Walk into Leonard Punia’s business office and you are struck immediately by the collection of 30 or more framed pictures of family members on a long wall—gatherings with his two children and his grandkids, his brother’s family, and his late wife Renee, who died in August. Although he has many plaques and certificates from charities and homebuilders’ associations on the other walls, it’s clearly the colorful family portraits that have the place of honor.

“I got into my father’s business and worked with my brother my whole life, and now my son is in the company, too,” he said, talking about Punia & Marx, their sizable real estate company based in New York and New Jersey. “We kept our family close.”

When his wife, Renee, was alive, Leonard and she gave steadily to the Princeton HealthCare System (PHCS) Foundation over the years. They had both been treated at the hospital in their 29 years in Princeton—she for a long battle against breast cancer—and both of their grandchildren were born there as well. And when Renee died, Leonard wanted to honor her memory by making a very generous gift of $1.35 million to the Design for Healing campaign. In a recent conversation, he remembered Renee and explained why he chose to have the money benefit the new hospital.

How did you meet Renee?
She went to a party as the blind date of one of my best friends. That was it. We were married 59 years. She was very lovable, very well-dressed, just a great woman. She loved to dance, to play tennis, to travel and to take cruises. We went just about everywhere. Our visits to The Great Wall of China and Bethlehem were favorites.

Did you talk about the gift with her?
I told her I wanted to do it. We felt we got very good treatment at the hospital and we wanted to help them continue their wonderful care for the community at the new facility.

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A Sense of Where They Are

Tom and Jan Gutowski met while they were both students at Cornell University Medical School in New York City. After completing a residency at Yale-New Haven Hospital, Tom joined Princeton Orthopedic Associates and is currently the Chief of Orthopedic Surgery at University Medical Center at Princeton (UMCP). Jan got her Ph.D. in immunopathology, headed a research lab at University of Connecticut Medical School, and, after moving to Princeton 25 years ago, opted to stay at home with their three children. They are best friends who enjoy doing almost everything together, including biking, sailing, skiing and antiquing.

Predictably, when it came to making a generous gift to the Design for Healing campaign, they were also of one mind. “We live in an area of great diversity, where there are innumerable causes and organizations to support, such as the library, the arts, the public schools or animal rescue,” explained Jan. “But no matter what one’s personal interests may be, everyone at some point needs the services of an excellent healthcare system. It is truly the common denominator of the community.”

Tom agrees that supporting the hospital should be a priority of every member of the community. “Hospitals are complex environments where the needs and desires of the patients, doctors, staff and administrators may not always agree. Nonetheless, joining forces to create a state-of-the-art center of medical excellence should be of paramount importance.”

“The new hospital will provide us with an environment where we can practice top-notch medicine and surgery, and offer diagnostic, treatment and rehabilitative services at the highest level,” continued Tom. “This fact is really what motivated Jan and I to make a more significant gift than we had originally considered.

The Gutowskis value time with their extended family, whether it’s at their charming 18th century farmhouse or on Long Beach Island. Their children—two daughters, ages 25 and 22, and a son, 19—choose to be home whenever they can spare time from their busy lives. Over the years, Tom and Jan have volunteered and given back to the community in many ways. For example, Jan has worked with The Recording for the Blind and Dyslexic, The Friends of Homeless Animals, Rockingham Historic Site, and the UMCP Auxiliary, while Tom has sat on numerous hospital committees and is a member of the UMCP Board of Trustees. So it may not be surprising that all three children were drawn to service professions. Christina, their oldest, is completing an M.D/M.P.H. program, while Ali is a public school teacher, and Andrew is a member of his college Air Force ROTC program.

As a two-time Iron Man participant, mountain climber and marathon runner, Tom fully appreciates the process of working toward a goal. “Creating the new medical facility is a challenge that requires long-term effort and commitment, just like training for a marathon,” he said. The Gutowskis hope that other members of the medical staff and the greater Princeton community will accept this challenge and follow their lead with a gift to the Design for Healing campaign. Their generosity, and that of every donor, will certainly take Princeton HealthCare System one step closer to the goal of completing a superb new facility.
Pictured above: one of the hospitals visited during Barry’s trip to China; and Barry and his wife Amy Rabner, at The Great Wall.

