

# YOUR IMPACT AT RWJ SOMERSET

## SOMERSET HEALTH CARE FOUNDATION

### BOARD OF TRUSTEES 2015 ANNUAL REPORT



**Somerset**  
HEALTH CARE FOUNDATION  
Supporting Robert Wood Johnson University Hospital Somerset





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Dear Friends:

As many of you know, the last two years have brought exciting change for the Somerset Health Care Foundation. The merger of Somerset Medical Center with Robert Wood Johnson University Hospital (RWJUH) was officially completed on June 1, 2014, and throughout the last year and a half, the new RWJ Somerset campus has been rapidly growing and expanding resources and services thanks to this new partnership. Moreover, our recent merger with the Barnabas Health system has created the new RWJBarnabas Health, now the most comprehensive health system in the state of New Jersey.

The Foundation also welcomed a new fundraising team. We are pleased to announce that as of February 2016, Steven F. Izzo has joined the Somerset Health Care Foundation as Director of Development. Stephen is based on the hospital campus along with Donna Castronovo, who has assumed a new role as Major Gifts Officer. Both Stephen and Donna will be working diligently to solicit and secure major gifts for RWJ Somerset. We look forward to additional philanthropic initiatives in 2016 that will further strengthen our efforts to support our community hospital.

We decided that this year's Annual Report should be a celebration of YOU and the incredible impact of your giving, and so we have decided to rename it, *Your Impact at RWJ Somerset*. Enclosed you will find information about our fundraising performance in 2015. In addition, we have included some truly wonderful stories about our supporters – why you give and what that giving has meant to the Somerset campus. The stories presented here are just a sampling of your impact – there is so much more to tell.

Lastly, we want to recognize the many supporters who have stood by us through this incredible period of change and growth. Enclosed you will find a listing of donors who have given \$1,000 or more during 2015. Moreover, we invite you to explore our new interactive donor recognition wall in the beautifully renovated main lobby of RWJ Somerset. In addition to traditional static panels featuring our most generous supporters, this special donor recognition wall includes a digital touchscreen featuring additional donor names and tribute gifts, as well as donor profiles, stories of giving, and photos. Find your name – and so much more!

We are grateful for this partnership, and we look forward to sharing many more of your stories. On behalf of our Board of Trustees and RWJ Somerset, thank you for your trust and confidence in us on this exciting journey.



*Steve Kalafer*

**Steve Kalafer**  
Chair, Board of Trustees  
Somerset Health Care Foundation



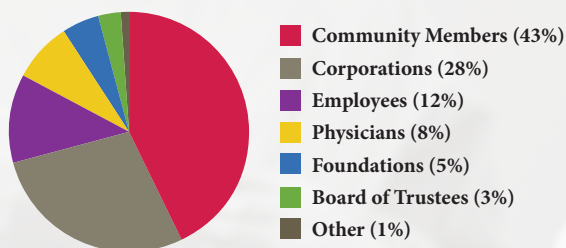
*Michael Antoniadis*

**Michael Antoniadis**  
President and Chief Executive Officer  
Robert Wood Johnson University Hospital

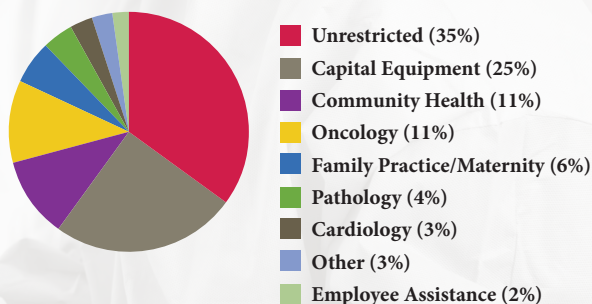
## YOUR 2015 GIVING

In 2015, the Somerset Health Care Foundation raised \$1,955,121 through gifts from 2,184 generous donors.

