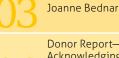
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Donor Report— Acknowledging Commitments to the Capital Campaign

A New Role for Sister



Success Continues

Physician Recruitment



Groundbreaking at Williamsport Regional Medical Center

Physician Donations Surpass Goal with Contributions More Than \$1.7 Million

For more than 15 years, Selinsgrove Cancer Center, a freestanding cancer treatment center that provides rural patients convenient access to care, has been jointly owned by **Francis "Skip" Powers**, MD, and Susquehanna Health. By opting to give their portion of the Center to Susquehanna Health, Dr. Powers and his wife, **Caryn**, have provided a value of more than \$800,000 as part of the *Count On Us For Life* Capital Campaign that supports Project 2012, the health system's master facility project designed to upgrade and/ or replace an aging plant and facilities.

"This contribution helps assure the continuation of cancer services in the Selinsgrove region by connecting them

Campaign Update

The final push for the *Count On Us For Life* Capital Campaign is on! Through contributions of all sizes from our very generous community we have raised \$10.8 million toward our final goal of \$12.5 million.

Continued on page 3





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Letter from Our Co-Chairs

A huge success, but a ways to go!

Thanks to many of you, our fund-raising efforts for Project 2012 have been very successful in spite of a disastrous economy. Most significantly, this past fall, when Susquehanna Health was going to the bond market, the \$9 million in support from more than 700 individuals and businesses made it possible to obtain a very favorable rating. This, in turn, plus some fortuitous timing, allowed the hospital to receive a much lower interest rate than expected, which will reduce our debt costs by \$2.6 million per year.

The importance of these charitable donations cannot be underestimated! They helped ensure that the new patient tower and new Emergency department at Williamsport Regional Medical Center will be constructed as anticipated. As you probably have noticed, the prep work for the construction has already begun.

Other projects that your efforts have accomplished are many: newly renovated private patient rooms at Muncy Valley Hospital, a redesigned new entrance at Divine Providence Hospital, an expanded and upgraded Susquehanna Health Cancer Center, acquisition of land and demolition of houses around Williamsport Regional Medical Center and construction of a state-of-the-art Energy Service Center.

However, not everything has been accomplished—our job is not yet done. So our plea to all of you who have worked on this campaign and who have already supported it—spread the word! The more participation we get and the more dollars we raise, the more benefit our hospital, community, families and ourselves will get for years to come!

Linda's and my families have lived in Williamsport for more than 140 years, and we—like you—want the future generations to have available even better healthcare than we have enjoyed. So please continue to spread the word so that others can be a part of the most beneficial project for our community in decades.

John and Linda Lundy Co-chairs *Count On Us For Life* Capital Campaign



A New Role for Sister Joanne

The Foundation team congratulates Sister Joanne Bednar on her appointment as Delegate for Religious of the Archdiocese of Newark, New Jersey, effective May 3. As Delegate for Religious, Sister Joanne will serve as the liaison of the Archbishop, the Most Reverend John J. Myers, JCD, DD, with the Religious of Newark, working with them to achieve the goals set forth in the mission statement



of the Archdiocese of Newark. In addition to her new role as liaison, Sister Joanne will remain on Susquehanna Health's Board of Directors and its Mission & Ethics Committee as well as Chair of the Divine Providence Hospital Board.

"We will miss Sister Joanne's work as a member of our Foundation team but are pleased she will continue to be active extend God's healing mercy by improving the health status of those we serve."

For the past year Sister Joanne has helped with the Count On Us For Life Capital Campaign, a fund-raising campaign to support Project 2012, the \$250-million renovation and expansion of Susquehanna Health's hospitals. As the campaign moves closer to its \$12.5-million goal, the Foundation staff is continuing

to work closely with community members and donors to understand their interests as well as identify grant opportunities.

"Susquehanna Health has an extremely bright future," says Sister Joanne. "I continue to be exceedingly impressed with the generosity shown by the people of Lycoming County and its support of Project 2012. This is a community that

"I continue to be exceedingly impressed with the generosity shown by the people of Lycoming County and its support of Project 2012."

–Sister Joanne Bednar

with our boards," says Susquehanna Health President and CEO **Steven P. Johnson**. "Sister Joanne has an excellent understanding of the mission and ministry of healthcare and a passion to serve the needs of the community. Her mark here at Susquehanna Health has been to make sure we never lose sight of our mission to shows genuine concern for the well-being of all, and I look forward to continuing to serve it as a member of both the Divine Providence Hospital Board and Susquehanna Health's Board of Directors."

Campaign Update

Continued from cover

The response so far from businesses, families, individuals and charitable organizations has been outstanding. We are also fortunate to have a very large and generous group of internal donors—our physicians, auxiliaries and employees—who have raised more than \$3.3 million toward Project 2012.

That number will surge as our second Employee Giving Campaign kicks off in March, when we hope to add many more members to our Tree of Life Club (TLC). Employees set the bar high during our last campaign, exceeding their own goal of \$240,000 by more than \$500,000!

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So many have recognized the importance of Project 2012 and our goal to update our hospitals to accommodate technology, meet patient expectations, attract top physicians and clinical staff and provide state-of-the-art medical care in our community. Our goal of reaching \$12.5 million by this summer is within reach, and we can make it with everyone's support. If you have been waiting for the perfect time, or you think you can make an additional gift, the campaign needs you now!

"The goal is to enhance the healing environment for the patient."

Taking Patient Care

During the next two years, Williamsport Regional Medical Center will make a dramatic turn to face south as construction of a beautiful, modern patient tower is completed. Inside the fourstory, 250,000-square-foot addition, equally dramatic changes will take place as design elements are incorporated to improve

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both the quality of care and comfort for patients.

"Nursing staff has had input on the design of this tower, and they are very excited about the changes it will bring," says **Susan Duchman**, MBA, BSN, RN, Vice President and Chief Nursing Officer at Williamsport Regional Medical Center. "The goal is to enhance the healing environment for the patient," says **Rita Spangler**, Vice President of Operations. "Every patient will have a private room to enhance comfort, reduce the risk for spreading infection and provide greater flexibility for managing the overall hospital census. Designed to have a "hotel" feel, many of the spacious rooms provide beautiful mountain views and all offer natural light. Rooms also include a cozy family zone with a daybed so one visitor can stay overnight. Careful design provides



- Rita Spangler, Vice President of Operations

to a Higher Level

easy access from bed to bathroom promotes safety by reducing the risk of falls.

