Lung Screening Offers Hope

A FRESH START

PLUS
Area leaders share keys to a healthy community

Irene’s Fund supports those in greatest need

Performance Excellence 2020
THE HEADLINE | Lung Screening Offers Hope, A Fresh Start
Sue McCafferty describes her experience with Paoli Hospital’s proactive lung screening program and its positive impact on her life.

QUICK BITS
509 volunteers contributed 61,000 hours to Paoli Hospital in fiscal year 2017.
435 Paoli Hospital employees and physicians contributed more than $141,000 in charitable gifts to the Paoli Hospital Foundation.
4,000 community members benefited from our community health services screening program which offers screening for blood pressure, breast cancer, stroke and cholesterol at no cost to the individual.
AS DONORS, VOLUNTEERS, HOSPITAL EMPLOYEES AND PHYSICIANS, we share a commitment to ensuring that everyone in our community has access to high-quality health care and preventative services. Every day at Paoli Hospital, patients like Sue McCafferty, whose story is featured in the pages ahead, benefit from our leading-edge care. As medical technologies continue to advance and as our population ages, the demand for quality care will also rise. I assure you that our commitment to the community, even in the midst of this changing health care environment, is unwavering. Just this past year, through our Charity Care program, we provided uncompensated health care services totaling $3.26 million to more than 3,000 patients who could not afford their needed medical care.

Charitable gifts to Paoli Hospital have helped us extend our commitment to the community and reach beyond our hospital walls to find innovative ways to best serve those who need us most. We are fortunate to be part of a financially strong and fiscally conservative system, Main Line Health, which will help to position us for this next era of health care. Your support, as donors, will also help us to lead this charge and enable us to continue to offer the very best care, close to home. Thank you, as always, for your support and for sharing in our commitment to community.

SINCERELY,

Jim Paradis

PRESIDENT, PAOLI HOSPITAL
Q. What are the essential ingredients to a healthy community?

A. Brad Zerr  
Director of Community Health Services, Paoli Hospital

One of the key components of a healthy community is a shared understanding of the health care needs and the barriers faced in the community served. To identify these areas of need in our own community, Main Line Health and Paoli Hospital conduct a Community Health Needs Assessment every three years. Our most recent assessment indicated behavioral health, seniors' health, obesity/nutrition, the uninsured, and cultural diversity/disparities in care as health care priorities. In order for us to address this wide range of needs, we employ a collaborative approach with a number of community health partners. We have an established Community Health Services Committee which is comprised of Paoli Hospital clinical representatives as well as representatives from various community organizations. This group helps to set the framework for our programs to improve and sustain the health of our community as a whole.

As a community-based hospital, Paoli has always remained closely connected to the needs of those we serve, but there is a paradigm shift in health care and growing emphasis on population health. This means that we, as health care providers, will need to be more proactive and have a deep understanding of how to effectively meet the needs of our most vulnerable high-risk patients.
As a community health nurse, I believe an important step to achieving optimal health in our community is to establish meaningful partnerships between hospitals, schools, organizations, and businesses. At The Point in Parkesburg, I run the Ask-a-Nurse program, area churches provide dinner each night, and local businesses support youth-literacy initiatives. Partnerships like this help to provide relevant and timely health care services. This is imperative to carrying out the non profit mission of our hospital. Some of the most medically-fragile people may not have the means or ability to access a physician’s office when they need it most. I feel proud that Paoli Hospital, along with our community partners, has developed a program to address these barriers that many in our community face in accessing health care.

In the end, these partnerships help our community thrive on many levels. Together we are building a strong safety net for those who need it, but this type of work also creates a real sense of purpose and there is evidence that this feeling of purpose can improve health—certainly a win for so many sides!
SUE MCCAFFERTY
with her husband Dave.

LUNG SCREENING OFFERS HOPE

A FRESH START

TWO YEARS AGO, WITH THE HELP OF MAIN LINE HEALTH’S SMOKING CESSATION PROGRAM,

Sue McCafferty freed herself of a long-time addiction to cigarettes. “It was a huge step for me, but I realized that I owed it to myself and my family to take charge of my health. It wasn’t easy—but it was worth it. Quitting reminded me of my own strength and gave me the hope of adding more years to my life.”

For many former smokers there is an underlying fear of getting lung cancer. “I knew I was at risk so when my physician told me about a new lung screening, I didn’t hesitate. I knew it was the right thing to do,” Sue explained.