### SOURCES OF CONTRIBUTIONS



### HOW DONOR FUNDS WERE EARMARKED







*The Sanofi US Wellness Boutique at the Steeplechase Cancer Center at RWJ Somerset*

## YOUR RWJ SOMERSET IMPACT

### Fighting Cancer Inside and Out

The Steeplechase Cancer Center at Robert Wood Johnson University Hospital opened its doors in 2007 on our Somerset campus. Today the outpatient facility houses the whole range of cancer care services, including radiation and infusion therapy, clinical research, and physician offices. It is also home to the Sanofi US Breast Care Program, which was funded with generous gifts from Sanofi Foundation for North America. Today, the Center offers the most advanced technology in the fight against breast cancer, including 3D mammography. Traditional mammography can only capture images of the breast from two angles, whereas 3D mammography captures multiple images from various angles and can identify abnormalities more easily, accurately, and earlier. 3D Mammography also allows physicians to better visualize lesions, distortions, and asymmetric densities that could signify cancer. The Center also boasts the Sanofi US Wellness Boutique, a one-of-a-kind store that caters to the unique needs of cancer patients. In addition to serving as a certified fitter for wigs and prostheses, the boutique also offers products such as headscarves, cosmetics, specialized swimsuits, and intimate apparel - all serving to help cancer patients feel good about how they look on the outside, which in turn aids in their recovery. A positive attitude can go a long way! Sanofi Foundation's support of our cancer program and wellness services is enabling the hospital to address not only the medical needs of our patients, but also address their emotional and psychological healing.

### Steeplechasing for a Great Cause

For the last 95 years, the annual Far Hills Race Meeting Association has brought together tens of thousands of racing spectators for an afternoon of picnicking, socializing, and competitive horse racing. Since the 1950s, the event has also raised over \$18 million for Robert Wood Johnson University Hospital Somerset, who named the renowned Steeplechase Cancer Center in honor of the Far Hills Race Meeting Association. Each year, the Association designates a portion of the event proceeds towards a specific hospital initiative, and the funds raised in 2015 will be used to purchase a single-photon emission computerized tomography (SPECT) scan. This technology creates 3D images of the patient's organs that allow physicians to see the full structure and condition of the organs, as well as how they work together, such as blood flow and brain activity. The scanner will be a very important addition to RWJ Somerset to help diagnose conditions like brain disorders, heart problems, and bone cancer. The impact of gifts like this new scanner from the Far Hills Race Meeting Association is felt in every corner of our hospital.

### A Son's Love

In 2009 Stephen Wurst was just 12 years old when he lost his mother, Laurie Parlin, to breast cancer. At the time of her diagnosis, Laurie did not have health insurance, and the costs of her treatment were difficult for the family. Several organizations helped Laurie and her family with assistance for food, gas,

**“If we all donate a little, we can help a lot of people.”**

**- Stephen Wurst**

and even their mortgage payment during her treatment at the Steeplechase Cancer Center at Robert Wood Johnson University Hospital Somerset. Stephen was grateful for such generosity while his mother fought her battle, and after her passing and with the encouragement of his grandmother, Donna Parlin, he made it his mission to do the same for others. Stephen created “Laurie’s Legacy,” a fundraising initiative for underserved patients at the Center. Each year, Stephen spearheads raffles, walks, and other appeals to raise funds in his mother’s memory. Most notable is the annual Hope and Remembrance Tree erected in the Center’s lobby each holiday season. The ornaments on the tree – from stars to angels to pink holiday bells – are each donated and placed on the tree in honor of loved ones fighting cancer, along with those who lost their battles. The tree is a beautiful and bittersweet reminder of those touched by cancer. The support Stephen has raised - over \$92,000 to date via



the Hope and Remembrance Tree, as well as throughout the year - helps patients to take care of needs not covered by insurance, such as appointment transportation, early detection mammograms, and prosthetics and other medical devices. Stephen knows firsthand how even the smallest gift can make a big impact on those who need it, stating "If we all donate a little, we can help a lot of people."

