RIDDLEMATTERS

A Publication of The Riddle HealthCare Foundation Fall, 2009

Back on Her Feet Again

A Phenomenal Experience

Leading the
Journey to Excellence
for Riddle Nursing

Nursing Vice President
Ann Marie Brooks

Gary Perecko

A Conversation with Riddle's New President

Giving Back

Jim and Sue Walsh
Support Riddle's Mission

Riddle Memorial Hospital

November 2009

Dear Friends,

In the Spring 2009 issue of *Riddle Matters* we were pleased to provide a brief introduction of our new president Gary L. Perecko. Since his appointment in April, Gary has hit the ground running and achieved success on several fronts, including increasing patient satisfaction and employee engagement scores and completing a new strategic plan for Riddle. In this issue, Gary shares his impressions of his first six months on campus and presents his thoughts about the issues that will challenge us as we move ahead.

When one thinks of hospitals, one thinks of doctors and nurses. In this issue, we highlight Riddle's nursing program under the able direction of Ann Marie Brooks, RN, DNSc, MBA, who joined our senior leadership team as Vice President of Nursing nearly two years ago. I hope you enjoy reading about Ann Marie's accomplishments and plans for the future of nursing at Riddle.

Also featured are some of our good friends whose dedication and financial support enables Riddle to provide such outstanding healthcare services and programs.

Lastly, it is our honor to present to you our Annual Report to the Community, which lists the many members of the Riddle family who gave over \$1.9 million dollars to Riddle Memorial Hospital through The Riddle HealthCare Foundation. We could not do it without you!

I hope you enjoy this issue of *Riddle Matters*. If you have any suggestions for future articles or wish to contact me for any other reason, please email me at <u>derbys@mlhs.org</u>. I look forward to hearing from you.

Most sincerely,

Steven R. Nul

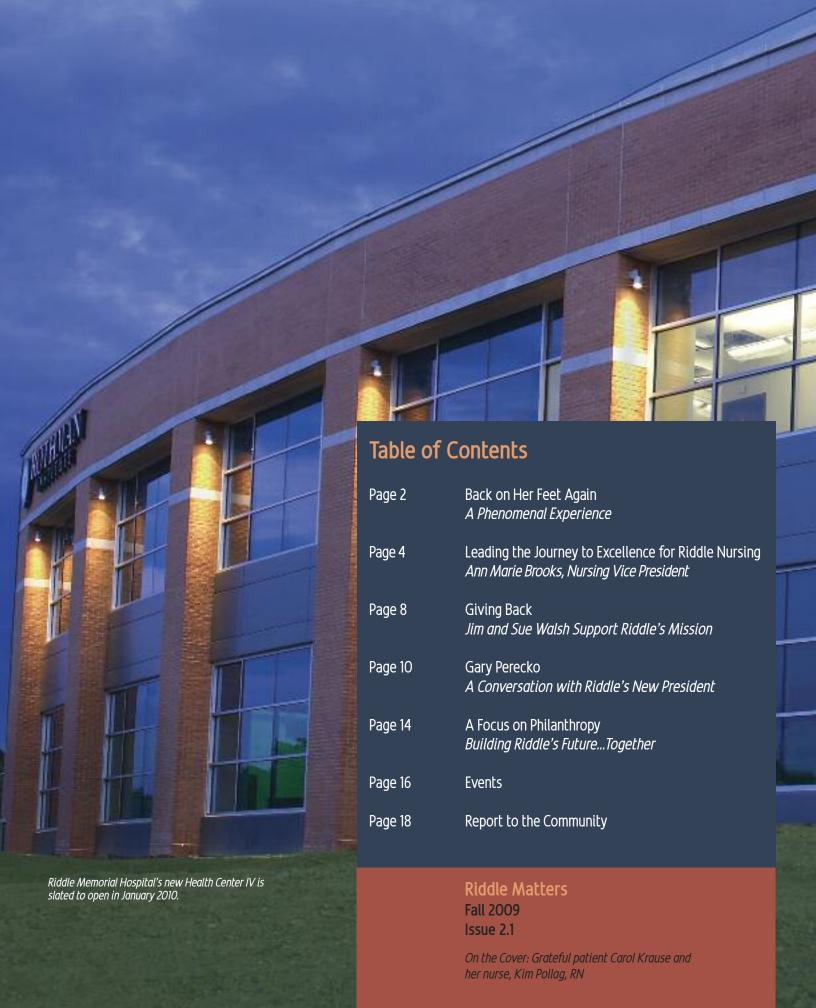
Steven R. Derby Vice President

Riddle Matters is published by
The Riddle HealthCare Foundation,
which provides a philanthropic
venue for members of the
community to support
Riddle Memorial Hospital in
fulfilling its mission and vision.

Editor: Ellen Grill

Assistant Editor: Martha Grieco

Designer: Kathy Todd Photographer: Jim Greipp Writer: Kris Conner





Human resources executive Carol Krause of Paoli loves being active: she plays tennis and golf, bikes, skis and waterskis, and enjoys spending time with her 11 grandchildren. Two years ago, she was sidelined by persistent leg pain and sought help from a series of specialists, none of whom offered a permanent fix. Eventually she found her way to orthopaedic surgeon Peter Sharkey, M.D., who recommended total hip replacement at the Rothman Institute at Riddle Memorial Hospital.

arol says she had no idea what to expect when she arrived at Riddle in the pre-dawn hours of March 23, 2009. Even though she was raised in Delaware County, she had no previous experience with the hospital, nor had she even stayed in a hospital since her children were born. She was amazed to find that the next three days at Riddle were nothing less than "phenomenal."