The "universal" patient rooms will be equipped to provide any range of care needed. Universal rooms provide long-lasting flexibility as changes in technology or healthcare dictate new uses for patient units in the future.

Another major change is decentralized nursing. A shift from central hub nursing stations, the new patient of care prior to moving to the tower in 2012. We know from our partners in the Pebble Project (see page 35) that training is critical, and we want to assure that our staff will be comfortable with the equipment and process so they can hit the ground running in a new environment."

Each patient unit includes ample locker space, a large conference space and lounge area for meetings and nursing training. Generous family

"Anything that gives our staff more time for hands-on care is a benefit."

units will feature nursing alcoves placed between every two rooms. Equipped with computers for charting, ordering tests, reviewing results and other tasks, these alcoves allow nurses to stay close to their patients and provide a high level of visual monitoring. Decentralized supply and medication stations will reduce legwork, allowing nursing and other staff to spend more time providing patient care.

"Anything that gives our staff more time for hands-on care is a benefit," says Susan. "We are already working on how we will transition to the de-centralized model lounges are also included.

To reduce noise levels, an internal network of staff hallways and elevators will be used for tasks such as private patient transport and delivery of supplies. Public hallways will be equipped with hand-washing stations to promote good infection control practices among visitors and staff.

"I envision this as a quieter, more efficient place to work," says **Holly Madara**, RN, BSN, AIA, Granary Associates now Stantec. "I think the impact will be great for both patient care and nursing satisfaction."

Here's a floor-by-floor look at the new patient tower:

GROUND LEVEL: A state-of-the-art **Emergency department** will provide 38 private rooms with the potential to expand to 52. The area will be divided into three "pods" that can be opened and closed for maximum flexibility. Patients will be treated in private rooms featuring comforts such as a television, private telephone and generous space for visitors. Computers in all patient rooms will enable doctors and nurses to enter orders and view test results at the patient's bedside. The department will also feature two critical care rooms and a radiology and CAT scan suite.

Second FLOOR: An Education and Innovation Center

will replace the former medical education hall that was demolished to build the energy services plant. The area will feature three to four conference rooms plus a medical auditorium and will be equipped with state-of-the-art audio/visual equipment.

On the west side of the building, a **30-bed CVICU/ ICU** will accommodate cardiovascular surgical and intensive care patients. All private, universal rooms with decentralized nursing, these rooms will limit the need for transfers as a patient recovers.

THIRD FLOOR: The **surgical floor** will include five new surgery suites with the capacity to add five more. These state-of-the-art operating suites are designed for maximum efficiency and flexibility to change with technology and patient care needs. A generous core supply and staff work area will support the surgical floor.

FOURTH FLOOR: A 24-bed **medical/surgical unit** will be equipped to provide post-surgery care for orthopedic and spine patients, a growing area of patient care. The floor includes a gymnasium for convenient access to therapy. A 30-bed **telemetry unit** for patients who require cardiac monitoring for medical/surgical management and/or medication administration will also be on the fourth floor. This unit will also feature decentralized nursing and private rooms.



In preparation for the Capital Campaign, we have reorganized our giving levels in order to recognize our donors from January 2008 forward. In the next several pages you will find the new categories and their brief descriptions as well as the giving levels within each category. **Donors are listed through December 31, 2009.**

Signature Gifts

Signature Gifts recognizes individuals and businesses who make a commitment to Susquehanna Health by making a gift of \$100,000 or greater.

Signature Gifts Members

\$1,000,000 +

\$500,000 - \$999,999

Divine Providence Hospital Auxiliary

Ann R. Lamade

Muncy Valley Health Care Foundation

Barbara W. Taber

Williamsport-Lycoming Community Foundation

\$250,000 - \$499,999 Robert W. Beiter

The Klingerman Family

Williamsport Regional Medical Center Auxiliary \$100,000 - \$249,999

Larry Allison, Larry Allison Jr., Allison Crane & Rigging

Tim and Ruthanne Crotty/ Susquehanna Supply Co.

George and Shirley Durrwachter

Bill and Mary Fish, Brent and Daria Fish, of Fish Real Estate

Anita Gibbons, Patrick and Trisha Marty, and J. B. Gibbons Construction, Inc.

Steven and Mary Ann Johnson

John C. and Linda S. D. Lundy

Bill and Lorraine Manos Foundation/ Fairfield Auto Group

Richard D. and Sylvia R. Mase

Robert and Judy More

Muncy Valley Hospital Auxiliary

Albert and Judy Styrcula

Mildred E. Weisel Estate

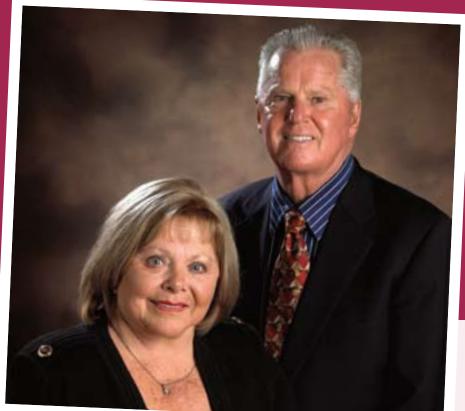
John and Sue Young and Young Industries

Special Recognition

Susquehanna Health would like to extend its appreciation to **Robert W. Beiter** for his support of the overall facility replacement plan. Mr. Beiter has been generous for many years in sharing his time and talents with both Susquehanna Health and the Sisters of Christian Charity. His donation of a portion of the "Beiter Block" to the Sisters of Christian Charity in 2004 was one of the first major contributions to Project 2012.

Bold and italicized listings = new donors





SIGNATURE SPOTLIGHT

Richard and Sylvia Mase

For **Richard and Sylvia Mase**, making a Signature gift to support Susquehanna Health's Project 2012 fits right into their giving nature. It's also a way to recognize those involved in Richard's care for nearly a decade.

Now semi-retired, Richard has been a self-employed businessman involved in a number of energy-related companies for more than 35 years. In 1997, he was diagnosed with multiple myeloma, a cancer of plasma cells in the bone marrow. Since receiving a bone marrow transplant at the University of Pennsylvania in 1998, Richard has been in the care of oncologist **Warren L. Robinson**, MD, at the Susquehanna Health Cancer Center.

