

Impressions

FALL 2016



Families are the
heart of Camden

IN THIS ISSUE

THE HEART OF CAMDEN

SIGNATURE EVENTS

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Dear Friends,

First, and foremost, thank you for your support of Virtua Foundation. Every day, I have the privilege of seeing your gifts at work, helping our patients get well and stay well, and impacting our community in positive ways. The impact is especially profound at Virtua Camden where we serve as a lifeline to health and well-being for children and families in a struggling city. But we know that we must do more. Read about our plans for the future of Virtua Camden, including the new Family Health Center on page two of this issue of *Impressions*.

You can also read about the success of our Virtua Gala, held at the Borgata in March. The event was sold out weeks in advance and raised more than \$1.2 million for Virtua Camden—made possible by our generous sponsors. I would like to especially thank Brenda Bacon and Brandywine Living, presenting sponsors, for their continued commitment to Virtua Foundation and the programs we support.

Our community partners were very busy this spring and summer, organizing events and fundraisers. Read more about their efforts on pages 8-9. Their passion and enthusiasm is clear and has resulted in significant funds raised, last year more than \$270,000, and helped to spread the message about the need for philanthropic support for the Foundation. Thank you for all that you do for Virtua.



With gratitude,



Christina Mattison
Senior Vice President, Virtua Foundation

IMPRESSIONS IS PRODUCED BY VIRTUA FOUNDATION

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E-mail: VHF@virtua.org

For information about making a contribution to Virtua Foundation, call (856) 355-0830 or visit foundation.virtua.org.

1880s

— SOCIETY —

RECEPTION

Members of Virtua Foundation's 1880's Society enjoyed an inspiring evening at the Crowne Plaza, Riverside Pavilion in recognition of their generosity. Oncology patient, Melissa Davis, shared her courageous story of determination and survival and thanked those gathered for their commitment to the patients of Virtua. Rich Miller, Virtua CEO and Christina Mattison, Virtua Foundation senior vice president, offered special thanks to everyone for making Virtua Foundation a philanthropic priority.



Executive Vice President Mike Kotzen congratulates patient speaker, Melissa Davis.



John Parker, vice chair, Virtua Foundation, Rich Miller, Virtua CEO, and Bob Silcox, Virtua Foundation chair.

For more information

about becoming an 1880's Society member and making a difference for our communities, contact Virtua Foundation at 856-355-0840.

UPCOMING EVENTS

Now through end of October
Spirit of Children Fundraiser
Spirit Halloween Stores

Save 10% off your in store or online purchase until October 31st and support Virtua's Child Life program at the same time. Go to foundation.virtua.org/spirit to download the store coupon.

November 10, 2016
Taste of Virtua

Barry D. Brown
Health Education Center
Voorhees

Supports Patient Care

December 7, 2016
53rd Annual Cooks Tour of Moorestown
Presented by the Virtua Memorial Auxiliaries

Supports oncology services at
Virtua Memorial

December 10, 2016
Carz N' Toyz Toy Drive
Virtua Voorhees

Supports CHOP at Virtua

2017

March 4, 2017
2017 Virtua Gala

Borgata Hotel and Spa
Atlantic City, NJ

Supports oncology and the new Cancer
Center at Moorestown.

Visit our website at foundation.virtua.org for
more information about upcoming events.



The Heart of CAMDEN

An apple a day may keep the doctor away, but apples are hard to come by in Camden. The city has few grocery stores, and the only options for residents with limited transportation are processed, sugary foods from corner stores and fast food restaurants. **In fact, fresh fruit and vegetables are so difficult to obtain in Camden, the United States Department of Agriculture named it one of the country's nine worst "food deserts."**

Fortunately, that desert also has an oasis: Virtua Camden.

Once a week, every June through October, the Virtua Camden Farmer's Market gives residents access to fresh food. A Virtua nurse and nutritionist provide recipes and help customers make selections for healthy, home-cooked meals. The food is affordable for the community

and Virtua also distributes Virtua Foundation Bucks that give students access to fresh produce and an opportunity to learn about budgeting.

