



Princeton HealthCare System

Foundation News

Breast Tomosynthesis: A New Dimension in Breast Cancer Detection

Like many of us, Joe and Lee Herring's lives have been touched by cancer. Fortunately, Mr. and Mrs. Herring are in a position, personally and professionally, to help fight the battle against this all-too-common disease. Thanks to their generosity, the University Medical Center of Princeton (UMCP) Breast Health Center now has the benefit of breast tomosynthesis, a breakthrough in mammography. The Herrings' generous gift, along with the proceeds of the 2014 Golf Outing, which raised more than \$229,000, will help pay for this new equipment as well as training for staff that will use it.

Digital breast tomosynthesis produces clear, highly focused, three-dimensional images, while standard mammography produces two-dimensional views. This new breast imaging technique makes breast cancers easier to see in dense breast tissue, which is typically more difficult to evaluate. Breast screening is more comfortable for the patient, and there is a 30% increase in cancer detection.

Professionally, Mr. Herring is the CEO of Covance, a drug development company that specializes in clinical trials and laboratory safety work to test products before they go to market. In fact, Covance has contributed to the development of the top-selling prescription medicines in the world. Under Mr. Herring's leadership, Covance worked to reduce the risk of cancer among its employees by supporting healthy lifestyle practices, making all facilities smoke-free, offering employees access to on-site exercise facilities, and providing smoking cessation and nutritional counseling. "We are happy to support the purchase of the breast tomosynthesis mammography unit for the Breast Health Center. We recognize and appreciate Princeton HealthCare System's commitment to providing advanced cancer care close to home," said Mr. and Mrs. Herring.

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**Lee and Joe Herring,
CEO, Covance**

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The continued support of donors like the Herrings will allow the UMCP Breast Health Center, as well as the Matthews Center for Cancer Care, to stay on the cutting edge and provide the community with the highest level of cancer care.

The UMCP Breast Health Center has earned national accreditation recognizing the excellence of its full spectrum of breast care, from preventive services to the most advanced cancer treatments.

The UMCP Breast Health Center is located at 300B Princeton-Hightstown Road, East Windsor Medical Commons 2, East Windsor, NJ 08520; the phone number is 609.688.2700. ■



2015 PHCS Golf Outing Nets \$282,000 to Benefit



Princeton HealthCare System (PHCS)'s 20th Annual Golf Outing on June 9, 2015, raised more than \$282,000—the highest net proceeds in the event's history. The funds raised will support the Center for Maternal and Newborn Care at the University Medical Center of Princeton (UMCP).

Dr. Iyalla Peterside, attending neonatologist at The Children's Hospital of Philadelphia (CHOP) and Honorary Co-chair of the PHCS Golf Committee, commented, "We are grateful to everyone who participated. It was wonderful to see the attendance at the tournament—and the support for the Center. The partnership between UMCP and CHOP demonstrates a commitment from both organizations to provide exceptional care for families in the Princeton area." CHOP was the Premier Community Partner for the PHCS 20th Annual Golf Outing.

Pictured above (left to right): **Mark Moore**, Winter Services; **Dr. Iyalla Peterside**, Golf Outing Honorary Co-chair and Attending Neonatologist, CHOP; **Janet Ready**, President, UMCP; **Glenn Mekles**, Golf Outing Committee Co-chair, Conner Strong & Buckelew; **Adam Levine**, Golf Outing Committee Member, SEI Investment Management; **James Demetriades**, Golf Outing Committee Co-chair, PHCS VP Professional Services.

Center for Maternal and Newborn Care



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Held at Metedeconk National Golf Club in Jackson, NJ, the outing drew 206 participants. In total, more than 90 companies and individuals who do business or live in the region supported the event. The Title Sponsor was Spacelabs Healthcare, and other top sponsors included Conner Strong & Buckelew; Edward E. Matthews; SEI Investment Management; Winter Services; Duane Morris; Forest Electric; Pepper Hamilton, LLP; and Princeton Anesthesia Services, PC.

Proceeds will help fund the expansion of the Center for Maternal and Newborn Care at UMCP to meet the growing demand for services in the community. Expansion plans include upgrading the Neonatal Intermediate Care Unit to an Intensive Care Unit (Level 3), which will allow us to treat babies born at as early as 28-weeks gestation. We will also build additional Labor/Delivery/Recovery and Mother/Baby rooms, and create an On-Call space for physicians.

The Center for Maternal and Newborn Care at UMCP provides exceptional care for mothers and babies by an award-winning nursing staff and nationally recognized experts in maternal, perinatal,

and neonatal health. In 2014, the Center delivered more than 2,100 babies, and we expect deliveries to exceed 2,300 in 2015.

