

September 2013

Typically, VIA activities slow down during the months of July and August and board members take a two-month break. However, this year the VIA Board was called together on July 30th to vote on a number of important matters.

The board voted to have the Designer House Treasurer report at board meetings in September, February, April and June, rather than just once a year in October as in the past. The board also agreed to have the Designer House Vice Chair and the Treasurer attend all VIA board meetings as non-voting guests.

A few months ago I asked 2nd Vice President Cory Schroeder to oversee the formation of a Marketing Committee. In presenting to the board, Cory stated the marketing goals:

1. To build awareness of the VIA and its contribution to the community.
2. Expand membership and community support
3. Improve understanding of our role in and relationship with Doylestown Hospital.

The board voted in favor of creating a VIA Marketing Committee.

Membership Chair Lee Scheeler made a proposal to change the VIA monthly member meeting time to noon from 1:00 which would allow working members to attend during their lunch break. Her recommendation was based on suggestions made during the President's June 19th meeting with committee chairs and co-chairs. The Board voted to approve a motion to change the meeting time to noon.

The highlight of the board meeting was Website Manager Nancy Gimbol's unveiling of the new VIA website, which will be officially launched in a few weeks. It is beautifully formatted and easy to navigate. Board members were favorably impressed and I think you will be too! Thank you Nancy, Joy Levy and Georgia Ford for seven months of planning and editing. Also, thanks to all who contributed information, ideas, and photos.

On October 1st our club year will begin with new member orientation and the regular monthly meeting. An important part of the meeting is the distribution of 2013 Bucks County Designer House & Gardens funds by Chair Jo-Ann Cuning. I hope you will be there to congratulate Jo-Ann and Vice Chair Joyce Hanson on the success of the project.

The club calendar is filled with activities; your participation is appreciated and essential to the growth of our organization. If you are not already a member of a committee, think about where your interests lie and talk to a committee chairman or two. The Designer House Committee in particular is in need of many hands to share the workload. Chairman Joyce Hanson and Vice-Chair Jean Upton would be thankful for your support. Our hospital, our committees and the community benefit from this annual major VIA fundraiser.

Hope your summer was enjoyable. I look forward to seeing you in October.

Marianne Chabot
President

October 1, 2013 – 12:00 p.m.
James-Lorah Auditorium
“Welcome Back”

Tea Servers Barbara Ann Price / Ruth Carlson
Meditation Kathleen Landis
Hospitality Captains Peg Houck/Pam Good

Program Preview

Linda K. McIlhinney

Plan on attending our 1st meeting on October 1st at our **new starting** time of 12:00 p.m. We have adopted the theme for the day "Welcome Back" and will begin our time together with our unique Tea Time. As you mingle and greet one another please say "Hello" to new members who will be wearing blue name tags. Following our tea time we will view a newly refurbished presentation of "The History of the VIA", thanks to the expertise of Kimberly Cambra, VIA member and Director of CB Cares. Thank You Kimberly!

Lastly we will present the much anticipated 38th BCDH&G distribution check to Jim Brexler, CEO. In addition we are pleased to have Kathleen Donahue, RNC-OB, MSN, Director of Maternal-Child Services for the VIA Maternity Center report on the recent renovations that have been completed at the center.

Don't miss an exciting day and looking forward to seeing all of you.

PINE RUN SHUTTLE



Shuttle service from the County parking garage, Broad Street entrance, Level 2 to the James-Lorah Auditorium will be available from 11:30 to 12:00 on October 1st. After the membership meeting, the driver will make one trip from the JLMH to the parking garage.

WWW.VIA-DOYLESTOWN.ORG

Petite Luncheon

Mary Bachman/Sue Whitlock

The VIA Petite Luncheon will be held on **November 5th** at Doylestown Hospital, Conf Room "J". The program this year will honor our Veterans. The cost of the event is \$18.00. Seating is limited to 117 members and first come, first served will be honored. Send check, payable to VIA of Doylestown and mail to the VIA office.

