

# RIDDLEMATTERS

A Publication of The Riddle HealthCare Foundation Fall 2008

## When Seconds Count

Meeting the Challenge of  
Emergency Cardiac Care

## A Legacy of Service

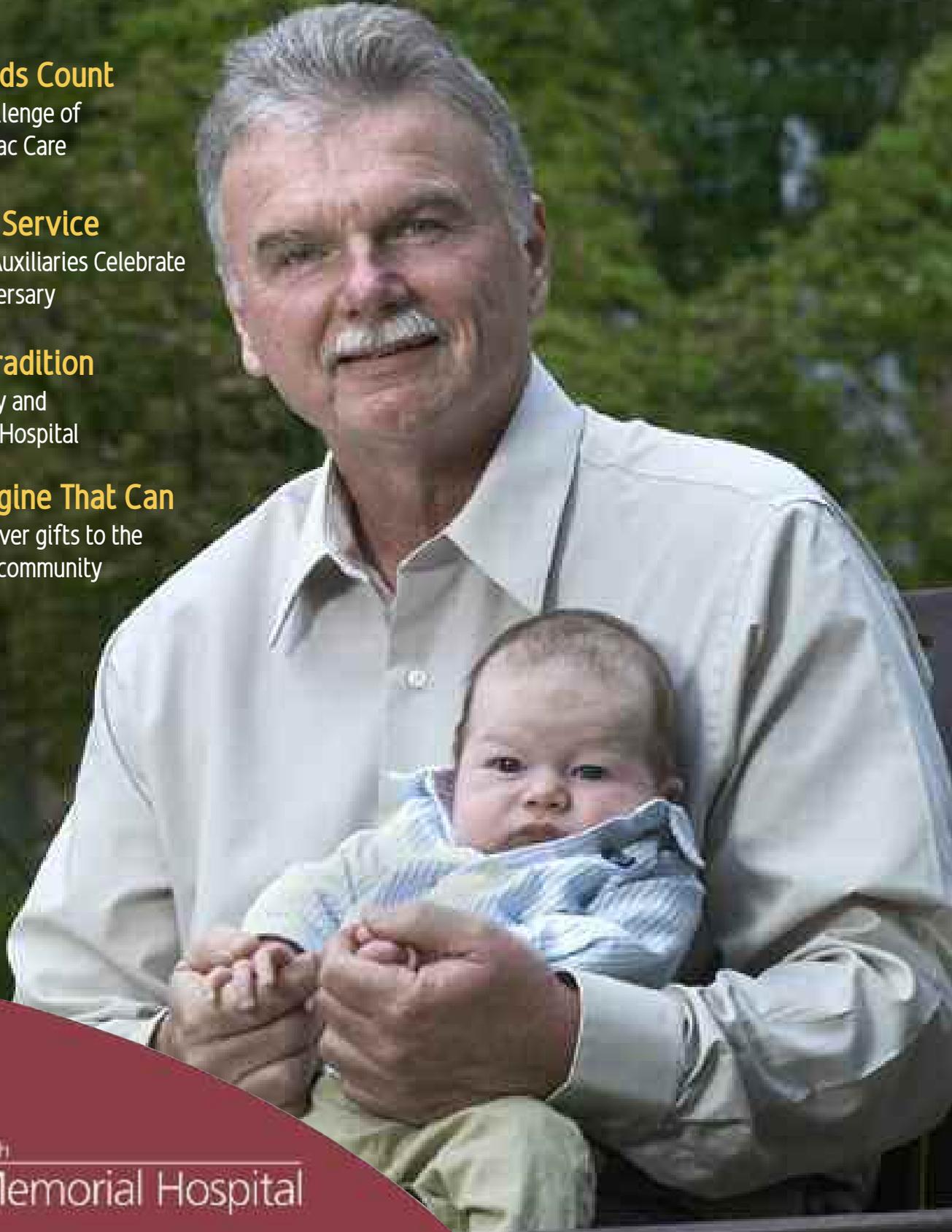
The Associated Auxiliaries Celebrate  
Their 50th Anniversary

## A Winning Tradition

The Bruder Family and  
Riddle Memorial Hospital

## The Little Engine That Can

Model trains deliver gifts to the  
hospital and the community



Main Line Health

Riddle Memorial Hospital

# THE PEOPLE OF RIDDLE: Philanthropy Big and Small

Dear Friends,

I am pleased to introduce *Riddle Matters*, a new magazine published twice a year that celebrates the many different ways Riddle Memorial Hospital matters to you and *you* matter to Riddle Memorial Hospital. Each issue will focus on the people of Riddle... the members of the community who become our patients, volunteers, employees, board members and medical staff as well as those who interact with us through community outreach initiatives and philanthropic endeavors.



In this issue, we have included our annual Donor Honor Roll, which recognizes all those who provided financial support to Riddle during the last fiscal year. In addition, you will learn about:

- How our board members rallied in response to a challenge from the Franklin Mint Federal Credit Union to equip all Riddle ambulances with new state-of-the-art cardiac monitoring technology;
- The amazing contributions of The Associated Auxiliaries, celebrating 50 years of service and commitment to Riddle Memorial Hospital this year;
- A long-time board member and prominent Delaware County business leader who has helped foster the growth of Riddle throughout the years;
- The story behind Riddle's beloved Holiday Express and the man who turned his passion for model trains into a holiday tradition that keeps on giving;
- How a 25-year devoted volunteer found a creative way to stay connected with Riddle.

You'll also learn about some of the recent happenings at Riddle that reflect our leadership in the healthcare community, the commitment of our medical staff, as well as interesting stories about some of our friends in the corporate community.

