Main Line Health®
Well ahead.®

RIDDLE
Matters

SPRING 2017

Serving our Seniors

COMMUNITY HEALTH NEEDS ASSESSMENT:
Driving Meaningful Change

PLUS

Man O'War:
An Evening at the Races

Albert and Trudy Berman

Strategic Plan:
To 2020 and beyond

SPRING 2017

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Community Health Needs Assessment: Driving Meaningful Change

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ON THE COVER: **Bill Taylor, Nancy Copple and Ted Kerwin are long-time friends and supporters of Riddle Hospital who live at Maris Grove, a retirement community in Glen Mills.**

If you prefer not to receive fundraising communications from Riddle Hospital, please go to mainlinehealth.org/optout.

QUICK BITS

Read these other great stories about the hospital and community inside.

1 **Al and Trudy Berman: Riddle provided life-saving care to both. Read how a grateful couple gives back.**

2 **Man O' War—*An Evening at the Races:* Thomas A. Bruder, Jr., Steven R. Derby, and Peter F. Sharkey, MD are honored for their significant contributions to Riddle Hospital.**

3 **Transitions at The Riddle HealthCare Foundation: Meet Rebekah Sassi, Executive Director.**

message
FROM LEADERSHIP

It's been 10 years since Riddle Hospital joined the Main Line Health System. Looking back, we know this was the best decision for Riddle Hospital. It was an even better decision for our patients, their families and members of the Riddle community. This issue of Riddle Matters reflects our pride in being part of the Main Line Health System and the nature of the relationship in a variety of ways:

- First, you may have noticed the new design of this magazine, which indicates at a glance that we are a member of the Main Line Health System. But the content continues to focus on the philanthropic spirit of the people at Riddle Hospital—our patients and their families, our physicians and other caregivers, employees, volunteer leaders and our donors.
- Strategic Plan 2020 and Beyond (see page 16) highlights the new Main Line Health strategic plan, the foundation of which is to provide the safest and highest quality of care to all those who come through our doors and those who utilize our community health services. By extending our reach beyond our walls and providing resources, education and tools in innovative ways, we can create a healthier community.
- The headline article (see page 4) on the Community Health Needs Assessment highlights our emphasis on senior care and the increased focus on community health outlined in the strategic plan. The Senior Services program was developed and launched at Riddle in response to a specific community need, but now extends beyond to the entire Main Line Health community.

That's the beauty of this relationship—at Riddle Hospital we have access to the resources across the Main Line Health System while maintaining our local community focus. We also serve as a leader for the System on a number of initiatives.

Yes, joining Main Line Health 10 years ago was the best decision for Riddle Hospital and this community. We thank you for joining us and for your continued support. Please be assured of our commitment to continue earning it.

Gary L. Perecko, FACHE,
President, Riddle Hospital and
The Riddle HealthCare Foundation

Don Saleski, Chairman,
The Riddle HealthCare Foundation

RIDDLE HOSPITAL DONOR LISTINGS AVAILABLE ONLINE

In order to be better stewards of our resources, which include your charitable donations, The Riddle HealthCare Foundation has listed its Fiscal Year 2016 Annual Report to Donors online rather than in print. Please visit **mainlinehealth.org/rhgiving**, and click **Annual Donor Report** for a listing of the incredibly generous community members who supported our not-for-profit hospital.

Please contact The Riddle HealthCare Foundation at 484.227.3651 should you have any questions.

THE headline

(L) Clarice Grant, MSW, LSW, Senior Services Social Worker and (R) Brian Duke MHA, MBE, System Director of Main Line Health Senior Services

SERVING OUR SENIORS

Community Health Needs Assessment:

DRIVING MEANINGFUL CHANGE

Since 2010, Main Line Health has conducted Community Health Needs Assessments (CHNA) in order to identify, prioritize and respond to the health care needs of people in our community.

A requirement under the Healthcare Affordability Act, the assessments are compiled by analyzing population and socio-demographic data; comparing indicators such as health status, health behaviors, incidence and mortality rates to local, regional and national data; reviewing factors that influence community health; and receiving community input.

The 2016 findings for the four combined Main Line Health acute hospitals revealed a broad spectrum of health needs (see sidebar, page 7). From these, Riddle identified the concerns most relevant to Delaware County, with senior care once again topping the list. Senior care also crosses into other community priorities such as healthy eating, diabetes, arthritis, heart health/stroke, cancer and injury prevention.

