two daughters, one a Ph.D. candidate in public health and policies and the other an architect.



**ELIZABETH SILVERMAN**, a 25-year resident of Cranbury, is an active volunteer in the Princeton area. She has served on the Cranbury Board of Education, the board of the Unitarian Universalist Association of Princeton, and the Cranbury Zoning Board and Board of Health. She currently serves on the boards of the Planned Parenthood Association of the Mercer Area, Greenwood House Hospice, Cranbury Housing Associates and the Harpeth Hall School in Tennessee. She has a Bachelor's degree from Vanderbilt University and an Master of Business Administration from the University of Chicago. She and her husband, Steve, have three daughters, the youngest of whom just graduated from high school.

## 2009 PHCS FOUNDATION COMMITTEES

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Peter I. Yi, MD

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*Co-Chair, Principal Gifts Committee*  
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*Co-Chair, Major Gifts Committee*  
Denise E. Wood,  
*Co-Chair, Major Gifts Committee*  
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*Co-Chair, Annual Giving Committee*  
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John D. Wallace

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Richard O. Scribner

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Margaret L. Lancefield, MD, PhD  
Alyson M. Landers  
Aamir Musharraf  
Patricia Newman  
Allen I. Rowe

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J.T. Davidson, MD  
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Arthur Fein, MD  
Kenneth H. Goldblatt, MD  
W.Thomas Gutowski, III, MD  
Steven P. Kahn, MD  
Elliot A. Kraus, MD  
Margaret L. Lancefield, MD, PhD  
Fraser Lewis, MD  
Mark R. McLaughlin, MD  
Banu Mahalingam, MD  
T. John Mercuro, MD  
Jacqueline F. Mislow, MD  
Ronald G. Nahass, MD  
Barry J. Perlman, MD  
Robert L. Pickens, MD  
Michael C. Ruddy, MD  
Anne P. Swedlund, MD  
Jose S. Vasquez, MD



## AUXILIARY

"2009 WAS AN EXCITING YEAR FOR THE AUXILIARY OF UNIVERSITY MEDICAL CENTER AT PRINCETON. WE INTRODUCED A TERRIFIC NEW EVENT—THE PRINCETON KIDS MARATHON—WHICH PROVIDED A FUN WAY FOR CHILDREN AND ADOLESCENTS TO STAY PHYSICALLY ACTIVE. AT A TIME WHEN CHILDHOOD OBESITY IS NEARLY AN EPIDEMIC, THE AUXILIARY WAS PLEASED TO PRESENT THIS EVENT TO THE COMMUNITY.

We also brought back The Strawberry Patch, which has been a favorite in this area for decades, when we participated in Communiversy Day. The Auxiliary moved the 10K Race back to Princeton and held seminars for the community. All of the Auxiliary events are powered by the commitment and energy of the volunteers who donate their time and talent to support the hospital. We also continued implementing our strategic plan, and began exploring the use of social media and branding to create greater awareness of the Auxiliary."

~LESLIE SEYBERT, Auxiliary President 2009



### 2009 AUXILIARY EVENTS CHAIRS

#### WHITE ELEPHANT RUMMAGE SALE

Clare Baxter and Debbi Pascale, *Co-Chairs*  
LaVerne Hebert, *Steering Chair*

#### A NOVEMBER NIGHT

Jocelyn Vlasac and Susan Hill, *Co-Chairs*  
Marci Baumann and Karen Fagard, *Steering Chairs*

#### ARTFIRST!

Betsy Rosen and Amy Schaeffer, *Co-Chairs*  
Cynthia Shull and Sue Burton, *Steering Chairs*

#### PRINCETON HEALTHCARE 10K RACE

Jack Vlasac, Jr., *Co-Chair*  
Dr. and Mrs. John Seybert, *Steering Chairs*

#### PRINCETON HEALTHCARE KIDS MARATHON

Amy Rabner and Jennifer Mimnaugh, *Co-Chairs*



**Pictured:** Tai (left) and Kylan Tatum, participants in the 2009 Princeton HealthCare Kids Marathon and sons of PHCS Foundation board member Lisa Skeete Tatum.





**THE AUXILIARY** IS A DYNAMIC VOLUNTEER ORGANIZATION WHOSE WORK IN FUNDRAISING AND COMMUNITY OUTREACH PROVIDES SUPPORT TO UNIVERSITY MEDICAL CENTER AT PRINCETON (UMCP). ITS WORK HAS HAD A SIGNIFICANT AND ONGOING IMPACT ON THE BREAST HEALTH CENTER (ESTABLISHED WITH OVER \$1.6 MILLION); THE HEALTHY HEART PROGRAM, REACHING OVER 2,000 COMMUNITY MEMBERS; RENOVATIONS AND NEW EQUIPMENT FOR THE EMERGENCY DEPARTMENT; UMCP'S AWARD-WINNING MATERNAL/CHILD HEALTH PROGRAM; AND THE JUNIOR VOLUNTEER MERIT AWARDS PROGRAM.

FOR INFORMATION ABOUT THE AUXILIARY, PLEASE CALL 609.497.4069 OR VISIT OUR WEBSITE [WWW.PRINCETONHCS.ORG/AUXILIARY](http://WWW.PRINCETONHCS.ORG/AUXILIARY).

## 2009 AUXILIARY MEMBERS

Arlene Abrams	Susan Burton	John Goerss	Stephen Jusick	Patricia Newman	John Seybert
Barbara Allen	Susan Carril	Elizabeth Greber	Florence Kahn	Michael Nosko	Daniel Shapiro
Mary Alley	John Chamberlin	Vanessa Gronczewski	Maria Kaufmann	Sarah Pancoast-Broad	Philip Sher
Lily Arnesen	Mary Chamberlin	Dan Hartmann	Heather Kay	Jean Pariso	Robert Shull
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Linda Bonnell	John Dutney	Randy Hobler	Jane Maida	Amy Rabner	Jocelyn Vlasac
Geraldine Bowers	Lincoln Ekstrom	Eleanor Hughes Fulmer	Marles Maxwell	Phyllis Reger	Maryann Whitman
John Brown	John Epstein	Rosemarie Hunninghake	Marilyn McCabe	Marion Roemer	Cornelia Williams
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Sara Buck	Juliann Fairnak Katz	Lars Ingerslev	Brenda Mihan	Andrea Russin	Peter Yi
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Helen Burton	Moore Gates	Michael Jolley	Kathryn Moses	David Scott	Daniel Zinsser



OCTOBER 1, 2009



OCTOBER 14, 2009



DECEMBER 16, 2009



JANUARY 20, 2010



MARCH 1, 2010



APRIL 1, 2010







Princeton HealthCare System  
Foundation

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