Dear Colleagues and Friends:

With this issue of Transforming Lives, the Reading Health System Foundation marks a major milestone, having just completed its second year of advancing care by supporting the mission of Reading Health System.

In the past year, the Foundation has accomplished a great deal, from funding innovative grant proposals to ensuring that our generous donors realize their philanthropic goals. We extend our deepest gratitude to these benefactors, with special thanks to Jeanne and Milton Ripple, whose contribution supports neuroscience research; Elizabeth B. Gaul and Emmy Lou Prescott, whose gift honors their parents George B. and Emy Lou W. Gaul; the Szortyka family, whose gift helps fund neuroscience research with Johns Hopkins University; C. Thomas Work, who helps fund continuing education; and Marlin Miller, whose contribution supports cancer research.

Their extraordinary generosity — and that of the many other community members who unsparingly devote time and resources to our efforts — will ensure our continued success in truly transforming lives.

Sincerely,

Chris G. Kraras, Chairman
Reading Health System Foundation
Education, at every level, is essential for high-quality, patient-centered healthcare that makes a difference in people’s lives. So when C. Thomas Work — a member of the Reading Health System Foundation’s Board of Directors and a member of the Board of Directors of Reading Health System — recently made a generous donation to the Foundation, it was only natural that he designated his gift for that purpose.

“Of the Foundation’s three objectives — innovation, education and research — education resonates most with me,” says Work, Chair of the Estates & Trusts Department at the law firm of Stevens & Lee in Reading. “Education benefits healthcare and the organizations that provide it in many respects. Patients who are educated on their conditions are more likely to get and stay well. Medical students often remain with the institution at which they finish their residency training. Physician and nursing leadership benefit from continuing education. And the Board of Directors and administration remain sharp only by continuing education in best clinical practices.”

Work’s gift honors his wife, Dianne, and the couple’s three children — Valerie, Jonathan and Melissa — for their love and support throughout his career and extensive volunteer commitment to Reading Health System.

“My family has enabled my work in the community,” he explains. “Honoring them is little enough to recognize evenings away from home, the occasional preoccupations and work that spilled over from the day.”

A water feature in Reading Hospital’s rooftop healing garden — made up of a series of serene waterfalls flowing over natural stone — will be dedicated to the Work family in commemoration of the gift.

Work first joined the Reading Health System’s board in 2004 and served as Chair from 2009 to 2013 before becoming a member of the Foundation’s board two years ago.

“Tom has been a dedicated supporter of Reading Health System for more than a decade,” says Foundation President Kate Thornton. “His exemplary leadership as Chair of the Reading Health System board helped guide the hospital through challenging times. We are honored by his gift.”

The Gift of Lifelong Learning

A GENEROUS CONTRIBUTION FROM LONGTIME SUPPORTER C. THOMAS WORK PROMOTES EDUCATION AT READING HEALTH SYSTEM
When it comes to moving healthcare forward in the community, Reading Health System takes a leadership role, combining bold vision, an enthusiastic network of donors and world-class providers. In June, Reading Health System Foundation announced its third round of grants, funding eight initiatives that strive to transform care through innovation, education and research. “The Foundation is proud to award grants to these dynamic projects, which promise to make a positive impact throughout Reading Health System,” says Kate Thornton, President, Reading Health System Foundation. “We have been inspired by the results of the first two grant cycles and are grateful to our generous community for supporting our grant program.”

LEADING WITH INNOVATION
In this cycle, the Foundation rewarded grant applications that promise to enhance patient care with the help of innovative — and in some cases, experimental — ideas. “One of the things I love about Reading Health is that the staff, leadership and the Foundation are always seeking new ways to ensure that our community is well taken care of,” says Desha Dickson, Director of Community Health and Engagement. “They are committed to thinking outside of the box, trying new things and partnering outside the walls of the hospital.” Thanks to grant funding, Reading Health is bringing the first MindKare Kiosk — an interactive, touch-screen tool that aims to raise awareness about and reduce the stigma of mental health disorders — to Berks County. The kiosk invites users to take a quick survey to assess their own symptoms or those observed in family members or friends. “The kiosks are designed for public spaces to serve as thought provokers and conversation starters,” says Dickson. Although the survey is anonymous, users receive a customized referral list of local providers — and the system collects demographic data that helps identify ZIP codes with higher concentrations of patients reporting symptoms associated with mental health disorders.

Another high-tech project will introduce telemedicine in trauma and critical care, allowing physicians to remotely monitor the condition of patients, review medical history and communicate with on-site staff. “Telemedicine has been around in other specialties, but its use in trauma is not well explored,” says Eugene Reilly, MD, Trauma and Surgical Critical Care. “We are interested in studying the pros and cons so that we can be leaders in the development of best practices in that specialty.” Within trauma care, telemedicine could help improve efficiency of human resources, provide more realistic simulation scenarios, and facilitate training for local and regional disasters. The system integrates existing technology — the Epic electronic medical record system and Black Diamond Video — and has potential to expand well beyond trauma care. “If it’s a successful rollout, then using the same infrastructure should be scalable to any part of the hospital or even outside of the hospital,” says Dr. Reilly.