"From the moment I walked in the door at 5 AM, I felt as if each and every staff member wanted to do what was best for me, not just medically, but personally," Carol says. "I was positively blown away by the level of customer service. Riddle was a great place to recover."

Carol gives a large share of the credit to her nurses, who she says never wavered in their commitment to her safety and well-being.

"The nurses always introduced themselves and wrote their names on the board so I knew who was caring for me," she says. "They always asked for my birthdate and

"I was positively blown away by the level of customer service. Riddle was a great place to recover."

name before dispensing medication, and they explained what I was taking and what it was for. They put on a new pair of rubber gloves before doing anything. Clearly they were all following the same protocols, and that really impressed me."

Carol singles out nurse Kim Pollag for taking special care to meet her needs—from making sure she got her first post-surgery meal, to getting her up out of bed and to physical therapy—and coordinating the rest of the care team.

"Kim was just excellent and took the lead in my care," Carol says. "She was likeable, friendly, responsive, thorough, and respectful—as all the nurses were."

It was all in a day's work for Kim, who joined Riddle's nursing staff in the orthopaedics area of the medical/surgical unit more than six years ago. Kim says that she and her colleagues—nurses, therapists, and case managers—work as a team to focus on a single goal: helping patients go on to better, pain-free lives. All team members are on the same page when it comes to delivering the plan of care that will accomplish that goal. And it starts by making sure patients are comfortable and well-informed.

"We try to anticipate their concerns and needs," Kim says. "We make sure they know what the plan of care is. We tell them about the plan for controlling their pain and getting them back on their feet. I always



Total hip replacement surgery in March...on her bike in May

encourage questions, and I try to be positive and have a sense of humor. I aim to put myself in their shoes, and give them the information I would want to know."

Every nurse wears a pin featuring the team motto, "We're here for you," and checks on his or her patients at least once an hour, regardless of whether or not they call for help. When shifts change, nurses take the time to let patients know who will be caring for them next. And nurses are constantly keeping patients informed about their next steps in the road to recovery.

"It's all about dispelling anxiety and making people feel comfortable," Kim says. "I love my job, and I love helping people get back to an even better quality of life."

That's just what happened with Carol Krause, who says she experienced no pain after her surgery and was able to resume her active lifestyle very quickly.

"I love my new hips! I can play tennis again, I waterskied this summer, and I routinely rode 25 miles on my bike at the shore," she says. "I've referred other people to Riddle for hip surgery, which in itself is a powerful statement about the quality of care I received.

"Anyone can deliver a medical procedure, but so much of getting better is about feeling cared for personally," Carol adds. "Riddle clearly gets that."



"Ann Marie has built cultures of excellence in many settings. She manages change well, and she is very good at inspiring nurses as well as empowering them to move forward. She is dedicated to setting an organization on the path to excellence and does so with focused program development as well as humor."

Nancy Valentine, MLH Senior Vice President, Chief Nursing Officer

nn Marie Brooks, RN, DNSc, MBA, remembers her first shift alone in her first nursing job as if it were yesterday. Nearly 40 years ago, she was on duty as a 2nd Lieutenant staff nurse in the Intensive Care Unit of the United States Military Academy in West Point, NY, when an Army football player sustained a serious neck injury and needed an emergency tracheostomy—a surgical opening of the windpipe that would enable him to breathe. The procedure succeeded and the cadet went to Walter Reed Medical Center to recover, but the experience gave Anne Marie a dramatic first taste of the intense challenges and rewards of her chosen profession. Helping others excel in that profession and work together as a team to make a difference in people's lives would soon become her life's guiding passion and mission.

Dr. Brooks went on to other staff nurse positions while earning her Master's in Psychiatric Nursing and Doctorate in Nursing at The Catholic University of America in Washington, DC. She built a career as a clinical and educational leader, holding administrative positions at several hospitals and universities, including The Sheppard and Enoch Pratt Hospital in Baltimore, the University of Rochester Medical Center, The Catholic University School of Nursing, and the King Faisal Specialist Hospital and Research Centre in Saudi Arabia. Her career has been distinguished and varied, but its common thread is her dedication to creating first-rate working environments that empower nurses to be their best. The chance to do just that is what drew her to Riddle Memorial Hospital as Vice President of Nursing almost two years ago.



Mitchell Itzko, a patient at Riddle, receives care from Aimie Scott, RN.

"Riddle offered me a great opportunity to help nurses find and develop their strengths," Dr. Brooks says. "I could see that joining the Main Line Health System presented amazing new opportunities for Riddle nurses to be coached, inspired, and recognized."

Day to day, Dr. Brooks is focused on leading Riddle nurses in what the hospital calls their "Journey to Excellence." She says she knows the hospital's nurses are committed to giving first-rate care, as evidenced by the numerous thank you letters Riddle receives from grateful patients every month. The challenge now is to build a culture of excellence that empowers nurses not only to achieve their personal best, but also to show they are meeting the highest standards of the profession.