SERVING OUR COMMUNITY'S SENIORS

Older adults are the fastest growing segment in the Riddle CHNA area—a trend reflected nationwide. Due to longer life spans and aging baby boomers, the number of Americans age 65 or older is expected to double over the next 25 years.*

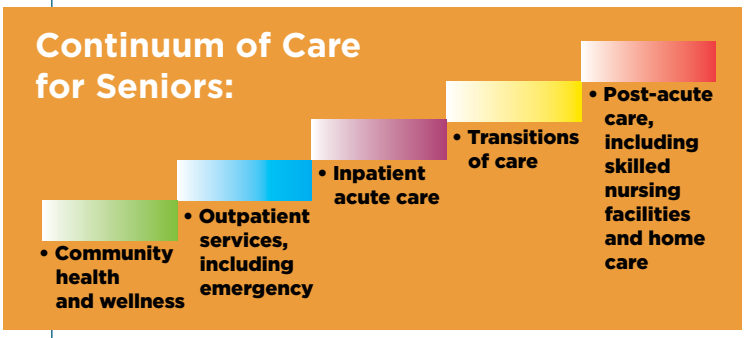
Locally, five nursing homes and seven continuing care retirement communities service this area. In addition, a majority of older adults surveyed for the CHNA indicated that staying in their own homes as long as possible was a top priority, highlighting a need for home care, support services and lifestyle programs.

Riddle is addressing the needs of seniors in our community by offering programs and services designed to improve their quality of life, encourage active, healthy lifestyles, and increase education, awareness and access to senior services.

SENIOR SERVICES

In September 2015, Main Line Health launched Senior Services, a Systemwide service line focused on offering the best experience of care to older people, their families and caregivers, across the entire continuum of care. Brian Duke, MHA, MBE, serves as System Director along with Tom Lawrence, MD, System Medical Director, Geriatric Medicine and Long Term Care and Grace Wummer, RN, MSN, Clinical Director, Senior Services.

"Senior Services is about making connections. We are committed to connecting with older adults in our community to better understand the experiences they are living through, make them aware of the services that are available to them, help patients, families and caregivers navigate these services, both inpatient and outpatient, and connect them to resources in their community," Duke explains. Five key areas comprise the continuum of care for seniors (see chart below).

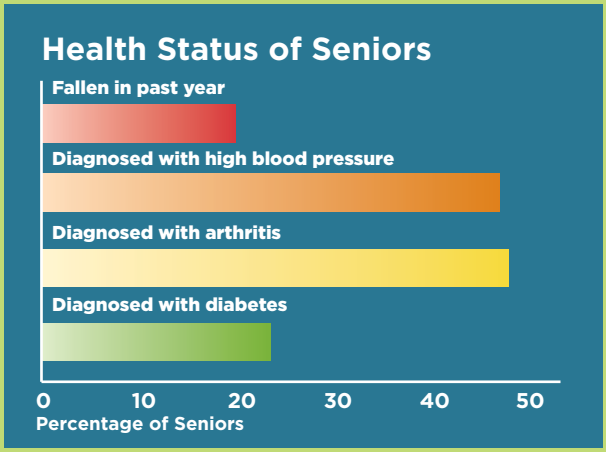


Centers for Disease Control and Prevention: Aging and Health, 2013

THE NEWLY OPENED Main Line Health Center in Concordville

NEW MAIN LINE HEALTH CENTER IN CONCORDVILLE

Riddle is also responding to community health needs by providing convenient access to doctors and outpatient services at locations throughout the area. Our brand new 131,000-square-foot Main Line Health Center in Concordville offers urgent care, primary and specialty care physicians, rehabilitation, imaging and lab services, a comprehensive fitness and aquatic center, and more. For seniors, whether they are seeking preventive care services or managing a medical condition, the Center offers a one-stop destination for trusted care, close to home.



Clarice Grant, MSW, LSW

THE INVALUABLE GIFT OF PRESENCE

To Brian Duke, caring for older adults boils down to one simple idea: staying with them. Clarice Grant describes an example of this concept in action.

"I received a call on the Senior Care Line from a staff member with a confused patient. The patient had been to Riddle's Emergency Department on a Friday, saw her doctor on Monday, and returned days later demanding to see her doctor, having forgotten she already saw him.

"I reassured the patient, called her doctor's office, and spoke with a nurse who escorted the relieved patient back to her office for a quick checkup with the doctor. We also contacted her son, who came to get her. The son called later to thank me, explaining that his mother suffers from memory loss," said Grant.