Every three months Richard returns to the center for blood work to monitor his

condition. He says Dr. Robinson's great attitude and willingness to work closely with other consulting myeloma doctors has helped him maintain his health.

When the Mases' friends **Albert and Judy Styrcula** talked to them about making a gift to Susquehanna Health, the couple didn't hesitate. Richard has seen the dramatic physical improvements at the center during his check-ups and hopes Susquehanna Health's upgraded healthcare facilities will continue to attract skilled physicians like Dr. Robinson to the area.

"Susquehanna Health is a progressive organization that understands you can have all the facilities in the world, but it's the great doctors and staff that make all the difference," he says. Helping their community is important to the Mases. A 1962 Lycoming College graduate, Richard has served as a trustee of the school for many years. For more than two decades the couple has managed the Marsha Kay Mase Foundation, a charitable fund that supports underprivileged and poor children in Tioga County, in memory of their daughter Marsha.

In honor of the Mases' gift, the Susquehanna Health Cancer Center's Phlebotomy Room will be named for them.

"We are pleased with what Susquehanna Health has done and what they are doing," explains Sylvia. "It's very important for everyone in our area to have access to good healthcare."

Cornerstone Society

The Cornerstone Society acknowledges individuals within the community who make a commitment between \$10,000 and \$99,999.

Cornerstone Society Members

\$75,000 + Anonymous

\$50,000 + Richard and Nancy DeWald William Pickelner Estate Anne L. Pikolas

\$25,000 - \$49,999 Neil and Karen Armstrong Christian and Ashley DeWald

Daphne W. Hill

Michael and Barbara Hudock Keith and Jennifer Kuzio Mr. and Mrs. Chip Lamade George and Elizabeth Logue Don and Jen Lundy Mr. and Mrs. Lester T. Mumford Ralph and Frances Nardi Birch and Annmarie Phillips Thomas J. Rider Trust Robert and Charlene Shangraw The Staiman Families Gregory and Mary Zeitler

\$15,000 - \$24,999 R. Edward and Linda Alberts and Family

Frank and Diane Brennan *Michael and Tera Bush* Ron and Jeanne DeFeo Frani and Doug Doherty *Harold R. Drick*

Mr. and Mrs. Jerry Falco

Herman and Molly Logue Gary M. and Geneva Small Peck Lucile W. Reynolds Charles and Mary Santangelo Michael D. and Mary B. Wolf

Sock-It to Cancer

Join us at the Sock Hop on April 30

to benefit the Susquehanna Health Cancer Center

held on the East Lycoming High School Soccer Field (rain or shine)

4 to 10 p.m. • \$5 per person

For more information, call the Foundation at 570-320-7460.

Sponsored by East Lycoming School District and the East Lycoming Soccer Association \$10,000 - \$14,999

Anonymous (2) Mike and Donna Bastian John L. Jr. and Sarah H. B. Bruch Tom and Laurie Burkholder Joseph and Patricia Carter Steve and Ronna Cassotis Thomas J. Corbett Robert P. and Linda H. Crockett Fred M. and Shirley L. Dieffenbach Allen E. and Catharine K. Ertel *Jo-Anne Fawcett Samuel and Patricia Fry Mrs. Lillian M. Gehret Harold and Joyce Hershberger Jr. Bill and Sharon Hoffmann Michael and Lyneah Hudock Joe Hume-Promotional Specialists Paul A. Jarrett Gloria M. Lundy and Heather L. Macdonald Patrick and Trisha Marty William J. and Peggy McClain Glenn C. Mechling James E. and Elizabeth Mothersbaugh Andy and Brenda Nichols George I. Rodgers II, CFP Paul H. and Tacie E. Rooney Jr. Donna E. Sayah James and Debra Schneider Peter and Linda Schultz **James and Monica Turri Robert Schell Ulrich** Anthony H. Visco Jr. Bob and Irenay Weaver

Bold and italicized listings = new donors * = deceased donor





Michael and Tera Bush

"When you're about to fall, in any situation, two things can happen. Either someone will hold you, or you spread your wings and learn to fly," says cancer survivor **Tera Bush**. "In the case of my cancer, Susquehanna Health not only held me, but they helped me spread my wings, and then I was able to fly on my own."

Tera received treatment for breast cancer at Susquehanna Health in 2002. The kindness of nurses, technicians and other staff at the Susquehanna Health Cancer Center at Divine Providence Hospital moved her to use her talents to help others with cancer, and prompted Tera and her husband, **Michael**, to make a Cornerstone Society gift to support the *Count On Us For Life* Capital Campaign.

Just months after completing cancer treatment, Tera began training to become a hospital clown. The Mexico native had already realized her childhood dream of going to clown college in the early 1980s and was clowning at birthday parties, parades and Hope Enterprises. To be a hospital clown she went to Saint Catherine's University in Canada to learn how to offer a very different type of loving and caring humor.

"When I was a patient fighting cancer, I realized how important humor is. I watched cartoons and funny movies to keep my spirits high," explains Tera. "**Dr. Messeih**, who is just amazing, was the one who encouraged me to go and do this special type of clowning."

Tera clowns at Williamsport Regional Medical Center and Divine Providence Hospital a few times a month wearing a red nose and a white jacket that says "free hugs" on the pocket. She is quiet and calm, spending just a

CORNERSTONE SOCIETY SPOTLIGHT

couple of minutes with patients to share hugs or hold their hands.

"When they see me in the door, they look up and smile. I love that for at least three minutes, I take them away from their pain or worry and make them smile or laugh, and then off I go," she says.

Her efforts are just as important to staff and families of patients, and she is pleased to give them a little break. In addition to clowning, Tera volunteers once a week in the radiation oncology reception area of the Susquehanna Health Cancer Center, greeting patients and showing them where to go for treatment.

"My mother always said, 'We are here to serve God, and the way to serve God is by serving others,' and I believe that strongly," says Tera. Her husband and two grown children, Brian and Madeline, share that belief and are active volunteers around the world and in the community.

When Michael, a financial advisor with Merrill Lynch, suggested making a contribution to support Susquehanna Health's Project 2012, Tera didn't hesitate.

"I said, 'Let's do it.' First of all, Susquehanna Health is a very big part of the community, they are "family," and more importantly to me, they saved my life," she explains. "I mean thanks to the treatments, the doctors, technicians, the care of every single one, not only did they save me physically, they saved my soul in terms of getting me to where I could come back and help people in my situation."