Since 2009, UMCP and CHOP have been partners to enhance pediatric services at UMCP at all levels of hospital care, including neonatal care, inpatient pediatric care, and pediatric emergency consultation. Through this partnership, physicians and other health professionals from CHOP work on-site with the physicians and clinical staff of UMCP to provide access to world-class pediatric health care in the greater Princeton region.

Finally, a special thank you is extended to the members of our Golf Outing Committee, who spent many months planning all of the details of the event and seeking out sponsorships. Their dedication to PHCS is much appreciated, and their hard work made the occasion a great success. ■

Mark your calendars for next year's outing to be held on June 14, 2016!



PHCS's Religious Ministries Department Celebrates **50 Years** of Services to Patients, Families, and Employees

Pictured above: Local clergy involved in PHCS Religious Ministries
(left to right:) **Fr. Ignatius Okojori, Rev. Matthew Rhodes, Rabbi Adam Feldman**
in the PHCS Chapel of Light

Our Religious Ministries Department conducts thousands of visits a year with patients and families at the University Medical Center of Princeton (UMCP), Princeton House Behavioral Health, and in the Hospice Program of Princeton HealthCare. Staff and volunteers together provide a robust program of services throughout our community.

The interfaith Chapel of Light, built thanks to a generous gift from Bob and Leslie Doll, is centrally located on the ground floor of UMCP and is used by people of all faiths and by those with no religious affiliation at all. The Religious Ministries Department of Princeton HealthCare System (PHCS) specializes in providing patient- and family-focused care that is sensitive to and appreciative of the religious tradition, life experience, hopes, fears, and joys of our patients. Whether praying with a patient who is dealing with serious health concerns, listening to a distressed family member, or talking with a nurse about the stress of caring for critically ill patients, the Religious Ministries Department is ministering to the spiritual needs of our community.

In order to provide a larger presence in the hospital, the Religious Ministries Department has committed to raise \$250,000 as start-up funding for a Clinical Pastoral Education (CPE) Residency program at UMCP. The funding will cover stipends and health coverage for four full-time Chaplain Residents for two consecutive years. These four residents will offer services beyond the level the current staff can provide and will be assigned to various patient care areas throughout PHCS. In addition to direct patient care and participating as integrated members of the interdisciplinary team, they will be trained to provide support groups and spirituality groups for each context. The Chaplain Residents will enable the Religious Ministries Department to expand on-call coverage and add additional weekly worship services in the Chapel of Light.

We are also actively raising funds for additional clergy staff and to create an endowment to honor the many years of service of our longtime chaplain, the Reverend Louise L. Kingston.

The mission of the Department of Religious Ministries is to attend to spiritual and religious concerns and to offer comfort and support to the patients, families of patients, staff, and physicians of Princeton HealthCare System. This ministry would not exist without donations from congregations and private individuals. Please consider sharing in this outreach. For more information or to make a gift in support of Religious Ministries, contact Sandy Roberts at the Princeton HealthCare System Foundation at 609.252.8701 or sroberts@princetonhcs.org. ■

Princeton Day School Seniors Make a Gift to Cancer Care



Students of the Princeton Day School (PDS) Class of 2015 should be proud of all their achievements.

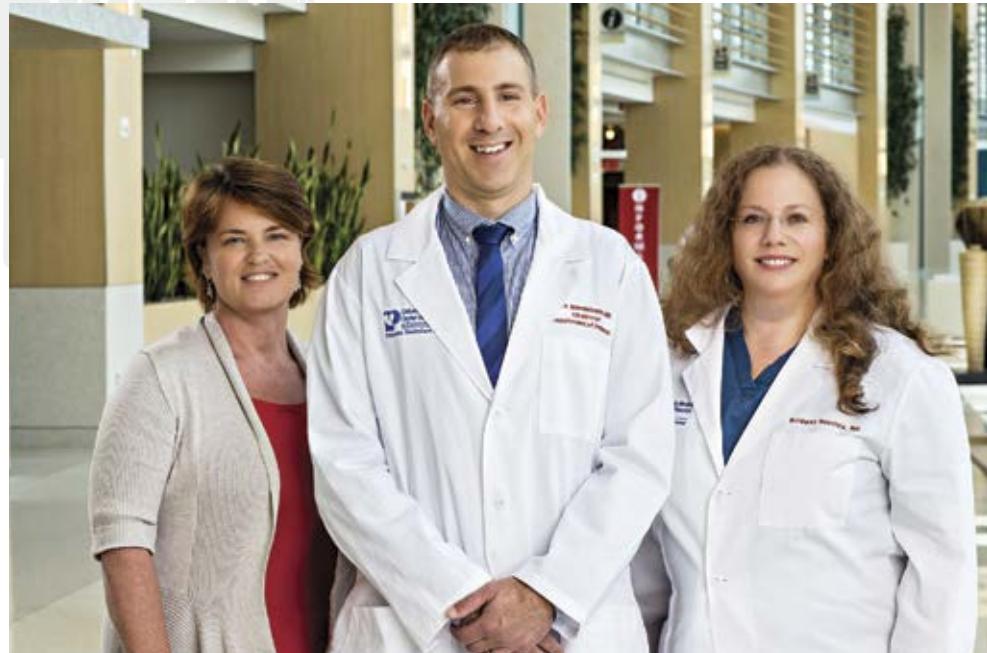
Amid the excitement of preparing for the next phase in their lives, these impressive students took time to think of others, in particular, those affected by cancer. The PDS 2015 senior class expressed their desire to support caregivers and patients, as they have experienced the toll cancer takes on families and the community as a whole.