Theater Committee

Janet Punzak

This Fall, our selection is "Joseph and the Amazing Technicolor Dreamcoat". The Andrew Lloyd Webber musical is scheduled for Sunday, Nov 24th @ 3:00 PM, at The Media Theatre.

This musical tells the Biblical story of Joseph, the son of Jacob, and his jealous brothers. High energy choreography is a highlight of this show with a musical dance number after the finale. Group ticket price is \$29. (sign up/payment needed by the October VIA meeting) If interested, call 215.230.8873 or e-mail janetpunzak@gmail.com, and mail your check payable to VIA of Doylestown to the VIA office.

Marketing Committee Seeks Volunteers

The VIA recently announced the formation of a Marketing Committee. The purpose of the Committee is to support the mission of the VIA through activities that promote the VIA to the hospital staff, patients and community. If you are interested in participating and you have relevant experience such as social media, graphic design or business development skills, please contact Nancy Gimbol, ngimbol@eastburngray.com.

Dues

Dues for the 2013-14 club year must be paid by October 31st to avoid a \$10 late fee. If you have not paid your dues, send your check for \$45.00 payable to VIA of Doylestown and mail to the VIA office.

Newsletter Staff:

Marie Johnston, Editor	Joy Anderson
Phyllis Morris	Karen Simon
Barb Thompson	Betty Trossett

Veterans Committee

Jan Cope

Your generosity will help our local service members and veterans again this year as we collect donations at our October and November meetings. This year's charities are the Horsham Air Guard Station's Family Readiness Group and the Bucks County Veterans Van. Our ladies will be out in red aprons at meetings to collect donations, or you may use the mail-in donation form in this newsletter.

Want to *see* what's going on at the Horsham Air Guard Station? Join your Veterans Committee at the base's open house and "**Hometown Heroes Family Day**," Saturday, October 5th, 9:30 a.m. – 5:00 p.m., rain or shine. The event features food, games, raffles, entertainment, and military exhibits. Our information table will highlight our club and the hospital, so come out and say hello.

We'll continue our support for the base at the VIA's November Petite Luncheon, when FRG representatives will be our guest speakers. We're preparing a "VIA Veteran Families" booklet with your stories for the luncheon, so e-mail your story to janbcope@verizon.net if you want to be included.

Welcome New Members!



Ethel Blumberg	(215) 855-3499
Dona Duncan	(215) 272-9766
Marie Garner	(267) 880-0383

Membership Committee

Lee Scheeler

The Membership Committee is happy to announce that the Welcome Letter and Fact Sheet have been updated and will be added to the VIA website shortly. We would like any members who have joined since October 2012 and any ladies interested in the VIA to meet at 11:30 am on October 1st in the James-Lorah Auditorium for a short introduction before our general meeting. Anyone planning on attending contact Lee Scheeler 215.348.3366 or lee5maple@verizon.net.

James-Lorah Memorial Home

Phyllis Morris

Where did the summer go? The months pass by much too quickly now. The JLMH was a busy place in July and August. A water pipe to the house had to be replaced at a cost to us. The work was completed in August and all is well now. The renovations to the auditorium restroom were delayed a bit, but the project will be complete before our October membership meeting. It will look spectacular. This renovation will be a welcome change and will also benefit those who use our facility for community events. A special thank you to Sharon Orr for coordinating the design details and to Barb Darr for being a diligent caretaker while all this work is being done.

The committee will begin working on our holiday open house immediately. It will be in December and very special. Look for more information in future newsletters. As always, we appreciate and look forward to your support.

The goal of our committee is to keep our home well maintained so it can continue to be a vital part of the Doylestown community and the VIA. Welcome to our new members who will join us in working toward this goal.

Gourmet Committee

Marie Johnston

Notable Kitchen Tour & Chef Showcase

Plan to join the Gourmet Committee on Thursday, November 7th for the Notable Kitchen Tour & Chef Showcase. This is a self-guided tour featuring 6 outstanding Main Line kitchens from Ardmore to Villanova. You will experience unique and beautiful kitchen designs showcasing the visions of some of the area's finest architects and kitchen designers.

Each home will feature a "Notable" local chef or caterer who will be preparing culinary treats for you to sample.