Caduceus Society

The Caduceus Society acknowledges physicians who make a commitment at the \$2,500 level or greater.

\$2,500 - \$9,999

Caduceus Society Members

\$500,000 + Dr. and Mrs. Francis M. Powers Jr.

\$100,000 - \$499,999 Anesthesia Associates of Williamsport Dr. and Mrs. Rodwan and Zokaa Rajjoub

\$50,000 - \$99,999 Jean and John Burks

Dr. and Mrs. Hani J. Tuffaha

\$25,000 - \$49,999 Dr. Ronald E. DiSimone Dr. and Mrs. Daniel R. Gandy

Dr. Ted and Jane Larson Jr.

Dr. and Mrs. George A. Manchester Drs. Timothy and Kathleen Pagana Dr. and Mrs. Gordon A. Shaw Susquehanna Urologic Associates

\$10,000 - \$24,999

Dr. and Mrs. William R. Beltz Christopher and Susan Branton Dr. and Mrs. Paul W. Braunegg Jr. Dr. and Mrs. Leonard R. Collins

Greg and Marilyn Frailey

Dr. and Mrs. Michael Hoffman

Dr. and Mrs. Charles D. Lamade Dr. and Mrs. Donald J. Leathers Dr. and Mrs. Albert G. Liddell Dr. William C. and Beverly H. McCauley Dr. and Mrs. David B. Nagel Dr. and Mrs. Harshad Patel Jim and Peg Redka Dr. René and Diana Rigal Dr. and Mrs. Warren L. Robinson Keith and Pam Shenberger Dr. and Mrs. Stephen Weber Anonymous (2) Dr. and Mrs. Carl R. Albright Dr. and Mrs. David N. Ambrose Charles and Karla Anderson Dr. and Mrs. John C. Becker Dr. and Mrs. Michael I. Belenko Dr. and Mrs. Mark D. Beyer Drs. David and Susan Borys Dr. Karen Brady Dr. Tom and Commissioner Rebecca Burke Dr. and Mrs. John V. Calce **Cornerstone Family Health, PC** Dr. and Mrs. Scott D. Croll Dr. T. E. Cullen and Bronwen Cullen

Dr. T. E. Cullen and Bronwen Culle Drs. Dilip Elangbam and Subadani Angom Dr. and Mrs. Joe English Dr. and Mrs. Todd Fausnaught

Dr. and Mrs. Steven W. Geise

Dr. Kenneth Glaser and Mrs. Tammy L. Glaser

Dr. Daniel J. Glunk and Dr. Margrit M. Shoemaker

Dr. and Mrs. Russell L. Gombosi

Dr. Judith Gouldin and Mr. Anthony Parente

Barbara Heere and Bernard Butkiewicz Dr. and Mrs. Timothy Heilmann

Drs. Renuka Kakarala and Sai B. Sajja

Dr. and Mrs. William F. Keenan I. G. Kim, MD, FACS

Dr. and Mrs. Kevin W. Kist Jr.

Dr. Paul and Cynthia Leber Dr. and Mrs. David J. Lopatofsky

Michael Marceau, MD

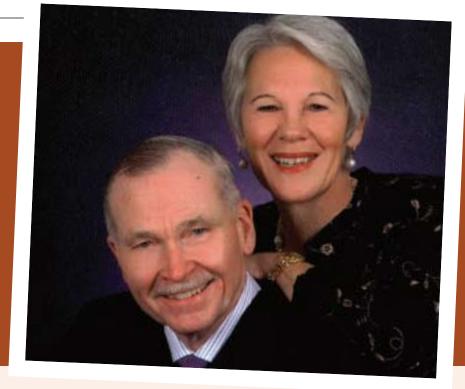
Dr. Thomas I. and Reverend Dr. Lois D. Martin Dr. Naresh C. and Anita Nagpal Dr. and Mrs. Alexander R. Nesbitt Dr. William and Cynthia Pagana Dr. and Mrs. Young W. Park Dr. and Mrs. Frank W. Parker Dr. and Mrs. William J. Peck Dr. Robert and the **Reverend Christine Purcell** Dr. Christopher Reilly and Dr. Teresa Bianco Dr. Mohammad Shafique Dr. and Mrs. Sam F. Stea Bernard and Sarah Steinbacher Dr. Lawrence and Nancy Tomack

Dr. Peter and Rose Trevouledes Dr. and Mrs. Thane N. Turner Rosemary Wiegand and Brett Homan Dr. and Mrs. Daniel E. Wolfe

Bold and italicized listings = new donors







Francis and Caryn Powers

Continued from cover

directly to the Susquehanna Health Cancer Center based at Divine Providence Hospital," says **Steven P. Johnson**, President & CEO of Susquehanna Health. "It also frees up critically important capital funds for modernizing other health system facilities as part of Project 2012 and provides a wonderful legacy to Dr. and Mrs. Powers' lifelong commitment to caring for cancer patients in north-central Pennsylvania."

"What we realized was that this was a win-win for everyone involved," says Dr. Powers. "I have enjoyed the responsiveness of the health system over the years as we've worked to build and improve the cancer program here. We're really just returning their kindness, and we are happy to do so."

When Dr. Powers came to Williamsport more than 30 years ago, there was no cancer program. The radiation oncologist along with his business partner **Dr. Terry Kraus**, recruited **Dr. Johannes Blom**, one of the nation's first hematology oncologists, to the area from the Walter Reed Army Medical Center in Washington, DC.

"We set out and succeeded at building an integrated program that combined medical oncology with radiation oncology," says Dr. Powers, noting this was uncommon at the time. The freestanding centers, such as the one in Selinsgrove, were developed in the late 1980s to provide access to cancer care in more rural communities.

In recognition of their gift, the Radiation Oncology Suite of Susquehanna Health Cancer Center will be named in honor of Dr. and Mrs. Powers. Having his name attached to the new, stateof-the-art facility is an honor.

"The new facility is well designed and equipped and is a very desirable place in terms of being able to offer the best care available," says Dr. Powers. "So much has changed from when my partners and I began developing the

CADUCEUS SOCIETY SPOTLIGHT

cancer program. Then no one wanted to talk about cancer; now we are trying to prevent it and in many cases helping people survive cancer."

