

IMPACT *Report* 2011

Your generosity at work...

Over the past year, hundreds of donors contributed \$8 Million toward “Expanding on Excellence, Your Health, Your Hospital” – The Campaign for St. Mary Medical Center. This extraordinary show of generosity allowed St. Mary Medical Center to begin a \$70 Million transformation of the departments within the hospital that are critical to addressing the growing healthcare needs in our community. Campaign funding will allow us to continue the ongoing construction throughout 2012 and beyond. To date, we have already added a new Intensive Care Unit with eight Neurosurgical and twelve medical beds and two new Hybrid Operating Rooms to serve our most critically ill patients and their families.

SUMMARY OF TOTAL

Giving

22% increase



NURSING

More than \$99,000 collected through the Colleague Giving Campaign and donated to the Spirit of Nursing fund allowed St. Mary to purchase a computerized SimMan 3G Manikin Patient Simulator, which will enable medical staff to train for common clinical scenarios as well as emergency critical incidents without risk to patients. Advancing the clinical quality of care through simulated training is critical to continually improving patient care.



SimMan 3G Manikin Patient Simulator

PHYSICAL THERAPY

A memorial donation honoring Michael Vesey, a long-time patient of the rehabilitation and physical therapy groups, was used to purchase a Cybex Multi-Gym, which allows three patients to receive treatment simultaneously while saving needed floor space.



(L-R) Greg Wozniak, President & CEO with Kimberly Sudac, Rehabilitation Specialist, and Kelly Vesey



(Center) Donors Charlene & Howard Schwartz with (R) Mark Harhigh, heart attack survivor and the medical staff who saved his life



"Since I have become personally involved with the hospital, I am witness to the meaningful way the hospital is expanding its services to meet the needs of the community."

– Charlene Schwartz

HEART & VASCULAR CENTER

Therapeutic Hypothermia — For certain cardiac patients, the process of reducing the body temperature to 93 degrees for 24 hours inhibits the destruction of brain cells caused by enzymes released into the body after a major heart attack. Physicians have more time to work on the cardiac problem while the body temperature is reduced. In 2009, CNN broadcast a medical story praising the life-saving results of Therapeutic Hypothermia Equipment and reported that only 300 hospitals out of 6000 nationwide had this equipment. Now, thanks to the generosity of one donor, St. Mary Medical Center has joined this elite group of hospitals.

Ultrasound 3D Echo — More than a quarter million dollars of donor funding was used to purchase an Ultrasound 3D Echo Machine used in open heart surgical procedures. This state-of-the-art equipment will be used in a brand new operating room specifically designed for open heart surgery, and will provide safer intervention during valve surgery. Three dimensional technology provides more accurate measurements during heart valve replacement surgery. In addition, this digital equipment produces images of a higher resolution than the cassette tapes of its predecessor and offers enhanced security of backup storage to the cardiology PACS system.

Laser Lead Extraction — Emergency Open Heart equipment is now available in the Electrophysiology Lab thanks to donor contributions to the Cardiovascular Care Excellence Fund. This equipment will allow St. Mary to implement a "Laser Lead Extraction Program," while ensuring that the appropriate emergency equipment is ready and available at all times. Laser lead extraction affects approximately 40 patients a year, and this new equipment has already allowed St. Mary to help 15 patients who previously would have been referred to a Philadelphia hospital.

RADIOLOGY

Low Dose CCTA Software — Today, there are heightened concerns regarding the risk associated with radiation exposure from diagnostic testing. Radiation dose reduction recommendations have been at the forefront of medical imaging news and literature for the past several years. **Low dose software applications reduce the dose of radiation used in coronary angiography CT by 40 percent.** A donor gave \$100,000 to St. Mary for this non-invasive diagnostic tool which provided treatment for 85 cardiac patients in 2011. This technology is also being used in Emergency/Trauma and Neuroscience cases.

HEALING AND WELLNESS

St. Mary continues our commitment to treating the mind, body and spirit of our patients. The **Healing Ministries** is a multidisciplinary approach to fighting cancer and stroke by combining the best available medicine with holistic therapies and wellness programs to help patients undergoing medical care cope with emotional and physical difficulties during treatment. In 2011, the Healing Ministries provided 239 clients with free massages and other healing therapies.

A memorial donation honoring William Smith, a long-time user of the Wellness Center, was used to purchase a Life Cycle Bike.



Colleague Giving Campaign

"St. Mary is not only my employer; it's the place I bring my family for care. From beginning to end, St. Mary has been here for me and my loved ones. I donate because it's my way of giving back."

