

FEBRUARY 2015

Snow, frigid temperatures, and canceled meetings are words everyone is using to define February 2015. Needless to say, talk of spring is on everyone's lips.

We were disappointed to have to cancel our February 3rd member meeting due to unsafe weather conditions, thus postponing (for the second year in a row) the much anticipated program "Out of Slavery" by Doreen and Judith Stratton. But the good news is that they will give their presentation at the March meeting.

Jean Upton's Designer House Committee is burning the candle at both ends as they work on the many details for this year's showplace, Villa d'Braccia. The March 1st Empty House Party Committee, chaired by Phyllis Morris and Debbie Thorne, are readying the house for its first public showing. Please invite your family and friends to this enjoyable afternoon at a very unique property.

It is now 4 years since the VIA began sponsoring the VIA Women in Business Leadership Award. This award is given annually to a local business woman who has excelled in leadership, volunteerism and mentoring in our community. The award is given at the Central Bucks Chamber of Commerce Women in Business Awards dinner held in June. Please contact Joyce Hanson with the names of women you would like to nominate.

Mark your calendar for March 5th to help with the Designer House brochure mailing held in Conference Room "J". The mailing begins at 9 AM and goes until we're finished. Any amount of time you are able to give is much appreciated. As the saying goes "Many hands make quick work."

Sign-ups are already underway for help at the Designer House. Please volunteer for the house sitting schedule, being a hostess or captain and/or working in our very popular Designer House Café this year. Your two volunteer shifts help make the Designer House the success it has always been. See more details inside newsletter.

Happy Valentine's Day! I'm looking forward to seeing everyone again at our next membership meeting on Tuesday, March 3rd.

Linda McShinney
President

March 3, 2015 - 12:00PM ~ JLMA

“Out of Slavery”

Presenter Judith & Doreen Stratton
Program Coordinator Jeanne Sandusky
Meditation Linda Cacossa
Hospitality Captains Debbie Kniese/
Jacqui Kennedy

Note: Due to our canceled February VIA meeting, we will move our celebration to honor Mary Gerczyk to our March 3rd membership meeting.

Program Preview

Cory H. Schroeder

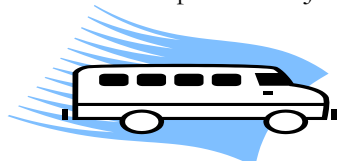
The third time is a charm!! This exciting program was scheduled for February last year, then again for last month but was cancelled both times due to bad weather. It’s been worth waiting for, though! Judith and Doreen Stratton will present “Out of Slavery” in honor of Black History Month.

The Stratton Family has lived in their East Ashland Street home in Doylestown for over 100 years, when their grandfather moved his family of 8 children here after the Civil War.

Don’t miss a minute of this opportunity to learn about the fascinating Underground Railroad that led so many lives to freedom and “Out of Slavery.”

SHUTTLE for March Meeting

Shuttle service from the parking garage, Broad Street entrance, Level 2 to the JLMA will be available from 11:30 to 12:00. After the meeting, the driver will make **ONE** trip from the JLMA to the garage.



1895 Society

Joan Parlee

As you know we are in our third and final year of the *Then, Now and Forever* Campaign, after which our upcoming documentary is named! This is a very exciting 120th year for the VIA.

If you have made a three-year pledge, please consider making your final payment soon. If you have not yet contributed, please do so in any amount comfortable for you, so that we can demonstrate the solid commitment of all members to the future of our wonderful organization. Checks should be made payable to the VIA of Doylestown with TNF on the memo line and send to the VIA office.

Our thanks to all, for your support of this campaign to increase our much-needed unrestricted endowment and ensure the continued viability of the VIA.

Treasurer’s Report

Ruth Carlson

Month ending December 31, 2014	
Current assets ytd	\$78,109
Investments long term assets ytd	\$275,729
Total Assets ytd	\$351,838
Total income ytd	\$60,407
Total expenses ytd:	\$29,302
Total increase in assets ytd:	\$28,124

Brochure Mailing Help Needed

The Designer House brochure mailing is Thursday, March 5 in Conference Room J from 9:00 AM until the job is done. Any time you can give will be greatly appreciated. Refreshments will be served.

Community Recognition

Louise Woodruff

REMINDER: Nominations for the Community Recognition Award must be made by March 15! The Award will be presented at the June Luncheon. Any questions, call me at 215.373.6688.

Newsletter Staff:

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

Fundraising Committee

Sharon Orr

The committee had a successful December with the poinsettia and bake sales. We really appreciate the support of the membership to make these projects successful. This money makes it possible to keep our membership dues at the present level.

We are working on a couple of projects for the coming year. One is an event in the fall. This would be a great opportunity to get involved and support the VIA's ability to make a difference in our community.

Please don't forget us when ordering from Amazon. Remember Amazon Smile gives us a percentage of your purchase. Instructions are enclosed in the newsletter. Please contact Sharon Orr for more information at 215.353.3117.