The Foundation also greenlighted Technology in the Classroom, an initiative that incorporates iPads into the residency program’s curriculum. “These devices enable...
us to engage at levels where we weren’t able to before, enhancing everything from communication to socialization to distribution of digital content materials,” says John Dougherty, MD, Associate Residency Program Director. “We also wanted technology that satisfied two of the strictest criteria laid down by the hospital: security and privacy.” Eventually, the goal is to also use iPads at patients’ bedsides. “Mobile devices not only involve patients more deeply with the care that we provide, but we’re starting to see that outcomes are affected in a positive way,” Dr. Dougherty says. “Hopefully this will become more deeply integrated into everything we do on a daily basis.”

EDUCATION FOR EXCELLENCE

With groundbreaking research, treatments and technologies constantly emerging, one’s medical education is never complete. That’s why the Reading Health System Foundation also prioritized grants for projects that promote medical training, physician excellence and new patient care strategies — and that will also collect data to track their success.

A new program aspires to prevent falls in older adults who are discharged from the Emergency Department following an injury. This program addresses two major goals of Reading Health — identifying geriatric patients at high risk for falls and decreasing use of high-risk medications in older adults — and involves a multidisciplinary team working closely with patients to provide education and reduce their fall risk. “This project is a coordinated effort between our pharmacy partners, our EMS partners, our nursing partners and our primary care physicians,” says Kristen Sandel, MD, Associate Director of the Department of Emergency Medicine. “We hope patients feel safer knowing that someone has evaluated their home, made suggestions concerning fall risks and reviewed their medication list.”

Another grant in the Emergency Department will fund “at-the-elbow” education for physicians. Based on a training model used in nursing — in which in-person technical expertise is provided on-site — this program aims to jump-start the process of adopting the latest standards of care. “New pieces of equipment are typically demonstrated to nurses by an expert in the department,” says Charles Barbera, MD, Chair of the Department of Emergency Medicine. “So we thought, let’s provide physicians with the knowledge and the training and offer real-time education on the clinical floor.” Two physicians — one veteran and one recently out of training — have been recruited to share at-the-elbow duties in the Emergency Department.

Funds will also be used to purchase simulation equipment for training a multidisciplinary trauma care team in recognizing and caring for critically ill patients in a variety
of scenarios. "It is important to us to perform to the best of our ability in situations that demand time-sensitive critical decision making and coordination between team members, disciplines and departments," says Pamela Jones, CRNP, Trauma and Surgical Critical Care. "We believe that with simulation practice we can improve our staff competency, our staff confidence, communication and resource mobilization, and support our staff to provide optimal care to our patients."

MEANINGFUL RESEARCH
This grant cycle also supports two research-oriented projects: a clinical trial in conjunction with Johns Hopkins Hospital that is studying the impact of mobile devices on heart attack recovery and an internship focused on improving operations in outpatient primary care.

The Corrie Health Digital Platform: Reinventing Cardiac Recovery trial involves giving heart attack patients an Apple Watch (with educational app installed), a wireless blood pressure monitor and usage instructions prior to discharge from the hospital. Reading Health will monitor patients for 30 days post-discharge to determine if integrating mobile technology into the recovery plan improves medication compliance and reduces readmissions. "We already know that improving patient education and compliance with medication leads to better outcomes and a decrease in recurrent cardiovascular events after a heart attack," says Eric Elgin, MD, Chief, Section of Cardiology. "This is a way to leverage technology to advance the quality and improve the value of care that we offer. It also broadens our institutional research program by partnering with Johns Hopkins."

The research internship will recruit a Lehigh University graduate student who will use computer-based simulation to study a Reading Health Physician Network outpatient primary care practice and find effective ways to improve operations and patient flow. The first step involves mapping patient pathways during an office visit, taking into account staffing, patient volume and time components at each stage. "That starts from checking in and waiting in the waiting room to every step of the way as patients transition from one area of the office to the next and finally checking out," says Ali Yazdanyar, DO, who will serve as Reading Health’s primary investigator for the project. "The simulation program uses that data to create a mathematical model that enables us to simulate changes to find the most efficient flow, which usually results in best patient satisfaction — without actually making a change that may not work."

“We believe that with simulation practice we can improve our staff competency, our staff confidence, communication and resource mobilization, and support our staff to provide optimal care to our patients.”
— PAMELA JONES, CRNP, TRAUMA AND SURGICAL CRITICAL CARE
**COMMUNITY**

## READING HEALTH SYSTEM FOUNDATION DONOR LIST

We would like to recognize and sincerely thank the following donors for contributions received during fiscal year 2017 (July 1, 2016, through June 30, 2017).

---

### $100,000+

- Mr. and Mrs. Marlin Miller, Jr.
- Mr. and Mrs. Sergei Szortyka
- Atty. and Mrs. C. Thomas Work

### $25,000+

- Anonymous (1)
- Howard Cupp Estate
- Mr. and Mrs. Richard Ehst
- Mrs. Kitty H. Gamber
- Ms. Elizabeth B. Gaul
- Mr. and Mrs. Chris G. Kraras
- Mrs. L. Daniel Prescott
- Mr. and Mrs. Milton Ripple

### $10,000+

- Anonymous (1)
- Berks Coalition to End Homelessness, Inc.
- The Russell S. Bickel Family Fund of Berks County Community Foundation
- Epic
- Quaker Maid Meats
- United Way of Berks County

