

Volume 8 | May 2010

foundation focus

3

Largest Gift Ever

6

Toddler Beats
the Odds



Project 2012 Update

As a renovated unit at Muncy Valley Hospital is completed, construction of Williamsport Regional Medical Center's new tower is just getting underway.

An open house in April gave the community an inside look at **Muncy Valley Hospital's** newly renovated inpatient unit. Featuring private, modern rooms with large bathrooms and beautiful décor, the unit provides a comfortable and spacious environment for patients to heal. The appearance is now consistent with the high quality of care already being delivered at Muncy Valley Hospital.

"This is a much more patient-friendly, family-focused environment and a better work environment for our employees," says **Chris Ballard**, Vice President of Operations/Administrator at Muncy Valley Hospital. "Already we are seeing patient satisfaction scores improve."

Ballard says the renovation will help Muncy Valley Hospital attract and retain physicians and employees, which could result in more services for the community.

"The difference is amazing," says Ballard, noting that this is the unit's first complete renovation of inpatient rooms in fifty years.

Steel beams and concrete have been the main materials in play at **Williamsport Regional Medical Center** as the framework for the new patient tower was constructed during the winter months. The final beam, signed by donors and employees, was placed at the top of the new patient tower during a "topping off" ceremony held in late April. Most of the work this summer will be construction of exterior walls with a goal of having the building sealed by mid-November.



Capital Campaign A Success

At a special event in April for fund-raising volunteers, Susquehanna Health President & CEO **Steven P. Johnson** announced that the *Count On Us For Life* Capital Campaign, the health system's largest and most ambitious fund-raising campaign ever, surpassed its \$12.5-million goal ahead of schedule.

Since the campaign began in March 2007, members of the community, businesses, employees, physicians, auxiliaries, and the medical community contributed more than \$15 million to help Susquehanna Health address the challenges of aging facilities and accommodate the latest technology through Project 2012. The \$250-million renovation and expansion includes projects at all three campuses: Williamsport

Regional Medical Center, Muncy Valley Hospital and Divine Providence Hospital.

Dedicated campaign leadership, provided by Development Council chairs **John** and **Linda Lundy** and co-chairs **John** and **Sue Young**, drove the campaign to success in spite of the worst economic climate since the Great Depression.

"Our campaign was led by prominent community members and volunteers who were extremely effective in making the community aware of the need for Project 2012. They were persuasive and persistent, and provided a strong example through their own financial contributions as well as their gifts of time and talent," says **Sherry Watts**, Vice President of Development.

Assisting with the campaign were volunteer members of the Development Council—**Timothy** and **Ruthanne Crotty**, **Keith** and **Jennifer Kuzio**, **Don Lundy**, **Thomas O'Connell**, **Paul H. Rooney Jr.** and **Donna Bastian**—all working with the support of more than 80 volunteers.

Continued on page 3



Contact Information

Susquehanna Health Foundation
1001 Grampian Boulevard
Williamsport, PA 17701
fax: 570-320-7467

Vice President of Development

Sherry Watts
swatts@susquehannahealth.org
phone: 570-320-7464

Development Coordinators

Cheryl R. Chapman
cchapman@susquehannahealth.org
phone: 570-320-7463

Valerie Trego

vtrego@susquehannahealth.org
phone: 570-320-7465

Development Associate/ Gift Processor

Amanda Wallace
awallace@susquehannahealth.org
phone: 570-326-8687

Secretary

Sue Dymeck
sdymeck@susquehannahealth.org
phone: 570-320-7460

President's Message

In March 2007, when the *Count On Us For Life* Capital Campaign began with a \$12.5-million goal, we didn't know the greatest economic downturn since the Great Depression was about to unfold. Campaign leaders knew the goal was ambitious, the largest fund-raising campaign of its kind in our community, but they also knew it was necessary because Susquehanna Health faced serious challenges—aging facilities and a need for space to accommodate the latest technology. The region's leading health system needed community reinvestment to grow stronger for the future.

Your response to that need was tremendous. In spite of the economic downturn, the campaign received pledges and contributions that exceeded the goal by more than \$2 million. This accomplishment is both impressive and humbling! Your support demonstrated confidence in the goals of Project 2012 and helped enable a historic bond issue to provide low-cost financing for the remainder of the expansion and renovation project.

The successful campaign was truly a community effort. We are thankful for support that came from neighbors willing to sell their homes to make room for expansion, financial pledges and outright gifts from individuals and businesses, and volunteers who stepped forward to share the campaign message and find more donors.