By staying with the patient until her situation was resolved, Grant provided an invaluable service to both patient and family member.

Senior Care Line
484.580.1234
Monday–Friday:
9:00 am–5:00 pm

While Senior Services is a System initiative, Riddle Hospital has been on the leading edge of our commitment to seniors and caregivers. Riddle was the first at MLH to achieve NICHE (Nurses Improving Care for Healthsystem Elders) designation, a commitment to nursing protocols that are sensitive to the needs of older patients. Further, more than 60 Riddle nurses have achieved gerontological nursing certification, providing them with the skills and expertise to meet the unique needs of the senior population.

SENIOR CARE LINE

One of the earliest initiatives launched by Senior Services reflects our intention to connect and engage with seniors and their families. Established as a pilot program at Riddle in March 2016, the Senior Care Line is a Systemwide, free telephone help line anyone can call to ask questions, request assistance, and find resources related to elder care. Clarice Grant, MSW, LSW, runs the service and personally handles every call.

"We receive a wide range of calls, sometimes from seniors, but mostly from their children," Grant explains. "A patient who is being treated for cancer may need transportation options. An older adult who no longer drives may need food delivery. One gentleman with bills from three different hospitals didn't know where to begin to settle the charges. I helped him sort through the confusion and provided the right numbers to call."

Dorothy Petzold and her husband, Charles, enjoy good food and conversation at Riddle's monthly Senior Supper.

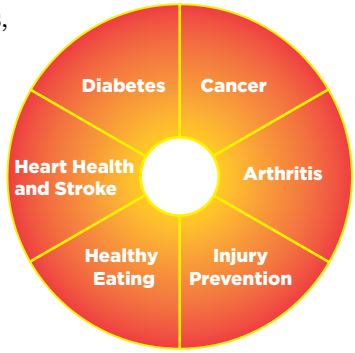
Sometimes a caller is not sure what to ask for, but by listening carefully and asking the right questions, Grant is able to determine what is needed and provide both valuable assistance and emotional reassurance.

"One caller said, 'We are going on vacation. Mom seems okay, but we don't want to leave her alone. We heard there are places that can help with temporary care.' I asked questions to assess the level of care that was needed. *Can Mom feed and dress herself? Can she take her own medicine? Is there memory loss?* I was able to direct her to the right place, tell her what to ask, and explain how much her insurance would cover," Grant adds.

COMMUNITY OUTREACH

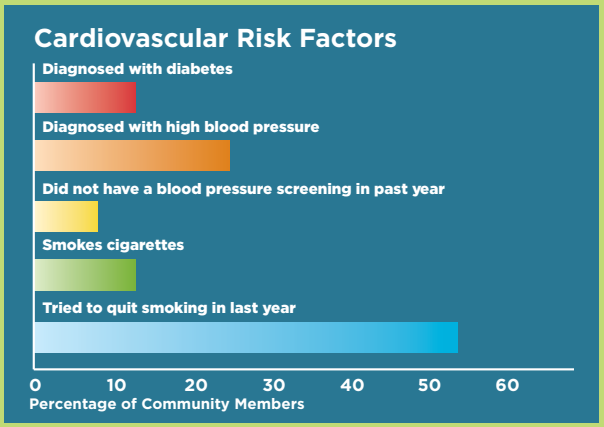
Anne Marie Casey-Glatts chats with Frederica Moreno and Erica Branch during a break in the action at the Senior Supper.

Riddle also connects with older adults by hosting events, classes and support groups on a variety of topics. These provide an opportunity for both learning and socializing. Events include monthly Senior Suppers, mature driving programs, *A Matter of Balance*—a fall prevention course, babysitting classes for grandparents, blood pressure screenings, Alzheimer's and arthritis support groups, and more.



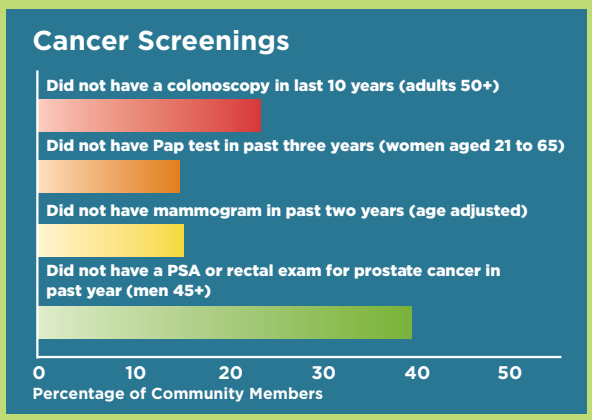
Senior Care Concerns

ADDRESSING OTHER COMMUNITY HEALTH NEEDS



In addition to senior care, Riddle's CHNA identified the following priorities: healthy weight/diabetes, metabolic syndrome, heart health/stroke, cancer, tobacco use, mental health/substance abuse, injury prevention, dental health, and culture/diversity/disparities of care. Riddle has a number of programs and services that address these needs, including:

- **Walk-in Wednesdays—screening mammograms without an appointment**
- **Medication disposal box in hospital lobby for safely discarding prescription opioids**
- **Survivors of suicide, bereaved parents, bereaved siblings, and depression/bipolar support groups**
- **Low dose CT lung screenings for early detection of cancer**
- **Diabetes and You classes**
- **Wound Healing & Hyperbaric Center—treating hard-to-heal wounds often associated with diabetes or radiation therapy**
- **World-class cardiovascular care as part of the Lankenau Heart Institute**



PARTNERING WITH STATE FARM TO PREVENT INJURIES

Thanks to generous funding by State Farm, local students are learning an unforgettable lesson about the risks of impaired and distracted driving. Over the past 10 years, State Farm and Riddle have teamed with first responders to stage a mock car crash at area high schools. A wrecked vehicle is towed to each school, where professional actors and student volunteers enact a powerful and realistic depiction of a car accident, complete with makeup and sound effects. Students witness firsthand the devastating and sometimes fatal results of driving under the influence or texting behind the wheel.

After, the students move into the auditorium for Bryn Mawr Rehab's Cruisin' Smart® program, featuring actual survivors of life-changing accidents. The speakers share candidly about their earlier lives as teenagers, their fateful accidents, and their painfully long journeys through recovery, warning that distracted or impaired driving can often result in a fate worse than death.

As part of *The Art of Aging*, Dr. John Munshower gives healthy living tips in a commercial on 6ABC.

Main Line Health also partners with 6ABC to produce *The Art of Aging*, a series of vignettes and news segments on a variety of senior health topics. Physicians from Riddle regularly appear on air, participate in live web chats and author blog posts on mainlinehealth.org that serve as companion pieces to the broadcasts.

DONOR SUPPORTED GROWTH

As the number of seniors in Delaware County continues to rise, Riddle is increasing its capacity for meeting a higher demand for services. Recent examples include our Emergency Department expansion and the new Interventional Suite, which offers advanced procedures using image-guided catheters (see *Riddle Matters*, Winter 2016). While these improvements support all demographics, both the Emergency Department and the Interventional Suite serve a high percentage of patients age 65 and older who face an elevated risk for falls, as well as heart and vascular conditions.

This year, the Wawa Foundation gifted Riddle Hospital $100,000 toward the purchase of a new ambulance. Once additional funding is secured, the ambulance will provide a vital service to residents throughout the area (see page 15).

Assessing our community's health needs is just one piece of the equation. Riddle's ability to effectively respond to these needs with new and improved programs, facilities and technology is greatly helped by the tremendous philanthropic support we receive from our donors.

NEW FACES

DON SALESKI, Chairman, The Riddle HealthCare Foundation

Foundation Board Members Appoint New Chairman

On October 20th members of The Riddle HealthCare Foundation Board of Directors elected **Don Saleski** as **Chairman of the Foundation**, and **Thomas A. Bruder** as **Chairman Emeritus**. Tom first joined the Riddle Hospital Board in 1989 and served on the Main Line Health Board of Governors when Riddle merged with Main Line Health. Don, a long time Media resident, joined The Riddle HealthCare Foundation in 2010. Since then, he has played a key role in Riddle's progress, taking on many responsibilities including Vice Chair of the Foundation, Co-Chair of the Emergency Department Campaign, and Chair of The Samuel D. Riddle Society Board. "It is an honor to lead The Riddle HealthCare Foundation as Chair," says Don. "I have witnessed great change at Riddle into an absolutely magnificent resource for our community's healthcare needs. Riddle Hospital matters to this community and we all have a role in its continued success."