"Dr. Brooks is ideally suited for this new challenge," notes Main Line Health Chief Nursing Officer Nancy Valentine, RN, PhD. "Ann Marie has built cultures of excellence in many settings, she manages change well, and she is very good at inspiring nurses as well as empowering them to move forward. She is dedicated to setting an organization on the path to excellence and does so with

focused program development as well as humor." Dr. Valentine has known Ann Marie since the 1980s, when they both worked as administrators in psychiatric nursing.

Dr. Brooks is excited about the new opportunities and sense of excitement that come from Riddle's membership in Main Line Health. Riddle nurses are already part of several Main Line Health initiatives designed to foster professional development, give nurses a voice, and support them in providing the safest, highest-quality care for patients throughout the system. For example:

- Nurses as Key Partners: Main Line
 Health recently launched a new
 professional practice model centered on
 the acronym PARTNERS, which stands for
 Professional Development, Accountability,
 Research, Teachers, Nurses as Leaders,
 Exemplary Practices, Relationships, and
 Superior Patient Care. The model
 encourages nurses to see themselves as
 key partners in providing superior patient
 care through leadership, collaboration,
 best practices, and professional growth.
- Shared Decision-Making: Riddle nurses are now participating in system-wide councils focused on issues related to professional development, clinical practice, research and innovation, quality,

"The challenge now is to build a culture of excellence that empowers nurses not only to achieve their personal best, but also to show they are meeting the highest standards of the profession."

Ann Marie Brooks

Riddle nurses are already part of several Main Line Health initiatives designed to foster professional development, give nurses a voice, and support them in providing the safest, highest-quality care for patients throughout the system.

management, and the work environment. They have a voice in making decisions that directly affect nursing care at Riddle and throughout Main Line Health, and they are collaborating with nurses at our sister hospitals. "This energizes nurses and offers them an invaluable opportunity for professional development," says Dr. Brooks. "For instance, you might have an Intensive Care Unit nurse from Riddle sitting next to a Paoli Obstetrics nurse, and they can share experiences, ideas, and best practices."

- New Image: Nurses will be wearing a new standard blue and white uniform that makes them easily identifiable to patients and distinguishes them from patient care technicians, who wear hunter green.

 "Patients and families feel helpless enough without being confused about who is taking care of them," Dr. Brooks says. "Uniforms promote patient safety and they also build a sense of pride."
- Advancement and Education: Riddle nurses are taking advantage of new professional development opportunities. For example, soon they will join Main Line Health's clinical ladder system, an advancement path that recognizes nurses for professional achievements such as passing boards, furthering education, and participating in research and special projects. Recently, two Riddle nurses were among a group of 12 staff nurses who spent two weeks at the Lankenau Institute for Medical Research for a fellowship on evidence-based medicine, the practice of giving care that is supported by the latest medical research. Riddle also is now part of the Main Line Health University Health Consortium, an accredited nurse residency program that helps recent graduates transition into their roles as nurses at Main Line Health hospitals. By participating in classes, mentoring, and research projects, the nurses get the support they need to be successful in the "real world" of nursing.

The Fund for Nursing Excellence

As Dr. Brooks points out, investing in nurses means more than paying salaries and benefits. If excellence is the goal, it also means giving nurses and other staff the time, equipment, and resources they need to



All wearing their 'new look' uniforms, L-R: Aimie Scott, RN, joins Dr. Ann Marie Brooks, Fatima Barrie, RN, and Patrick May, RN, at the Work Station on Wheels to review the 'Change of Shift Report.'

strengthen their skills and grow as professionals. To support such opportunities at Riddle, Dr. Brooks worked with The Riddle HealthCare Foundation last year to establish the Fund for Nursing Excellence. Since fall 2008, the Fund has raised nearly \$30,000 from a variety of sources, including the Riddle Board of Directors cocktail party, a basket raffle and bingo event organized by nursing staff, plus contributions from physicians, staff, Board members, and The Associated Auxiliaries. Thanks to these donations, two Riddle nurses were able to attend the annual Magnet® conference this fall in Louisville, KY. The Fund also makes small grants to teams of nurses who propose ideas for projects designed to improve the patient experience at Riddle. The goal is to continue growing the Fund for Nursing Excellence so that Riddle can afford to offer even more opportunities for education and development, from bringing in guest speakers to sending nurses out to meetings and conferences.

Building on this foundation of excellence, Dr. Brooks' longer-term vision is to help Riddle prepare to apply for Magnet recognition from the American Nurses'



Patrick May, RN, checks in on patient Raymond J. Brown.



Fatima Barrie, RN, cares for Mrs. Dorothy Laws during her stay.

Credentialing Center (ANCC). The highest mark of quality any nursing program can achieve, "Magnet" means that a hospital meets a lengthy set of criteria showing it provides a superior working environment for nurses along with first-rate nursing care for patients. Dr. Brooks has been an appraiser and team leader for the ANCC's Magnet Recognition Program, an experience that has made her a self-avowed "spiritual leader of Magnet." Riddle's sister hospitals—Lankenau, Bryn Mawr, and Paoli—are three of only eight hospitals in Pennsylvania that have achieved Magnet recognition.