- James Gentile RN, MS, CPAN, CAPA
PACU/ASU Educator

COMMUNITY MINISTRIES

Family Resource Center Technology Center — The long-term goal of the Technology Center is to provide tools for self-sufficiency through technology. Adults and youth are given hands-on, entry-level, basic computer skills that help with employment and education advancement. In 2011, ten new computers were purchased and an additional ten new lap tops were provided through a private donation. This has enabled the Technology Center to add to the class size to 20 students and increase the number and variety of classes offered. In 2011, four classes were offered throughout four semesters. Classes include Microsoft 1, Microsoft 2, Power Point, Excel, and English language computer skills. More than 240 adults and youth have benefited from these classes.



Family Resource Technology Center



Debbie and Dale Van Aken

"We recognize that computer literacy is an absolute requirement for many work opportunities and more difficult to attain when coupled with a language barrier. It has been our pleasure to help support a program that provides this training and does so with excellent leadership and impressive outcomes."

- Dale Van Aken

The Home Safety Store, located within the Family Learning Center in Bensalem, opened in March 2010 in response to a growing trend of unintentional injury among children in their own homes. Through an interactive discussion, parents or caregivers are able to assess the physical (safety-related) environment of their home and receive education, referrals, and safety products based upon their specific needs. In 2011, The Home Safety Store was visited by 120 people and 925 safety products were given to families. During the year, outreach efforts included translation services and assistance to families who have children with special mental and health needs.

Safety Products Included: Outlet covers, blind cord winders, appliance cord protectors, choke tube, door knob covers, finger pinch guards (doors), appliance locks, oven locks, cabinet locks, stove covers, baby gates, window locks, wall furniture straps, night lights, faucet covers, toilet locks, bath-tub rails, water thermometers, poison prevention information, Mr.Yuk stickers, and fire, car seat, home and toy safety information.

St. Mary Medical Center Breast Health Initiative — This program is designed to provide free screening and educational awareness for the early detection of breast cancer for low-income women at the St. Mary Community Ministries in Bensalem. The program includes educational classes, clinical breast exams, mammograms, ultrasound, and consultations with surgeons. In 2011 more than 1,200 women took advantage of these free services.

Telephone upgrade — Funded by the Colleague Giving Campaign, the telephone system was updated for the Mother Bachmann Maternity Center, Children's Health Center, and Family Resource Center. The Community Ministries has experienced a greater volume of inquiries about the services St. Mary provides. The new telephone system will give patients and physicians better access to each other while accommodating higher call volumes and avoiding dropped calls/busy signals.

EMERGENCY DEPARTMENT

Pediatric patients are thrilled to have three new iPod Touches and two new iPads to entertain and distract them during or while waiting for frightening or uncomfortable procedures.



SURGERY

Generous donor funding allowed St. Mary to purchase a **Leica M525 Microscope System** used in minimally invasive procedures by neurosurgical and orthopedic surgeons as an alternative to spine surgery. This equipment allows surgeons to perform brain and spine surgeries simultaneously.



DANCING THAT MADE A DIFFERENCE

In the spring of 2010 Terri Scanlon, a breast cancer survivor, came up with an idea to create a fund designed to help alleviate some of the financial strain a patient faces when diagnosed with cancer. In October 2010 the Dance to Make a Difference fundraiser was held in Morrisville, PA and raised \$25,000. "Everyone understands the emotional devastation of a cancer diagnosis, but not everyone realizes the financial implications as well," said Terri.



(L-R) Terri Rivera and Terri Scanlon with Brad Werner of Pennsbury Racquet and Athletic Club

Since that time, a community member made a challenge grant for \$10,000 and the group raised an additional \$22,000. Terri's idea to help others with their treatment copayments has resonated with other community groups who have joined together to raise a total of \$57,000.

MANAGING YOUR *Dreams*

Scholarship Money for Nursing Certification & Free Online Certification Review Courses

At St. Mary Medical Center, we encourage our Nurses to obtain national certification in their current nursing specialty. We believe that by achieving clinical excellence at the bedside and by obtaining national nursing certification, we are demonstrating our commitment to the community we serve by ensuring the provision of a highly skilled nursing workforce.

St. Mary created a program through the **Spirit of Nursing Fund** to help our nursing staff achieve one of their professional dreams. In addition to this certification exam scholarship program, the St. Mary Nursing Education Department purchased "The Review Library," which has certification review courses for nearly every nursing specialty.

In 2011, scholarships totaling \$9,715 were given to 28 nurses to help them obtain their Nursing Certifications.



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Thank you for supporting our campaign as well as other programs and services in 2011.