Dr. Powers and his wife have contributed to Susquehanna Health Foundation in the past as well as many other non-profit organizations including the Williamsport Symphony Orchestra, Lycoming County United Way, Community Arts Center and the James V. Brown Library. Caryn has always felt that time spent volunteering is equally important and has spent countless hours in service to numerous organizations. They have received the Vision Award from both the Community Arts Center and the Williamsport Lycoming Arts Council and the "Non-Rotarian of the Year" award from the Williamsport Rotary Club.

"We always felt it was important to be active in the community and to help make it a better place," explains Caryn. "The donation of the Selinsgrove Cancer Center will open many possibilities for care in that community. With the resources that Susquehanna Health can provide, the center will continue to be in very good hands."



Business & Industry Gifts recognizes businesses that support Susquehanna Health by pledging at the \$5,000 level or greater throughout the campaign.

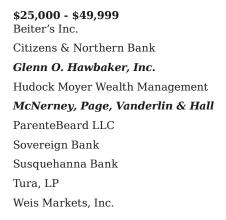
Business & Industry Members

\$100,000 +

AutoTrakk, LLC M&T Bank The Muncy Bank & Trust Company PRIMUS Technologies Corp. Reynolds Iron Works, Inc. Silvertip, Inc. Wolyniec Construction, Inc.

\$50,000 - \$99,999 Jersey Shore State Bank McCormick Law Firm PPL Corp. and Affiliates TurnKey Construction, Inc. TurnKey Electric, Inc. Webb Communications, Inc.

Bold and italicized listings = new donors



\$15,000 - \$24,999 Clear Channel Corp.

Construction Specialties, Inc. Larson Design Group Pennram Diversified Mfg. Corp., Andrew and Karen Hooker Woodlands Bank **\$5,000 - \$14,999** Billtown Mechanical Corp. Brodart Co.

Central Equipment Company

Data Papers, Inc. The Herman O. West Foundation Hermance Machine Company I.C.S. Inc. - Ron Hine J and M Construction Specialties, Inc. KBF Print Technology Keystone Bingo Supply, Inc. L-3 Communications Electron Devices Lamar Advertising Lezzer Lumber Co. - Pennsdale Lundy Construction

Mid-State Beverage Co. - Don and Betty Jo Heim

Murray Motors - Brian Peace and Bill Brown

Norcen Industries, Inc.

Schneider Valley Farms Dairy

SelecTrim Corporation, James Wood and Marcus Annicelli

Steinbacher Enterprises, Inc. - Dave and Karen Steinbacher

Trojan Tube and Boiler Services Williamsport Moving Company

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BUSINESS & INDUSTRY SPOTLIGHT

M&T Bank

"Our relationship with Susquehanna Health and its predecessors goes back more than 50 years as both a client and a charity that we support," says **Philip Johnson**, President of the Northern Pennsylvania Division of M&T Bank. "Our focus is on the communities where we are located. We do business with local companies and support community organizations."

M&T Bank recently made a \$100,000 contribution to support Susquehanna Health's *Count On Us For Life* Capital Campaign. The funds will be used for Project 2012, a \$250-million project that is already upgrading and enhancing all three of Susquehanna Health's campuses: Williamsport Regional Medical Center, Divine Providence Hospital and Muncy Valley Hospital. The results are the most patient-focused and family-centered facilities in north-central Pennsylvania, able to accommodate the latest technology and create of 282 new jobs.

"We have historically made charitable donations to the health system, but this contribution is specific to Project 2012 a project that will benefit the entire community and will keep Susquehanna Health competitive for the next 20 years," explains Philip, a member of the Susquehanna Health Foundation Board who assisted with Business and Industry fund-raising efforts for Project 2012.

"The businesses in Lycoming County stepped up and helped us reach that part of our campaign goal. I think they see the value a great health system has toward recruiting employees and providing a great quality of life for their existing employee base," says Philip. "Project 2012 serves as an economic catalyst for the whole city of Williamsport." M&T Bank encourages employees to be actively involved in community service. In addition to serving on the Foundation Board, Johnson serves on the health system's Finance Committee, is chairman of the Susquehanna Ventures Board and treasurer of the Divine Providence Hospital Board of Directors. In those roles he provides his business expertise as well as the perspective of a community member interested in having high-quality healthcare available for his family.

In addition to Susquehanna Health, M&T Bank supports a broad range of charities that meets the community's education, economic development and human service needs. The Lycoming County United Way, Williamsport/ Lycoming Chamber of Commerce, Lycoming College and Penn College are among other organizations supported through the bank's \$250,000 annual charitable budget. 13

The Keystone Society recognizes those who have made a commitment to contribute \$250 or more annually to Susquehanna Health Foundation. Listed below are all Keystone Society members through **December 31, 2009.**

Keystone Society Members

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Christen Paige Cain





Jamie and Melinda Flick

"This is a phenomenal place to raise a family," says **Jamie Flick**, owner of Susquehanna Software. With one grown son and three boys ages 10 and under, Jamie and his wife, **Melinda**, appreciate the outdoors, the small school districts and proximity to family that their native Williamsport offers. Having the Little League World Series in their backyard is an additional perk for Jamie, who has enjoyed sharing his love of baseball with his sons.

While Jamie's 20-year-old software development company is focused outside of Williamsport, many of his other activities are geared toward making his community a better place, often by having a positive impact on children. In a perfect match of passion and talent, he is president of the South Williamsport Little League, an organization that he has served as a volunteer and coach for 15 years. Jamie also coaches a local elementary school team for Odyssey of the Mind, a national organization that promotes creative thinking in children.

Another project, which promotes patriotism among area youth, is the Sean Thomas Foundation, created in memory of Melinda's brother, who was killed while serving his country in Iraq. The foundation assists military families and provides funding to public schools for military projects such as sending care packages to soldiers.

"We think support of the community is so very important," says Jamie.

He and Melinda are helping the community in another way through a Keystone Society contribution to Susquehanna Health's *Count On Us For Life* Capital Campaign. Their financial donation is supporting renovations and new construction planned as part of Project 2012. Jamie is pleased that the

KEYSTONE SOCIETY SPOTLIGHT

project is helping Susquehanna Health accommodate changing technology.

"Being the president of a technology firm, I know what a challenge it can be to stay ahead of the curve," explains Jamie. "But it is definitely necessary and really a critical piece of the community's economic puzzle. Having a good medical center and creating jobs is a key component to attracting businesses to the region. There's definitely an economic angle to this."