Veterans

Jan Cope

We presented the VIA's \$800 donation to the Washington Crossing National Cemetery in January. We are planning to visit the cemetery later this year. If you're interested in joining us, please let me know.

We're hoping to have some of our other charities join us to receive their donations in March or April. Our major donation of \$1025 will go to the Horsham Air Base's **Project Hero** program. Project Hero stands for "Healing, Exercise, Rehabilitation, and Opportunity." The program is part of the national **Ride 2 Recovery** organization. Their mission is to "support Spinning@Recovery Labs and outdoor cycling programs at Military and VA locations around the U.S. to help injured veterans overcome obstacles they face." Cycling is an important part of the recovery and rehabilitation program because it is an activity where almost all patients can participate, and participation helps speed up recovery, rehabilitation, and socialization. The program provides events and help with attendance, but -- most importantly -- the program designs and builds specially adapted bikes to suit injured veterans' needs. This makes it possible for almost any warrior to participate in the program, including quad amputees. We hope to have program participants come with a few sample bikes so that you will have time to talk to them after our general membership meeting.

Finally, thank you to Tara Bryant-Gray, our new vice-chairman. Remember: Our committee is always open to new members. Please let Jan, Tara, or another committee member know if you'd like to join.

James-Lorah Memorial Home

Phyllis Morris

We are patiently looking forward to the end of winter weather so the repairs and restoration at the house can continue. Hopefully, in six weeks there will be signs of spring with clusters of daffodils sprouting on the JLMH grounds.

The plans for our annual fundraiser, An Evening at the Theatre, are underway. The show this year is "*The Drowsy Chaperone*." Please take note of the "Save the Date" information in this newsletter. We would like to have a record crowd at this popular event that includes refreshments, prizes, and a wonderful show. Reservation flyers will be in the March newsletter. Think spring!

~SAVE THE DATE~

JLMH EVENING AT THE THEATRE

Wednesday, April 15, 2015

7PM – Refreshments
8PM – Show

“THE DROWSEY CHAPERONE”

Town and Country Players Theatre

See flyer in March newsletter

Marketing

Nancy Gimbol

If you or your committee is hosting an event, our committee can help you promote the event by posting your event to the VIA website and help you design appropriate materials for distribution. If you are out in the community and representing the VIA, we can provide you with the tools you need to appropriately represent the association. If you need our help, please contact me at ngimbol@eastburngray.com.

GOURMET IS BACK ~ JOIN THE CLASS!

For an instructional and tasting event at
Carlow Cookery - March 24 - 11:00am
Sign up - Marilyn Jones at 215.822.1109

2015 Bucks County Designer House & Gardens

Jean Upton

The committee is hard at work planning our 40th Anniversary house, Villa d'Braccia, and a host of exciting events to mark the 2015 season:

Empty House Party: We are only a few weeks away from our first event, the Empty House Party (EHP) on Sunday, March 1 from 2-5 pm. Come and view Villa d'Braccia before its transformation and talk to the design team about their inspiration for the changes to come. Advance tickets are \$25 and available on-line at our website or by mail to the VIA Office. Make check payable to the Bucks County Designer House & Gardens. Order your tickets by February 15 and be entered into a drawing for house tour tickets. Tickets at the door are \$30. Parking is at Central Bucks South HS, 1100 Folly Road, Warrington, with shuttles beginning at 1:45 pm.

Please donate wine or spirits for the auctions and raffles by leaving them in the VIA office in the drawer marked EHP. These items play an important part in the success of this fundraiser and your support is appreciated. Contact EHP Co-Chairs Phyllis Morris at 610.847.5336 or Debbie Thorne at 215.766.0639 with any questions regarding this highly anticipated event.

Gala: Save the Date cards have been mailed for the Preview Gala taking place on April 24. Mark your calendar to tour the house and indulge in creative cuisine presented by Jamie Hollander in celebration of the 120th Anniversary of the VIA and 40th Designer House. The Chatterband will play soft background music until 8:30pm when the tempo will pick up with lively dance music. Tickets are \$150/pp or \$250/pp and up for VIP admission.

Fashion Shows: Look for information on our new slate of innovative designers, boutique fashions, and an exclusive nationally known brand. This event will be held Thursday, May 7 from 6:30 pm to 8:30 pm and Friday, May 8 from 11:30 am to 1:30 pm at the Doylestown County Club. Tickets are \$35 and include the fashion show and meal. Cash bar will be available.

Rounding out our busy season, the **Blue Jean Bash** will be held on Saturday, May 30 – where we can all put our boots up and relax with down home food and foot stomping music. Mark your calendar and look for additional information to come.

Please note that the Mother's Day Brunch will not be held this year. But we are examining other new event possibilities and will share those with you as they develop.

The Designer House Needs YOU! Please be as generous as possible with your time when approached by committees for help, particularly in areas where we prefer a VIA member presence on each shift such as Day Treasurers, Designer Sales, Café, and Captains.