### $1,000+

- Anonymous (1)
- athenahealth, Inc.
- Dr. and Mrs. Charles Barbera
- Mr. and Mrs. P. Michael Ehlerman
- The Brynn Lee Feather Fund of Berks County Community Foundation
- Dr. and Mrs. David George
- Ms. Devera Glazer-Schoenberg
- Atty. Charles Harenza
- Mrs. Shawna Hartranft
- Ms. Gail Hesser
- Mr. and Mrs. Francis Mahoney
- Dr. and Mrs.* Alexander Massengale
- Mr. and Mrs. Terrence McGinn, Sr.
- Ms. Geraldine Muir
- Mrs. Christine Muir Parker
- Mr. and Mrs. John Muir
- Mrs. Mary Louise Muir
- Mr. and Mrs. Robert Muir
- Ms. Theresa Muir
- Mr. and Mrs. Thomas Muir
- Mr. Timothy Muir
- Mrs. Jean C. Myers
- Dr. Natalie Parisi and Mr. Tom Bell
- Mr. Christopher Pastor
- Mr. and Mrs. Gary Rightmire
- Dr. and Mrs. Larry Rotenberg
- Mr. Ronald Schwartzkopf
- Mr. and Mrs. William Thornton, Jr.
- Mr. and Mrs. David Thun
- Dr. and Mrs. Brent Wagner

### $1-$999

- Anonymous (5)
- Mr. and Mrs. R. Duane Ackelson, Jr.
- Mr. and Mrs. Rolland Ackelson
- Mr. and Mrs. James Adams
- Mr. and Mrs. Daniel Ahern
- Ms. Daisy Albanese
- Mr. and Mrs. John Allegrezza
- Mr. Mark Alleman
- Ms. Theresa Altshuler
- Ms. Wendy Anders
- Dr. and Mrs. John Anderson
- Mr. James Angelo
- Ms. Sharon Angelo
- Mr. and Mrs. Jacob Arms, Jr.
- Mr. Stephen Ash
- Dr. and Mrs. J. Marc Aynardi
- Barbett Industries
- Mr. Frank Barone
- Mr. and Mrs. William Baseley
- Mr. and Mrs. Ronald Bayliss
- Mr. and Mrs. Arthur Becker
- Mr. and Mrs. David Becker
- Ms. Donna Beissel
- Mr. Paul Bender
- Ms. Marcia Benjamin
- Mr. and Mrs. Hunter Biehl
- Mr. and Mrs. David Blaise
- Atty. James Bohorad
- Ms. Arlene Bohr
- Mr. Michael Bohrn
- Mr. and Mrs. Corey Boock
- Mrs. Kate Booth
- Borough of Birdsboro
- Ms. Patricia Borowy
- Dr. and Mrs. Thomas Bowersox
- Mr. Ernest Brandt
- Ms. Faythe Breece
- Mr. and Mrs. Walter Brehm
- Mr. and Mrs. David Brown
- Mr. and Mrs. Harold Brown
- Mr. and Mrs. Stanley Brown
- Mrs.* and Mrs. Philip Brumbach
- Mr. and Mrs. Phillip Brussel
- Mr. and Mrs. Barry Buchsbaum
- Mr. and Mrs. Kenneth Buck
- Mr. and Mrs. Benjamin Bucks
- Mr. and Mrs. David Bullard
- Mr. and Mrs. Charlie Burke
- Mr. and Mrs. Leonard Bush

---

*The Foundation’s dedicated efforts, along with the extraordinary support from our donors, help Reading Health System continue to lead the way in quality care and patient satisfaction.*

— C. Thomas Work, Reading Health System Board of Directors
The Foundation helps ensure our continued success in progressing wellness, prevention, and clinical specialty care; shaping coordinated care; and helping our communities grow stronger.

— CLINT MATTHEWS, PRESIDENT AND CEO,
READING HEALTH SYSTEM
Ms. Cynthia Kline
Ms. Jean Kline
Mr. and Mrs. Richard Kline
Mr. and Mrs. Mark Klumpp
Dr. and Mrs. James Knight
Mr. Thomas Kohl, Jr.
Mr. and Mrs. John Kook
Mr. and Mrs. Eugene Koose, Jr.
Mr. and Mrs. William Krause
Mr. and Mrs. Gerald Kulp
Mr. and Mrs. Glenn Kuskin
Mr. and Mrs. Stanley Kwiatkowski
Mr. and Mrs. John Lamere
Mr. and Mrs. Benedict Lanari
Mr. and Mrs. John Larkin
Ms. Andrea Lassor
Ms. Betty Lehman
Mr. and Mrs. Norman Lengel
Mr. and Mrs. Scott Leonard
Dr. and Mrs. Joseph Leoni
Mr. and Mrs. John Lesniewski
Mr. and Mrs. Gary Lichtman
Mr. and Mrs. James Lillis
Mr. and Mrs. Brian Lineaweaver
Dr. Benjamin Lloyd
Mr. Joseph Loeper
Dr. and Mrs. Stephen Longenecker
Mr. and Mrs. Nunzio Lopresto
Mr. Thomas Lord
Mr. and Mrs. Alan Lubas
Ms. Diane Luchetta
Ms. Gloria Ludwikowski
Mr. Thomas Luerssen
Mr. and Mrs. Jeffrey Lupowitz
Mr. and Mrs. Greg Maack
Mr. and Mrs. Gene Madeira
Mr. and Mrs. Louis Maiero
Mr. and Mrs. Chester Majewski
Mr. and Mrs. Jack Mancuso
Mr. and Mrs. John Mansour
Mr. and Mrs. Russell Manwiller
Mr. and Mrs. Ira Marks
Mr. and Mrs. Adam Martel
Mr. and Mrs. Thomas Martell
Mr. and Mrs. John Martens
Mr. and Mrs. John Mazzo
Ms. Edith McAllister
Mr. and Mrs. Timothy McGee
Mr. and Mrs. John McGlenn
Mr. and Mrs. Michael McGlenn
Mr. and Mrs. Terrence McGlenn, Jr.
Mr. and Mrs. George McGrady
Mr. and Mrs. Jack McGuire
Ms. Margaret McShane
MD Buyline / MediTract
Mr. and Mrs. John Mease
Medtronic
Mr. and Mrs. Kenneth Mengel
Ms. Geraldine Mentzer
Mr. and Mrs. Keith Mervine
Mr. and Mrs. Chester Michewicz, Jr.
Mr. and Mrs. Frank Mileto
Mr. and Mrs. Glenn Miller
Ms. Kathryn Miller
Ms. Lynn Miller and
Ms. Denise Miller
Mr. Richard Miller
Mr. and Mrs. William Moatz
Mr. and Mrs. Russell Mogel
Mr. and Mrs. Michael Moran
Mrs. Marie Morton
Mr. Monte Morton
Mr. and Mrs. Dale Moser
Mr. and Mrs. Richard Moss
Mr. and Ms. Timothy Moyer
Ms. Roseann Mucci
Muhlenberg Class of 1960
Mr. and Mrs. Robert Myers
Mr. and Mrs. Kevin Nanry
Mr. and Mrs. Nat Napoletano
Ms. Charlotte Nelson
Mr. Karl Neumuller
Ms. Susan Neumuller
Ms. Barbara Nitsche
Mr. and Mrs. Michael Noonan
Notre Dame Club of Reading
Ms. Beverly Nuzzo
Mr. Anthony Orlando
Mr. and Mrs. Frank Orlando
Mr. and Mrs. John Oros
Mr. and Mrs. Bruce Ostrow
Mr. and Mrs. Louis Oswald, Jr.
Mr. and Mrs. Jaime Padilla
Ms. Joyce Parks