It is a well-known fact that early detection of cancer saves lives. But for decades, there was little progress in detecting lung cancer early. That’s all changed in recent years.

“Through a simple, 20-second CT scan we can now see lung tumors long before there are symptoms, when the cancer is in its earliest stages and most treatable. This early detection has proven to reduce the lung cancer mortality rate by 20 percent in high-risk patients,” said Rita Edwards, Navigator for Paoli Hospital’s Lung Screening Program.
Since the inception of the screening program four years ago, Paoli Hospital has screened 500 patients, including Sue McCafferty in 2015.

Sue’s first scan identified a small tumor, so it was recommended that she have another scan, one year later. “It is not unusual for the scan to reveal something in the lungs,” explained Rita Edwards. “We continue to monitor patients, as appropriate, and help them, as well as their primary care providers, understand their CT findings and follow up recommendations,” Rita continued.

A year later, Sue had a PET scan which “lit up” the nodule as being malignant. Dr. Michael Walker, thoracic surgeon, removed a tumor, later diagnosed as a neuroendocrine tumor, using minimally-invasive, video-assisted technology. “A very small incision was made in my chest. Surgery was actually a lot easier than I anticipated. I was hospitalized for three days and my recovery was quite smooth,” recalled Sue.

The cancer screening and subsequent surgery offered Sue a fresh start and a renewed sense of hope. “I have three granddaughters that need their grandmother. I’m not going to let an addiction or fears hold me back from more quality time with them,” she said.

Sue found the support she needed to quit smoking through Main Line Health’s free six-week behavior modification program, SmokeFREE. “It helped me to understand my addiction—physically and psychologically. I enjoyed the group support and learned a lot about myself. The whole process was really empowering,” Sue explains.

To take the first step in becoming a non-smoker, sign up for the six-session class or call 484.227.FREE (484.227.3733). Day and evening classes are offered at Main Line Health hospitals and community sites throughout our area.

The American Lung Association estimates that about 9 million people nationwide fit the criteria for lung cancer screenings. You are a candidate for a low-dose CT lung cancer screening if you meet the following qualifications:

- Individuals who are 55-74 years of age
- Individuals who have a minimum 30-pack-year history of smoking (A “pack year” is the equivalent of smoking one pack of cigarettes a day for a year)
- Individuals who currently smoke, or individuals who have quit smoking in the past 15 years

If you meet the above criteria, talk to your physician and call 484.565.LUNG (484.565.5864) to speak to a lung health navigator who will ask you additional questions and schedule a screening for you.
IRENE’S FUND HELPS THOSE IN NEED
Managing a chronic disease or an unexpected hospitalization can be an overwhelming experience, particularly for vulnerable individuals who have few resources to draw upon in times of need. Paoli Hospital’s care management team is charged with supporting these patients and delivering a safe, appropriate plan of care upon discharge from the hospital.

The care management team relies on charitable gifts to “Irene’s Fund,” a fund of the Paoli Hospital Foundation designated to support the many needs of financially disadvantaged patients.

“Irene’s Fund is a lifeline to our most vulnerable patients. Some patients cannot afford their medications or the cost of medical equipment like walkers or commodes. Irene’s Fund allows us to ease the financial burden for these individuals,” explained Cara Colantuono, supervisor of the care coordination team. The fund also supports transportation costs to ensure patients can return for necessary follow-up appointments, and recently began providing food upon discharge for patients who may not be able to secure meals following their hospitalization.

Since the creation of Irene’s Fund over a decade ago, hundreds of patients have been touched by the kindness of the Fund’s creator, Bob. While caring for his wife, Irene, through a long battle with multiple sclerosis, Bob experienced firsthand the many challenges faced through illness and hospitalization.

Bob explains, “I felt fortunate to be in a position to care for Irene. We shared 42 years of marriage. She was a terrific fighter and this fund is really just a continuation of my dedication to her.”

Please consider making a gift to the Paoli Hospital Foundation in support of Irene’s Fund by using the enclosed postage-paid envelope.
CHARITABLE GIFTS FUND EQUIPMENT UPGRADES

The Davenport Family Foundation recently awarded a grant to Paoli Hospital to support the purchase of three new Cardiac Monitors for the Emergency Room.

TRAUMA CENTER EARN RE-ACCREDITATION

Paoli Hospital received its Pennsylvania Trauma Systems Foundation (PTSF) survey results earlier this year and earned maximum three-year accreditation as a Level II Trauma Center—one of only 40 Trauma Centers in Pennsylvania—effective September 1, 2017.