Led by Caroline Lippman, 2015 Senior Class Gift Chair, the Class of 2015 marked the milestone of graduating from high school by making a donation of \$7,300 to the Edward & Marie Matthews Center for Cancer Care at the University Medical Center of Princeton (UMCP). This contribution will fund a Caregivers Support Group at UMCP. A plaque to be installed in the Matthews Center will read "Given by Princeton Day School Class of 2015 in honor of members of the PDS community who have battled or lost a loved one to cancer."

The Princeton HealthCare System Foundation and Matthews Center for Cancer Care are thankful to receive this generous gift and wish these young PDS philanthropists the best of luck. ■

Supporting Employees in Times of Need

Left to Right:
Alison Lauck, Manager of Annual Giving, PHCS Foundation; **Bert Mandelbaum, MD**, Chair, Department of Pediatrics, PHCS; Vice President, PHCS Medical Staff; **Bridget Ruscito, MD**, President, PHCS Medical Staff



“The PHCS Medical Staff recognizes the importance of being there for each of the more than 3,000 employees who are part of our PHCS family.”

— Bridget Ruscito, MD

In December 2014, the Princeton HealthCare System (PHCS) Foundation launched the Employee Benevolent Fund (EBF) with the goal of providing financial support to PHCS employees in times of critical need. Seeded with gifts from several members of the PHCS executive team, the EBF is funded through tax-deductible donations made by employees, physicians, and other interested donors. An internal committee was established to review each confidential application and determine whether it meets the guidelines to be funded. Since the launch, EBF has provided assistance to 10 employees.

A special thank you goes to the PHCS Medical Staff, who recently pledged \$25,000 to the EBF. This generous gift will help sustain the Fund over the next several years. “The PHCS Medical Staff recognizes the importance of being there for each of the more than 3,000 employees who are part of our PHCS family. We are committed to helping PHCS be the best it can be by supporting those who do so much for others,” said Bridget Ruscito, MD, President of the PHCS Medical Staff. The PHCS Medical Staff consists of more than 980 active medical staff. Our physicians have a long history of providing philanthropic support to our hospital, but most recently they played an important role in the *Design for Healing* campaign, which raised funds for the new University Medical Center of Princeton. Active and retired physicians, along with private medical practices, raised more than \$5.5 million during the campaign.

Those interested in supporting the EBF may contact the PHCS Foundation office at 609.252.8710 or visit www.princetonhcs.org/foundation and look for “Employee Benevolent Fund” in the “Employee Giving” section under the “Ways to Give” tab. ■



Giving Tuesday: A Successful New Initiative in 2014 Will Continue in 2015



Princeton HealthCare System (PHCS) Foundation's inaugural Giving Tuesday effort in 2014 raised more than \$277,000 for the Annual Fund, including a generous matching gift from the Lebensfeld Foundation. Occurring every year after Black Friday and Cyber Monday, Giving Tuesday is a global initiative that started in 2012 as a new tradition to celebrate generosity with a call to action to help a good cause.

Because of the tremendous response we experienced in 2014, the Lebensfeld Foundation has agreed to double its gift this year. Once again, it will provide a challenge match to encourage people to take part in Giving Tuesday 2015 by making a gift to PHCS. The match is a 1:1 recognition match for any unrestricted or Annual Fund donation up to \$5,000. As an example, a gift of \$100 will be recognized as a gift of \$200; a gift of \$10,000 will be recognized as \$15,000.

Unrestricted funds support many priorities, including training for staff, technology upgrades, and care for the uninsured and underinsured in our community. In addition to its Giving Tuesday support, the Lebensfeld Foundation also made a generous gift that will help the launch of a robust Pelvic Health program for the community. ■

Giving Tuesday occurs on December 1, 2015. Donations made on Tuesday, December 1, will qualify for the Lebensfeld match. Pledges made that day must be fulfilled by December 31, 2015, in order to receive the recognition match. Please take advantage of this wonderful opportunity! For more information, call **609.252.8710** or visit www.princetonhcs.org/foundation.