But as a father, son and husband living in the community, there's a personal angle, too. Access to good medical care is important to the Flick family.

"With four active sons, we've made more than a couple visits to the Emergency department," Jamie says, laughing.

On a more serious note, Jamie says when Melinda was diagnosed with cancer two years ago, it was a tremendous benefit to their young family that she could stay close to home and receive the treatment she needed at Susquehanna Health Cancer Center at Divine Providence Hospital.

Susquehanna Health's long history of charitable activities and wellness programs also resonates with the Flick family's desire to help their community.

"Susquehanna Health is very giving. They are very, very active with prevention, anti-tobacco and other programs that support the community, and that goes right along with what is important to us," says Jamie.

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Jones Charitable Foundation

As head of the foundation that memorializes her late husband, **B. C.** "**Red" Jones, Louise Jones** is selective when making donations. She knows Red would want her to support organizations that manage funds carefully to help others in need. Since 1999, she has given more than \$50,000 to Susquehanna Health Home Care & Hospice through the **Jones Charitable Foundation**. She also had a room at The Gatehouse, a home-like in-patient hospice facility located within Divine Providence Hospital, named in his memory.

"I pick organizations that Red would be very proud of," Louise explains. "I have friends who had cancer or whose parents

DONOR SPOTLIGHT

with cancer stayed at The Gatehouse for several days, and they just raved about what a wonderful place it is."

Louise and Red met late in life after Red's first wife died. Both were from the Williamsport area but later made Florida their home. Red did not have children, and the couple talked about his desire to give back to the Williamsport community, where he had worked very hard for his entire business career.

Louise is pleased to keep Red's memory alive through charitable contributions. She makes an annual trip to visit the charities they support. In addition to Susquehanna Health, she has made gifts to other community services including St. Anthony's Center and Hope Enterprise, where there is also a room named in Red's memory.

"I was raised in an orphanage in Sunbury, so I feel really good about being able to do this," says Louise. "And I know Red would be proud of what we're doing, too. His charitable philosophy and legacy of caring live on!"

Legacy Society

The Legacy Society honors those who have included Susquehanna Health in their estate plans by making one of the following gifts: bequest in a will, gift through life insurance, charitable gift annuity and gift through retirement assets or charitable remainder trust(s).

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The Tree of Life Club is the Susquehanna Health employee giving club and to date has raised more than \$740,000. Listed below are all **new** TLC donors from **October 1 to December 31, 2009**.

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Organization Gives Back

The Williamsport Lions Club's excitement for Project 2012 is evident. Sherry Watts, VP of Development, spoke at their monthly meeting, where they then requested to tour the Susquehanna Health Cancer Center. After touring the center they presented Susquehanna Health Foundation a \$500 check for the Capital Campaign.

Local Teens Are 'Sew' Appreciative of Care



Ann Riggs, Manager of The Gatehouse, received the quilts along with Wendy Fetzer, Nurse Practitioner, from sisters Myrle and Anna Newcomer.

Two local teenagers decided to give back to The Gatehouse after their grandfather passed away there in June 2009. The girls spent their summer and fall making their first-ever quilts to give to the patients of The Gatehouse. Every patient receives a quilt to keep. The girls were extremely appreciative of their grandfather's care and wanted to give back by making the quilts for other patients.

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GRATEFUL PATIENT SPOTLIGHTS

Rose Gregori

At least one attendee at Sullivan County's October health fair received life-saving news. **Rose Gregori** of Dushore says Susquehanna Health's free artery screenings revealed a blockage in her brother's neck. It was Saturday, and nurses at the health fair quickly arranged for him to go directly to Williamsport Regional Medical Center for a consultation with vascular surgeon **Karla Anderson**, MD.

"He was a walking bomb," says Rose.

He and his wife, along with Rose, returned to Williamsport two days later for more tests. Dr. Anderson recommended he stay overnight in the hospital and have surgery the next morning. They were 50 miles from home, and Rose and her sister-in-law wanted to be close to him. They were informed about the Hospitality Inn™, where they were warmly greeted.

The Hospitality Inn™ provides free, overnight accommodations for patients and families who have a long distance to travel, are receiving radiation therapy, have entered through the Emergency department, are receiving inpatient therapy at Rehabilitation Services or who are recovering from open heart or other major surgery. The Inn has private, fully furnished rooms with a TV, clock radio, dorm-size refrigerator and phone. Guests share bath and shower rooms as a well as a kitchenette with microwave, coffee maker and small refrigerator.

"The Inn put us just five minutes away from my brother, so we didn't have to worry about getting back down to Williamsport early in the morning," says Rose. "We moved our car just one time in four days to run home and get some clothes."

The kindness and convenience of the Inn was just one of many positive experiences they encountered during their visit. From the great care her brother received to the courteous staff, Rose was extremely impressed with Susquehanna Health.

"You just had to be looking around and someone was at your side asking, 'Can I help you?'" says the retired nutrition advisor.

This was the first time Susquehanna Health offered the artery screening at the health fair. Rose believes the test and quick action of staff saved her brother's life. She is thankful that a surprise visit to the hospital included so many positive experiences.

A Gift of Appreciation

A Schuylkill County couple made an anonymous donation to the Kathryn Candor Lundy Breast Health Center in appreciation

for outstanding

care. While the

center wasn't

for treatment,

they came

believing it

based on

was the best

the closest place



Timothy Pagana, MD

their research and the experiences of the wife's sister, aunt and aunt's daughter.

The couple had a consultation with **Timothy Pagana**, MD within a week of calling. They appreciated that he took his time with them and even made them laugh. His staff went to extra lengths to assure that her tests at two different sites were scheduled on the same day to accommodate the couple's 75-mile drive.

"We came expecting the best professional healthcare available, and we got that, but we got even more," the husband explains. "Whenever we asked for assistance, we got complete help. It was icing on the cake. You don't get that much anymore, but there we did in every instance."

The wife opted for a complete mastectomy which required a one-night stay at Williamsport Regional Medical Center. The husband recalls that his wife was so confident about her medical care that she slept soundly the night before surgery. At a follow-up visit two weeks later, Dr. Pagana told them the cancer was gone and he didn't need to see them for a year. The husband says regardless of the outcome, they would be pleased with their care.