"What it's all about is dignity for people; to be able to afford the foods that they need to eat. Because healthwise, a lot of people cannot afford this at the regular grocery stores," says Mildred Johnson, one of many grateful customers.

The market is just one of many ways that Virtua Camden sustains and supports its community, always listening to residents and striving to bring them what they need. The Kyle W. Will Community and Family Health Center is vital to that effort. It's a "one stop shop" where adults and children can go for well visits, sick visits, and much more — including podiatry, physical therapy, and lab work.

The Center is an important resource in an area facing alarming rates of chronic disease such as diabetes,



ONE OF THE COUNTRY'S
NINE WORST
food deserts

where affordable, healthy food
is difficult to obtain.



hypertension, cardiac disease, and cancer. Adults and children in Camden face more stress and require more care, across a broader range of conditions, than ever before.

Providing health education is another vital key to improving the well-being of Camden's families. Each September at the annual Camden Community Day, Virtua clinicians teach families how to live a healthy and active lifestyle in an urban setting. The C.A.S.T.L.E. program — Children Achieving Success through Therapeutic Life Experiences — has an even bigger, lifelong impact.

C.A.S.T.L.E. delivers high quality mental and behavioral health services to children ages three through 15 who are facing emotional or behavioral challenges. In a classroom setting, the program gives these kids the tools they need to build self-esteem, develop coping mechanisms, and master life skills. It offers three levels of care: a full-day partial hospital program, a half-day after school program, and outpatient individual and family therapy.

“What it's all about is dignity for people; to be able to afford the foods that they need to eat.”

Mildred Johnson

“Without this place, I would have been lost,” says Leslie Paige, who is raising two grandsons. “As I see them grow and change and use the tools that they’re learning here to build their self-esteem, it builds my self-esteem.”

One of C.A.S.T.L.E.’s most popular features is Fitness Rocks. Led by Sara O’Brien of Community Rocks! Corporation, this therapeutic program mixes yoga and other forms of exercise with music and lessons about self-confidence and sensitivity. Play, music, and dancing help students cope with stress and anxiety, while also allowing them to get outside and just be kids.

“It has been a joy to witness children who normally struggle to communicate and engage with others become playful, energetic and even loud when Ms. Sara comes with her guitar,” says Amy Quick, director of the C.A.S.T.L.E. Program. “Doing something fun so kids don’t know they are getting therapy is just as important.”

C.A.S.T.L.E. also provides horticultural therapy to help reduce stress and promote social skills. The staff at C.A.S.T.L.E. also collects food, coats, and backpacks full of school supplies for children. For the more than 600 families connected to C.A.S.T.L.E., from Camden and beyond, this program gives parents and children what they need — a fun, positive way to keep kids moving forward in the educational process and learn tools they need to succeed in school, at home, and in the community.

It always comes back to the community, and that includes those most in need: the homeless population. Virtua is partnering with the Camden Coalition of Healthcare Providers in Housing First, a new initiative that addresses the problems of chronic homelessness and expensive emergency room visits by allowing the homeless to move into homes without preconditions and regardless of their credit history. According to the Camden Coalition, Housing First programs in the U.S. have a 90 percent success rate versus 30 percent in traditional housing programs.

All of these efforts are primarily funded through grants and philanthropy. And with the continued support of its generous donors, Virtua Camden has plans of doing even more with new programs and a campus expansion.

There is an urgent need for expanded services in Camden and we are committed to bringing greater access to affordable, high quality care that is based on the unique needs of the residents of Camden. A new Family Health Center will transform healthcare for Virtua’s growing number of patients. The center will provide outpatient clinical services that include advanced technologies and upgraded amenities, as well as space to provide educational programs for patients with diabetes, heart disease, and cancer.