Dr. Brooks sees these and other initiatives as signs of the next chapter of excellence for Riddle nursing. "The partnership with our sister hospitals in the Main Line Health System has helped us build capacity in a new way," she says. "Riddle has been able to showcase its own strengths as well. It's a wonderful opportunity for our nurses, and a great opportunity for me to guide them on their journey to excellence."

If you are interested in contributing to
The Fund for Nursing Excellence at Riddle,
contact Ellen Grill, Associate Director
of Development at The Riddle HealthCare
Foundation, at grille@mlhs.org or 610.627.4701.

Rewarding Innovative Thinking

Thanks to the Fund for Nursing Excellence, Riddle has been able to start a new *Innovations in Nursing Program* that provides grants of up to \$500 to support nurse-initiated projects focused on improving patient care or creating a better workplace. This fall, teams from The Birthplace and the Step Down Unit were awarded the first *Innovation* grants for two important projects.

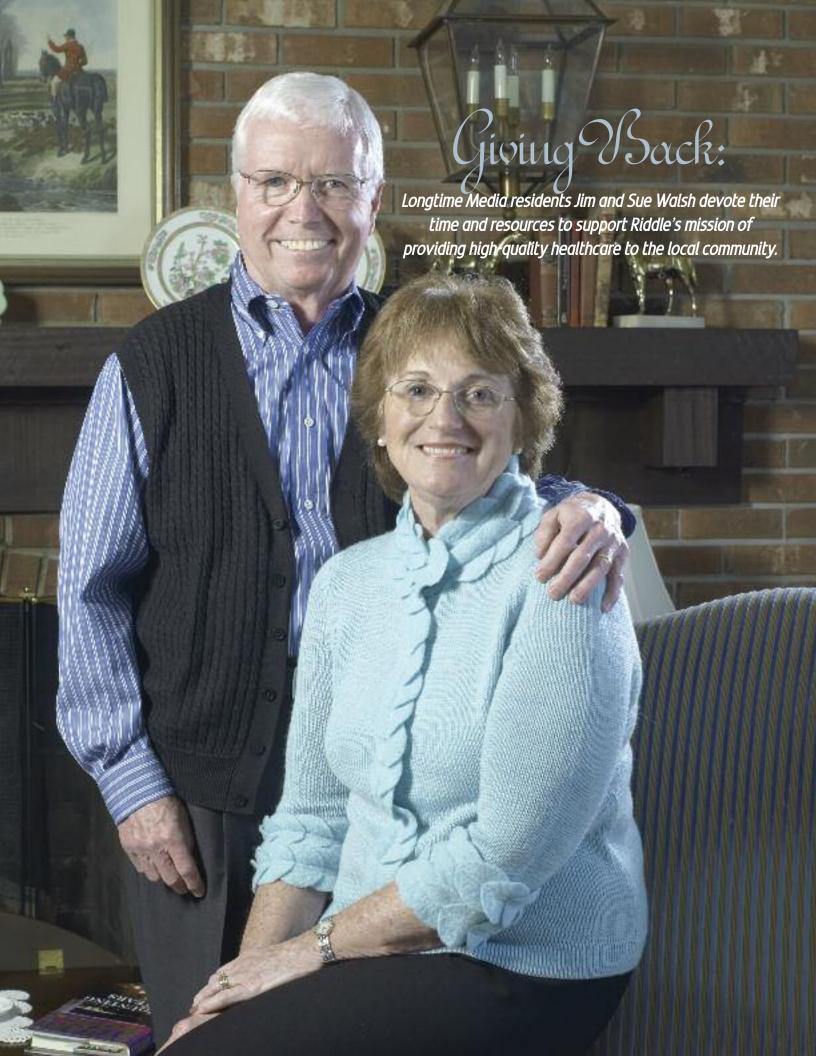
Infant Loss and Family Members

The Birthplace nursing staff will purchase a digital camera and printer that can be used to help grieving parents when their newborn baby or near-term fetus dies. Nurses have found that many families would like to have photographs of the short time they spend with their babies, or even images of the hands and feet in cases of early loss. With this new equipment, nurses will be able to take these photos soon after the birth, giving parents lasting reminders that can serve as a source of comfort throughout the grieving process.

Noise Reduction in the SDU

Nurses in the Step Down Unit (SDU) care for patients who do not need to be in the Intensive Care Unit but still require close monitoring. In response to feedback from patient surveys, Riddle nurses are working to reduce noise levels in this unit. They will use the grant to purchase four "Yacker Trackers"—wall-mounted devices that flash yellow or red whenever the noise level is too high. This visual reminder will focus everyone's attention on keeping noise down and create a more comfortable environment for SDU patients.

Two additional projects will receive funding through the Innovations in Nursing Program in December. Applications for funding through the Innovations in Nursing Program will occur four times a year.



im and Sue Walsh's roots in the town of Media and surrounding Delaware County run strong and deep. Sue was born and raised in Media, and she and Jim settled there after marrying in 1964. Media is where they raised their daughter, Susan, now executive director of a nonprofit organization in Oregon. Jim started his career at Walsh Ford Company, his father's car dealership on State Street in Media, where he connected with business and community leaders such as "Babe" D'Ignazio of the Towne House Restaurant and Bill Gross of B. Gross Men's Store.