New Executive Director of Riddle HealthCare Foundation Named

Steve Derby, who led The Riddle HealthCare Foundation as **Executive Director** for 20 years, retired on February 3rd. During Steve's tenure, he was instrumental in establishing **The Riddle HealthCare Foundation**, and managed the integration process during Riddle's merger with Main Line Health (MLH). As the Foundation enters a new era, we are pleased to announce that **Rebekah Sassi** has joined the Foundation team as **Executive Director**. Becky spent 19 years as Director of Institutional Advancement for Philadelphia's historic Walnut Street Theatre. During her time at the Walnut Street Theatre, major gifts from individuals dramatically increased by 200%. She has produced more than 50 fundraising events, authored five strategic plans, and developed programs garnering support from regional and national funders. In addition to running an effective fund-raising operation, Becky is a frequent speaker on the topics of philanthropy, board development, and non-profit careers. "I continue to be struck by the concern Riddle Hospital has for the health needs of the local community and the sense of pride the administrators, Foundation Board members, physicians, nurses, caregivers and employees have in providing care to those who seek it.

REBEKAH SASSI, Executive Director, The Riddle HealthCare Foundation

The people we treat are our friends and neighbors and I think there is something about the way Riddle is interwoven into the community. The breadth of service Riddle offers is also impressive to me. From senior supper programs hosted in our annex building to a cardiac catheterization in the Interventional Radiology Suite—the range of services is incredible. I love that we are doing it all and the fact that Riddle Hospital is doing it so well."

HATS OFF TO TOM AND STEVE

for their many years of service to The Riddle HealthCare Foundation. Tom Bruder and Steve Derby were both honored at this year's Man O'War: *An Evening at the Races* (see page 12 for details).

Al and Trudy Berman:

RIDDLE PROVIDED LIFE-SAVING CARE, AND A GRATEFUL COUPLE CONTINUES TO GIVE BACK.

THE PHILANTHROPIC

spirit

"Riddle Hospital is all about serving the community and that's something we truly believe in."
Al Berman

When Al Berman's father founded Berm Studios, his guiding principles set a tone that still exists at the company known today as BSI Exhibits. If you ask Al, that same can-do attitude can also be found a few miles away at Riddle Hospital. It's only fitting that he devotes his time to the family business and serving on The Riddle HealthCare Foundation's Board of Directors; both organizations share a commitment to quality, hard work and integrity while serving the needs of the community.

COMMUNITY ROOTS RUN DEEP

Delaware County has always been home to Al and Trudy Berman. Al grew up in Havertown and Trudy hails from Springfield. The couple met at his family business.

"I returned from reserve duty and Trudy had been working in my absence. I got to know her and we ended up dating," Al explained.

"Al's father told him to leave me alone," teased Trudy. Fortunately, Al ignored his advice and the couple went on to marry and raise a family with full blessings from their parents. They celebrated their 50th anniversary last October.

A LIFE-SAVING EXPERIENCE

The Bermans' three children were born at Riddle. As the years passed, the hospital remained a reassuring presence, but was not a part of the couple's daily lives. That changed in 2009, when Al was rushed by ambulance to Riddle's Emergency Department.

"Al woke up in the middle of the night, burning with fever. He looked at me like he didn't know who I was, and I thought he had had a stroke. I called 911, then our son who lives nearby. It was scary," Trudy recalls.

The team at Riddle quickly determined that Al had bacterial meningitis and was highly contagious. His stay lasted 12 days, including four in an induced coma. For Al, the experience was life-changing.

"Having never been hospitalized, I didn't know what to expect, but I can't say enough about how well I was treated," Al says. One staff member left a lasting impression.

"I wound up with a true friend in Dr. David Thomas, the neurologist on my case. We got friendly during my stay, kept in touch over the years, and are now good friends," he adds.

Within a month of his release, Al was back to his normal activities, including exercising at Riddle Hospital's fitness center. "My doctors said that had I not been working out regularly, I may not have recovered as quickly," Al says.

At Dr. Thomas' invitation, Al joined The Riddle HealthCare Foundation's Board of Directors in 2010. He and Trudy are members of The Samuel D. Riddle Society and contributed generously to the hospital's new Emergency Department. They also facilitated an innovative therapy for cardiac arrest by purchasing a Gaymar hypothermia machine and brain monitoring equipment for Riddle's Intensive Care Unit.

Riddle remains an important part of the Bermans' lives. It's where Trudy experienced her recent diagnosis, treatment and follow-up care for breast cancer.

"I can't say enough about how good they were to me and how fortunate I was to have their support," Trudy said. "I consider myself very lucky."

Throughout their marriage, the Bermans have seen a lot of growth in Delaware County. "Riddle has changed a great deal over the years as well, but it has managed to maintain its personal touch," said Al. "The hospital is still all about serving the community, and they do that superbly."

AL AND TRUDY BERMAN take a spin in one of Al's classic Corvettes.