Families are the heart of Camden, and Virtua is committed to keeping that heart beating strong – enhancing resources it offers those families so they can create healthier lives for themselves and their children.

**IN 2015, VIRTUA
CAMDEN PROVIDED
90,000 ANNUAL VISITS
BUT WE MUST DO
MORE.**



There is an urgent need for expanded services in Camden and we are committed to bringing greater access to affordable, high quality care based on the unique needs of the area's residents. A new Family Health Center will transform healthcare and offer outpatient services specifically tailored for residents of Camden.



Signature EVENTS

Virtua SKINNY Black Tie Gala 2016



Dan Aykroyd, Brenda Bacon, Christina Mattison,
Rich Miller, Jim Belushi

The 2016 Virtua Skinny Black Tie Gala was a remarkable show of generosity, raising more than \$1.2 million for Virtua Camden. More than 1,000 attendees enjoyed entertainment by The Blues Brothers, featuring Dan Aykroyd and Jim Belushi, and the Melanie Rice Orchestra. Proceeds will benefit vital programs and services at Virtua Camden and help to make substantial changes that will have a profound impact on the community. Plans include a new Family Health Center that will transform healthcare for Camden residents.

The evening also included a presentation of the Virtua Humanitarian award to Marvin Samson, founder and Chief Executive Officer, Samson Medical Technologies, LLC. The Virtua Foundation Humanitarian Award recognizes an individual or organization that has made significant contributions to improve the health and well-being of families in our community. Award Honorees are trailblazers who transform healthcare or other community resources through extraordinary leadership, innovation and philanthropic support.



Bobby O'Neill, Heather O'Neill, Mary Lee Miller, Rich Miller, Virtua president and CEO, Kristen Lacroce and Tony Lacroce



Robert Silcox, chairman, Virtua Foundation Board, Rich Miller, president and CEO, Virtua, Christina Mattison, senior vice president, Virtua Foundation, Dennis Flanagan, chairman, Virtua Board of Trustees, Brenda Bacon, president and CEO, presenting sponsor Brandywine Living, and Virtua Foundation Humanitarian Award honoree Marvin Samson, founder and CEO, Samson Medical Technologies



Anne Kirshner and Dr. Steven Kirshner, Marianne Aleardi and Joseph Aleardi



Josh Hudson and Carly Hudson, Kimberly Silcox and Robert Silcox, Jr., Marsha Silcox and Robert Silcox



Marvin Samson receives his Virtua Foundation Humanitarian Award from Brenda Bacon, president and CEO, Brandywine Living, Gala presenting sponsor



Congratulations to Marvin Samson, 2016 Virtua Foundation Humanitarian Award recipient



Virtua recognized as Best Regional Hospital and High Performing Hospital by U.S. News & World Report

Virtua Voorhees and Virtua Memorial achieved Best Regional Hospital and High Performing Hospitals in the 2016-2017 U.S. News & World Report rankings and evaluations.

Virtua Voorhees is ranked #8 in New Jersey and #10 in the Philadelphia metropolitan areas as a Best Regional Hospital and achieved High Performing Hospital status for five conditions and diseases: chronic obstructive pulmonary disease (COPD), colon cancer surgery, heart failure, hip replacement, and knee replacement. Virtua Marlton was included when evaluating the performance of Virtua Voorhees. Virtua Memorial also scored "high performing" for COPD and heart failure.

"Virtua is honored to be recognized by U.S. News & World Report for the services we provide to our patients," said Virtua President and CEO Richard P. Miller. "Virtua has rigorous standards to monitor clinical performance, ensuring that our patients are safe and receive the highest quality care. The recognition from this prestigious publication adds to Virtua's achievements and recognition from many industry watchdog groups who provide transparency tools to consumers."

Out of nearly 100 New Jersey hospitals, only 13 met U.S. News & World Report standards and were ranked in the state and Philadelphia metropolitan areas. Regional rank is determined by a hospital's performance in the national rankings analysis and by its scores across each of the specific procedures and conditions areas evaluated. Those who achieved High Performing Hospital status are in the top 10 percent of hospitals evaluated in a specialty.