FROM THE DESK OF:

Barry S. Rabner

THIS OCTOBER, I WAS INVITED TO PRESENT A THREE-DAY COURSE TO 75 CHINESE HOSPITAL CEOs AND HEALTHCARE SYSTEM LEADERS AT THE PEKING UNIVERSITY IN BEIJING, CHINA. THE EXPERIENCE WAS EXTRAORDINARY. THE TRIP HAS LEFT ME MORE AWARE THAN EVER OF THE IMPORTANCE OF CAREFUL PLANNING, THE IMPACT OF HISTORY AND CULTURE ON DESIGN AND THE NEED TO USE RESOURCES WISELY.

For most of the 20th century, China was a communist society. In 1978 the government introduced market-based economic reforms aimed at liberalizing the economy. These changes included the creation of open markets for farmers to sell their crops, the creation of pricing systems, bank reforms and an embrace of foreign direct investment. While these reforms have produced some spectacular economic results, by the 1980s they had all but demolished China’s traditional healthcare system.

Under the old system, called the cooperative medical system (CMS), China had a three-tiered framework centered on rural communities. The first tier of the CMS consisted of part-time doctors who provided preventive and primary care. Many of these part-time doctors, who received only minimal medical training, were the point of first contact for patients.

These doctors would refer patients with relatively serious illnesses to the second tier of care, commune health centers staffed by junior doctors. Each commune health center had about 10 to 30 beds and an outpatient clinic serving a population of 10,000 to 25,000. Still, commune centers were not equipped for serious illnesses. Such cases were sent to county hospitals staffed with senior doctors—the third tier of care.

Today, most hospitals are government-owned. The gap in the availability and quality of care has been growing. Peking University People’s Hospital, for example, has computerized charts, General Electric scanners, excellent doctors and a deluxe ward where people may pay extra for private suites. But county hospitals in most cities or rural areas tend to be understaffed and poorly equipped and were built some 80 years ago.

The Chinese government has set aside almost $180 billion for construction of new healthcare facilities over the next decade. Initially, the funds will be used to construct facilities for the 400 million people living in China’s urban areas. The remaining 900 million people in the countryside either exist without modern care or travel hundreds of miles to obtain it.

Even in the more contemporary hospitals, which date from around the 1920s, it is not unusual to experience a 12-hour wait to be seen by a physician.

Perhaps the most striking comparison is of our three-year planning process with the very modest strategic and facility planning being done during this initial push to build new healthcare facilities in China. In addition to the program I participated in, to help address this problem small groups of hospital executives from China will be coming to Princeton HealthCare System throughout the year to learn how we planned and designed our new facility and campus and to tour our site.

I learned a lot on the trip to China, but one central fact I already knew was verified: Without the selfless support of this community and the dedication of the many people required for a project of this complexity, we would not be in the wonderful position of being able to share our work with others around the country and now in China.
All Roads Lead to the New Hospital

Since the decision was made to build a new University Medical Center and locate it just east of Route One in Plainsboro, Princeton HealthCare System (PHCS) representatives have heard the question, “How will we get there?” From the outset, the government affairs office at PHCS has engaged in a process with federal, state and local government officials, to ensure that the new campus is integrated into the region’s existing traffic patterns, public transit plans, and access routes. Numerous infrastructure improvements, including on Route One and Harrison Street, will be made to accommodate the new hospital before the hospital opens.

One of the huge advantages of the new site for hospital patients and medical staff is the ease of access because it is located on the Route One artery. Only a mile from the transportation hub of the New Jersey Transit train station, the new site can take advantage of mass transit alternatives. Both the hospital and the nursing home are moving closer to 70 percent of their current patient and employee base, making it more convenient for the majority of people to get to the new location.

The site is accessible from Plainsboro Road and Scudders Mill Road, with an additional special ambulance-only access ramp from Route One. Route One by the end of this year will be improved to ease a point of congestion between Harrison Street and Plainsboro Road. This section of the roadway is being improved with shoulders and sidewalks on both sides of the roadway. From the west going east, Alexander Road in West Windsor offers excellent mobility with an overpass onto Route One. The College Road overpass over Route One in South Brunswick, just one mile north of the hospital site, provides a way to get to the hospital without ever getting on Route One; College Road exits onto Scudders Mill Road, nearly opposite one of the entrances to the hospital site.