Sue and Jim believed in giving back to the local community and became active volunteers as they raised their daughter. Sue worked at the Helen Kate Furness Free Library in Wallingford and at Nativity B.V.M. School in Media and served as a committee woman in the 3rd Ward of Nether Providence. Jim joined the Rotary Club of Media, and the couple began supporting the Media Youth Center.

They also forged close ties with a special group of people who, realizing that this part of Delaware County needed its own hospital, worked together to build Riddle Memorial Hospital in the early 1960s. Many of these people were among the Hospital's first Board members and executives, so the Walshes naturally felt drawn to take part in Riddle's social events, such as golf outings, parties, and the annual country fair. But Riddle soon became much more to the young family: a treasured source of medical care and advice.

"We have been blessed to have a community hospital within 10 minutes of our home, putting excellent healthcare at our fingertips," Sue says. "Many people take this for granted."

The Walshes also had the opportunity to witness Riddle's development from a fledgling community hospital in the 1960s to a larger, more comprehensive source of healthcare in the 1970s and 1980s. In fact, Jim played a key role in helping expand the hospital's services as a general partner in HealthCare Center II, the

"We would do absolutely anything to help our community hospital. Our relationship with Riddle has sustained us through many years, and we feel strongly about giving back."

Sue Walsh

Outpatient Pavilion, and Riddle Imaging Associates. From the early 1980s to the mid 2000s, he managed these facilities while building his career with Mercedes-Benz of Devon.

As Riddle continued to grow through the 1990s and 2000s, Sue and Jim found themselves even more grateful to have a comprehensive healthcare facility nearby. As time passed, they were dealing with more health issues, as were many of their longtime friends and neighbors. It became clear that Riddle was an essential resource for them and the people they cared about. In addition, they appreciated the manner in which they were treated by physicians, nurses, and staff.

In 2005, the Walshes' sense of connection to Riddle deepened as Sue dealt with a major health crisis: diagnosis with and treatment for ovarian cancer. The cancer was discovered at an early stage, thanks to a pelvic ultrasound ordered by her doctor. Through her surgery, treatments, recovery, and follow-up visits, Sue recalls receiving first-rate care from skilled, knowledgeable staff members who were truly concerned for her well-being.

"I feel lucky and thankful for the care I received from the doctors, nurses, and staff at Riddle," Sue says. "They were incredibly supportive and helped me get my life back to normal again. And here I am four years later, a cancer survivor."

All of these experiences with Riddle have inspired Sue and Jim to support the hospital with their time, talents, and resources. Their level of commitment to Riddle over the past

decade has been truly extraordinary. In 2001, Sue began volunteering as a greeter at the Information Desk, and more recently she added a second volunteer role as project assistant for The Riddle HealthCare Foundation. In 2002, Jim became a founding Board member of the Foundation, working to secure charitable gifts from the community to advance the hospital's work—a role he continues today. From 2003 to 2005, Jim and Sue served as chairs of the Riddle Annual Fund, using their community network to raise money for the hospital.

The Walshes have been generous not only with their time and energy, but also with their resources. Every year, they donate a round of golf for four at their golf club as a silent auction item at The Man O'War Ball. Jim's company also donates a child-sized Mercedes Benz to the silent auction—always a much-sought-after prize. More recently, Jim and Sue stepped up to support the much-needed expansion of the Emergency Department at Riddle, giving a \$25,000 charitable gift annuity to The Riddle HealthCare Foundation. They are also members of the Samuel D. Riddle Society.

"I care deeply about the hospital, and the expansion of the Emergency Department is the number-one priority," Jim says. "I am delighted to see Riddle take this step. I want to see the hospital do well, have the space and equipment it needs to help members of this community, and also be a strong member of Main Line Health."

The Walshes' annuity will generate income for them in their retirement while also helping the hospital realize its vision of a larger, state-of-the-art Emergency Department—an essential next step as the population of western Delaware County grows.

"We would do absolutely anything to help our community hospital," Sue adds. "We have been cared for by Riddle doctors and nurses for years and have had very positive experiences. Our relationship with Riddle has sustained us for decades, and we feel strongly about giving back."

A Conversation with Riddle President Gary Perecko



Medical staff on 4 West have a moment with Gary: (L-R) Kathleen Kennedy, RN, Ken Hild, PA, Dr. Agnes Hewitt, Andrea Ligenza, NP, and Lori Ruff, RN

Six months into his new role, Gary Perecko speaks with *Riddle Matters* about his initial impressions of Riddle Memorial Hospital and his vision for its future.

What words would you use to describe your first six months as Riddle Memorial Hospital's new president? What have been the major highlights for you?

The past six months have been exciting, encouraging, and challenging. Riddle has a great history and a sense of pride and tradition, and it is firmly embedded in this community. I've been focused on using these strengths to move the hospital forward, seizing new opportunities that come from being part of Main Line Health and responding to the needs in our market-place. I feel really fortunate to have come on board as Main Line Health was rolling out its strategic plan. My team and I are using that as a foundation to build a strategy for Riddle's future. The timing could not have been better.