FISCAL YEAR 2017
(JULY 1, 2016 – JUNE 30, 2017)
READING HEALTH SYSTEM FOUNDATION
DONOR IMPACT
CASH AND PLEDGES MADE TO READING HEALTH SYSTEM FOUNDATION – $2,087,976

- **CLINICAL EXCELLENCE** - $1,545,102
  These gifts enhance services and research in specific areas such as cancer, cardiology, neuroscience and OB/GYN.

- **RESTRICTED** - $271,437
  These gifts support more specific clinical initiatives such as creating a healing garden at the Reading Health Rehabilitation Hospital, NICU, Street Medicine program and the Foundation’s grant giving program.

- **EDUCATION** - $146,158
  These gifts support continuing staff education and scholarships, professional conferences and other educational initiatives to inform RHS colleagues and the community.

- **UNRESTRICTED** - $125,279
  Donors request these gifts be applied to the areas of greatest need at Reading Health System.

ANNUAL REPORT 2017 9
Mr. and Mrs. Timothy Patrizi
Mr. and Mrs. Gerald Pawlik
Dr. and Mrs. Vincent Pellegrini
Mr. and Mrs. John Penta
Ms. Carol Perkins
Ms. Mary Pettis
Mr. and Mrs. William Pfautz
Mr. and Mrs. John Phillips
Ms. Lisa Phillips
Mr. William Pickup
Mr. and Mrs. John Pierdomenico
Mr. James Pletcher and Ms. Emily Glide
Ms. Bonnie Plunkett
Mr. and Mrs. W. Pohl
Mr. and Mrs. Michael Poole
Mr. and Mrs. Craig Puckett
Mr. and Mrs. Craig Puckett
Mr. and Mrs. James Quirk
Ms. Myrtle Ragsdale
Mr. and Mrs. Michael Rapp
Mr. and Mrs. David Rathman
Reading Orthodontic Group
Reading School District – 16th and Haak Elementary School
Mr. and Mrs. Donald Redlinger
Ms. Doris Reidenhour
Mr. and Mrs. Edward Reindel
Mr. and Mrs. Thomas Reinhart
Ms. Carol Renner
Ms. Nancy Reppert
Mr. and Mrs. Ernest Ressler
Dr. and Mrs. Mark Reuben
Mr. and Mrs. Richard Reynolds
Mr. and Mrs. Steve Rhoads
Mr. Adam Richeson
Ms. Amy Riley
Ms. Karen Riley
Mr. and Mrs. Gary Rismiller
Mr. Willard Ritzman, Jr.
Mr. and Mrs. Henry Robidoux
Mr. and Mrs. Chris Romich
Mr. and Mrs. William Rooney
Mr. Joseph Roth
Mr. and Mrs. Roy Rothenberger
Ms. Elizabeth Rothermel
Mr. Anthony Russo
Mr. James Russo and Ms. Deborah Pickett
Mrs. Janet Sands
Mr. and Mrs. Dyke Sassaman
Ms. Irene Scanlan
Mr. and Mrs. Peter Schaefer
Mr. and Mrs. George Schaeffer
Mr. and Mrs. Stuart Schappell
Mr. and Mrs. Jay Scheffler
Mr. and Mrs. Daniel Schilling
Mr. Jeff Schlenker
Mr. and Mrs. Richard Schlip
Mr. and Mrs. Niles Schnader
Ms. Arlene Schower
Ms. Ruth Schweitzer
Mr. and Mrs. Norman Schwerin
Dr. and Mrs. Joseph Scornavacchi
Ms. Ann Scott
Mr. Jerry Seidel
Mr. and Mrs. Ron Serafin
Mr. and Mrs. George Sfingas
Ms. Catherine Shade
Mr. and Mrs. John Shaffer
Mr. Gregory Shantz
Mr. Terrance Sharkey
Mr. David Shaw
Mr. and Mrs. Alan Shectman
Mr. and Mrs. Michael Sheehan
Mr. David Shollenberger
Ms. Christine Shuey
Ms. Kathryn Shull Stuckert
Mr. and Mrs. Michael Shuman
Mr. Michael Sicuranza
Mr. Eugene Siegle and Ms. Susan Miller
Ms. Leann Silberman
Ms. JoAnn Slavinsky
Col. and Mrs. Charles Smith, Jr.
Ms. Barbara Smith
Mr. and Mrs. Paul Smith
Ms. Patricia Smoyer-Gallie
Mr. Brian Snyder
Mr. and Mrs. James Snyder
Mr. and Mrs. Michael Sonon
Ms. Sonia Sowers
Ms. Alberta Spehar
Mr. and Mrs. Ronald Sprenkle
Mr. and Mrs. Francis Springer
Mr. and Mrs. Terry Sroka
Mr. and Mrs. Albert Stallone
Mr. and Mrs. Michael Stamp
Mr. and Mrs. Alfred Steffen