This issue of *Riddle Matters* celebrates community-based philanthropy at its best. I hope you enjoy these stories of a few of the many philanthropists among us... the big and the small.

*David E. Kennedy*  
President & CEO



## Table of Contents

Page 2	When Seconds Count: <i>Meeting the Challenge of Emergency Cardiac Care</i>
Page 5	A Legacy of Service: <i>The Associated Auxiliaries Celebrate Their 50th Anniversary</i>
Page 8	A Winning Tradition: <i>The Bruder Family and Riddle Memorial Hospital</i>
Page 10	The Little Engine That Can: <i>Model trains deliver gifts to the hospital and the community</i>
Page 12	A Focus on Philanthropy: Building Riddle's Future...Together
Page 14	Events
Page 16	Practice Makes Perfect Mock Crash

### Riddle Matters

Fall 2008

Issue 1.1

*On the Cover:*

*Leo Muldoon and his grandson Sean  
Story on page 2*

# WHEN SECONDS COUNT:

*Meeting the Challenge of Emergency Cardiac Care*



*Leo Muldoon and EMT Tim Mayer with the 12-lead ECG monitor*

**M**onday morning. He got up, had a cup of coffee, went to the gym, took a shower and got ready for work. At work he bent over to get some tools out of his truck. He felt light headed. Started to sweat. "I'll let the other guys get the tools out of the truck," he thought and went home. Still sweating he decided to take another shower. That's when he collapsed.

When he woke up, he sat there wondering what had happened to him. He knew it was serious. "Funny, I kept wondering if I'd make it...if I'd be around for the birth of my grandchild."

Leo Muldoon, 53, was having a heart attack. He managed to call 911. The next thing he knew, he was in a Riddle ambulance. He felt no pain and had none of the classic symptoms. As the ambulance sped to the hospital, the paramedic bent over him attaching the twelve leads of the Electrocardiogram (ECG) monitor.

What happened in that ambulance and in the first minutes after he arrived at the hospital - the skill of the emergency personnel, the technology on board the ambulance, the doctors - would determine whether or not Leo Muldoon would be alive to witness the imminent birth of his grandchild. He thought about that. Everything would depend on whether the ambulance had the right diagnostic technology on board. Thanks to the generosity of the Hospital and Foundation boards of directors, in Leo's case, it did.

Today's hospitals are constantly challenged with securing the funds they need to provide new equipment and raise standards of patient care. That's why The Riddle HealthCare Foundation exists - to help fill the gap by encouraging philanthropic support for the hospital

In this case, it started when John Unangst, president and CEO of the Franklin Mint Federal Credit Union and a member of The Riddle HealthCare Foundation board, put a challenge grant of \$20,000 on the table. He challenged the Board to raise the additional funds necessary to equip all Riddle ambulances with the latest heart monitoring/defibrillator technology.

This ideal equipment is the Phillips HeartStart Monitor/Defibrillator, a sophisticated yet uncomplicated portable unit that combines a defibrillator with a 12-lead ECG monitor capable of wirelessly transmitting real-time ECG data ahead to the hospital. *Any* hospital.

Marianne Schwalbe, R.N., Nurse Manager of the Riddle Cardiac Catheterization Lab, says, "This real-time data is critical to fully assess the situation and determine how best to prepare for the patient. Getting diagnostic information in advance saves us significant time especially when preparing to treat a critical patient." In the case of cardiac patients, that "significant time," measured in minutes, can make a life-or-death difference.

### **This equipment makes Riddle Memorial Hospital a trailblazer.**

Kyle Kramer, vice president for Cardiovascular Services at Main Line Health says, "I am very proud that Riddle is leading the way for Main Line Health and the Greater Philadelphia market. With this trailblazing advancement Riddle is now the hub and on the cutting edge for acute cardiac emergencies."

A study published in *Circulation*, a magazine published by the American Heart Association, shows that the shorter the time between a patient's arrival at the hospital and getting the right treatment can mean less heart damage, shorter hospital stays, better outcomes and reduced cost of care.

**"I am very proud that Riddle is leading the way for Main Line Health and the Greater Philadelphia market. With this trailblazing advancement Riddle is now the hub and on the cutting edge for acute cardiac emergencies."**

*Kyle Kramer,  
VP Cardiovascular Services  
Main Line Health*

What's more, other institutions within the Main Line Health System can take advantage of this technology, using Riddle as a "server site", which will send real-time ECG data to other hospitals within the region. According to Robert Kunz, M.D., Ph.D., FACEP, an emergency physician at Riddle, "Since we will be a magnet center in the use of this advanced pre-emptive device we will be seeing more and more cardiac patients."

To Leo Muldoon it may well have meant the difference between life and death, as he had a 99 percent blockage of one artery. In his case, catheterization and a stent fixed that. "I think they had me corrected within 30 minutes after they picked me up. Thanks to whatever that equipment was in the ambulance and the care I got immediately at the hospital, I made it. Truth is, I don't really remember much about it. Everything went so smoothly, it was like I had a broken arm, not a heart attack."

For Leo Muldoon "making it" meant that he could go back to work at his drapery business, live a full life...even go back to the gym. But best of all, he is here to love and enjoy his first grandchild, Sean Michael.

"Everything went so smoothly, it was like I had a broken arm, not a heart attack."

*Leo Muldoon*

## **Heart Attack Symptoms and Warning Signs**

Leo Muldoon did not have classic symptoms, but he knew that something was wrong. Some heart attacks are sudden and intense, but most start slowly, with mild pain or discomfort.