Besides the sense of pride and tradition and connection to this community, has anything else about Riddle impressed you?

I've tried to spend some time simply walking around the hospital and talking to staff members. I've seen we have really engaged and committed team members focused on quality and service. And they're looking for ways to collaborate more and improve the quality of care. For example, The Birthplace staff worked together to make Riddle the first community hospital with "Condition O" expertise, meaning we have a team in place with the expertise to handle a range of obstetrical emergencies. The level of response to our recent employee engagement survey was very high. Many of our staff have been here for a very long time—they are experienced and

seasoned and still so vibrant and energetic. Our staff members really treat our patients as they or their loved ones would want to be treated, and that shows in the letters we receive from satisfied and grateful patients.

What do you see as the main benefits of Riddle's membership in Main Line Health?

Main Line Health is a metropolitan health-care system that is highly regarded, strong by all measures, and achieving great results and distinction in many areas. Certainly it provides Riddle with models to emulate and learn from and gives us access to tremendous resources. And while we are now a member of Main Line Health, Riddle remains integral to its community and surrounding area. Residents here identify strongly with Riddle and think of it as their hospital. So really we have the best of both worlds.

You mentioned that you and your colleagues are working on a strategic plan for Riddle. Can you tell us more about that?

The challenge with strategic planning is wanting to do too much, or trying to do or be everything for everyone. The Main Line Health strategic plan focuses on six key areas: a superior patient experience; employee engagement; clinical research; market growth; clinical education; and solid financial performance. My colleagues and I are working on a strategy that lays out a

Our staff members are experienced and seasoned and still so vibrant and energetic. They really treat our patients as they or their loved ones would want to be treated.



Transport team members Stewart Sharpe, Lisa Naylor, and Jack Nescio are greeted by Gary outside the Emergency Department.

specific plan for each area at Riddle. And this is all based on research and data analysis that began as soon as I arrived, so we could really understand the trends in healthcare and in our specific market. It's important for people in our community to know that we're not just moving aimlessly—we're positioning Riddle for the future. We're pushing ourselves to really focus on those items that will truly differentiate Riddle in the marketplace, align with Main Line Health goals, and certainly add value and contribute to our mission and vision.

For example, we know there are certain areas in which Riddle has great opportunities to grow. Health Center IV is just about finished, and that will expand our capacity in orthopaedics, outpatient surgery, rehabilitation, and diagnostic services. We plan to upgrade and expand our Emergency Department to meet the demand we know is there. Since the population we serve is growing older, Riddle will expand in geriatrics and cardiology. Women's health is another area of focus.



Director of Food Services, Leslie Pellini, shows Gary around her cafeteria area.

What are your shorter-term goals for the Hospital—say, within the next six months?

As we're about to complete our strategic plan, a key step now is to share the plan with Board members, medical staff, and employees, and ask for their feedback. I want them to be a part of this process. This fall, I plan to start holding quarterly "town meetings" so that I will be more visible and connected with Riddle staff members. I can

share our key plans, initiatives, and performance results and listen to staff members' ideas and suggestions. Also, soon we'll have the results of our employee engagement survey, and that will help us know more about ways we can improve employee satisfaction and engagement. And we always want to provide a superior patient experience as shown by our quality outcomes, safety measures, and overall patient satisfaction.



A crowd welcomes Gary to the Outpatient Registration Department: (L-R) Libby Ferzetti, Eleanor Valori, Linda Johnson, Mary Skulski, Kathleen McNulty, and Jen Herman.

What is your longer-term vision for Riddle Memorial Hospital?

Our vision is shaped by the Main Line
Health vision of offering a superior
experience for our patients, employees,
physicians, and the communities we serve.
As I said, we are extremely fortunate to be
a part of Main Line Health and all that
entails in terms of its reputation for
offering high quality, efficient, and effective
services. The level of support from the
Board, leadership, medical staff and other
associates has been truly remarkable. We
are a valued member of the Main Line
Health System and our goal is to continue
to enhance and add value to the system and
all those served by it.

In addition, the expansion of our outpatient facilities and key service areas, such as orthopaedics, general surgery, and geriatrics, will mean that anyone in our area can get most of the healthcare services they need right here on Riddle's campus. The services they can't find here can be accessed through other Main Line Health facilities. Our goal technologically is to have a robust clinical information system that is seamlessly linked throughout Main Line Health, so that patients' electronic records will follow them wherever they go.

What role can members of the surrounding community play in building the future of Riddle Memorial Hospital?

The community can support us by using our services, but beyond that, we also need their time, talents, and financial support.

There are plenty of opportunities to



Donor Mary Anne Bogie talks with Gary Perecko.

volunteer at Riddle, and we rely on community volunteers a great deal. When I encounter our greeters at the Information Desk, for example, I can see the pride they take in their local community hospital. And certainly there are great opportunities for those who want to lend their financial support as we expand our Emergency Department, upgrade other facilities, and increase services focused on geriatrics and caring for our senior populations. We're also looking to keep up with advances in technology for the diagnosis and treatment of heart disease and stroke, as well as in orthopedics and maternal and child health. There is no shortage of opportunities and we welcome the community's support.