With so many alternatives, which one will be your path of least resistance?

**Here are some of the transportation options:**

**New Jersey Transit Bus Service** on the Route One corridor runs from Trenton every half hour from early morning until late at night, with stops now at the Princeton Junction Train Station and Plainsboro Health Campus. When the hospital opens, special stops will be made at the hospital site.

**New Jersey Transit Bus Service** will be available directly between Princeton and Plainsboro every hour and stops are planned at the hospital site, starting in 2011.

**Middlesex County Area Transit service** will begin a shuttle in mid-2010 from Monroe, Jamesburg and Cranbury to Plainsboro (the Town Center and the hospital site) and the Princeton Junction Train Station.

**Free Shuttle Transportation** will be available to the hospital site for any senior citizen living in the greater Mercer County area thanks to a subsidy from the hospital to the various senior transportation services in the region.

**Private shuttles** are planned in to Plainsboro Town Center during working hours as well.

**The Bristol-Myers Squibb Community Health Center Shuttle** will provide on-demand transportation to the hospital for those patients from Princeton who have no other means of transportation.

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Mock Room, Real Results

**The building rising at the site of the new hospital isn’t the only construction going on at Princeton Healthcare System (PHCS).** We are building a fully functional mock-up of the newly designed patient room in the existing hospital.

Nursing staff, patients and physicians will be able to test room features, safety-enhancing components and patient satisfaction with the room. This so-called “mock patient room” will actually be used by real patients during their stays and it will help assist the Hospital Replacement Steering Committee in making decisions on the exact layout and features to be used in the new hospital patient rooms.

Dr. Susan Lorenz, Vice President of Patient Care Services and Chief Nursing Officer for PHCS, earned her Doctorate in Nursing Practice with a clinical dissertation on Hospital Design and Health Outcomes of the Hospitalized Older Adult, and she is leading the mock room project.

“Testing the location of different key components and furnishings in the rooms through the use of clinical simulations and real-life

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experience will provide us with valuable information on the ability of the environment to reduce patient falls, reduce infections, increase patient comfort, and provide for increased care-giver satisfaction,” said Lorenz, who also wrote a peer-reviewed paper on *The Potential of the Patient Room to Promote Healing*. “We hope the results we achieve will lead to the optimum design of the single rooms for the new hospital, as well as contribute to the growing body of knowledge in the emerging field of health design.”

In the first phase, a mock room was constructed out of foam core, since the light-weight material could be moved easily in response to care-giver suggestions and tested again. Employees and physicians toured the room and provided feedback, but no patients received care in the room. Preliminary results of the first phase were presented by Lorenz, Barry S. Rabner (President and CEO, PHCS) and other members of the research team at the 2009 HealthCare Design Conference in November. The next phase will be to construct an actual functional room using the layout determined by the early research.

“It’s rare that a fully functional room would be built for research, but we hope this opportunity will prevent us from making mistakes in the design of the room that decrease care-giver efficiency and do not allow for the best care for our patients,” said Lorenz. “In the past, at other new hospitals, problems in room design were usually not discovered until after construction, when it’s too late.”

**STEEL AGAINST BLUE SKY**

As of early winter, the framing is nearly complete on the new hospital. But progress is being made on many fronts besides the steel. A crew had poured the ground floor of the main building. Exterior walls were going up in the back. The retention pond was being sculpted, telephone conduits were being buried, and landscaping features were being refined. By spring, the new design will be a fixture on the Route One skyline.
“Renee loved gardening, so part of the money will go to a Meditation Garden, which can be seen from the oncology treatment room.”
~ Leonard Punia

Leonard Punia Delivers That Something Extra
continued from page 1

How will the gift be used?
Renee loved gardening, so part of the money will go to a Meditation Garden, which can be seen from the oncology treatment room. And part of it will be used for a patient bay in the emergency department. And they will name the road leading into the hospital campus Punia Way.