**Trust your instincts, and call 911 immediately if you experience any of these symptoms:**

**Chest discomfort** that lasts more than a few minutes, or that goes away and comes back. It can feel like uncomfortable pressure, squeezing, fullness, indigestion or pain;

**Discomfort in other areas of the upper body** including pain or discomfort in one or both arms, the back, neck, jaw or stomach;

**Shortness of breath** with or without chest discomfort;

**Other signs** may include breaking out in a cold sweat, nausea or lightheadedness.

As with men, women's most common heart attack symptom is chest pain or discomfort. But women are somewhat more likely than men to experience some of the other common symptoms, such as shortness of breath, nausea/vomiting, and back or jaw pain.

Calling 911 is the fastest way to get lifesaving treatment. Emergency Medical Services staff can begin treatment when the patient arrives.



# A Legacy of Service

The Associated Auxiliaries Celebrate Their 50th Anniversary



Jan and Art Duryea sit on a rocking chair from the Rock-a-Thon.

In 1958, two years before Riddle Memorial Hospital broke ground, The Associated Auxiliaries became valuable allies in the quest to build a community hospital.

“Back then,” explains Jan Duryea, current President of The Associated Auxiliaries, “before the era of soccer moms and working moms, it was easier to mobilize the women of the community, and every woman in the area was eager to have a community hospital. So they gathered and started holding fundraising events for the purpose of building their community hospital... officially becoming Riddle Memorial Hospital’s auxiliary.”

Jan, who has served as an auxilian and hospital volunteer for more than 10 years, explained further. “A horse show was held initially, followed by a country fair on the grounds where the hospital would be built. Expanding their efforts, in 1960 they celebrated the Hospital’s ground-breaking ceremony during the second annual horse show and country fair.

## Milestones

The Associated Auxiliaries have accomplished these important milestones during the past fifty years.



Riddle Memorial Hospital Opens, 1963



The Merry Token Gift Shop Opens, 1963



The Thrift Shop, 1973



*The Country Fair Program from 1977*

At one time there were 17 individual auxiliaries, each taking their name from the community where most of the members resided... Beatty Hills, Rose Tree, Lima, Middletown and Media to name a few. Through the years, with more than 700 members involved, the auxiliaries raised funds to purchase patient beds, draperies, window blinds, bedpans, furniture and more. By 1989 these efforts raised an impressive total of \$3 million.

Today, there are five separate organizations under the umbrella of The Associated Auxiliaries. Since 1958 they have raised more than \$9 million for Riddle Memorial Hospital including funds for the Outpatient Pavilion, the Cancer Center and the fourth floor expansion project. They recently pledged an additional \$1 million towards the Emergency Department expansion project.

Before Jan joined The Associated Auxiliaries, she worked as a registered nurse at Riddle Memorial Hospital in the early 1970's. Her husband, Art, began working as a volunteer in the RMH Physical Therapy Department in 1998. He then volunteered in the Hospital's operating suite where he continues to greet patients and help make them feel comfortable. Art shares, "I loved working as a volunteer so much that Jan wanted to get involved too! We both feel strongly that volunteering is our way of giving back for all the blessings we have received." Jan then began volunteering each week in the Riddle Thrift Shop and the Merry Token Gift Shop.

People sometimes think that auxiliaries and volunteers are the same. At Riddle that's not quite true. According to Jan, "The primary function of the auxiliaries then and now, is raising funds for the Hospital. The group also started a volunteer program that was so successful the Hospital hired a full-time director of volunteer services." Jan is quick to point out, "At Riddle, you do not have to be a volunteer to belong to The Associated Auxiliaries and, visa versa. We have over 400 volunteers, 130 of them working just at the Thrift Shop. Peg Pinkerton was recently honored for more than 60,000 hours of volunteer service!"

Jan chuckles, "it is incredible to see the size of the contributions these two organizations make to Riddle Memorial Hospital. We also operate the Merry Token Gift Shop (named after Man O'War's grandmother) and the Major Treat Snack Bar in the hospital lobby, plus the Fountain Café in the Outpatient Pavilion lobby - *we do a great business there!* Our on-campus retail operations contribute more than \$150,000 each year. In addition to the shops, we sponsor a number of fundraising events including lobby sales featuring shoes, handbags, jewelry, art, and sports memorabilia. Other special events include our Tree of Lights and the Rock-A-Thon. Our biggest event, the Man O'War Ball will celebrate 50 years in 2009."

**"The 50th anniversary of The Associated Auxiliaries is a wonderful time to celebrate and acknowledge the tremendous contribution this organization has made and continues to make to Riddle Memorial Hospital."**

*Dan Kennedy*



*The Major Treat Snack Shop, 1964*



*Man O' War Ball, 1988*



*Tree of Lights, 1990*



*The Outpatient Pavilion, 1994*

The 50th anniversary of The Associated Auxiliaries is a wonderful time to celebrate and acknowledge the tremendous contribution this organization has made and continues to make to Riddle Memorial Hospital. On September 17, 2008 The Auxiliaries hosted a luncheon at King's Mill to honor all the past and present members. Dan Kennedy, president and CEO of the Hospital expressed his thanks to these committed members: "On behalf of the board of directors, administration and staff, I would like to thank you from the bottom of my heart for the moral and financial support you have provided over the past 50 years. Your love, devotion and commitment to our hospital and our community is worth much more than simply the dollars you've raised and the hours you have served. You have established your own legacy here at Riddle!"



