
VILLAGE IMPROVEMENT ASSOCIATION OF DOYLESTOWN



April 2014

The March 25th VIA Board meeting opened with a presentation by Doylestown Hospital Director of Marketing Becky Stewart, who spoke of strategies being developed to market the hospital brand. Becky gave attention to the rich history of the VIA, which is noted on the hospital website and will be referenced in appropriate printed materials in the future.

In January, the VIA nominated Doylestown Hospital volunteer Arthur Giddings for the Doylestown Rotary Club annual Four Way Test Award. I am pleased to tell you that our candidate was chosen in the category of health care. Arthur is well deserving of the honor. He has been volunteering at Doylestown Hospital since 1993 and has served over 16,525 volunteer hours. The award breakfast will be held at the end of April, but in the meantime, feel free to congratulate Arthur when you see him at the hospital.

As VIA President, I continue to participate in Doylestown Hospital Shared and Strategic Planning sessions and was recently assigned to the Care Management Work Team. Hospital board members, Carolyn Della-Rodolfa, Barbara Kieffer, Linda McIlhinney, and Joan Parlee are each assigned to separate work teams. It is rewarding for all of us to be involved in planning for the future of the Doylestown Medical Community.

While I was visiting with friends and family in Phoenix, President Elect Linda McIlhinney spoke about the VIA at the Doylestown Hospital Volunteer Luncheon on April 4th and introduced our hospital's former CEO, Rich Reif, who presented the Richard A. Reif Culture of Caring Scholarship to high school volunteer Catherine Senoyuit. The VIA established the scholarship in 2013 to honor Rich upon his retirement.

Linda and Second V. Pres. Cory Schroeder also attended Child Home & Community's Sponsor Appreciation Brunch on April 6th. CH&C received a grant from our Community Response Committee in December.

April 10th gave us one more opportunity to honor volunteers at the YMCA Volunteer of the Year Recognition Event held at Warrington Country Club. VIA member Marjorie Vansant and her husband Lloyd were recognized for their many years of service to Doylestown Hospital. Congratulations, Midge and Lloyd.

Our organization's membership in the Central Bucks Chamber of Commerce Women in Business Committee has provided ways for our officers and the Designer House chair and vice-chair to network with women in the workforce, support fundraising projects, and expand membership in the VIA. The WIB will hold their annual evening social on May 1st at our Designer House, Serendipity Farm. We are proud to have their participation.

I could not conclude my report without encouraging you to support our largest annual fundraiser and its \$1M pledge to the VIA Maternity Center at Doylestown Hospital.

I urge you to volunteer, visit, and bring friends and family to the 2014 Bucks Country Designer House & Gardens. Please do your share to make it a success.

Marianne Chabot

President

May 6, 2014 – 11:30AM
James Lorah Memorial Auditorium
Annual Membership Luncheon

“Palliative Care”

Presenter	Dr. Jane Gallant
Meditation	Jenn Eckfield
Food Service	Sodexo

Program Preview

Linda K. McIlhinney

We are again assured that spring has arrived as we plan on gathering in May and enjoy a beautiful luncheon given in our honor by Doylestown Hospital. This year we are fortunate to have as our program presenter, Jane Gallant, MD Medical Director of the new Palliative and Hospice Care program at Doylestown Hospital. Jean Chubb, RN, Director of the VNHC and Hospice Department at Doylestown Hospital will also be on hand. The difference between Palliative and Hospice care will be explained and made clear to us as we are introduced to this valuable program that is now available to our patients and community.

Please join us as we learn how ones quality of life with chronic disease entities can be greatly improved and managed. Contact Mary G via email mgerczyk@dh.org or 215.345.2347. **Space is very limited!**

SHUTTLE

Shuttle service from the County parking garage, Broad Street entrance, Level 2 to the JLMH will be available from 11:00 to 11:30 AM on May 6th. After the membership meeting, the driver will make **ONE** trip from the JLMH to the parking garage.



The Bylaws Corner

Georgia Ford

Based on an affirmative vote at the April general membership meeting, the deadline for paying your dues is now June 30th. You can pay your dues (\$45) at the June luncheon or by mailing your check to: VIA Office, Doylestown Hospital, 595 W. State Street, Doylestown, PA 18901 by June 30th.

Dues received after June 30th will be subject to a \$10 late fee. So save \$10, pay your dues in June.

Nominating Committee

Carolyn Kozakowski

The committee met on January 13th and January 27th, for the purpose of choosing the slate of officers for the 2014-2016 Administration. As members of the VIA you were encouraged to submit suggestions, we are grateful for the response we received. We believe with your help we have found nominees whose experience and qualities meet the needs of the office for which they have been chosen and if elected, generously accepted to serve.