ON THE town

THE HONOREES receive their awards: (L-R) Riddle HealthCare Foundation Vice Chair Richard Wood, III, Riddle Hospital President Gary Perecko, Honorees Thomas A. Bruder, Jr., Steven R. Derby and Peter F. Sharkey, MD, and Riddle HealthCare Foundation Chair Donald P. Saleski

Honoring Riddle's Finest

Man O'War: *An Evening at the Races* was held at Springfield Country Club on Saturday, April 8, welcoming over 400 guests honoring Thomas A. Bruder, Jr., Steven R. Derby, and Peter F. Sharkey, MD for their significant contributions to Riddle Hospital that have meaningfully enhanced the Hospital's service to the local community.

(L-R) Congressman Patrick Meehan, Main Line Health CEO Jack Lynch and event co-chairs Tara and Rich Wood

This year's Kentucky Derby-themed event, co-chaired by Mary Ann & Don Saleski and Tara & Rich Wood, raised more than $200,000 to benefit the The Birthplace at Riddle Hospital. Attendees enjoyed the sounds of jazz music, a delicious surf and turf dinner, and several simulated races with lots of cheers as they rooted for their favorite virtual racehorse.

Thomas A. Bruder, Jr. was honored for his many years of leadership, first joining the Riddle Hospital Board in 1989. He served on the Main Line Health Board of Governors when Riddle merged with Main Line Health and as Chairman of The Riddle HealthCare Foundation from 2009 to 2016. Tom currently serves as Chair Emeritus.

Dr. Peter F. Sharkey of the Rothman Institute at Riddle was honored for his leadership in the field of joint replacement surgery. Dr. Sharkey has launched a series of quality initiatives for the hip and knee replacement program at Riddle, with the number one concern being patient safety and doing the best thing for all patients at all times.

Steven R. Derby was honored for 20 years of service as Vice President and Executive Director of Development. He retired earlier this year after many accomplishments including the creation of The Riddle HealthCare Foundation and successful completion of a capital campaign supporting the expansion of the Emergency Department.

THE FESTIVITIES

1 Birthplace physicians, nurses and other staff celebrate An Evening at the Races, the proceeds from which will benefit The Birthplace at Riddle Hospital. 2 Brett Holloway clearly picked a winner. 3 (L-R) Rasheeda and Michael Myers pause for a quick photo with Todd and Victoria Culp. 4 Enthusiastic attendees cheer for their horse during one of the simulated races. 5 Riddle HealthCare Foundation Board members (L) Natalie Ramsey and (R) Theresa Murtagh 6 (L-R) Gary and Cindy Perecko, Gary and Patty Holloway, event co-chairs Mary Ann and Don Saleski, honoree Tom Bruder and his wife, Kate 7 Reverend Marcie Brozyna and her huband, Benjamin Farahmand

SPECIAL THANKS TO OUR MAJOR SPONSORS AND GENEROUS SUPPORTERS

We extend our deep appreciation to the following individuals, families, and corporations for their selfless investments that contribute to Riddle being the best place to receive care and the best place to give care:

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Riddle Hospital Senior Leadership
Riddle OBGYN Group
Riddle Surgical Center (Nueterra)
Riddle Village
Mary Ann and Don Saleski
United Anesthesia Services
Wm. H. Clinger Corp.

FOCUS ON

philanthropy

1 Riddle Hospital Receives Historic $16 Million Gift

Riddle Hospital received a $16 million gift from the Trust created in the Will of John Bancker Gribbel, who passed away in 1947 at the age of 63. As the largest gift bequeathed to Riddle Hospital since it opened—and the largest gift for Main Line Health (MLH) in the past 10 years—the income from this endowment will support patient care at Riddle Hospital.

Gribbel and his family were dedicated patients of the former "Media Hospital" and of Dr. Charles H. Schoff, who founded that hospital in 1909. Dr. Schoff was also the physician caring for Samuel D. Riddle, who, upon his death in January of 1951, stipulated that part of his estate be used to build a bigger and better hospital for Media and its surrounding communities. In 1963, as a direct result of Mr. Riddle's wishes, Riddle Hospital was opened.

"One of the reasons why Riddle Hospital is the best place to give and receive care is because of the history of generosity and unwavering support of our community members," said Gary Perecko, President of Riddle Hospital. "The charitable commitment of Mr. John Bancker Gribbel and his family benefits not only Riddle Hospital, but the health and wellness of our community, and we are forever grateful."