### Training to be the Best

Thanks to a seed grant from The Arnold B. Schwartz Foundation, the Somerset campus of Robert Wood Johnson University Hospital will be creating a nursing simulation education program modeled after the New Brunswick campus, home to the Center for Nursing Practice and Education and 4-time recipient of Magnet recognition by the American Nurses Credentialing Center. The nursing leadership at RWJ has outlined a comprehensive plan to advance the RWJ Somerset nursing team through simulation drills and continuing education designed to promote integration of nursing knowledge, skills, critical thinking, and problem-solving – all in a real-time format with practice in both independent and collaborative scenarios. The nursing

education model currently operating on our New Brunswick campus will be replicated here on the Somerset campus, and it is anticipated that over 500 nurses and other health care providers will be trained in various techniques as a direct result. Donor funds to RWJ Somerset will aid in the purchase of simulation dolls and equipment to get the program started. This initiative was made possible in large part because of RWJ Somerset's shared access to nursing education resources within the RWJBarnabas Health System.

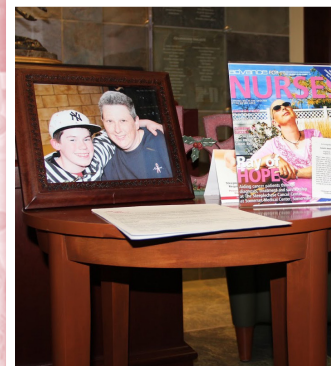
### Taking Care of our Own

The staff at Robert Wood Johnson University Hospital Somerset provide patients with nothing less than the best when it comes to their healthcare. As a community hospital, we are a tight-knit family and taking care of one another is very much a part of our culture. The same can be said of our fellow employees. Thanks to the resources provided by the RWJ Cares Employee Emergency Fund, we can help our colleagues who find themselves faced with unexpected financial challenges. Employees have received support for a variety of needs, including home repair, medical bills, and car payments. For example, one of our employees, a single mother, faced

eviction from her apartment when her tax return refund had been delayed. Another staff member stepped in to care for her grandchildren when her daughter suffered a stroke, and she needed help finding a new home to accommodate all of them. Some donations to the fund come from individuals in the community, but the majority of donations come from fellow employees.

### Preserving a Child's Smile

Tooth decay is the most common childhood disease and can have a significant impact on a child's health and well-being. To help address oral health education needs here in the local community, Robert Wood Johnson University Hospital Somerset offers the *Healthy Smiles Program*, an initiative that provides kid-friendly dental education to kindergarten and first-grade students. The program has been supported through donations from the Delta Dental of New Jersey Foundation since 2013. Through an interactive lesson, a health educator teaches children about proper dental hygiene and provides follow-up materials for kids to take home to their families. Over 600 children participate in the program annually, and the goal is to reinforce a life-long practice of maintaining good oral health.



*Clockwise: Far Hills Race Meeting Association Annual Steeplechase Race*

*Laurie's Legacy Founder, Stephen Wurst and his mother, Laurie Parlin*

*Healthy Smiles Program at RWJ Somerset*

*RWJ Somerset employees celebrate employee giving during the October 2015 RWJ Cares Employee Campaign*







*Patient room in The Edward & Anita Hogan Neuroscience Pavilion*

### **Technology at the Bedside for Neuroscience Patients**

The Edward & Anita Hogan Neuroscience Pavilion at Robert Wood Johnson University Hospital Somerset is a state-of-the-art, all-inclusive unit designed to enhance the quality of care for patients suffering from disorders of the nervous system. The \$3.5 million project was fully funded through philanthropic and community donations, including a lead gift from Anita Hogan in memory of her husband, Ed, who served on the boards of the former medical center and the Somerset Health Care Foundation. Since it opened its doors in December 2012, the Hogan Pavilion has served over 1,000

patients annually who seek care for stroke, transient ischemic attacks, seizures/epilepsy, and spinal surgery. Nearly 70% of patients treated are from the immediate Somerville community. One of the more popular features of the unit is the Get Well Network, an inpatient IT platform designed specifically for the unit that offers educational and entertainment features. This innovative system works through the patient's television and can be activated via a wireless keyboard or handheld device. Patients can schedule doctor's appointments, fill prescriptions, and learn about support groups, as well as report their pain/comfort levels, room cleanliness, and room temperature. This past year the interface was also updated to allow patients

and their families the ability to provide real time feedback, and additional education programs were added to address infection control and fall prevention. Indeed, patient outcomes have improved significantly, with a reduction in the number of patient falls, which is extraordinary for a unit caring for patients with acute brain injury and paralysis as these injuries are extremely challenging to manage in the recovery phase. In addition, patient satisfaction scores in the Hogan Pavilion have been consistently on the rise. A returning patient remarked, "I have been here many times in the last several years, and my nurses have always been wonderful. They were exceptional in every possible way."