"We felt right from our first visit to our last that Dr. Pagana's goal was to take care of us," says the husband, noting the attention given to both of them. "In a 60-year career, I have met a lot of people who do good for society, and I put Dr. Pagana at the top of that list. I think his goal in life is to give breast cancer people the very best, complete care they can get, and he is accomplishing that goal."

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PLANNED GIVING SPOTLIGHT

Joe and Carolyn Hume

As the owner of Promotional Specialists, Joe enjoys helping customers select just the right items to thank supporters, show appreciation to employees or make their company memorable to prospective customers.

"There's a process you work through to determine the purpose of the gift—what you want to accomplish or promote by giving it to someone," Joe explains.

For the entrepreneur and his wife, **Carolyn**, making a Legacy Society donation to Susquehanna Health ensures that the health system they have supported for more than 30 hospitals became very good customers for him, and he was grateful.

"We recognize that the strong support we received from this community helped make us successful, and we felt by giving to Susquehanna Health we could really make a contribution that benefits the community," Joe explains.

For more than 30 years the couple has made financial contributions to the Williamsport Regional Medical Center and now Susquehanna Health. Avid golfers, the couple participates in the health system's golf fund-raisers, where they have gotten to know and believe in



The Humes know first-hand the importance of having excellent medical care in the community. In the mid-1970s, Carolyn was diagnosed with cancer and received life-saving treatment at Williamsport Regional Medical Center. Nearly 30 years later, Joe underwent open heart surgery there.

Both age 78, the Humes are in good health and have no plans to slow down. Between playing bridge and golf, Carolyn works part-time for their son's company, Keystone Data Systems. Joe left the forms business 20 years ago and, after a brief hiatus, developed Promotional Specialists, where helping to supply thank-you gifts for charitable golf outings is a favorite activity.

"It's great to be involved with helping organizations show appreciation to their supporters," Joe says.

It's a task Joe and Carolyn have done well. With their long-time support and legacy donation to Susquehanna Health, the Humes have expressed their appreciation with a gift that will benefit their community for many generations to come.

"...we felt we could really make a contribution that benefits the community."

years—an organization that has been a good customer and provided them both life-saving care—will receive an important final gift from them. The decision was part of careful estate planning that will benefit their family, the health system and their community.

The Humes moved to the Williamsport area with their two young children, Joe Jr. and Terry, in 1969 so Joe could develop a continuous computer forms business. The surrounding the organization's leadership. They are supportive of Project 2012, Susquehanna Health's master facility project designed to upgrade and replace aging facilities.

"This is a very important investment in the future that will help them remain competitive and assure that the level of healthcare is continuously maintained or improved upon. Already, as a result of this project, we have one of the best cancer centers in the state," says Joe.

Giving Heart Attack Patients the Advantage for Survival

Timing is critical when treating a heart attack.

Treating the heart in under 90 minutes saves precious heart cells. With a

STEMI (stem-me), a life-threatening type of heart attack that occurs after a sudden rupture of plaque within the coronary artery, a patient's survival depends on a quick diagnosis and then opening the impacted vessel.

Experts at Williamsport Regional Medical Center streamlined the process and are committed to getting a patient into the Catheterization Lab and treated within 60 minutes. The American College of Cardiology recommends 90 minutes from the time the patient presents to the Emergency department as the national standard of care.

"We've had anecdotal outcomes that are as short as 20 to 25 minutes, but our goal from when a patient presents in the Emergency department is 30 minutes to the Cath Lab with the overall procedure being completed within 60 minutes," explains David Rothrock, RCIS, Manager of Cardiology Services. "We can do this in a shorter time at Williamsport **Regional Medical Center** because we have integrated service delivery between pre-hospital caregivers

(ambulance service), the Emergency department and the Cath Lab."

Rothrock says most of the major time savings has been gained since they established the process three years ago, but they continue to review and make improvements. In addition to saving a life, the shortened process can minimize permanent heart damage.

The STEMI process is initiated five to 10 times per month and can begin in the Emergency department, another hospital department or when an ambulance arrives at your home. In the case of an ambulance call, a specially trained paramedic is dispatched to the site with the mobile intensive care unit. The paramedic looks for specific abnormalities on the patient's EKG (electrocardiogram). If the patient is identified



as having a STEMI, the EKG is transmitted electronically through a cellular telephone to the Emergency department, and a "Code STEMI" alert is issued. The Cath Lab prepares for an emergency case, and if necessary, the cardiologist on call and Cath Lab staff are summoned to the hospital. This critical step saves valuable minutes as staff and physicians arrive in concert with the patient.

In the Emergency department, the patient is evaluated by a physician and/or a cardiologist. The patient is immediately transferred to the Cath Lab for diagnostic imaging. Sheaths and catheters are inserted into the arteries in the leg and advanced to the heart so dye can be injected for a definitive diagnosis. Then the cardiologist uses guide wires, balloons and stents to open the blockage and resume the patient's flow of blood. At this point, the patient's EKG will begin to normalize and the heart attack symptoms subside.

"The STEMI process is another reason individuals should call 911 when experiencing heart attack symptoms," says Rothrock. "With pre-hospital care providing a critical head start, making that call can save your life."

Physician Recruitment Success Continues

Physician recruitment nationwide is extremely competitive as healthcare centers and communities with growing needs compete for a smaller number of candidates.

"When you consider that since 1993 the number of medical school graduates has increased by 4 percent, and at the same time the U.S. population has increased by 17 percent, you can see that the demand for physicians is outpacing the supply," explains **William McCauley**, MD, FACP, president of the Susquehanna Health Medical Group.

Senior physicians who are making career changes or preparing to retire are other issues affecting physician supply.

"Older physicians are traditionally more productive in terms of the hours they work, so they can provide more coverage and see more patients," says Dr. McCauley. "With residents limited to working 80-hour weeks, many young physicians are not accustomed to the workload older physicians handle. Like others in their generation, these younger physicians are more protective of their lifestyle and prefer to work only a defined schedule without additional call responsibilities. So we actually need more physicians to replace those who are retiring."

Dr. McCauley believes Susquehanna Health is a desirable place to work because of the reputation of the In spite of the challenges, recruitment efforts at Susquehanna Health are on track. In addition to the 14 new physicians who joined the Susquehanna Health Medical Staff and/or Susquehanna Health Medical Group since June (reported in a previous issue of the Foundation newsletter), five new physicians have joined:

NOT PICTURED: Carmen Anderson, MD Radiology



Marius Figueredo, MD Pulmonology/Critical Care



Karl Pecht, MD Family Medicine



Douglas Jones, MD Medical Oncology (Shamokin Dam)



Steve Karp, MD Radiation Oncology (Shamokin Dam)

existing medical staff, attractive and vibrant communities, quality school districts, lower cost of living and easy access to major metropolitan areas.