Development Council chairs John and Linda Lundy and co-chairs John and Sue Young are outstanding leaders who gave their time and talent as well as generous personal financial contributions. They inspired our project volunteers with a focus of perseverance and persistence and a conviction that reaching our goals in spite of the economy would put the health system in a better position to provide high-quality, compassionate, accessible and cost-effective services for generations to come. We also had the support of The Sisters of Christian Charity and so many other friends in our faith community who kept this campaign in their prayers.

We are thankful to our service partners, Susquehanna Health's employees, who gave the campaign its first home run by nearly tripling their initial fund-raising goal and raising more than \$740,000 for the Tree of Life Club. Their generosity and hard work set the pace and a very high standard for this extraordinary campaign. This was matched by generous support from our auxiliaries and an outstanding response from the medical community.

With this critical project funded and underway, Susquehanna Health is poised to be proactive in meeting the community's healthcare needs for the next several generations. Our immediate focus is completing construction correctly, under budget, and ahead of schedule. In addition, we are planning several significant follow-on projects—a new medical office building at Williamsport Regional Medical Center campus to replace aging, inefficient structures, a new facility for obstetrics, and a replacement for our physical medicine and rehabilitation services.

To all who helped with this campaign, we are so deeply grateful. You have created a legacy of leadership and love through contributions of time, talent and gifts from your personal finances. This legacy will allow us to continue to provide outstanding healthcare for your friends, family, neighbors and the communities here in north-central Pennsylvania for years to come. Thank you!

Steven P. Johnson,
FACHE
President & CEO

A handwritten signature in blue ink, reading "Steven P. Johnson".



Largest Gift Ever



Susquehanna Health received its largest donation ever with a \$3-million grant from The Donald B. and Dorothy L. Stabler Foundation. The gift pushed the *Count On Us For Life* Capital Campaign ahead of its community fund-raising goal of \$12.5-million to support Project 2012, the system's \$250-million renovation and expansion project.

Williamsport native **Donald Stabler** began a one-man paving company in 1940, laying the foundation for Stabler Companies Inc. The company grew in size and success over the years, enabling Donald and his wife, Dorothy, to form their Foundation in 1966 to provide financial support and material aid to charitable, religious, scientific and educational organizations. Donald remained a philanthropist as well as chairman and CEO of Stabler Companies Inc. until his death at age 89 on December 30, 1997. **Dorothy Stabler** died in 2005

at age 90. The Donald B. and Dorothy L. Stabler Foundation continues the Stablers' legacy of charitable giving.

The Emergency department, as well as the community, will benefit greatly from this grant. Susquehanna Health is renovating and expanding the Emergency department to support a growing demand for services, which is estimated to reach more than 60,000 visits by 2012—almost twice the number of visits the present facility was designed to accommodate.

When completed in 2012, the new department will:

- Offer patients more privacy with bedside registration.
- Decrease wait times for patients.
- Provide two critical care rooms.
- Feature easy access to a radiology and CAT scan suite.
- Double the existing square footage to create private treatment spaces and room for family.
- Increase the total number of treatment rooms from 29 to the potential of 52, with more specialty rooms.
- Allow staff to treat a greater number of non-emergency cases more quickly.

"More than half of all patients treated at the Williamsport Regional Medical Center are seen in the Emergency department first. It is an important entry point into our health system and one where dramatic and life-saving steps take place," says **Sherry Watts**, Vice President of Development.

3

Capital Campaign A Success Continued from cover

"The economy didn't change the need for this reinvestment project, and our community clearly understood that need and rose to meet the challenge," says Johnson. "Their support enables us to put all the necessary resources in place—environment, technology, and people—to provide the very best healthcare for the region. Their gifts translate into a legacy of hope, healing, and life-saving treatments."

Strong momentum of the three-year capital campaign signaled community support

and played a significant role in securing a \$167.5-million bond issue last fall to provide low-cost financing for the remainder of the expansion and renovation project.

"Our community volunteers as well as the hospital leadership deserve tremendous thanks because it was their dedication of time, as well as their own financial commitments, that made it all possible," explains Development Council chairs John and Linda Lundy.

Among the many generous gifts from the community

were a \$3-million grant from The Donald B. and Dorothy L. Stabler Foundation, a \$1-million gift from Dr. and Mrs. Francis M. Powers Jr., a \$625,000 gift from Williamsport-Lycoming Community Foundation and \$500,000 gifts from Barbara W. Taber and Ann R. Lamade. During their initial giving campaign, Susquehanna Health's service partners, employees of the health system, nearly tripled their fund-raising goal to raise more than \$740,000 for the Tree of Life Club.