*Mary Ann Mallon with the Honorable Judge and Mrs. John V. Diggins at the Ball in 1983*

Jan is pleased to hear this praise, but she also sees new challenges ahead. "It's harder to attract new members these days, and so we must look for different ways that people can contribute through The Auxiliaries." In fact, Jan would like to start a "Friends of the Auxiliaries" program where people with limited time available could be responsible for specific activities. "We must continue to do the work that was started back in 1958. It is important that we continue to attract new members of all ages."

**If you would like to learn more about the Auxiliaries, please call Jan Duryea at 610-891-3174.**



*Auxilian Mrs. William J. Campbell serves tea to Dr. Edward Hagopian in 1974.*

*A Saving Grace*  
**A Tribute to Mary Ann Mallon**  
**1923-2008**

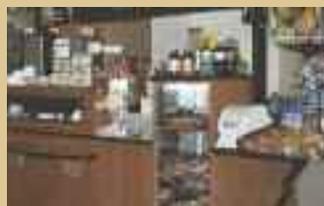
As President of The Associated Auxiliaries in 1964, Mary Ann Mallon helped the hospital stave off a financial crisis, which allowed Riddle to continue to operate. Not able to meet payroll, hospital administrators called on Mary Ann for help. She notified the presidents and treasurers of all 17 Auxiliaries who came forward with enough money to pay the employees. Mary Ann also had a special role in coordinating volunteers at the hospital. In 1969 she was hired by the hospital to be director of Volunteer Services. For ten years she took pride in placing volunteers in almost every department of the hospital. Putting her organizing skills to work, Mary Ann served as co-chair of the Riddle Country Fair and chair of the Man O' War Ball for four years. Daughters Duchess Wynn, Nina Cruice and Alycia Mallon-Buhle became active in the hospital's auxiliary and volunteer programs. Mary Ann Mallon left her own legacy of service to the community, and we will miss her grace and generosity.



*The Cancer Center, 1999*



*The Front Lobby Renovation, 2002*



*The Fountain Café, 2002*



*The Fourth Floor Expansion, 2004*

# A Winning Tradition

**M**an O' War, the racehorse owned by Samuel D. Riddle whose generosity led to the establishment of Riddle Memorial Hospital, was then and is now the standard by which all racehorses are measured. Thanks to men like Tom Bruder, Jr. and his colleagues on the Board of Directors, Riddle Memorial Hospital operates with Man O' War's winning spirit.

The Bruder family is no stranger to winning. In fact Tom Bruder says his father shared Sam Riddle's passion for winning racehorses. "He certainly would have liked my father, because my father was pretty big into horse racing. I didn't share that interest but I did spend a lot of time going to the races with him. I guess he wanted company."

The senior Bruder not only wanted his son's company at the track but he also wanted his company in running the family's paint business. Indeed, industry analysts have said that the Bruders must have paint in their veins. The company, M.A. Bruder & Sons, founded by Michael A. Bruder in 1899, was family-run for more than 100 years and established more than 130 company stores in the eastern and southeastern United States.

Not only do the Bruders have paint in their veins but they also have a talent for making things happen. And a lot has happened since 1989 when Tom Bruder, Jr. first joined Riddle's Board and accepted the challenge of advancing Sam Riddle's dream.

That's because Tom brings a winning spirit to everything he does. In fact all the Bruders share that spirit. Consider their love for the game of lacrosse. All of Tom's children – Tom, Mary Kate, Chris, Tim, Jim and John –



The Bruders have a talent for making things happen. And a lot has happened since 1989 when Tom Bruder, Jr. first joined Riddle's Board and accepted the challenge of advancing Sam Riddle's dream.

played lacrosse. His youngest son was captain of the '99 University of Delaware lacrosse team. M.A.B. even had its own company lacrosse team that won the first ever Club Championship for a Philly team in 2006.

## ***Keeping Riddle in the winner's circle.***

When we asked Tom to cite some of the "wins" during his tenure on the Board, he began with the hospital's recent affiliation with the Main Line Health System. He pointed out that the healthcare business

has changed a great deal since Riddle toed the mark in 1963. "Things are much more competitive now. Today stand-alone hospitals must struggle to get the capital they need. It costs a lot of money to buy up-to-date equipment and improve facilities in order to stay competitive in the medical business and keep attracting patients and the best doctors. So, our joining the Main Line Health System was a big thing." In addition to serving on The Riddle HealthCare Foundation and the Riddle Memorial Hospital Boards, Tom now serves on the Main Line Health Board of Governors.

**Other accomplishments cited by Tom during his years on the Board include...**

- The development of Riddle Village in 1993,
- The opening of the Outpatient Pavilion in 1994,
- Riddle's ranking in 1995, when the Hospital was named in the top one percent of the nation's hospitals for quality care by the Joint Commission,
- The opening of the Cancer Center in 1999,
- Riddle's listing among the top 100 ICU's in the nation in 2001, as part of the first comparative analysis of ICU performance among hospitals in the United States.

**Why Did He Do It?**

Tom says his major motivation for joining the Board stemmed from his desire to give back to the community. "Having input in helping this hospital grow, helping it to become better... helping it to do more for the community... helping it to be more competitive... that has given me a great deal of satisfaction because that's exactly what the hospital is for, serving the community."

In addition to contributing time and talent, Tom and his wife Kate have been among the hospital's greatest financial supporters. Their consistent support of Riddle's annual fund and events, as well as special projects including capital campaigns, has served as an inspiration to others. This year's Man O'War Ball was the most successful in its 49-year history. In addition to record attendance in honor of Tom and Kate, a special fund was created in their name to support the Hospital's emergency department expansion project.

Through their generosity and service, men and women like Tom and Kate Bruder help Riddle Memorial Hospital to carry on in the spirit of the Man O' War tradition and remain in the winner's circle.