Mr. and Mrs. Gerald Stepp
Mr. and Mrs. Allen Storck
Mr. and Mrs. Paul Stoudt
Ms. Lauren Stoyko
Mr. and Mrs. Gerald Strauss
Mr. and Mrs. Charles Sullivan
Mr. Randall Swan
Ms. Arletta Sweigart
Mr. Joseph Swider
TC Transcontinental
The BonTon Stores, Inc.
Mr. and Mrs. Matej Toadjer
Mr. Robert Troxel
Dr. Joseph Tsai
Ms. Sandra Tucker
Tulpehocken Red Hatters
UGI
Unique Technologies
United Way of Lancaster County
Ms. Dorothy Valentino
Mr. and Mrs. Paul Vasko
Ms. Hallie Vaughan
Mr. and Mrs. Efrain Vega
Ms. Deborah Vickery
Ms. Esther Viggiani
Mr. and Mrs. Thomas Vollmer
Mr. and Mrs. Richard Wahrlich
Mr. and Mrs. Dennis Wanner
Mr. and Mrs. Terry Weidner
Ms. Maryanna Weinhoffer
Mr. and Mrs. Ralph Weise
Mr. and Mrs. Barry Wentzel
Mr. Brian Wert
Mr. and Mrs. Martin White
Mr. and Mrs. Charles Whitmoyer
Mr. Barry Woerner
Mr. Scott Wolfe
Womelsdorf Sewer Company
Dr. Mark B. Woodland
Louise Lamar Dance Studio
Mr. and Mrs. Gene Work
Mr. Roland Zabrecchi
Mr. and Mrs. Peter Zacharias
Mr. and Mrs. Ramon Zeller
Ms. Jun Zhou
Mr. and Mrs. Richard Ziegler
Ms. Helene Zintak
*Deceased

GIFTS-IN-KIND

Ms. Colleen Angel
Girl Scouts Troop 11164
HF&L Enterprise/Our Canvas – 4 Cancer
Mr. Jim Levan
Steve Moyer Subaru

www.readinghealth.org
IN HONOR OF

Dr. Mussaber Ahmad
Alexander Triplets
Dr. John Altmare
Dr. Michael G. Avedissian
Dr. P. Kurt Bamberger
Dr. Philip J. Bayney
Dr. Charles Barbera
Dr. D. Michael Baxter
Dr. Amir B. Behnam
Dr. Deborah Bevino
Dr. Christopher Bourque
Dr. Robert Brackbill
Dr. Maria A. Braun
Dr. Mary Brigandi
Dr. Paul S. Brockman
Dr. Michael T. Brown
Dr. Lynn Carlson
Dr. Frank Carter
Dr. John D. Casey
Dr. Terrance P. Cescon
Dr. Sana Chaudhry
Dr. Anne Close
Dr. James Coffey
Dr. Patrick Colarusso
Dr. Tonie Crandall
Dr. Uday Dasika
Dr. Scott Dietrich
Dr. Thomas Dooley
Dr. Robert Eckert
Dr. Eric Elgin
Dr. Tatyana Erlikh
Dr. Stephen H. Fehnel
Dr. William Finneman
Dr. Daniel A. Forman
Dr. Jeffrey B. Frank
Dr. David George
Dr. David Geyer
Dr. Jaylaine Ghoubrial
Dr. Richard Greene
Dr. Matthew Grove
Dr. Michael Haas
Dr. Jeffrey L. Hassel
Dr. Ronald K. Herb
Dr. Bertrand High
Ms. Connie Hoffa
Dr. Emmett Borelli Hoh
Dr. Earl Hope
Dr. Wassim Aghnatiou abd Jaoude
Dr. Eric Jaxheimer
Dr. Brian Kane
Dr. Craig A. Kimmel
Dr. Thomas Kohl
Dr. Michael Koslow
Mr. Chris G. Kraras
Dr. Natalie Kunsman
Dr. Nick Leasure
Dr. Elliott G. Leisawitz
Dr. Anthony Licata
Dr. Stephen C. Longenecker
Dr. David M. Lu
Dr. John Manubay
Dr. Alexander T. Massengale
Dr. Luciano Migliarino
Dr. Agnieszka E. Mochon
Dr. Danesh S. Modi
Dr. Colin Murphy
Dr. Michael Napolitano
Dr. Jean Payer
Dr. William Pompella
Dr. Anirudh Masand Rai
Dr. Simi Rai
Dr. Eric Ratner
Dr. Stacey Raybuck
Dr. David Rees
Dr. Eugene Reilly
Dr. Bernice Robinson-Bennett
Dr. Seth Rosenzweig
Dr. Erik Rupard
Dr. Kristen M. Sandel
Mrs. Rachael Scheffler
Dr. Jorge J. Scheirer
Dr. Benjamin Schlechter
Ms. Veronica Schoellkopf
Dr. David F. Scollan
Dr. Vindi Shah
Dr. Eric Slotkin
Dr. Jaime F. Slotkin
Dr. Adam Smith
Dr. Cecilia M. Smith
Dr. Christopher M. Smith
Stager Sisters
Dr. David Steffy
Dr. Heidi Strieb
Dr. John V. Timko
Dr. Raymond C. Truex
Dr. Daniel S. Tumelty
Dr. John Villeneuve
Dr. Brent J. Wagner
Dr. Karen Wang
Dr. Andrew Waxler
Mr. Jeremy Whiting
Dr. Lewis Winans
Dr. Andrew Waxler
Dr. Robert W. Muir