Investors Bank

Thank you to the Investors Bank Foundation for generously donating \$2,500 to Virtua's Children Achieving Success Through Therapeutic Life Experiences (C.A.S.T.L.E.) program. The grant will help patients and families in need of emergency assistance.

Girl Scouts

Shamong Girl Scout Troop held a glow zumba fundraiser at Indian Mills Middle School to raise funds in support of the Child Life Program at Virtua Voorhees. With the money raised, they purchased treasure box items which are given to children at Virtua Voorhees and Memorial.



Smash Breast Cancer

Over 150 people attended the annual Smash Breast Cancer event held at the Medford Village Country Club supporting the Tyanna O'Brien Breast Care Comfort Fund at Virtua. In the evening, everyone gathered for a silent auction and to honor Mary Ann McNulty for her contribution to the golf community and Mary Jewett for her contribution to the tennis community. With the silent auction and the day's activities, this event raised almost \$11,000. To date, the Smash Breast Cancer event has raised almost \$33,000 since the first event in 2014.

Community Partners

IN ACTION



F.O.P. Lodge 56

Thank you to F.O.P. Lodge 56 and the Irish Pub Children's Foundation for making a generous donation supporting Child Life and pediatrics at Virtua. The South Jersey F.O.P. Lodge 56 supports the Irish Pub Tour de Shore throughout the year and on the day of the ride by hosting the first rest stop along the route, providing roving support vehicles, traffic support, volunteers, making sure riders get safely to Atlantic City and so much more.

Rastelli Family Market

During the week of July 18, Rastelli Family Market celebrated their 2nd anniversary. A percentage of the earnings were donated to support Chop at Virtua. More than \$2,000 was raised.



Run with the Docs

Virtua's OB/GYN and Maternal Fetal Medicine physicians planned the 2nd Annual Run with the Docs 5k. This run/fun walk supports the perinatal bereavement program at Virtua, which helps grieving families deal with the devastating loss of a child. The event was held on Sunday, June 5 at Virtua Voorhees and raised over \$45,000.

Partnerships make all the difference in the world! We are thankful to work beside many generous organizations and individuals throughout South Jersey that host events and fund raise in support of patients at Virtua.



Joyful Gathering Spiritual Center

Joyful Gathering Spiritual Center held their annual fundraiser to support the NICU at Virtua. The event started with a silent auction followed by dinner and a presentation honoring Dr. Pandit, assistant director of the Neonatal Intensive Care Unit (NICU) for his outstanding work. The event was held on Sunday, May 22 at the Lucien's Manor in Berlin. The event raised nearly \$18,000 and still counting.

BreastFest

BreastFest is the signature event of the Tyanna Barre O'Brien Foundation, created by five O'Brien sisters in honor of their late mother, Tyanna. The Foundation hosts events throughout the year. On June 11, 2016, BreastFest raised over \$25,000 and still counting.



Arthur Murray Dance Studio

On April 16th, Arthur Murray hosted a "Dancing with the Stars" style event to raise awareness for Oncology and celebrate the lives of survivors and their loved ones. Over 400 people were in attendance and participated in the silent auction. Survivors in Step raised \$19,862 benefitting oncology services at Virtua.



303 Lippincott Drive
4th Floor
Marlton, NJ 08053



Join Virtua Foundation
Thursday, November 10, 2016
6:00 pm - 9:00 pm

Barry D. Brown
Health Education Center
106 Carnie Boulevard
Voorhees, NJ 08043

Tickets: \$80

Guests must be at least 21 years old to attend.

Registration *(Space is limited)*

Please RSVP by **Thursday, November 3, 2016**.

Exclusive sponsorship packages are available until **October 20, 2016**. For more information: Call **856-355-0850**, email: ckreckel@virtua.org, or visit foundation.virtua.org/taste-of-virtua.