**The 49th Man O'War Ball Honors Tom and Kate Bruder**

*On April 26, 2008 the 49th Man O' War Ball was held at the Springfield Country Club in Springfield, PA hosted by The Associated Auxiliaries of Riddle Memorial Hospital. This year's ball honored Tom and Kate Bruder for 20 years of service and support to Riddle Memorial Hospital.*



*Tom and Kate Bruder relax at the Ball*



*(L-R) John and Joan Mullen (Honorary Chairs); Dan Kennedy, Kate and Tom Bruder*

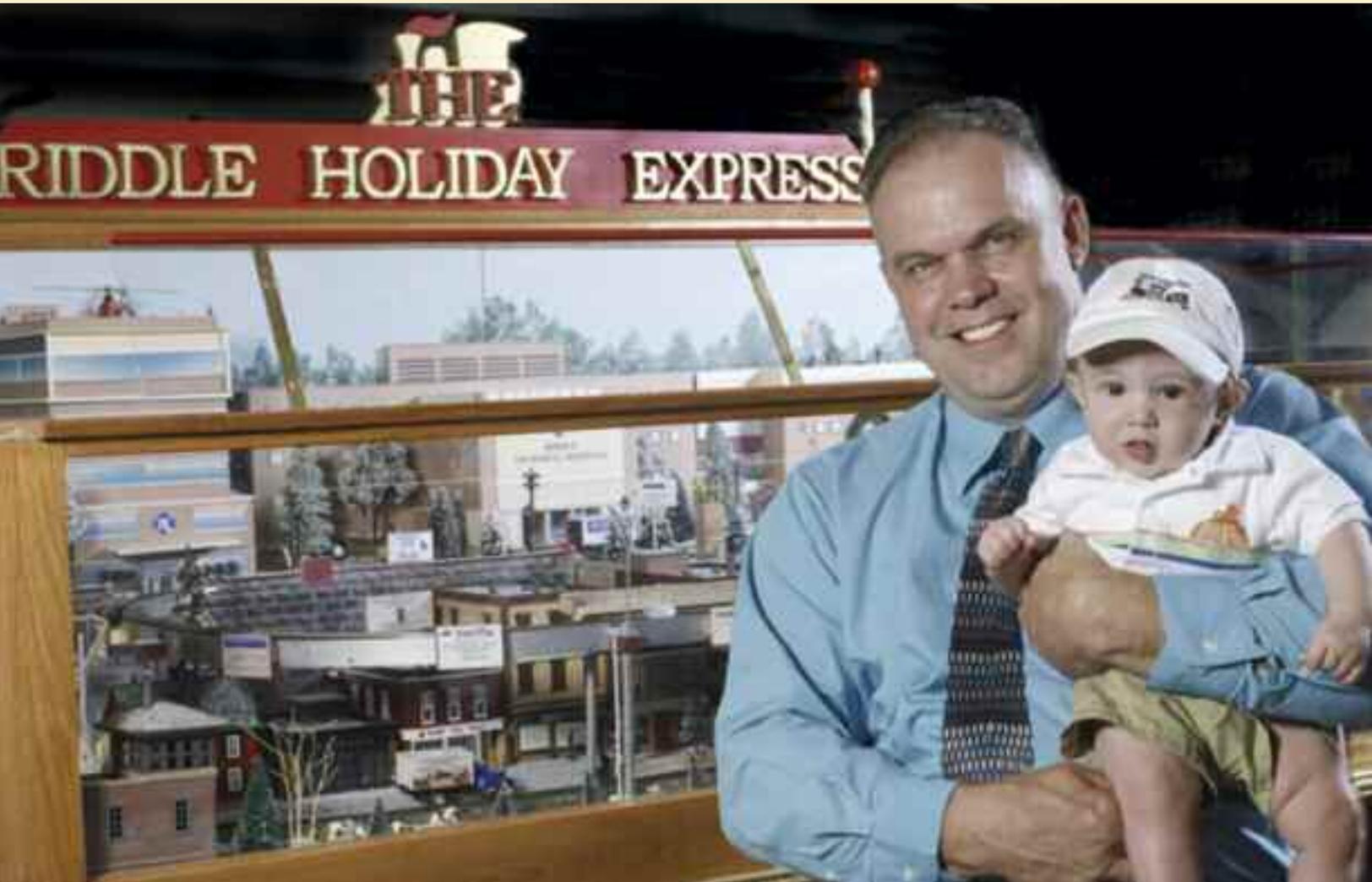


*The Bruders with the Phillie Phanatic*



*(L-R) Joe and Cathy Granger, Tom Bruder, Jim and Sue Walsh*

# The Little Engine That Can: Model trains deliver gifts to the hospital and the community



*Dave Adcock with his grandson Chase*

In 1954, Wally Piper published what was to become an inspirational children's classic - The Little Engine That Could. It is the story of a train that sets out to deliver Christmas gifts to boys and girls on the other side of a mountain. A steep mountain. It has been called "one of the greatest tales of motivation and the power of positive thinking ever told." First heard on our mother's knee, many of us can still hear the little engine's mantra: "I think I can, I think I can...."

Here's how Dave Adcock's model trains deliver gifts to the Riddle family and the community.

**D**ave Adcock and Riddle go way back. He spent his high school summers cutting grass at Riddle Memorial Hospital, working in the shadow of his dad, the Plant Manager. The elder Adcock, a retired Navy man nicknamed “Chief”, exposed his son to the inner workings of the hospital and explained how they supported the primary work of the hospital – treating patients and saving lives.