What kind of president do you hope to be for Riddle?

I want to be inspiring, effective, trusted, and fair, with a strong vision for the future of the hospital. I hope I can be recognized for leading a team that works well together to deliver high-quality, safe, effective, and efficient healthcare services. I want to ensure a bright and promising future for Riddle Memorial Hospital, the people we serve, and those who serve with us.

The expansion of our outpatient facilities and key service areas will mean that anyone in our area can get most of the healthcare services they need right here on Riddle's campus.

Bill Brady works on a renovation project in the hospital

William P. Brady: Recipient of 2009
Donald L. Laughlin Memorial Scholarship

"The Donald L. Laughlin Memorial Scholarship along with The Riddle HealthCare Foundation and Riddle Memorial Hospital have influenced my education choices. I started college while employed at Riddle and was encouraged to pursue a career in healthcare because of my work here. This scholarship has allowed me to continue my education and inspired me to develop leadership skills.

I have an Associates Degree from Neumann University and will graduate in May with a BS in Organizational Leadership. I plan to pursue a Certification in Healthcare Administration while doing graduate studies. It is an honor and privilege to be a recipient of the scholarship and I sincerely thank the Laughlin family."

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

Lori Laughlin: Building Careers, Advancing Care —

rom the early 1960s until his retirement in 2000, Donald L. Laughlin served as president of Riddle Memorial Hospital, pouring his time and energy into a place he believed in and loved. His wife, Lori, made a significant impact of her own through a 25-year career as the Hospital's public relations manager. So when Don passed away in 2003, Lori says her thoughts immediately turned to Riddle.

"The hospital has been a great part of my life and of Don's. We have seen it develop from a country hospital to a larger, progressive community hospital—always moving in the right direction," Lori says. "Our daughter always remarked that, on our speed dial at home, the hospital came first!"

Combining the original donations to Don's memorial fund with her own annual contributions, Lori worked with The Riddle HealthCare Foundation to establish the Donald L. Laughlin

Memorial Scholarship Fund. "Don saw himself as a father figure to his employees, and he always put a strong emphasis on education," Lori says.

Every year since 2004, the scholarship has helped a Riddle staff member advance his or her education by defraying the cost of tuition, books, and other expenses. Two-time awardee Rebecca Brown, MA, RD, LDN, an inpatient clinical dietitian at Riddle for five years, used the funds to complete her Master of Arts in Nutrition Education at Immaculata University in 2009. Other scholarship recipients have worked in nursing, physical therapy, and facilities management. As these staff members gain new knowledge and skills, they also advance the quality of care available at Riddle.

"I know it would make Don happy to know that he is helping young people and benefiting the hospital," Lori says.

Mary Anne Bogie: Helping Riddle Help Others Like Herself

ary Anne Bogie describes herself as a problem-solver: when she sees something that needs to get done, she finds a way to do it. In the 1960s, as her five brothers went off to college, the Chester native worked her way through night school at Widener University. She also turned an entry-level secretarial job at Scott Paper Company into a series of progressively more responsible positions in marketing, human resources, and eventually management, overseeing three businesses in Texas for the company in the late 1980s and 1990s.

"It took me 10 years to finish night school while I worked full-time so I was determined to put my education to good use.," Mary Anne recalls. "I felt an obligation to use my talents."

Mary Anne built that successful career as she dealt with worsening rheumatoid arthritis that required a series of joint replacement surgeries between 1980 and 1995. In 1997, she retired and came back to Media to care for her father, but

within a few years she experienced what she calls a "complete physical collapse" that brought her to Riddle's Emergency Department in a coma. Mary Anne spent the next 13 weeks in the hospital and its Skilled Nursing Facility, then relearned how to stand and walk at Riddle's Rehabilitation Institute.

"I have had my fair share of experiences with hospitals, and I was so impressed with the care I got at Riddle," she says. "It was world-class. The skill level and the quality of the people were unsurpassed. It more than exceeded my expectations."

Only one thing bothered her: Riddle's physical therapists did not have a piece of equipment called a standing box—a support device that helps people like her develop the strength to stand again. Ever the problem-solver, Mary Anne made a donation that Riddle used to purchase a chair lift and standing box.

"Riddle's therapists brought me back to life, and I had to do something," Mary Anne says.



Physical Therapist Sumi Clamser adjusts the 'standing box' for a patient while Mary Anne Bogie watches.

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It also gives Lori great satisfaction when she runs into the Laughlin Scholarship winners during the time she spends volunteering at Riddle. Thanks to her vision and generosity, the Laughlin legacy at Riddle will continue for years to come.



Lori Laughlin, beside her husband's portrait, casts a loving reflection.

"They were not equipped in the way they needed to be, and I wanted to make sure help would be there when others needed the same assistance."

She wasn't content to stop there. Mary Anne also established a deferred charitable gift annuity, a type of gift that benefits the hospital while also giving her a tax advantage and annuity payments that will begin when she reaches age 65.

"Riddle not only gave me a new lease on life, but helped me find a network of physicians who care for me to this day," she says. "My dad also received quality care when he was in and out of the hospital with Parkinson's."

Mary Anne is doing well and once again putting her problem-solving skills to use as an advisor to her nephew, a restaurateur who owns five Kildare's and two Doc Magrogan's Oyster Houses.