Cost of the tour is \$45.00. Makes check payable to "VIA of Doylestown" and mail to the VIA office by October 9th.

We will be traveling to the Main Line by carpool. Drivers are needed. For more information call or email 215.794.5716 or mjohnston1@gmail.com.

It's been a busy summer in many ways. The most obvious being the change in the Administrative Offices. After about 30 years of no upgrade, things were looking quite shabby and so a facelift was in order. As of late August there was total upheaval in the area. No wallpaper on the walls, furniture moved all about and I have no idea how our Assistants have worked in that. They are a flexible group and are still getting it all done. We also have another new assistant who will be working for Scott and Rick Lang. Her name is Aileen Fortna. She is delightful and easy to work with. Be sure to welcome her when you have a chance.

Doylestown Hospital was one of only two hospitals in the area with the best surgery rating, with Fox Chase being the other. I was amazed to see how the most prestigious hospitals in the city, many of them teaching hospitals, were given the black circle indicating worst outcomes. What I don't understand is why more people aren't checking to see where the best care is given and insist on going to a "famous" institution. Be sure to check the website "Hospital Compare" before making a decision for surgery or other care.

Did you see our own Cover Girl, Sandy Fickes on the cover of Suburban Life magazine? There was a very nice interview and article about Pine Run. Sandy recently moved to Pine Run into one of the upgraded cottages and she is obviously enjoying the move. Best wishes, Sandy, in your new home.

Our Strategic Planning initiative has been going strong all summer with the help of consulting firm ECG. Unique to this plan is that we are including the entire medical community and not just the hospital in planning for the future. The catch phrase, "remaining relevant and indispensable" far into the future is driving this plan and will help us meet not only the challenges of Reform but also the challenge of caring for the population for which we are responsible.

The July Hospital Board meeting had a wonderful program delivered by our new Marketing director, Becky Stewart and Communications Director Ron Watson. The goal is to develop a strong Hospital brand extending beyond our core market. We'll be using multi-media, focusing this year on Cardiac, Cancer, Orthopedics and Maternity.

The financial report for the fiscal year ended June 30th showed a strong 2.6% operating margin and excess of revenue over expenses of \$9.2M which is a 30% increase over last year. We have a great many Capital expenses to finance this year, many of which have been put off for too many years. Hopefully this good report will help us to make those improvements in areas of the hospital and physical plant that need improvements and upgrading.

Next time you visit the Hospital please notice that the Chapel now bears the name The Mary and Gerald Santucci Chapel. These fine people, who get their care at Doylestown, wanted to make a contribution to their Hospital and asked for a naming opportunity to the Chapel. It is always a pleasure to acknowledge a contribution but especially one given with such love and loyalty.

The Medical Executive Committee asked for and received approval for five doctors to come on staff. They are:

Brian Tweddale, M.D. - Radiology
Sarah Coleman, M.D. - Medicine/Rheumatology
MaryAnn Williamson, M.D. - Medicine/Cardiology
Katrina Poblete, M.D. - Pediatrics
Joshua Karp, M.D. - Medicine/Internal Medicine

Once again we have been acknowledged as one of the "Most Wired Hospitals" in the country for the year 2013. We congratulate Rick Lang and his team for their outstanding work.

It's been a busy summer at the hospital, with some changes being obvious but a lot more going on behind the scenes to constantly raise the bar to excellence. You should be proud!!

Carolyn Della-Rodolfa
Vice President, Health Services

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September			
10	Designer House Meeting	JLMH	9:30 a.m.
11	Welfare Meeting	Conf. Room "B"	9:00 a.m.
12	Fundraising Meeting	Conf. Room "A"	9:30 a.m.
24	VIA Board Meeting	Conf. Room "K"	9:00 a.m.
October			
1	Membership Meeting	JLMH	12:00 p.m.
12	Welfare Meeting	Conf. Room "A"	9:00 a.m.
18	JLMH Committee Meeting	JLMH	10:00 a.m.
25	V.I.A. Board Meeting	Conf. Room "K"	9:00 a.m.
25	Bylaws Meeting	Conf. Room "K"	10:30 a.m.