Was there a person in your life that inspired you to give back in this way?
My father did. He used to take me to fundraisers and charity dinners. He gave a lot of money to causes when he was alive. Also, he said if I told a lie, you had to remember what you said when you re-tell the incident. He was the biggest influence in my life overall.

Do you have new goals at 82?
Yes, I’m going to be opening a New York-style delicatessen in Lawrence. Two kosher delis in the area have closed recently, and there are no more in the area. I’ll leave the cooking to someone else, but I’ll help with the eating! I’m active in the financing, building, and management of real estate right now.

What do you do to relax?
I love to swim, especially in the ocean when the family visits Nassau, Bahamas. And guess who taught me to swim? Johnny Weissmuller, who played Tarzan in the movies. He had been hired as a swimming instructor at Manhattan Beach in Brooklyn.

What keeps you going?
I believe in something an elementary school principal of mine once said in a speech: If you are in a fight, and you get tired, remember the other guy is tired, too. Just give a little more effort, that something extra, and you’ll probably win.

Clearly, Leonard Punia took the principal at his word and has fought hard in his life to build a real estate empire and family business to be proud of. His gift to the new hospital in memory of his wife, Renee, is greatly appreciated by everyone here at the Foundation.

If you talk to employees of Princeton HealthCare System (PHCS) about why they donate their money, time and talents to the hospital, one thing you will hear over and over is that they hold PHCS in high regard and they want to acknowledge the difference it makes in the community every day.

Whether it’s giving blood, making donations to the capital campaign, participating in special events, or volunteering for a leadership role that benefits the hospital, employees are finding countless unique ways to say “thank you”.

This is the first in our ongoing series on these special efforts.

If you would like to be featured in future articles on different ways employees give back to PHCS, please email us at foundation@princetonhcs.org.

KATHLEEN HESSE
DEPARTMENT SECRETARY FOR HOME CARE SERVICES

“I have been donating blood through the University Medical Center of Princeton (UMCP) regularly for three years. I also play the piano for the yearly service our Hospice Department holds at the Unitarian Church for families who have lost a loved one. I used to teach piano and performed more regularly than now. It touches people on so many levels, especially when you are in the grieving process. This year my daughter is going to help out; she plays piano and sings. I meet such interesting people doing various things that I enjoy.”

TRACY DAVISON-DICANTO, CHFP, CPAT, MBA
DIRECTOR OF MANAGED CARE

“I’ve been here almost three years, and I heard at a quarterly meeting that you could make donations to PHCS through a payroll deduction program, so I started to do that in June. I have also actively participated with the American Heart Association, for their Mercer County Heart Walk and representing the hospital both on their executive committee and the local committee. I also sit on the board of the New Jersey chapter of the HealthCare Financial Management Association.

“I don’t have any patient contact—in my job I negotiate insurance contracts with companies like Aetna and Horizon—but I love coming to work each day knowing that what I do has a direct impact on the care that patients receive and critical services that we can contract for. That’s pretty inspiring to me.”
MEET THE PEOPLE:

Dr. Jack Heim

NEW LEADERSHIP IN THE DEPARTMENT OF SURGERY

In late August, Princeton HealthCare System (PHCS) announced a succession in the Department of Surgery, naming Dr. Jack Heim as the new Chairman. Now, a few months after handing over the reins to Dr. Heim, the former chairman, Dr. Tom Davidson, says it was the perfect time for a change.

“As Chairman for 17 years, I’d seen the job grow from one that could be counted in hours per week to something that demanded over 50% of a person’s time,” he reflected. The surgical staff had grown by about 70% in that time and the responsibilities of the Chairman’s job increased proportionately. “With the new hospital going up, it was the right time for new blood and a new approach,” said Dr. Davidson.

Dr. Jack Heim was Director of Surgery for the three hospitals of the Aria Health System (part of Jefferson Health System in Philadelphia) prior to his new roles as Chairman of Surgery at Princeton HealthCare System (PHCS). He had also served as a cardiothoracic surgeon at Our Lady of Lourdes Medical Center in Camden, at Cooper Hospital University Medical Center in Camden, and in the department of surgery at the Virtua Health System in Marlton.