EPIC LAUNCH

In March 2018, Main Line Health will launch the Epic platform as its new electronic medical record. This transition will be more than a replacement of our IT systems. It will transform the way we interact with our patients and further enhance our ability to serve as a leader of care delivery in our region.

IRENE’S FUND SUPPORTS FOOD INSECURITY PROGRAM

Earlier this year, the hospital began distributing easy to prepare, non-perishable meals, as well as nutritious snacks, for patients in need upon discharge. The program is managed by the hospital’s care coordination team and funded by charitable gifts to Irene’s Fund.

KARRIE BORGELT APPOINTED AS NEW SENIOR VICE PRESIDENT FOR DEVELOPMENT

Karrie Borgelt recently joined Main Line Health, succeeding Ken Kirby, as Senior Vice President for Development. After nearly 13 years of service, Ken retired from Main Line Health this past July.

Karrie has nearly 20 years of experience in leading effective and results-driven fundraising campaigns in health care and higher education. Most recently, Karrie served as chief development officer at Fox Chase Cancer Center in Philadelphia, where she oversaw a team of 26 to raise more than $14 million annually.

As Senior Vice President for Development, Karrie will oversee the creation, planning, implementation, and management of all programs to maximize philanthropic income for Main Line Health and its hospitals, programs and services. Karrie will also support the planning for and operations of the Governance Affairs Committee of Main Line Health’s Board of Governors.
Auxiliary Hosts Annual Fine Art Show

Paoli Hospital Auxiliary held its second annual Fine Art Show on the weekend of September 15-17 at The Barn at Liseter in Newtown Square. The law firm of Rubin Fortunato and Devon Fine Art were lead sponsors of the event that raised over $50,000, in support of the auxiliary’s annual pledge to the hospital.

GREG RUBIN, CHAIRMAN, FOUNDER AND CEO OF RUBIN FORTUNATO AND OWNER OF DEVON FINE ART, pictured with Lynne Stilley, Cecilia Rudman, Pam Costanzi and Jim Paradis at the art show’s opening night reception.

FOUNDATION HOSTS DONOR APPRECIATION EVENT

1 From left to right, Kathryn and Wayne Withrow, Chris Annas and Pamela Rockacy, and Ellen and Joseph McLaughlin, Jr. gather for a photo at the Foundation’s annual donor appreciation event held in the spring at Terrain. 2 Jack Lynch, Main Line Health President and CEO, is pictured with Sandra Baldino, Paoli Hospital Trustee 3 From left to right, Main Line Emergency Medicine Physicians Stuart Brilliant, MD, Duane Godshall, MD, and Mitchell Drake, MD, pause for a photo.
“By supporting our programs and services with their charitable gifts, year in and year out, our donors contribute to making health care better for all.”
Advancements in science and technology have contributed to the kind of medical care and life expectancies that were once unimaginable, supported all over the globe by compassionate charitable citizens from every walk of life.

As the scientific understanding of illness and injury expands, however, so does the cost of the treatment that it takes to restore individuals to wellness.

At Main Line Health, our Strategic Plan (2016–2020) specifies exactly what we need to do to provide superior care for our community. But accomplishing what we need to do depends on how we conscientiously manage the multiple priorities of a large health care system. Under our broad motivational banner of Performance Excellence 2020 (PE2020), Main Line Health has launched the highly structured Baldrige Performance Excellence Framework—a proven leadership model that provides an organized approach to decision-making, communication and deployment of work with measurable outcomes. Our goal is to create a high-reliability and high-performing organization focused on safety, quality, equitable care delivery and financial responsibility.

The Baldrige Framework will help Main Line Health ensure that the processes we use—such as the coordination of patient care—are applied uniformly across our System. We want to ensure that the superior experience we strive to provide will be the same no matter which one of our hospitals or outpatient sites you enter as a patient. The Baldrige Framework will also enable us to build a more efficient, data-driven environment designed to help us determine the most cost-effective ways to apply fixed insurance payments—which pay one price for a particular medical service whether you stay in the hospital one day or four.

With this structure in place, Main Line Health will streamline work processes by standardizing best practices and identifying ways to better manage our clinical resources. PE2020 sets the bar for what is expected of each of us as caregivers, colleagues, and ambassadors for wellness, in order to sustain our health care mission.