During those summers, Dave developed his personal strengths and talents. After graduating high school, he spent four years in the Marine Corps, got married and set about raising four daughters.

Dave began working at Riddle in 1999 as part of the facilities crew and this year was promoted to Director of Plant Operations and Maintenance. With a computerized maintenance management system, he keeps things running smoothly throughout the entire campus, managing technicians and contractors as well as dealing with the strict guidelines set by the Joint Commission on Accreditation of Healthcare Organizations (JCAHO).



**When Dave set up the train display five years ago, little did he realize that The Riddle Holiday Express would, over that five years, raise more than \$50,000 to support his vision.**

### ***A Generous Heart***

As everyone at Riddle Memorial Hospital knows, there is another side to Dave. He has a passion for collecting model trains and building train displays. It was this hobby and his generous heart that spawned a creative idea. “One day, I had this vision of something that would use my trains to give, a ‘different flavor’ to the hospital,” he explains. On that day, The Riddle Holiday Express was born, and with it an opportunity to “give back” to the community. He began working on his vision whenever he could – sometimes spending entire weekends on the project. Dave’s train display excites the senses with the chugging engines, whistles and bells, lights and panoramic scenery, all intricately designed and built with a special purpose in mind.

### ***A Partnership with the Community***

His idea was to create something that would illustrate the hospital’s connection to the community and the community’s connection to the hospital. Vendors of the hospital, businesses, organizations and individuals can sponsor a billboard, a train car, or have their name painted on the side of a tiny building to advertise their service. There are bake sales and raffles to raise money from employees. In addition, Dave included the United States Marine Corps Toys for Tots Campaign in the display. Over the years he expanded his efforts by supporting hospital services, which benefit babies in the Birthplace and children in the Speech and Hearing Department. He gave proceeds from the display to Riddle’s Cancer Survivors Walk and Duck Race, and provided coats to children through contributions to the Operation Warm campaign.

**Businesses, organizations and individuals can sponsor a billboard, a train car, or a building. Call the Foundation Office at 610-891-3504 for information.**

### **Visit the Riddle Holiday Express**

During the Holiday Season, Dave’s model train display will be set up in the Hospital’s Main Lobby.

Experience the twinkling lights in this tiny town, listen to the Christmas music, hear the train whistles and marvel at the intricacy of the little buildings and colorful scenery.

Note that all the traffic lights, RR crossings, music and even the hovering helicopter are run by a digital control system programmed by Dave to make goings-on in the Lilliputian town different every day.

Dave is quick to point out that he could not have achieved his vision if he had not had plenty of help from his own family. “I couldn’t have done this without my wife Andrea’s support and talent. She put up with my being busy and she did much of the detail work for me.” The entire “Riddle Family” helped him too, with Jonathan Vince and the facilities crew chipping in their time and talent, the Raffle Elves selling tickets, and employees dutifully making goodies for the bake sales.

For a special raffle this holiday season, Dave is assembling a train kit stored in a hand-crafted wooden box. Intended to celebrate the affiliation with Main Line Health, the train kit also serves as a commemoration of the fifth anniversary of the Holiday Express.

And so it is that Dave’s vision and the support of the whole “Riddle Family” led to the creation of an exciting miniature hometown display, and started a Riddle tradition dedicated to benefiting patients and the community.

# A Focus on Philanthropy Building Riddle's Future...Together



*Pictured (L-R) Howard Stoeckel, Edward Chambers, Fred Wood, Richard Wood, and Dan Kennedy*

## **Wawa & Riddle: A Long and Special Relationship**

Throughout its history, Wawa and its associates have been committed to playing a major role in the community. For over 40 years Wawa has been a loyal and generous supporter of Riddle Memorial Hospital. In fact, a member of Wawa's executive team has served on the hospital's Board of Directors since 1965.

At the 2007 Man O' War Ball, Wawa was honored for their continuing support. Howard Stoeckel, President and Chief Executive Officer, announced a \$250,000 pledge from the Wawa Community Giving Fund in support of the hospital's emergency department expansion project.

What's notable about this gift is that it consists of contributions made by Wawa associates matched by company funds. An associate survey determines the causes the fund will support.

So why did Wawa choose Riddle? "Wawa associates were very inspired when they learned of the generous contributions made to Riddle by its own hospital employees," says Steve Derby, Vice President for Development at Riddle. "The whole experience became a 'win-win'. In a spirit of 'solidarity', the Wawa Charities Committee voted to join with the Riddle employees in supporting the Hospital because they know what it means to the community. The staff here at Riddle was delighted to learn how their own personal gifts were multiplied through this generous action."

## **HASSAN C. VAKIL, M.D.: A Tale of Two Families**

This year, Hassan C. Vakil, M.D., Chairman of Division of Surgery since 1981, celebrates his 36th year as a member of the Riddle Memorial Hospital family. As he looks back he says, "I started here when I was quite young. And this place is definitely my second home. Yes, it definitely has a special place in my heart and has played a major role in the lives of myself, my wife and our two sons."

According to Dr. Vakil, summer jobs at Riddle led his eldest son, Jeffery, to develop a love of medicine. Jeff completed his orthopedic residency and is now serving a fellowship at Johns Hopkins. Meanwhile, in what one might view as a diplomatic move, the Vakil's youngest son, Mark, chose to follow in his mother's footsteps. He's enrolled in law school.

So Dr. Vakil's story is the story of the two families in his life - his own family and the Riddle family. And it is the story of his dedication to them both.