The candidates for elected office are:

- President – Linda McIlhinney**
- 1st Vice President – Cory Schroeder**
- 2nd Vice President – Joyce Hanson**
- Recording Secretary – Carolyn Kozakowski**
- Treasurer – Ruth Carlson**
- Assistant Treasurer – Beverly Collier Campbell**
- Corresponding Secretary – Marie Johnston**

Voting for the candidates will take place at the May membership meeting.

Newsletter Staff:

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

Veterans Committee

Jan Cope

We've been busy over the loooooong winter. Jan Cope presented our \$450 donation to the Bucks County Veterans Van program. Edi Eisenbraun and Pat Skowrya have continued to support the Horsham Air Guard station's food pantry with monthly donations from the committee. This is in addition to the VIA's \$1200 donation of gas and grocery gift cards. Jan Cope and Jean Upton started a Get Well Card program for veterans hospitalized at Doylestown Hospital. Due to HIPAA concerns, we were not able to hand out the cards ourselves, but thanks to the volunteers in the Pastoral Care Office, we've given out dozens of cards . . . and found that the program is quite popular. Our committee recently had 1500 cards donated for the program, which we will distribute over the coming months. If you have a loved one in the hospital who is a veteran and who would like one of the cards, please let us know! Finally, the dedication of the Bucks County Global War on Terrorism memorial, which the VIA helped support, is scheduled for May 16th, at 2:00 PM, at the Bucks County Courthouse. Please join us in honoring our veterans at the ceremony (and, of course, at the Memorial Day Parade).

Fundraising Committee

Sharon Orr

We need your help! Plans are being made to kick off the 120th year celebration of the VIA with a crab feast this September. Please join us in planning and organizing this important event.

Contact Sharon Orr at orrteam@verizon.net if you are interested in joining this committee. Please take this opportunity to support the VIA and get to know more of the members.

Help Wanted

Data Wonk Wanted!

We need help with match/merge operations as we move Designer House contact data into our consolidated Salesforce database. This is a set-your-own-schedule job, with few meetings, and we can use as much or as little help as you have time available.

If you are highly proficient in Excel and MS Access or SQL, would like to learn about Salesforce, and would like to help, please contact Jan Cope, 215.348.5423.

Membership Committee

Lee Scheeler

The committee would like to welcome three new members this month:

Jacquelyn Kennedy

Dr. Sandy Homel

Carla Odell

Also, this is the time of year that chairmen will be staffing their committees for the 2014/2015 year. If you are interested in any committee, please contact that chairman. Finally, membership dues are due by June 1, 2014 - consider paying them at the May or June luncheons.

James-Lorah Memorial Home

Phyllis Morris

After a harsh winter with meetings being cancelled our committee finally met March 18th with everyone ready for business. We spent a good portion of time planning our major fundraiser, "An Evening at the Theatre" held April 16th at the Town and Country Players Theatre. The musical was the Scarlet Pimpernel and there is no doubt all who attended had a great time!

Members of our committee will be volunteering as hostesses May 20th at the Designer House. We look forward to lunch at the Café and meeting visitors to Serendipity Farm.

We do have our book, A Treasured Legacy – Stories of the James-Lorah Memorial Home by Kathryn McKenna, available. Anyone interested, particularly new members, may contact me or the VIA office. The history of our house is fascinating!

Spring is FINALLY here but that also means lots of clean up and painting at the JLMH. Hopefully we will get more outside painting done and make a few repairs. It was a wonderful sight to see the first daffodils appear. Our goal is to keep our VIA home well maintained inside and out.

2014 Bucks County Designer House & Gardens

Joyce Hanson

With only a few weeks left until the Designer House opens to the public, our designers and landscapers continue to work feverishly to transform this already beautiful property into a magnificent estate.

By the time you receive this newsletter, there will only be about two weeks until the VIP Champagne Reception and the Preview Gala. Come and relish the delicious selections by Bert Proulx, Crystal Rose Catering. Enjoy dancing to the music of the Chatterband, one of the East Coast's best bands. If you haven't done so yet, be sure to make your reservation today for this "not to be missed party" of the year!

Volunteers are still needed for the public house tours from Sunday, April 27th through Saturday, May 31st. Please consider helping by volunteering a few hours of your time for this, our largest VIA fundraiser.

To Hostess, contact Jean Rospond at 215.345.1141 or jean.rospond@gmail.com.

To Captain, contact Helen Hammes at 215. 348.0453 or hhammes@comcast.net.

The Designer House has many exciting events planned. Ginny Beyer and her committee will present two Fashion Shows. The first is on Thursday, May 8th from 6:30 to 8:30 PM and the second one on Friday, May 9th, from 11:30 AM to 1:30 PM. Both will be held at the Doylestown Country Club. Be sure to make your reservations now before the events are sold out.