"Before Riddle, I never supported a hospital, but having it there means so much to me and my family."



Jamie Wiley, RN, positions a fetal monitor on expectant mother Maria Hillson.

Riddle Board Members, Physicians, and Staff: Doing What's Best for Our Most Vulnerable Patients

n recent years, many hospitals have closed their labor and delivery units because of the high cost of delivering babies. The staff in The Birthplace at Riddle is determined to make sure that expectant parents have access to state-of-the-art care, and members of the Riddle community have shown they are more than willing to support this goal.

Since January, The Birthplace staff and the hospital and Foundation Boards have donated funds to purchase five new fetal monitors. In addition, the hospital is investing in a new central monitoring base station, which allows staff to track many patients at one time and archives each monitor's recordings in a database. These investments will ensure that expectant mothers and their babies will benefit from this important technology by early 2010.

"The fetal monitor is the critical lifeline between fetus and care provider," says Barb Kurtz, RN, Director of Women's Health at Riddle Memorial Hospital and a member of the Obstetrics (OB) Task Force. "It's the only way the baby can tell us, 'Yes, I am doing fine,' or 'Hey, I'm in trouble and you need to intervene.' Our goal is to ensure fetal well-being throughout pregnancy and delivery, and we want the best equipment for doing that."

If a fetus is ever in trouble, the fetal monitor provides essential information that allows medical staff to react quickly. "The Birthplace has a monitoring system, but the OB Task Force recently decided the time had come to replace it," notes staff obstetrician and Task Force member Helen Kuroki, MD. "The Birthplace delivers more than 1,000 babies every year, which means our fetal monitors get a great deal of use. We understand the importance of having updated technology for monitoring and we want to be the most effective Labor and Delivery Unit possible.

"Most gratifying," Dr. Kuroki adds,
"has been the way that Board members,
physicians, and staff members responded
when the OB Task Force asked for help."
She notes that it was an "easy sell" when
donors found out the funds would be used
to ensure the best outcomes for mothers
and their babies. Still, without such
extraordinary generosity, The Birthplace
would not have been able to purchase new
fetal monitors this year.

"No hospital has limitless resources, and this is a case where members of the Riddle community stepped forward and made a <u>positive difference</u>," Dr. Kuroki says.

If you would like to support The Birthplace's effort to purchase additional fetal monitors, contact Ellen Grill, Associate Director of Development, at grille@mlhs.org or 610.627.4701.

Riddle Events 2008-2009

The Tree of Lights



Tree of Lights first display in 1992 has become the annual event to kick off the holiday season for Riddle Memorial Hospital. This fundraiser has generated over \$147,000 by engaging community members and hospital staff in supporting the fundraising efforts of The Associated Auxiliaries.

Meet the President Event at Kennett Square Country Club John and Gail Unangst Host an Evening for Friends



Paul Murtaugh, George Wood, Theresa Murtaugh and Mark Wilcox III enjoy an evening to meet Riddle's new president, Gary Perecko.



Event host John Unangst welcomes Lucy Wright and Guy Messick.

The Cancer Survivor Walk and Duck Race



The Riddle Duck and event participants catch ducklings at the finish line.

Pro-Am Golf Classic



West Chester Mechanical, the winning foursome, is congratulated by Gary Perecko.

The 27th Annual Pro-Am Golf Classic took place on September 10, 2009 at DuPont Country Club in Wilmington, Delaware.



Chris Gleeson (L) of Trinity Financial Partner, Inc. and Scott Janney of Main Line Health are having a great time.



Gary Perecko (L) and Steve Derby of The Riddle HealthCare Foundation drive around to check on all the players during the event.

Man O' War Ball



Dr. Bulgarelli & Marianne Schwalbe, RN not only work together, they play together!



Dr. & Mrs. Brod and Dr. & Mrs. Jaeger are long time friends and attendees of the Man O'War Ball.



Dr. & Mrs. Schott, Mr. Robert & The Dr. Rev. Bertolette and Mr. and Mrs. Jon Helms are all smiles.



Selma Rende, Allen Pitt and Dolly Stiteler of The Associated Auxiliaries take in the festivities.

On March 28, 2009 the 50th Man O' War Ball was held at the Springfield Country Club in Springfield, PA.

The Herker Fund 1st Annual Benefit & BBQ







Debbie and George Herker welcomed friends and family on Sept. 9th, 2009 to their home. The event kicked off 'seeding' of The Herker Fund, created in grateful appreciation for the care Debbie received at Riddle while battling breast cancer.

Ways to Give

here 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.mainlinehealth.org/riddle.
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 costeffective 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 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.

The Riddle HealthCare Foundation Development Office:

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Paul (L) and Lee Cavanagh of Cavanagh-Patterson Funeral Homes, Inc. recently presented The Riddle HealthCare Foundation with a gift of \$2,500 to support the fetal monitor project.



Hip replacement patient Carol Krause (middle) visits with nurse Kim Pollag, RN, and Jean Groswith, MSN, CRNP, RN-BC, Patient Care Manager & Orthopaedic Service Line Manager, 4 West.

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.

The Riddle HealthCare Foundation

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