Additional funds and contributions to the campaign will be used to further fund technology and equipment for Project 2012. This will allow us to save more cancer patients' lives, provide more in-depth services for our cardiac patients, and ensure privacy and comfort for patients in the Emergency department.

For more information on the *Count On Us For Life* Capital Campaign or how to give to support continued advancement in healthcare, call 570-320-7460.

GRATEFUL PATIENT SPOTLIGHT

Robert Ulrich

Robert Ulrich of Loyalsock says his wife, **Rita**, was very generous and did things for other people without "tooting her horn." He knows she would be pleased that he made a Cornerstone donation to The Gatehouse, where she spent her final days.

After two years of treatment for cancer, Rita was referred for hospice care through Susquehanna Health.

"It was a comfort to her to know there was someone checking on us. It gave us both peace of mind and extended the time she could be at home," explains Robert.

As Rita's condition worsened, she had a short stay at Valley View Nursing Center

before moving to The Gatehouse, a seven-bed unit on the Divine Providence Hospital campus that provides a peaceful, home-like environment for hospice patients and their families.

"As bad as things were, it was a good experience," says Robert. "The people were so kind and took such good care of her. I wrote to **Dr. [Alexander] Nesbitt** that they have earned themselves a special place in heaven. It takes a special personality to go to work each day knowing you're fighting a losing battle but still being able to put everything into helping us, the patients and families, handle the journey."

The Gatehouse staff kept Rita comfortable and made sure Robert was handling things well, too. Since Rita's death he has received calls from staff of The Gatehouse and appreciates the opportunity to talk to someone, other than family and friends, who knows what he's going through.

Robert put a leaf in Rita's memory on the Tree of Remembrance at The Gatehouse and in appreciation made a Cornerstone Society contribution to Susquehanna Health.

"In everything I try to think what my wife would want me to do. If it had been the other way, I'm sure she would have done something like this," he says.

4

Final Beam of Patient Tower Put in Place



Susquehanna Health raised and welded into place the final 28-foot steel beam at Williamsport Regional Medical Center on April 22 during a special "topping off" ceremony. The beam had been on display for a few weeks prior to allow employee and physician service partners, volunteers and members of the community to sign it before it was raised. A tree was secured to the center of the beam to symbolize that the employees of construction management company L. F. Driscoll have experienced no injuries on the Patient Tower job site to date. Thanks to everyone who attended this special event; most commented that it was inspiring and exciting to be a part of it.

Cancer Center Goes Above and Beyond

In a beautiful new facility equipped with spacious waiting areas, private rooms, a healing garden and special entertainment, music players and treatment chairs, it might seem there's no room to improve patient satisfaction. But the staff members at Susquehanna Health's Cancer Center

specially trained network of volunteers to provide hand and foot massages.

"Our staff is always thinking about how they can make their patients more comfortable. As a group, the people who work here are very generous and committed, but I think they are also driven because the



are relentless in their quest for services and amenities to enhance comfort and convenience for their patients.

Heather Haefner, Administrative Director at the Cancer Center, remembers the patient who inspired the hand and foot massages now available to patients receiving radiation and chemotherapy treatments. He described his appreciation for the "red carpet" treatment he received among "angelic nurses" and heated treatment chairs. "The only thing that would make this better is if I could get a foot massage," he joked.

Seeing merit in the idea as both a pleasurable distraction for patients and a way to promote healing through touch, Haefner and her staff created a

patients are just extraordinary with what they're going through. We really get to know them because they are here every day over a period of time," says **Renee Hinds**, Manager, Radiation Oncology.

"We really try to take care of everything here—mind, body, spirit," says Haefner. "From addressing billing questions to patients' nutritional needs, we try to get those things taken care of right here. We will always look for ways to support our patients and make things easier for them."

"When patients receive warmed blankets, they'll comment that we're spoiling them," adds Hinds. "Well, with everything they're going through, that's just what we want to do."

Here are some other recent enhancements made with patients in mind:

American Cancer Society representatives

Positioned as greeters and helpers in the center's resource library, many of the volunteers from the American Cancer Society are also cancer survivors. They provide an additional source of support and resources for patients.

Kiosk entrance

Patients slide a card through a scanner to independently and confidentially sign in for treatments when they arrive. The computerized kiosk system alerts staff so they can greet patients and fill them in about the day's schedule. The kiosk enhances the policy of personally escorting patients to their treatment rooms.