During his years at Riddle, he has witnessed and participated in what he calls "significant change." "I have seen the hospital grow from two operating rooms to the twelve. I have witnessed the many advancements in technology - including minimally invasive surgical procedures and a host of others." Dr. Vakil was, in fact, among the first to perform laparoscopic gall bladder surgery at the hospital. Only one of his many operating room "firsts."

"It is very gratifying and very humbling to see how this institution has grown from a small community hospital into a large, technologically advanced institution that is now part of Main Line Health." But in spite of its growth and technological sophistication,

Dr. Vakil points out that Riddle has retained the warm and welcoming "personality" of a community hospital.

In addition to his professional contributions to the hospital, Dr. Vakil and his family have been generous with personal contributions. Dr. Vakil serves on the board of The Riddle HealthCare Foundation, the Development Committee and the Man O' War Ball Committee. He and his wife Virgie were major sponsors of this year's 49th Annual Man O' War Ball. Over the past 36 years he has served as chairman of many key hospital committees.

In addition, they are members of the Chairman's Council and The Riddle HealthCare Foundation's Man O'War Society - the latter in special recognition of their recent bequest, which will help Riddle Memorial Hospital and The Riddle HealthCare Foundation to serve the community for generations to come.

Dr. Vakil's commitment to Riddle, the second family in his life, is unwavering: "I spend more time here probably than anywhere else. I love every minute of it and every minute of it has been gratifying. When I retire I would like to continue to be involved and to make a contribution when ever I can."





## A Giving Heart

Fran Heffner has a special place in her heart for Riddle Memorial Hospital.

For 25 years she served two full days a week as a volunteer in the radiology department. She says she still has fond memories of chatting with patients and comforting them as she wheeled them into the radiology department. She retired in 1996, but found a unique way to continue her involvement with the hospital.

Because she loved the people and the work so much, Fran decided to establish awards for excellence to honor staff members in the Radiology Department. Through a \$25,000 endowment, she is able to make awards to staff members who demonstrate exemplary service to the department and its patients.

Fran now lives across the way in Riddle Village. She still attends the radiology Christmas parties. Speaking of her gift, she says, "They were all so good to me that I just wanted to do something for them."

Steve Derby, Vice President for Development, The Riddle HealthCare Foundation, says "Fran's service to the hospital exemplifies the devotion of our volunteers and the fine work they do."

## Ways to Give

There are a variety of ways to support Riddle Memorial Hospital that provide you with the satisfaction of supporting its mission and securing certain tax advantages. The simplest form is to make your tax-deductible gift by check payable to "The Riddle HealthCare Foundation" and send it in the enclosed envelope.

Or you could choose the convenience of making your secured credit card gift online at [www.riddlehospital.org](http://www.riddlehospital.org). Just click on (1) "About Riddle," (2) "The Riddle HealthCare Foundation," and (3) "Make a Gift."

Depending on other assets you own or your personal circumstances, you may want to consider other available options such as:

### Gifts of Securities and Other Property:

Gifts of appreciated stock, mutual fund shares or other securities can be a cost effective way of supporting Riddle. Gifts of real estate, paid-up insurance policies or personal property are also welcome.

### Planned Gifts:

From a simple bequest in your will to a charitable remainder trust or charitable gift annuity that provides valuable life-income, planned gifts offer the flexibility of providing for Riddle's future while addressing your personal and financial needs. They also provide current and future tax benefits.

### Matching Gifts:

You can increase the value of your gift by taking advantage of your employer's matching gifts program, if it is offered. Check with your human resources department and if the program is offered, fill out the matching gift form and enclose it with your gift.

### Memorials and Tributes:

Remembering a loved one or honoring a friend, family member, physician or other caregiver is a wonderful way to express your personal appreciation and support – and support Riddle Memorial Hospital at the same time.

For more information on any of these giving options, please call Steve Derby, Vice President for Development at The Riddle HealthCare Foundation, 610-891-3651.

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## The Car Show



*The Riddle Car Show took place in front of the hospital July 26, 2008*



*Jack Getty, Jackie Woolfall and Bob Bair take a break*

## Man O' War Ball



*Shining stars at the MOW Ball: (L-R) Debbie Sasso, Maripeg Bruder, Suzie Reilly, and Cindy McGoldrick*



*"Group Hug" with Man O' War Ball special guest. (L-R) Auxiliaries Dolly Stiteler, Edna Fury, honorary member The Phillie Phanatic, Allen Pitt and Selma Rende*



*All smiles! MOW Ball attendees, (L-R) Marissa Bruder, Ryan Sullivan, Jim Tegler, Jamie Sullivan, Yvonne Welstead and Jim Bruder*

On April 26, 2008 the 49th Man O' War Ball was held at the Springfield Country Club in Springfield, PA

## Board of Directors Cocktail Party



*Good friends...good cause...great evening!. (L-R) Larry and Helene Weathers, Joanne and Tom Goldsmith and Rosemary Kerwin*



*Cocktail party benefits Nursing Fund for Excellence. RMH nursing leaders (L-R) Louise Hummel, Vicky Cosgrove, Mary Gallagher, Kathy Essaf, Marianne Collins, Ann Marie Brooks, VP, Rosi Wurster, and Deborah Sheets.*

Cocktail party guests and benefactors gathered at Aronimink Golf Club on October 19, 2008 to support the Nursing Fund for Excellence.

## Employee Picnic



*The Cath Lab team celebrates their victory with Dan Kennedy and a tray of cookies.*

The Riddle Employee Picnic was held on August 26, 2008. There was music, food and fun for all. Each department of the hospital submitted banners depicting their specialty, and employees voted the Cath Lab's as the winner.