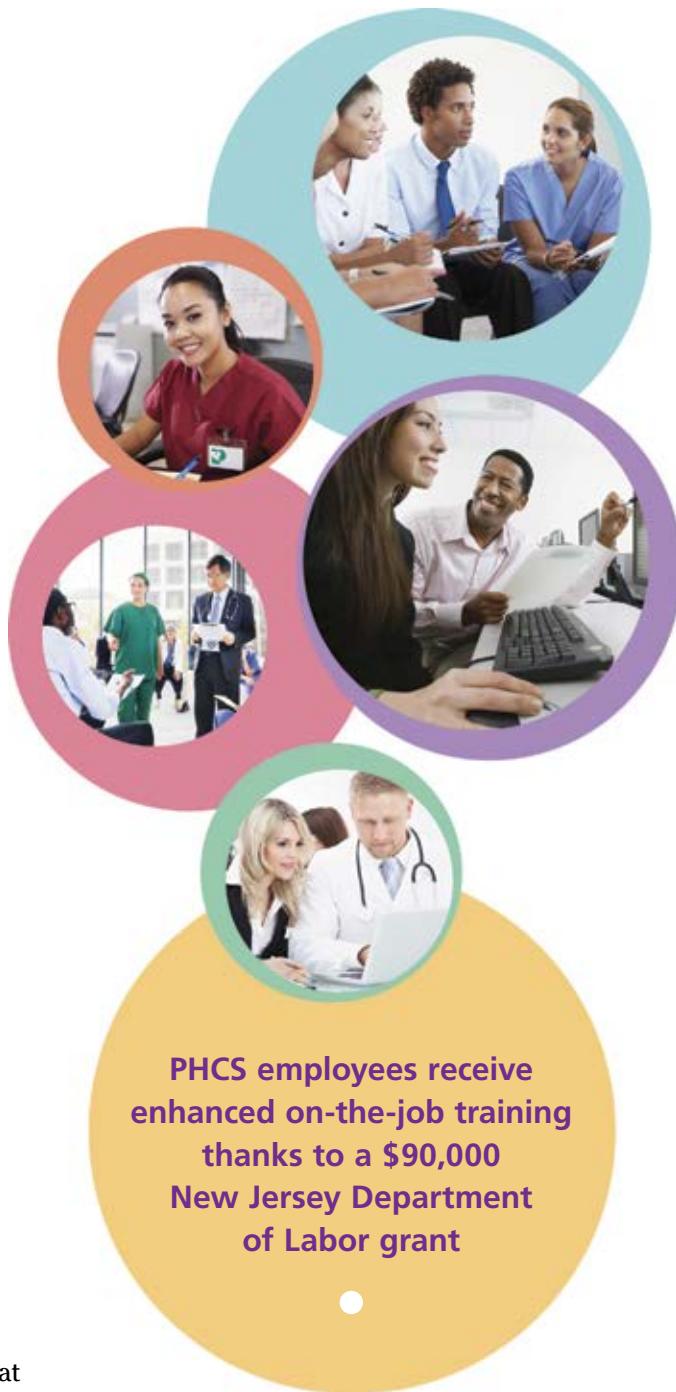
Funding Spotlight: The Value of On-the-Job Training to PHCS Teams

Princeton HealthCare System (PHCS) employees are benefiting from a generous New Jersey Department of Labor Skills4Jersey Training Grant Program with in-kind training services valued at \$90,000. This grant is being used to enhance on-the-job training of staff across the entire Princeton HealthCare System during the 2014–2015 funding cycle. The grant's educational provider, TNT Educational Services, is offering training valued at \$462,336 to a consortium of eight New Jersey employers, including PHCS.

This grant is being used to provide meaningful skills development for PHCS employees who are interested in augmenting or advancing their expertise. Instruction has focused on the following areas: computer proficiency, management and leadership skills, and behavioral health education for clinicians.

Lisa Pera, Director of Client Services/Training and Development in the PHCS Human Resources Department, described the program. "What's really exciting is that approximately 250 employees are given access to resources that enhance their skill set. This means that they can be more efficient and effective in their current roles, which, in turn provides them with the opportunity for advancement as well as the ability to pursue new career opportunities within PHCS. Since the program began in November 2014, enrollment has been high, and employees are delighted with the training. This course series has not only been popular—but practical, hands-on, and significant."

Funding for on-the-job skills training has been a vital way to develop our clinical and administrative teams at PHCS. ■



PHCS employees receive enhanced on-the-job training thanks to a \$90,000 New Jersey Department of Labor grant

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