Ultimately, four pathways will help us achieve success: promote a culture of safety for our staff and our patients; increase focus on achieving top-decile performance in our key metrics; lower costs to recognize the “new normal” in reimbursements—without sacrificing quality care; and use our understanding of diversity, respect and inclusion to make us a better organization.

We are confident that Main Line Health is positioned for future success, knowing that it is not only our Boards, medical staff, administrators, staff and volunteers who are dedicating themselves to this effort. Our community also stands with us. By supporting our programs and services with their charitable gifts, year in and year out, our donors contribute to making health care better for all.
MAUREEN GLENN - HELPING PAOLI TO BLOOM

As a mother, nurse, and dedicated Paoli Hospital supporter, Maureen Glenn seems to gravitate towards opportunities to nurture and connect with those around her. Nearly twenty years ago, after becoming a mother and stepping away from her career as a nurse, Maureen moved to Chester County. In an effort to feel more connected with her new community, she joined the Paoli Hospital Auxiliary—a diverse group of volunteers charged with organizing fundraising events in support of the Paoli Hospital Foundation.

In 2009, Maureen was elected President of the Auxiliary. It was an exciting time for Paoli Hospital with the construction of the new patient-care Pavilion and the Auxiliary’s fundraising events were crucial to the hospital’s success. “It was a lot of work but we had fun and it felt incredible to see the transformations unfold,” recalled Maureen. “I wanted to continue serving the hospital after my term as Auxiliary President ended in 2011, and when I was asked to chair the Community Health Services Committee, I knew that was my next step.”

Maureen is especially proud of Paoli’s outreach efforts to extend beyond the hospital walls with resources and innovative programs that impact community health, and she enjoys seeing the connections unfold at the Community Health Services Committee meetings. While she remains a committed supporter of Paoli Hospital, she finds herself at a new stage in life. She’s recently married to a childhood friend, Bob Glenn. And she just completed a three-year horticultural training program. In the years to come, she looks forward to carefully tending the gardens at her and Bob’s home in West Chester and seeing the fruits of her labor at Paoli Hospital continue to unfold.
In 1917, Paoli Hospital—formerly known as the Homeopathic Hospital of Chester County—was facing a ‘precarious situation.’ In order to continue adequately meeting the needs of its patients, and receive accreditation from the state, the hospital would require an entirely new wing. Estimates placed the renovation work at $50,000 and time was at a minimum—the hospital would have just one month to raise the necessary funds.

Pierre S. duPont had been a generous supporter of Paoli Hospital since it opened in July 1913. He became aware of the upgrades necessary and pledged $20,000 to the cause. But there was one caveat—he called on the residents of Chester County to help meet the remainder of the $50,000 goal.

The Board of Governors gratefully accepted Mr. duPont’s offer and fundraising efforts began almost immediately. Volunteers stood at the ready to seek donations, but there was one question left: How would they track such a large volume of donations over such a short period of time?

The answer came in the form of a clock, erected on the Chester County Courthouse lawn in West Chester. Giving benchmarks in increments of thousands—$10,000; $15,000; $20,000—had replaced the traditional numbers on the clock. As donations were made, volunteers would manually move the clocks hands closer to the clock’s “midnight”—$50,000.

Just moments before midnight, on the sixth and final day of the campaign, Paoli was still $2,000 short of its goal. Inspired by the efforts of his neighbors, Mr. duPont agreed to make up the difference. With his help, Paoli Hospital raised $50,000 in just six days—a sum that would be worth $1M in 2017.

Despite an ever-changing health care landscape, philanthropy remains a cornerstone for the vitality of many hospitals, including Paoli Hospital. Like Mr. duPont so graciously did in 1917, a munificent member of our community has also offered to match every new donor’s gift of $10,000 or more. Gifts of $1,000 or more from Paoli Hospital physicians will also be matched dollar-per-dollar by this challenge grant. We invite you to explore the many ways to give to Paoli Hospital by visiting: mainlinehealth.org/phgiving.
There are many ways to donate.

Thank you.

1. As a non-profit, Paoli Hospital depends on charitable support from the community which includes our grateful patients, employees, and physicians. Please consider making a tax-deductible donation using the enclosed postage-paid envelope.

2. Or, make a gift online and learn more about other ways of giving by visiting mainlinehealth.org/phgiving.

3. While gifts of cash are the most common outright gifts, there are a number of other ways you can give immediate support to Paoli Hospital. To talk to someone at the Paoli Hospital Foundation about making a planned gift or an estate gift call: 484.565.1385.