Brightly colored, side-tying hospital gowns

Thoughtfully selected to promote a spa feel, the side-tie gowns reduce drafts and are easier to close for patients who have difficulty lifting their arms. There are gown tops for patients who are only receiving upper-body treatments.

Blanket warmers

Cozy, warmed blankets provide warmth and relaxation for patients receiving radiation treatments.

Unique artwork

Created by local artists, many prints within the center depict local scenery and help to bring nature inside as part of the healing environment.

Donor Listing Changes

We will be listing our donors twice a year in our February and August issues. If you have any questions or comments about the new format for the *Foundation Focus Newsletter*, please do not hesitate to contact the Foundation Office at 570-320-7460. We will continue to spotlight quarterly what your donations have allowed Susquehanna Health to do.

Toddler Beats the Odds



6

When the three-year-old son of Jamie Wray and step-son of Justin Wray, went to bed on January 7, he was looking forward to waking up and playing in the forecasted snow.

The next morning the snow came, but his plans were put on hold. The three-year-old bumped his head in an accident at home at around 8:15 a.m. Jamie was always cautious with her son, who had been born prematurely, so when he began complaining that his ear hurt, she called his pediatrician.

The doctor couldn't see the boy until 11:30 a.m. and suggested taking him to the Emergency department, where he could get testing done quickly if needed. At 9:45 a.m. Wray carried her son down the ramp at the Williamsport Regional Medical Center Emergency department entrance, explaining that he had bumped his head and had vomited. At that point, he was still active and crying.

"We realized something was seriously wrong when they were getting him ready for his CAT scan," Jamie says. "He seemed incoherent and began vomiting again."

The vomiting signaled dangerous pressure building on his brain resulting from a hematoma (blood clot). His

condition deteriorated rapidly following his CAT scan, and plans to LifeFlight the child to a pediatric trauma unit quickly turned to life-saving action.

"It was amazing, people just appeared and began working on him," says Jamie.

At 11:30 a.m. the boy stopped breathing. As Emergency department doctors **Chip Lambert, MD**, and **Gary Senula, MD**, intubated him, the boy's primary nurse, **Larren Hofford**, and Clinical Supervisor **Brian Webster** teamed up to facilitate the rest of his care. Staff members alerted neurosurgeon **Rodwan Rajjoub, MD**, who was in the hospital preparing for another case. **Russell Gombosi, MD**, the pediatric physician on call, provided support through the entire visit, and for that the family is grateful.

"Small children react differently to trauma. They sustain longer, but then they can decline quickly," explains **Becky Hess**, Manager of Patient Care for the Emergency department. "We don't typically treat a child with that kind of injury, but our staff, most of whom have trauma certification, really pulled it together to get him up to the operating room."

Within minutes Dr. Rajjoub was in the Emergency department. "As I

was examining Brian he stopped breathing. I looked into his eyes and saw my grandson and thought 'I can't let this little boy die'," remembers Dr. Rajjoub. He put his next case on hold to perform an emergency craniotomy to release the pressure on Brian's brain. Brian was rushed to surgery at 11:50 a.m., as the growing number of family members gathering in the waiting room prepared for the worst.

"We were told they were dealing with minutes. We weren't given much hope," explains Jamie. "The chaplain was there, and we were crying, and we knew all we could do was pray. It was in God's hands."

Dr. Rajjoub completed the surgery within an hour. The pressure was gone, but the next 72 hours were critical. Once stabilized, Brian was transferred to a pediatric trauma unit. His recovery was swift, and he was discharged within three days wearing a helmet to protect the small area where Dr. Rajjoub had removed a portion of his skull.

On January 23, just 15 days after his accident, Brian returned to Williamsport Regional Medical Center so Dr. Rajjoub could replace the small section of skull. First his mother took him to visit the Emergency department, where an ecstatic staff hugged him and put stickers on "their little miracle child's" helmet.

"We really came together as a team that day. It all comes down to doing what's best for the patient. That's what drives us all. And on a day like that, when we can make a difference between life and death, that reminds us why we're here," says Hess.

The boy's dad says he is doing fine and is back at preschool one day a week. His grandmother marvels that just one month after his accident, he went outside and made angels in the snow.

"He fought to get into this world, and he fought to stay here," says Jamie. "God has plans for him, there's a reason why. God's in control."

BUSINESS & INDUSTRY SPOTLIGHT



Wolyniec Construction, Inc.