IN MEMORY OF

Barry Adam
Joseph R. Alessi
Joann Austin
Kathleen A. Sheeder
Bonanno
Joanne Boulanger
Marilyn K. Brennan
Fay Brinker
Robert P. Bruno
Glenn J. Davidson
Theresa Dowling
Robert Drake
James Ferrie
Regina Floyd
Robert L. Gifford
Maurice Greenfogel
Amaia C. Horner
Clarke Kochel
Gary Krug
Betty Lou Marbarger
John F. “Jack” McGlinn,
Jr.
Lewis E. Miller
Elizabeth Morelli
Andrew R. Morton
Dr. Robert W. Muir

“Our generous donors help ensure that Reading Health will continue its mission of Advancing Health and Transforming Lives.”
— CHRIS KRARAS, CHAIRMAN,
READING HEALTH SYSTEM FOUNDATION

We have made every effort to ensure the accuracy of our donor list.
If you discover an error, please accept our sincere apologies and call us at 484-628-5434 so that we can correct our records.
From the President of The Friends:

When you think of summer, what comes to mind? Barbeques with family and friends? Lazy days at the pool? For many of us, this is what a typical summer looks like, but it’s not the experience for all. For many of our youth in Reading/Berks County, no school in the summer can mean no nutritious meal. That’s why The Friends, in partnership with the Reading Recreation Commission, are working hard to provide healthy meals to at-risk youth in low-income communities. With funding by The Friends, Reading Recreation was able to purchase a new van to deliver meals to Recreation Clubs throughout the community. The purchase allowed the Out-of-School Food, Nutrition, and Healthy Lifestyle Program to increase the number of healthy meals to children during out-of-school times from 22,000 to 38,000. This is often the only meal a child receives in a day.

At the heart of every successful volunteer organization are its members. We couldn’t do what we do without the support of our Friends. Thank you for sharing your time, treasure and talents with us. Your dedication and passion for our mission is making a difference in our health system and in our community. We are grateful for our Friends, past and present, and we welcome new Friends with open arms.

Tina M. Ziolkowski
Board President

Telemedicine at Work

In November 2016, The Friends funded a pilot program aimed at reducing the time from assessment to treatment for people having a stroke. Using iPads installed in ambulances servicing remote areas of Berks County, physicians in the Emergency Department are able to FaceTime with patients and make a rapid evaluation. Since the addition of the iPads, the emergency room has handled 51 encounters, which resulted in a decreased door-to-CAT-scan-read time of 18 minutes! Seventeen iPads were placed during the pilot program, and The Friends recently granted funds to provide the devices to 52 more ambulances — covering nearly every community in Berks County. Telemedicine for Stroke Patients is transitioning from pilot to practice!

Honoring Excellence

The Reading Recreation Commission and The Friends of Reading Hospital were recognized by the Pennsylvania Recreation and Park Society at its annual awards banquet on March 28. The Reading Recreation Commission won two awards: “Agency of the Year” and “Excellence in Parks and Recreation” for its collaboration with The Friends on the Out-of-School Food, Nutrition, and Healthy Lifestyle Program. The Friends purchased a food service van, which delivered over 38,000 meals last year, and provided a grant to put fresh fruit in the hands of every child, every day. Says 11-year-old Khalil T., “When I get to the Rec Center, I am hungry and can’t wait for the fruit snack.”

“We’re so grateful for the partnership with Reading Hospital and The Friends of Reading Hospital. The long-term positive impact on our children, and their futures, is priceless.”
— Daphne E. Klahr, executive director, Reading Recreation Commission

Left: EMS workers do a test run on the Telemedicine for Stroke Patients equipment. Right: A Reading Hospital physician prepares to consult with an ambulance team.
The Tower Ball Goes to Havana

The 2017 Tower Ball — titled One Hot Havana Night — transported guests to Cuba for an energized evening of sultry sounds, cool drinks and tantalizing Cuban delicacies.