Continue to celebrate Mother's Day with a delicious Champagne Brunch held at Serendipity Farm on Sunday, May 11th, beginning at 10:00 AM. Reservations are going quickly, be sure to make yours now.

Annual VIA June Luncheon

You are invited to attend the Annual June Luncheon on June 3rd. A buffet lunch will be served at Doylestown Country Club, East Street, Doylestown. Since this is an installation year we are looking forward to a big turnout in support of our new slate of Officers. Also we will be awarding scholarships and the HOBY to area students. It will be a wonderful afternoon to close out the year.

June 3, 2014

Social Hour: 12:00 PM ~ Lunch: 12:30 PM

Cost: \$33.00 ~ Cash Bar

Valet Parking Available

Send your reservation/check to:

VIA of Doylestown / June Luncheon

595 West State St, Doylestown, PA 18901

For your convenience, the Luncheon Committee will take reservations/checks at the May VIA meeting. Reservation deadline is May 30th.

Theater Committee

Janet Punzak

Still time to sign up for "Fiddler on the Roof,"

Sunday, June 22 @ 2:00 PM

PA Shakespeare Festival at DeSales University.

orchestra \$44, balcony \$41.

Call 215.230.8873 or e-mail janetpunzak@gmail.com.

VIA Newsletter – We Need You!

If you are interested in helping with the newsletter next year, please contact Marie Johnston as soon as possible. Mjohnston1@gmail.com or 215.794.5716.

VIA HEALTH SYSTEMS REPORT

On March 11th and 12th the VIA membership and the Hospital family were invited to Pine Run for a “SPLASH PARTY” to view the remodeling at the Health Center. All I can say is WOW! I hope many of you got to see the fabulous reimagining as we witnessed what appeared to be a totally new building. The rooms are large and the bathrooms amazing! The Country Kitchens are a dream. The architects, designers, & Pine Run administrators are to be commended on a job well done and on a vision mastered. There’s more to come and we are far from finished but I am sure we will be pleased with the result. By the way, Chef Matthew Doman won a National Cooking competition sponsored by Kraft Foods in San Diego.

As good as January was for our bottom line that’s how awful February was. I believe we can attribute that to the really nasty weather. Outpatient visits were especially impacted. Because of the low volumes in February, our operating loss was \$352K. The quarterly report regarding the new service lines showed improvement overall. The Surgery Center was 11% better than last year due to increased volume. Moss Rehab showed 5.8% and Wound Care 144% increase over the prior year. Cardiology was also favorable to the budget.

The continual cuts in reimbursement as well as the increase in observation status causing a decrease in inpatient care has led to a need for hospitals to cut their hiring and in many cases have led to layoffs. Both Temple and Crozer-Keystone Health systems have had to cut their workforce. Many hospitals are seeing reductions in inpatient care of 19 and 20 %. So far, we have not been forced to reduce our work force and we are cutting expenses however possible. Our administrators are being very creative and so far have been successful.

Some new procedures done recently at the hospital: Dr. Pellini performed a gall bladder removal using a Robotic single incision of less than one inch in the belly button. There is less visible scarring, less blood loss and a shortened hospital stay, often returning home that same day. Dr. Tuan Le performed a new minimally invasive surgery using ultrasound guidance to locate fibroids before ablation, which avoids a hysterectomy. This was the first such procedure done in the Philadelphia area.

Speaking of Robotic surgery, Dr. Scott Dinesen has performed the first laparoscopic Trans-Abdominal Cerclage which helps pregnant women at risk to have a full term pregnancy. Women with cervical incompetence used to require stitches to keep the cervix closed and that required a large open incision. Now, with the Robot, the stitches can be made through 3 small incisions as an outpatient procedure. There are only a few centers on the East Coast able to perform this service.

The patient portal will be ready in April for you to access your health information. Medical records are current as of the last time you were either an inpatient or an outpatient. Test results are available in 72 hours. To sign up: myhealthDoylestown@dh.org. Give your name, date of birth and email address. If you have questions call the DH Portal office at 267.885.1599.

Carolyn Della-Rodolfa
Vice President, Health Services

April

15	JLMH Committee	JLMH	10:00 AM
16	Marketing Committee	Conf Room A	11:30 AM
29	VIA Board Meeting	Conf Room K	8:30 AM
29	Bylaws Committee	Conf Room K	10:30 AM

May

6	Membership Meeting	JLMA	11:30 AM
8	Fundraising Committee	Conf Room A	9:30 AM
14	Welfare Committee	Conf Room B	9:00 AM
20	JLMH Committee	JLMH	10:00 AM
27	VIA Board Meeting	Conf Room K	8:30 AM
27	Bylaws Meeting	Conf Room I	10:30 AM

Please refer to our website for additional events!
WWW.VIA-DOYLESTOWN.ORG