Designed to address the challenges of aging facilities, meet patient preferences and expectations as well as attract top doctors and clinical staff, Project 2012, Susquehanna Health's \$250-million renovation and expansion project, shows a community invested in quality healthcare.

"Building a great physical plant is important, and our plans for improvements at all of our facilities underscore our commitment to maintain excellent patient services for the future of healthcare in our communities," says Dr. McCauley.

Important Dates

april 22	april 25	april 30	june 7	JULY 9	august 16
PM Exchange at Susquehanna Health Cancer Center	Muncy Valley Hospital Open House and Tour of New Private Patient Rooms	Sock-It to Cancer at East Lycoming Soccer Field	Kathryn Candor Lundy Breast Health Center Golf Tournament at Williamsport Country Club	Sports Medicine Golf Tournament at White Deer Golf Course	Susquehanna Health Golf Tournament at Williamsport Country Club

Groundbreaking at Williamsport Regional Medical Center



Susquehanna Health employee services partners, volunteers, patients and medical staff together with city officials and members of the community broke ground on October 28, 2009, at the corner of Walnut and Louisa Streets, commencing construction on the new patient tower at Williamsport Regional Medical Center.

The patient tower project moves Susquehanna Health into the fourth of five phases in its \$250-million Project 2012 initiative that was launched in 2006 as the first major hospital renovation and replacement project in more than 20 years. Designed to be the new entrance for Williamsport Regional Medical Center, the new patient tower faces and overlooks the city. This four-story tower features 84 single-occupancy rooms developed to enhance patient comfort, increase privacy, improve patient care and reduce the risk of infection. Private rooms provide a more appropriate environment for gathering confidential patient history information and more easily enable the isolation of patients to prevent the transmission of infection.

"Streaking" to Support the Breast Health Center



A television news report showing people with their hair streaked pink to promote Breast Cancer Awareness month prompted **Lisa Brown** and **Judy Andrews**, both unit clerks in the Emergency department at Muncy Valley Hospital, to try a similar campaign. In a little more than three hours on October 30 they had dozens of people—staff, patients and visitors—"streaking" at Muncy Valley Hospital and raised \$125 for the Kathryn Candor Lundy Breast Health Center.

Lisa and Judy, an ex-hair dresser, are members of the **Emergency Department Unit** Council, a shared governance council that provides input for process improvements and changes. Both women have family members who have had breast cancer and liked the idea of doing something so simple to raise awareness about the disease. After quickly clearing their plan with the appropriate managers, they made posters and pink flyers, bought pink hair spray, a cape and pink ribbons, and traveled throughout the hospital in search of willing "streakers."

"I was surprised at how well people responded. One guy making a delivery said others opted just to give a donation. Everyone got a pink ribbon and a place on the "I



he wanted streaks to show support for a co-worker who had survived breast cancer," says Lisa.

While some "streakers" kept their pink hair through Halloween the next day, Streaked with the ER Unit Council" poster in return.

"For such short notice we think it was a great success. Next year we hope to get prepared earlier and do it again," says Judy.

THE PEBBLE PROJECT

With all of the possibilities for designing and furnishing a new patient tower, how do you know what will work best?



Sharing Ideas Improves the Design and Quality of Care

Leadership from Susquehanna Health and architects from Granary Associates (now Stantec) wanted evidence to backup design plans for the new patient tower at Williamsport Regional Medical Center. They are participating in the Pebble Project, which promotes sharing of evidencebased design research in healthcare. The Pebble Project tracks numerous hospital designs to determine what can improve quality of care and what does not. Participants from around the country gain valuable insight through information sharing at every stage of the design and implementation process.

"The idea to participate in the Pebble Project came from our research. We had specific quality factors we wanted to improve through design such as reducing infections, decreasing noise, increasing patient satisfaction and enhancing safety. We looked for evidence to support our designs to address those items," says Susan Duchman, MBA, BSN, RN, Vice President and Chief Nursing Officer at Williamsport Regional Medical Center. "By interacting with other organizations that recently built new patient towers, we learned what has worked and what has not. It is very similar to using evidencebased research to develop standards of care."

Design team member Holly Madara, RN, BSN, AIA, an architect with Stantec, says the Pebble Project helped enhance the overall tower design because they could talk to other participants not just about the physical surroundings but about how staff could function in those areas. "It's a very participatory process. We were able to talk to nurse managers who were already working in facilities with designs similar to what we were planning," Holly explains. "Pebble brings about a certain level of accountability from all parties involved to do the best they can in design."

Another benefit is the ability to discuss the impact new designs will have on nurses and other staff. In anticipation of the major shift to decentralized nursing stations, Susan is implementing many of the suggestions she received from other healthcare facilities about what training is needed and when to implement it.

As a Pebble Project participant, Susquehanna Health will be a model for future hospital designs by conducting internal research and sharing data on how the design elements impact at least ten quality factors. Susan says infection rates, patient satisfaction and nursing satisfaction will be among the areas they examine.

"Sharing among Pebble Project participants prevented us from making costly mistakes in our patient floor designs," says Susan, who has traveled to other Pebble participant hospitals. "There was an element we were considering, and when we visited a hospital in Oregon that used that element, they said if they could do it over they would not do it that way. This has definitely helped us use our resources wisely. The new patient tower is a large and costly project, and we don't want to make mistakes."





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Special Award for Value of Care

Our Recognition

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Williamsport Regional Medical Center was recently recognized by the 2009-2010 Hospital Value Index[™], the first and only national study on U.S. hospitals and the value
of care they provide. The Hospital Value Index[™] named Williamsport a Best in Value[™],
Best in State[™] and Best in Region[™] recipient and ranked the hospital #26 on their Top 100 Hospital list—better than any other regional facility.

What this Means

By efficiently running our hospital, the Williamsport Regional Medical Center is able to provide our patient community safe, high-quality and affordable healthcare. With upcoming health reform legislation, we can expect changes in reimbursement, and because of that, it will be increasingly important for our hospital to prove how we can deliver efficient care while also maintaining our high-quality care.