The Friends of Reading Hospital presented the March 4 event at the Crowne Plaza, which was magically transformed into a Cuban street scene and Havana night club by David Reppert of Wishes Entertaining and Event Design. The Crowne Plaza’s Chef Tim created delicious Cuban-inspired hors d’oeuvres and entrees for guests to enjoy while listening to the excellent music of The UpTown Band and Erich Cawalla. Local dance troupe Barrio Alegria brought the crowd to its feet with a scintillating performance and their salsa instruction resulted in a packed dance floor.

Thank you to everyone who was a part of One Hot Havana Night, which raised over $100,000 for programs supported by The Friends of Reading Hospital.

Left, front row: Carole Frederickson, Tom and Dianne Work, and Deana and Victor Hammel; back row: Dr. Greg Sorensen, Karen and Gary Rightmire, Deborah Roman and Randy Peers, and Pamela Barbey. Right, front row: Kurt Clifford, Gail Clifford, Lucine Sihelnik, and Balasios Lahanatis; back row: Kenneth Christian, Anne Hassel, Dr. Jeffrey Keating, Dr. Jeffrey Hassel, Sharon Keating, and Paula Christian.

NOTES OF GRATITUDE

A HEARTSAFE PLACE
Thank you, Boyer’s Food Markets, Inc., for being the first grocery chain in the county to commit to being HeartSAFE! Boyer’s Food Markets, Inc. is leading the charge to make shopping safer in Berks County. The grocery chain purchased automated external defibrillators (AEDs) through HeartSAFE Berks County and placed them in each of their four Berks locations, demonstrating their commitment to the safety of their customers and employees. With the placement of AEDs in their stores, anyone who suffers sudden cardiac arrest increases their chance of survival by 30 to 70 percent with early AED intervention. Reading Hospital and The Friends of Reading Hospital thank Boyer’s Food Markets, Inc. for helping to make Berks County a safer place to live, work and shop.

ANOTHER SUCCESSFUL GOLF CLASSIC
The 2016 Tower Golf Classic was held at LedgeRock Golf Club on August 9, with 100 golfers teeing off at the annual event. The Med Metrix team made up of Pete Savini, Garrett Karitz, Craig Dolan and Ron Davi won the tournament, which raised more than $100,000 in support of various projects. Thank you, Lil Murphy, Betsy Power and the Tower Golf Classic committee.

SPREADING HOLIDAY CHEER
The 2016 Friends-supported Holiday Happening was held on December 1 and featured vendors selling jewelry, clothing and gourmet food items, along with Friends-made wares such as cookies, hand-decorated wreaths and gift baskets. Thank you, Mary Anne Gaza, Christine Unger and the entire committee.
SPOTLIGHT ON THE FRIENDS

By the Numbers

A FINANCIAL OVERVIEW OF THE FRIENDS OF READING HOSPITAL FOR FISCAL YEAR 2017

The Friends of Reading Hospital Gross Income

- Gift Shop - $639,279
- Tower Ball - $151,725
- Golf Classic - $131,650
- Special Sales - $113,077
- Road Run - $75,093
- Vending Commission - $68,054
- Holiday Happening - $53,558
- Donations (General) - $8,536
- Interest Income/Misc. - $6,581

Supported Projects Fiscal Year 2017

- Arctic Cold Cap Therapy
- Bereavement Memorial Service
- Berks Alliance
- Berks Farm Bucks
- Centering Parenting
- Centering Pregnancy
- Free Medical Clinic
- Glucose Monitors — Relion
- HeartSAFE Berks County
- NICU Cycled Lighting
- NODAC Program
- Patient Assistance Program — Center for Public Health
- Patient Assistance Program — McGlinn Cancer Institute
- Patient Comfort Items
- Reach Out and Read Program
- Reading Health System PA2CA Employee Challenge
- Reading Recreation — Food Service Van
- Reading Recreation — Fresh Fruit for Kids Program
- SANE Program
- Street Medicine — Supplies
- Telemedicine Stroke Assessment
- Young Leaders Conference — Greater Reading Chamber of Commerce

Making Friends

We asked The Friends: What motivates you to continue to be a part of this organization?

“It makes me proud to be a part of such a well-run organization that funds so many meaningful projects.”
— DONNA BROOKS, FRIENDS BOARD

“Making a positive difference in the community. Meeting valuable friends. Being a part of something bigger than myself.”
— PAT HALL, FRIENDS BOARD

“It’s proud of what The Friends gives back to the hospital and our community. [This is] also a great group of women who have become ‘friends.’”
— ANNE HASSEL, FRIENDS BOARD

“Our community outreach projects demonstrate that we care about the health of all of Berks County.”
— BARBARA BRADLEY, FRIENDS BOARD

“I believe wholeheartedly in the mission of this organization; the ability to serve our community through patient services and community health programs that are much needed and often overlooked.”
— LUCINE SIHELNICK, FRIENDS BOARD
THANK YOU TO OUR DONORS

WE WOULD LIKE TO EXPRESS OUR APPRECIATION TO THE FOLLOWING SPONSORS WHO CONTRIBUTED TO THE FRIENDS OF READING HOSPITAL DURING FISCAL YEAR 2017 (JULY 1, 2016, THROUGH JUNE 30, 2017)

$25,000 AND ABOVE

Diamond Credit Union
L.F. Driscoll Co.
Medical Staff of Reading Health System
Perrotto Builders, Ltd./JJAD Concrete & Excavation Co.