This generous gift comes at a critical stage in the history of Riddle Hospital as Main Line Health is currently focusing on enhancing the health and wellness of the community. The funds will further increase Riddle and Main Line Health's ability to invest in the people and infrastructures needed to provide high-quality, patient-centered care and a superior experience well into the future.

JOHN GRIBBEL created a Trust to benefit a community hospital in 1947. This year, that bequest passed to Riddle. Worth over $16 million, this is the largest amount given to the hospital since its opening.

2 Giving to Enrich the Lives of Others

HEALTH CARE was very important to Kathryn Peters, and she was pleased with the care she received at Riddle. This inspired her to leave a generous bequest to the hospital upon her passing.

Great medical care close to home was very important to the late Kathryn Peters. Working for many years as a bank secretary, Kathryn was known to carefully manage her personal expenses. Over the years, she was treated at Riddle Hospital and was quite pleased with the care she received. To show her gratitude, she consistently contributed $25 once a year to Riddle for many years.

She passed shortly after her 102nd birthday early last year, leaving a generous bequest in her Will designated to support the Hospital's highest priorities.

"I am so glad Kathryn chose to give back to Riddle Hospital," said Emily Bash, a close family member who also works as a staff nurse at the hospital's Short Procedure Unit. "She loved Riddle. All of her doctors were there and she adored them, so it was a nice surprise to see her leave such a generous gift."

Riddle Hospital is fortunate to have good neighbors like Kathryn, individuals who were grateful for the quality and compassionate care they received from their community hospital.

TO LEARN MORE ABOUT HOW YOU CAN LEAVE A LEGACY of your own in support of Riddle, please contact Rebekah Sassi, Executive Director, The Riddle HealthCare Foundation at 484.227.3651, or e-mail sassir@mlhs.org.

3 *Wawa Foundation Contributes $100,000 Grant for New Riddle Hospital Ambulance*

The Wawa Foundation contributed a grant in the amount of $100,000 to Riddle Hospital in support of Riddle's Emergency Medical Services (EMS) program. The funds will help purchase a new ambulance that will enhance the hospital's service to the community.

Over 30 years ago, Riddle Hospital's EMS Unit was launched with one ambulance loaned by the Lima Ambulance Service to support fire companies in the surrounding communities. During that first year, the five-member crew averaged 600 calls compared to a current volume exceeding 9,800 annual emergency calls. To handle this large volume, the EMS program enlists 62 professionals, which includes a Chief, Deputy Chief, three lieutenants, 26 medics and 31 emergency medical technicians, all with specialized training and certification and degrees in allied health.

Currently, Riddle Hospital's EMS Unit provides 24-hour emergency coverage to the following local Townships: Concordville, Middletown, Media and Newtown Square, responding to Delaware County dispatched 911 calls across this entire service area. The Riddle EMS team is very active in the local community, providing activities such as CPR/AED training to schools, fire companies, businesses and community organizations.

Wawa has supported Riddle Hospital for over 50 years through generous donations, the service of several executive team members on Hospital and Foundation Boards, and by underwriting many special events.

RIDDLE HOSPITAL President Gary Perecko (center) and Riddle EMS team members accept Wawa's generous contribution from Wawa Foundation board members and Wawa corporate associates.

PHOTO COURTESY OF DANIEL BURKE PHOTOGRAPHY & VIDEO

MAIN LINE
ahead

Strategic Plan:

For more information on Main Line Health's strategic plan, visit:
mainlinehealth.org/plan

To 2020 and beyond

What will providing health care be like in the year 2020?

While specifics are impossible to promise, current trends can provide the basis for expectations:

- The national focus has shifted to keeping populations healthy, rather than just treating illness and injury;
- Health systems across the country have committed not only to eliminating preventable harm but also tackling the challenges of disparities in care;
- The health care industry's economic foundation is shifting from volume to value;
- Consumerism and price sensitivity of patients are driving where, when and how patients seek health care services;
- Digital and mobile technology continue to transform diagnostic and treatment options; and
- New payment models have increased the need to reduce costs.

Main Line Health (MLH) updated our Strategic Plan for 2016-2020 based on insight from industry experts, MLH's Board, management and medical staff leadership across all campuses and clinical programs, in addition to an extensive Community Health Needs Assessment.

The foundation of our Plan's strategic direction is to provide the safest and highest quality care to all those who come through our doors and those who utilize our community health services, based on uncompromised quality and patient safety, patient and family centered care, a strong infrastructure, and a culture of Systemness and innovation.