Look for an e-mail with instructions on our user friendly registration process later this month. Hostess Committee members will be at the March VIA membership meeting to assist or contact Co-Chairs Charlotte Keenan 215.340.1195 or Heidi Phillips 215.766.3558.

Volunteer Orientation will be held on Tuesday, March 24 at 7:00 pm in Conference Room J at the hospital. Additional orientations will take place on Tuesday, April 21 at 2pm and 6:30pm at the Designer House.

Advance sale tour tickets for \$25 and volunteer tickets for \$15 will be available at VIA membership meetings. Checks should be made payable to the Bucks County Designer House & Gardens and can also be mailed to the VIA office, accompanied by a self-addressed, stamped envelope.

VIA Book Club

Selection: "UNBROKEN" by Laura Hillenbrand

When: Monday, February 23@ 10:30 a.m.

Where: Forest Ridge Clubhouse

Questions: Marilyn Mele-215.343.6063

Matinee Musical Theatre in March

The show "*Ragtime*" and lunch at King George Inn planned for March 29 has been canceled. Look forward to our theatre outing at DeSales University's annual PA Shakespeare Festival on Wednesday, June 24 at 2:00 which will feature "*Les Miserables*."

Becky Stewart, our marketing director, presented to both the Hospital and the Foundation Boards. A public campaign has begun to clearly present the name **Doylestown Health** as representing all the entities of our Hospital System. There are certain brand guidelines in the use of color and logo to help our visuals remain consistent and will use the new tag line "More connected for better health." The message is meant to state that it is through this connectedness that patient experience should be better coordinated with improved outcomes. From now on it should be easier to find our doctors as they will be under the heading of Doylestown Health Physicians. The campaign began in January with multiple radio spots, billboards and print ads. I look forward to hearing from you regarding the ads.

As you know we will be looking for a new Vice President of Development. With the reduction in reimbursements becoming ever more onerous, philanthropy will become a more important piece of our development planning. Based on this, we will be conducting a national search for the right person with experience and yet understanding of our culture.

Perhaps you saw in the papers the data released recently regarding hospital acquired conditions which is an important indicator of poor outcomes. According to CMS, Doylestown Hospital's score was better than any other hospital in our region. We also scored first in that same peer group in overall cost, clinical outcomes and efficiency. One area where we need to improve is readmission for acute myocardial infarction and we will be studying how we can make improvements. We can be very proud of our accomplishments in the area of patient safety and overall quality and it's nice to be recognized for our success

Measles is rearing its ugly head once again. It was thought to be basically eliminated but once there was a suggestion that vaccinations could be a tie into Autism, some parents started to refuse vaccination for their children. This was based on a questionable assessment by a UK doctor who has since been discredited. The result is an alarming outbreak of the disease which started at Disney Land in California. Measles is highly contagious and dangerous! Please, encourage the young parents you know to vaccinate their children.

The Hospital has been really busy these past months. Just before Christmas there were two sets of triplets born in our Maternity unit. Six beautiful, healthy babies, lovely! The ER has been busy with flu and injuries from ice, not so lovely. The elderly are hit particularly hard with this flu, even with flu shots, which are not as effective with this particular strain. Please remember to wash your hands and call your doctor right away so he can prescribe Tamiflu which can shorten the duration and lessen the symptoms. Stay home if you are sick!

Financially, the Hospital's year-to-date gains are 1% behind budget but \$1.4M ahead of last year. Net patient revenue is slightly ahead of budget and 6% ahead of 2014. The new service lines show mixed results with the Surgery Center, Cardiology practices and VIAA office practices performing well. Moss Rehab and the Wound Care Center are both behind budget.

The Jefferson/Abington merger seems to be moving ahead. Jeff's CEO, Stephen Klasko will remain as the overall President and CEO, while Abington's CEO, Larry Merlis, will become COO. A new name has not yet been decided. These are two very strong Hospital Systems and will be formidable competition covering both the city and the suburbs. Given our affiliations with Jefferson, through the stroke network and the DeVal ACO contracting network, the merger should not create a threat to us. However, the most important way to maintain our competitive position is to continue to strengthen our position as a low cost, high quality preferred Hospital.

Carolyn Della-Rodolfa
Vice President, Health Services

VIA of Doylestown
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Doylestown PA 18901

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February 2015

17	JLMH Committee	Conf Room A	10:00 AM
18	Marketing Meeting	Conf Room H	11:30 AM
24	VIA Board Meeting	Conf Room K	8:30 AM
24	Bylaws Meeting	Conf Room K	10:30 AM

March 2015

3	Membership Meeting	JLMA	12:00 PM
10	Designer House Meeting	JLMA	10:00 AM
11	Welfare	Conf Room A	9:00 AM
12	Fundraising	Conf Room A	9:30 AM
17	JLMH Committee	JLMA	10:00 AM
18	Marketing Meeting	Conf Room H	11:30 AM
24	VIA Board Meeting	Conf Room K	8:30 AM
24	Bylaws Meeting	Conf Room K	10:30 AM