$15,000-19,999

IBEW Local Union 743
Stevens & Lee/Griffin

$10,000-$14,999

Ballinger
Berks Schuylkill Respiratory Specialists, Ltd.
West Reading Radiology Associates

$5,000-$9,999

Berkshire Charitable Foundation
Digestive Disease Associates
H.B. Frazer Company – Pennsylvania
Hirneisen Electric, Inc.
L & H Signs, Inc.
Plumbers Union Local No. 690
Steamfitters Local Union 420

$2,500-$4,999

Alliant Insurance Services, Inc.
Berks Western Telecom, Inc.
Berkshire Mechanical Binsky & Snyder, LLC
Carlino Commerical Development
Mr. Chris G. Kraras – White Star Tours
Customers Bank
E.A. Reider, Inc.
East Penn Manufacturing Co.
Henry Jansen Foundation
Lamar Advertising
Land Displays, Inc.
M&T Bank
Physician and Tactical Healthcare Services, LLC
Reading Health Physicians Network
Santander Bank
SSR/SSRcx
Mr. Carl Seidl
UPMC Health Plan
Vision Mechanical, Inc.

$1,000-$2,499

Alan Ross & Company, PC
Mrs. Mary Ellen Batman
Berks Fire & Water Restoration
Cohen Seglias Pallas Greenhall & Furman PC
Duggan & Marcon, Inc.
Fulton Bank, N.A.
and Clermont Wealth Strategies
In Memory of Kristin Bean Interior Workplace Solutions
Penske Truck Leasing Physio-Control, Inc.
Reading Health System Foundation
The Water Guy
UGI Energy Services
William P. Corbett Inc.

$500 AND UNDER

A Running Start
AAA Reading-Berks
Ms. Dyanne Adams
Dr. Margaret and Jerrold Atwell
Dr. Marc and Martha Aynardi
Bell Tower Salon & Spa
Bill’s Beverages
BLDG 7 Yoga
Body Zone Sports and Wellness Complex
Mrs. Barbara A. Bradley
Mrs. Donna Brooks
Mr. and Mrs. Curtis Clifford
Dr. and Mrs. Richard Close
Core Health Chiropractic Corps Fitness
Mrs. Renee L. Dietrich
Ms. Elizabeth B. Gaul
Hand and Stone Wyomissing
Hartman, Valeriano, Magovern & Lutz
Mrs. Nancy M. Hemmerich
Home Builders Association of Berks County
Homewood Suites by Hilton
iAMFit Studios
Mr. and Mrs. Barry Kalbach
Dr. Leon Katz
Ms. Kristin Kearney
Kenworth of PA
Ms. Carol Kerstetter
Dr. Daniel B. Kimball Jr.
Mrs. Diana Kleiner
Mr. and Mrs. Tom Lander
Ms. Joelle Rhayem Lauchner
Dr. and Mrs. Joseph Leoni
Mr. John Les
Mrs. Peg McShane
Mr. Glenn E. Moyer

Mrs. Lillian T. Murphy
NARFE Chapter 103
Dr. Kevin T. Naugle
Dr. and Mrs. Clodualdo Orquiza
Dr. Jean Payer and Brian Stoltzfus
Mrs. Susan J. Peters
Dr. and Mrs. Dennis Petricoin
RJ Seen Reflective Apparel, LLC
Reading Baseball LP
Reading Health Dept. of Medicine in Honor of David L. George, MD
Mr. and Mrs. Thomas Reitz
Ms. Elizabeth B. Rothermel
Ms. Bonnie Savage
Sensory Concepts
Mrs. Lucine Sihelnik
Mr. and Mrs. Robert Simko
Mr. and Mrs. Dennis Sucher
Hon. and Mrs. Dean W. Sword, Jr.
The Spine and Wellness Center
Van Scy Jewelers
Mr. James R. Vance
Mark B. Woodland, MD,
and David S. Blum

Mr. and Mrs. C. Thomas Work
Wrigley’s Business Products and Services
Yeager Supply, Inc.
Ms. Tina M. Ziolkowski
Zion Maxatawny Women of the UCC

GIFTS-IN-KIND

AAA Reading-Berks
Mrs. Mary Ellen Batman
Mrs. Barbara A. Bradley
Classic Harley-Davidson
Mrs. Gail B. Clifford
Mrs. Ginny Close
Crowne Plaza Reading Hotel
Godiva
Mr. and Mrs. Darr Hall
Ms. Andrea Masano
One Source Refreshments
Dr. and Mrs. Clodualdo Orquiza
Pepperidge Farms
Pepsi Bottling Group
Redner’s Warehouse Markets
Stevens & Lee/Griffin
The Water Guy
Van Scy Jewelers
Weaver’s Orchard

CIRCLE OF FRIENDS 2016–2017

Diamond Credit Union
L.F. Driscoll Co.
Medical Staff of Reading Health System
Perrotto Builders, Ltd./JJAD Concrete & Excavation Co.
Stevens & Lee/Griffin
UPMC Health Plan

For more information on becoming a Circle of Friend, email friends@readinghealth.org.
SAVE THE DATE!

Reading Hospital
Road Run

October 15

Be a part of the annual Road Run Half Marathon, 5K and one-mile fun run, presented by The Friends of Reading Hospital. All proceeds from the event benefit projects supported by The Friends, including HeartSAFE Berks County and the Patient Assistance Fund for the Center for Public Health. Runners can register online at www.rhroadrun.com.

Call 484-628-8477 or email friends@readinghealth.org to learn about sponsorship or volunteer opportunities.

To learn more about The Friends of Reading Hospital and the events they sponsor, visit www.readinghealth.org/contribute/volunteer/friends-board, call 484-628-8477 or email friends@readinghealth.org.