The Plan includes five strategic imperatives, 40 major goals and more than 100 specific action items. These will determine the direction of MLH affiliations and partnerships, how we envision the market, and how we are likely to react to change, as well as where we will focus our efforts, our resources and our staff.

All this is based on updated organizational Values and a new Vision Statement that illustrates how much we care about our communities' health—and about our determination to remain as a key community resource. "Be the health care provider of choice in leading and optimizing the health of all in our communities" is not only an aspiration statement for the organization but the basis for everything that follows.

We want to provide the safest and highest quality care, and we want our neighbors to think about Main Line Health as their choice partner in achieving optimal health. Our increased focus on population health will bolster MLH's ability to compete in a value-based economy and will impact how the System invests in clinical infrastructure, programs, people and partnerships.

By extending our reach beyond our walls and providing resources, education and tools in innovative ways, we can create a healthier community. If we become trusted partners in wellness for those we serve today, we will be their provider of choice for health care services when they need them in the future.

WITH thanks

ART AND JAN DURYEA: BETTER TOGETHER

Talk about togetherness! Married almost 64 years, Art and Jan Duryea have shared children, grandchildren, great grandchildren...and back surgery.

Both were suffering from degenerative disc disease and found relief after spinal fusion surgery by Jeffrey Rihn, MD, of the Rothman Institute at Riddle.

Jan's surgery was in November 2015. "Before surgery, it was so painful, I could hardly use my one leg," she explains. "Both Art and I tried epidural injections, and when they stopped helping, we were referred to Dr. Rihn."

"Immediately after my surgery, I noticed that my pain was gone," Jan said. "I couldn't have had better care—it was phenomenal. The nurses were always right there to take care of anything I needed."

One year later, it was Art's turn. "My surgery was a little more extensive. I was having so much pain in my right leg, I could no longer work and I wasn't able to help pack during our recent move," he said.

Like Jan, Art spent four days at Riddle after surgery. He needed no pain medication and remains pain-free as he continues his recovery.

"As soon as I am able to walk without my cane, I am going back to my job volunteering," he explains.

That's another thing the couple share. Both have volunteered at Riddle for the last 18 years. Art helps in the hospital and Jan works in the Thrift Shop and Gift Shop. Both are grateful to Riddle for getting them back on their feet.

SINCERELY,

Jan & Art

WAYS TO give

There are a variety of ways to support Riddle Hospital.

Your gift can provide you with the satisfaction of supporting our mission and securing certain tax advantages.

1 **DIRECT GIFTS** are the simplest way to make your tax-deductible gift. Send a check payable to **The Riddle HealthCare Foundation** in the enclosed envelope. Or make your secured credit card gift online at: **mainlinehealth.org/rhgiving**. Just click on **Make a gift online today!**

2 **GIFTS OF SECURITIES AND OTHER PROPERTIES** include gifts of appreciated stock, mutual fund shares or other securities and can be a cost-effective way of supporting Riddle. Gifts of real estate, paid-up insurance policies or personal property are also welcome.

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

4 **MATCHING GIFTS** can increase the value of your gift by taking advantage of your employer's matching gift program, if one is offered. Check with your human resources department, and enclose the matching gift form with your contribution.

5 **MEMORIALS AND TRIBUTES** remember a loved one or honor a friend, family member, physician or caregiver and are a wonderful way to express your personal appreciation and support Riddle Hospital at the same time.

Thank you.

The Riddle HealthCare Foundation
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GUS CIARDULLO AND
BARBARA MADDEN, Au.D.

Creative Giving:

INCLUDE RIDDLE IN YOUR ESTATE PLANNING

"Professionally speaking, I grew up at Riddle Hospital. The people I met, the patients I treated, the leaders who mentored me, all contributed to the person I was to become.

"Professional development instilled in me a self-confidence and deep determination to serve our patients the best way possible. It paid off with great patient satisfaction and a highly respected Audiology Department.

"For 30 years, the hospital was my home away from home. With its small town feel and community loyalty, Riddle Hospital has given us many lifelong friendships. For this, why wouldn't Gus and I include the hospital in our estate planning? My heart swells with pride when I think of Riddle Hospital and the small part I played in making it great. I am very thankful!"

Dr. Barbara Madden

TO LEARN MORE ABOUT HOW YOU CAN INCLUDE RIDDLE in your estate planning, please contact Rebekah Sassi, Executive Director, The Riddle HealthCare Foundation at 484.227.3651, or e-mail sassir@mlhs.org.