Dr. Heim also volunteers on surgical missions to Russia and South America to do complicated heart operations on patients, many times children, to permanently fix defects. Twice a year since 2003 he has visited one or the other to help do surgeries and educate medical staff.

“I was gratified to think that perhaps PHCS had heard good things about my clinical skills, administrative role and reputation, and very humbled,” he remembered. “The physicians here—all from the best medical schools, the best fellowships, the best residencies for their specialties—made it very attractive.”

The advent of the new hospital was a factor in both men’s decisions, it seems. “It was very exciting to think about having this new state-of-the-art facility that was real, not just a dream for someday,” said Dr. Heim. “A huge amount of effort has taken place already. And now we can plan the operating room of the future—with the best equipment and total connectivity with pathology and other specialists, so that we can communicate with them remotely and see images together without the surgeon ever leaving the room during an operation.”

Dr. Davidson is delighted to continue at University Medical Center at Princeton as Site Director for the General Surgery Residency Program —“a position I consider to be more of a privilege than a job,” he said. With the help of two such outstanding physicians, the Department of Surgery is sure to keep moving into the future with dedicated and capable leadership.

“With the new hospital going up, it was the right time for new blood and a new approach.”
~ Dr. Tom Davidson pictured (right) with Dr. Heim (left)
Church & Dwight Funds Programs to Improve the Health of the Community

CORPORATE DONORS PLAY A HUGE ROLE IN SUPPORTING THE PRINCETON HEALTHCARE SYSTEM (PHCS) FOUNDATION, AND CHURCH & DWIGHT HAS BEEN ONE OF THE MOST STEADFAST OVER THE YEARS. THE COMPANY HAS A VERY ACTIVE EMPLOYEE GIVING FUND, WHOSE GENEROSITY HAS PROVIDED VITAL TRAINING, CARE AND EDUCATION TO UNINSURED AND UNDERINSURED RESIDENTS OF THE GREATER PRINCETON AREA. PROGRAMS FUNDED FROM ITS GIFTS HAVE INCLUDED BREAST HEALTH EDUCATION, MAMMOGRAMS, ALCOHOL AWARENESS PROGRAMS, LACTATION EDUCATION AND SUPPLIES, EMT TRAINING AND VISION SCREENINGS.

The PHCS Foundation received word in October that it would be receiving another $10,000 grant from the C&D Employee Giving Fund for more community education programs this coming year.

“The Employee Giving Fund at Church & Dwight has enabled us to touch the lives of many people in the Mercer County area, to offer them services that they may not have been able to receive otherwise,” said Robbi Alexander, Coordinator of Community Outreach for PHCS.

Most recently, it funded four very successful vision screenings conducted by PHCS Community Education & Outreach Programs in Hightstown, during August 2009. One 150 adults and children had eye exams, 88 received glasses—free of charge from Gift of Sight—and two patients were referred for cataract surgery.

In 2008, Church & Dwight’s $10,000 grant to PHCS Community Education & Outreach Programs was used to host four minority-outreach initiatives, with 800 participants. These programs included: Latino Health Fairs to provide health education and screenings to residents of Princeton, Hightstown and surrounding areas; a Southeast Asian Health Fair in West Windsor-Plainsboro which focused on the health needs of the Southeast Asian American population living in the area; and the Hightstown Summer Basketball Camp at The First United Methodist Church (which mixed sports, “healthy eating” education and the vision screenings).

The company’s Employee Giving Fund grant of $7,500 in 2007 helped support the PHCS Outpatient Clinic Obstetrics Program by enhancing critical health education and consultation for mothers who delivered in the PHCS Outpatient Obstetrics Clinic. Lactation support services, health education, equipment and supplies were all provided to mothers without adequate insurance coverage.

In 2006, the fund’s gift provided training for Emergency Medical Technicians (EMTs) during a year when such training would have otherwise been eliminated. EMTs learned how to respond to “Flu Surge” and received instruction in caring for stroke victims and typical summertime emergencies.

Church & Dwight, founded in 1846 and based in Princeton, develops, manufactures and markets a range of household, personal care and specialty products under various brand names in the United States and internationally.