## **2015 ANNUAL GIVING**

*Gifts received from January 1, 2015 through December 31, 2015*

### **Gifts of \$100,000+**

Far Hills Race Meeting Association  
Johnson & Johnson Corp.  
Suzanne and Steve Kalafer

### **Gifts of \$50,000-\$99,999**

Anesthesia Consultants of New Jersey, L.L.C.  
Anonymous  
Flemington Car & Truck Country  
Somerset Pathology Associates, L.L.C.  
Somerset Patriots Baseball Club

### **Gifts of \$25,000-\$49,999**

C. R. Bard, Inc.  
Innovare Medical Media  
Johnson & Johnson Somerset County Companies  
Merck & Co., Inc.  
Open Road Auto Group  
W. Rodman and Dianne Ryan  
Sanofi Foundation for North America

### **Gifts of \$10,000-\$24,999**

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Canal Walk Women's Club  
Dr. and Mrs. James M. Chimenti  
Delta Dental of New Jersey Foundation, Inc.  
Family Health Initiatives  
Mr. and Mrs. Matthew Fiorilli  
Full Service Vending  
Mr. and Mrs. Edward J. Hartnett  
Mrs. Edward M. Hogan  
Mrs. Mary T. Obzansky

C. Northrop Pond and A. Marder Pond Foundation  
Betty and Arthur Roswell  
The Arnold A. Schwartz Foundation  
Steps Together  
Susan G. Komen Central and South Jersey  
Mr. Hugh H. G. Symonds

#### **Gifts of \$5,000-\$9,999**

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Basilone Memorial Foundation, Inc.  
Bloomingdale's Fund  
Bound Brook Women of the Moose #1232  
CRJ Contracting Corporation  
Dr. and Mrs. Lloyd Davis  
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Longships Foundation Advised Fund/Mrs.  
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Navigant  
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Otis Elevator Company  
Princeton Automobile Company  
Prudential Retirement  
RestorixHealth  
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Structure Tone, Inc.  
The TJX Foundation, Inc.  
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University Radiology Group, P.C.  
Mrs. Kim Van Note  
Mr. Albert J. Zdenek, Jr.

#### **Gifts of \$2,500-\$4,999**

Affinity Federal Credit Union  
Virginia Borman Butkosky Memorial Trust  
ExxonMobil Foundation, Inc.  
Flemington Department Store  
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Gastromed Healthcare, P.A.  
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Immaculata High School Girls' Varsity and JV Basketball  
Laurie's Legacy  
Dr. Ya-Tseng Lu and Dr. Tsuey-Ling Chen  
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Neurosurgical Associates of Central Jersey, P.A.  
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PNC Wealth Management  
PSE&G  
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Mrs. Ann K. Torpey  
Union Foundation  
Mr. and Mrs. Michael J. Walsh  
Wm. Blanchard Co.

#### **Gifts of \$1,000-\$2,499**

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All Business Solutions  
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Mrs. Ruth Bellocchio  
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# Somerset

HEALTH CARE FOUNDATION

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## SOMERSET HEALTH CARE FOUNDATION

The Somerset Health Care Foundation is a non-profit organization created to solicit and administer charitable funding on behalf of Robert Wood Johnson University Hospital Somerset. Dedicated to the enhancement of the health status of residents in the greater central New Jersey area, the Foundation is committed to ensuring that all have access to state-of-the-art technology and facilities, expert medical personnel, and a full array of education and support services. Since its beginning, the Somerset Health Care Foundation has remained steadfast in its mission of helping establish RWJ Somerset as one of the finest hospitals in New Jersey.