Like the highways, bridges and other concrete structures his company has created since the 1960s, the late **James Wolyniec Sr.** typically stayed out of the limelight. Over the years, he quietly supported Susquehanna Health and other community organizations through sponsorships and donations. Wolyniec was excited about the value Susquehanna Health's Project 2012 would bring to the area, and he and his son, James Jr., hoped their unique approach to helping out with the Emergency department would

inspire others in the business community to get involved. Rather than make a monetary contribution to the *Count On Us For Life* fund-raising campaign, the Wolyniecs donated supplies and the services of their company, Wolyniec Construction, Inc., to assist with the relocation of the Emergency department entrance at Williamsport Regional Medical Center. The gift-in-kind contribution is valued at more than \$100,000 and includes new concrete sidewalks and driveways, concrete piers for overhead signs, a message board, and concrete barriers.

"We thought, 'let's do the work and not charge for it, and maybe some other businesses will see that as a way they can help out, too,'" says **James Wolyniec Jr.** "We hoped this would help get some others in the business community on board with the project."

With the support of the Wolyniecs, many of the surfaces originally designated as

blacktop were completed with concrete to provide greater durability. The donated work was finished just before James Sr. passed away in the fall of 2009. His contributions to the new Emergency department will be memorialized with a naming opportunity for a new Cardiac Operating Room.

"We didn't start out intending to create something in memory of my dad, but I think this is a great tribute. He cared a great deal about this community and felt that supporting the hospital was a way to help the people of this area," says Wolyniec. "When you find yourself in the Emergency department needing services, you realize just how important a strong health system is. The overall project is just a great benefit for the community."

Wolyniec Construction, Inc. continues to be involved with other concrete and repair work as part of Susquehanna Health's Project 2012. The third-generation company offers an array of highway and bridge construction, concrete and brick work, repair, and other services and is owned by James Wolyniec Jr.

Anniversary Gifts Support Breast Health Center

On November 26, 2009, nearly three years after **Carol Pittenger** battled breast cancer, she and her husband, **Harley**, celebrated their 50th wedding anniversary with a party at Country Cupboard in Lewisburg. Harley put a unique twist on the event by suggesting that party guests wanting to recognize their anniversary with a gift could make a donation to the Kathryn Candor Lundy Breast Health Center. Together their guests contributed \$930!

"This contribution means so much because of what the Breast Health Center has done for us. We had such a wonderful experience with the center from day one," says Carol, who is a volunteer at Muncy Valley Hospital. "It feels good to know that our anniversary gift is ultimately helping others. That's really something to celebrate."



From left to right: Timothy Pagana, MD, Harley Pittenger, Carol Pittenger and Susan Branton, MD.

foundation
focus**OPEN HOUSE** for the community
June 6, noon to 2 p.m.

New Susquehanna Health Medical Plaza at Montoursville



Eastern Lycoming and Union County residents now have easy access to physician care and lab and imaging services through the area's premier health system at the new Susquehanna Health Medical Plaza at Montoursville. The center, which opened in late March, is conveniently located in Savoy Plaza behind Country Ski and Sports.

"We are thrilled with the services and amenities we're able to bring to the Montoursville community and beyond," says **Renee Miller**, Administrator for Susquehanna Health Medical Group. "We did surveys and talked to patients to find out what our community is looking for, and this ties right into the Project 2012 goals of making our facilities more welcoming while improving technology."

At the plaza, two existing Montoursville physician practices were combined in a modern medical office space designed for efficiency and patient comfort. The adjacent lab and imaging area offers the latest in technology with all-digital equipment including a 20-slice CT scanner, X-ray and ultrasound. The addition of digital technology and use of electronic medical records promote precision diagnostics and timely results.

"Convenience is key, with ample parking within steps of the facility," says **Krysta Wagner**, Susquehanna Health's Administrative Director for Primary Care Practices. "In many cases, patients can move right from their physician appointment to the lab and imaging area to have tests completed without an extra trip."

In the summer, kiosk registration will be added for lab and imaging

patients to reduce wait times and offer greater efficiency and privacy.

"This is a nice complement of services in a very pleasing environment. The experience is better for both our patients and our physicians. Everything will be right at their fingertips," says **Karen Armstrong**, Senior Vice President/Chief Information Officer.

The new facility is open Monday through Friday, 8 a.m.-5 p.m.
Medical staff:

Andrew Haussmann, MD
Eric Longenbach, MD
***Donna Mullarkey, MD**
***Michael Wright, MD**

The outpatient lab provides routine lab draws while providing easy access and convenient parking.

**Accepting new patients*