## Pro-Am Golf Classic



*Nancy Carbutt with son Paul and Dan Kennedy just after the putting contest.*

The 26th Annual Pro-Am Golf Classic took place on September 11, 2008 at DuPont Country Club in Wilmington, Delaware.



*The Bruder Foursome and golf pro*



*The St. Jude Medical Foursome and golf pro*

## PRACTICE MAKES PERFECT: Riddle is the First Community Hospital in the Country to Develop Obstetric Rapid Response Teams

**B**e prepared. That's the secret to success in any emergency. "You need to be at the top of your game when things go bad, so you need to practice in order to be comfortable when a bad situation arises." says Barb Kurtz, R.N.C., Director of Women's Health at Riddle's Birthplace. But how do you get that practice when, fortunately, obstetric emergencies are relatively rare?

Riddle's Ob/Gyn Director of Medical Education, Helen Kuroki, M.D., found the solution in a recent article in the American Journal of Obstetrics & Gynecology. The article described how Gabriella Gosman, M.D., spearheaded an effort to add an obstetric-specific emergency team (called Condition O) to the existing rapid-response system at Magee Women's Hospital at the University of Pittsburgh Medical Center, and she invited Dr. Gosman to bring her team to Riddle for a demonstration.



### *Enter "Noelle," the pregnant mannequin.*

The obstetrical physicians and staff at Riddle are participating in a continuing education program that no other physicians have experienced in Southeast Pennsylvania, modeled after Magee's Condition O experience. Riddle will soon be the first community hospital in the country to be equipped with obstetric crisis emergency teams. The training for these teams has begun and consists of simulation-based exercises using "Noelle," a high-tech mannequin which can simulate maternal and fetal crises. The mannequin actually speaks and can be hooked up to blood pressure and fetal heart-beat monitors.

Dr. Gosman's statistics show that Magee's Condition O team cut their rapid response time down to six minutes - from a national average of 30 minutes. Dr. Kuroki says her goal is to attempt to match Magee's six-minute response time, "And that's setting a very high standard for anyone."



*Barb Kurtz, R.N.C. watches as Helen Kuroki, M.D. delivers the mannequin baby with Jackie Hudechek, R.N.*



### **Mock Crash for Penncrest students: A warning for teens about drinking and driving.**

The Riddle HealthCare Foundation was awarded a grant from State Farm Insurance to bring a tough message to teens on April 18, 2008, as part of The National Teen Driver Safety Initiative. A Mock Car Crash that resembled an actual accident scene was enacted on the campus of Penncrest High School.

Riddle Memorial Hospital EMTs along with PA State Police and township officers responded to "the 911 call" with full gear and equipment. All the reality and awful aftermath of a two-car crash was included in the event, even the county coroner and grieving parents played by actors from The Media Theatre.

The real thing - alcohol-related car crashes involving teenage drivers - kills 25,000 people every year. The scene at Penncrest brought the teen spectators face-to-face with their own vulnerability and the terrible finality of an accident caused by drunk driving. Hopefully, witnessing this Mock Crash will be enough to convince teen drivers to be safe and sober.

A very special "Thank You" to State Farm Insurance Company for helping Riddle to provide this powerful program designed to save lives.

### **Our Mission**

We exist to provide quality healthcare and superior service in order to promote and improve the quality of life in our communities.

### **Our Vision**

To be the best place to receive care. To be the best place to give care.

**The Riddle HealthCare Foundation** provides a philanthropic venue for members of the community to support Riddle Memorial Hospital in fulfilling the mission and vision stated above.



# WE SALUTE: Daniel E. Kennedy

*As this issue of Riddle Matters went to press Dan Kennedy, President and CEO of Riddle Memorial Hospital, announced his retirement effective December 31, 2008.*



For the past 29 years, I have had the distinct pleasure of being part of a wonderful organization, comprised of very talented and dedicated employees, physicians, board members, auxiliaries and volunteers that are the heart and soul of Riddle Memorial Hospital. I have witnessed the expansion of facilities, development and growth of programs, and the dedication of a superb staff, all of which have resulted in Riddle receiving regular praise from the community and patients for compassionate patient care and superior service.

I have had many gratifying accomplishments in my 37 years in the field of hospital administration. The most significant in terms of long term benefits to an institution and the community it serves is the merger of the Riddle Health System into the Main Line Health System. The benefits to both Systems are substantial and are being recognized on a monthly basis as integration initiatives continue to be accomplished. These successes have not been accomplished without their share of stress and anxiety on the Riddle workforce (employees, medical staff, etc.), as would be the case in any merger scenario. However, I am as certain today as I was when I recommended this merger to our Board that the history of Riddle will show this new relationship as one of the most important steps ever taken by the Riddle Health System.

As I personally look at the future leadership requirements for Riddle, I have also reached the conclusion that Riddle will best be served by having a President and CEO that will be able to commit to a five to ten year period of leadership that will transcend the System integration while maintaining Riddle as the "Best Hospital in Delaware County," a designation that has been attained for the past four years by the hard work of dedicated employees, physicians, board members, volunteers, and auxiliaries. Therefore, it is with great emotion that I have decided to retire as the President and Chief Executive Officer of the Riddle Health System and Riddle Memorial Hospital.

In closing, it has been my sincere privilege and honor to work side by side with so many of you over the past three decades. I know that because of your talent and dedication Riddle will continue to grow and prosper and be recognized as the "Best Place to Receive Care and the Best Place to Give Care." Thank you for everything that you have done for Riddle and for what you will continue to do for Riddle and the community it serves in the future.

Main Line Health

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The Riddle HealthCare  
Foundation

[www.riddlehealthcarefoundation.org](http://www.riddlehealthcarefoundation.org)

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