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## VILLAGE IMPROVEMENT ASSOCIATION OF DOYLESTOWN

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### October 2013

Our member year has begun. Welcome back!

The VIA Board meets each month to receive updates on all matters affecting our organization. The Treasurer reports on the financial status of investments, support and revenue, and expenses. Some months are better than others. There is no doubt that the economy has had an impact on funding for many non-profit organizations.

Many years ago the James-Lorah Memorial Home, Welfare and Women's Scholarship committees were recipients of endowments. Although the trusts produce some annual income, the committees are bound by the rules of the trusts and are not permitted to use any of the principal amounts. The exception is Welfare, which receives \$1,000 annually from the Clymer Trust principal. As we approach the 120<sup>th</sup> anniversary of our founding, I encourage you to lend your support by shoring up the VIA unrestricted endowment fund through the Then, Now & Forever Campaign of the 1895 Society. Chairman Joan Parlee will be reaching out to all of you, either in thanks for your generosity or as a request that you participate in whatever way works best for you and your budget. Each and every contribution is appreciated.

On October 1<sup>st</sup>, the Membership Committee led by Lee Scheeler welcomed new members and introduced them to all of our committee chairmen. The noise level rose in the auditorium as new and returning members chatted while enjoying the delicious sandwiches and sweets provided by the Hospitality Committee. It was a pleasure to see everyone engaged in lively conversation. I hope you were there to view the presentation on the history of the VIA, thanks to Kimberly Cambra whose expert skills brought us a new and improved program.

Doylestown Hospital's Pres/CEO Jim Brexler, Vice Pres. of Patient Services Eleanor Wilson, and Director of Maternal-Child Care Kathleen Donahue honored us with a tribute to the VIA for the 90<sup>th</sup> Anniversary of the founding of Doylestown Hospital.

"May your vision to establish and develop Doylestown Hospital and the VIA Healthcare System be an inspiration for generations to come. On behalf of the entire Doylestown Hospital family we thank you for providing us with the opportunity to serve!"

Kathleen described recent improvements to the VIA Maternity Center and displayed colorful illustrations of new private birthing rooms, nurses stations and other beautifully renovated areas. The changes were made possible in part through the \$1M 5-year pledge from the Designer House Committee. This year was the third year of the pledge. You'll learn more about the success of the 38<sup>th</sup> Bucks County Designer House & Gardens at the Petite Luncheon on November 5<sup>th</sup>. Our thanks to Chair Jo-Ann Cuning, Vice-Chair Joyce Hanson and all the members of their committee who worked to make the project a success. Once again, I urge you to participate in our various committees and consider joining the 2014 Designer House Committee, as we take on the many challenges and rewards that this year will bring.

*Marianne Chabot*  
President



**November 5, 2013 – 11:30 a.m.**  
**Doylestown Hospital – Conf Room J**  
**“Mission & Future of Horsham Air Guard Station”**

Presenters	Sarah Blank Lt. Colonel Scott Hreso Srgt. Jenny W. Pappas
Program Coordinator	Jan Cope / Ginny Beyer
Lunch Co-Chair	Mary Bachman / Sue Whitlock
Meditation	Charlotte Keenan

### **Program Preview**

*Linda K. McIlhinney*

Everyone knows the Willow Grove Air Base is closed, right? WRONG! The base has changed and is still very much there and very busy. Please join us for our November program which is a salute to veterans and the military. You'll learn what the new Horsham Air Guard Station is doing and how our donations have helped. Representatives Lt. Colonel Scott Hreso, Chief Master Sergeant Jenny W. Pappas and Ms. Sarah Blank, President of the Family Readiness Group/Key Volunteers Group from the Family Readiness Program run by the base's host military unit, the 111<sup>th</sup> Fighter Wing, Pennsylvania Air National Guard will be our speakers. This is the second year that the VIA has collected donations to benefit the base so come and learn what your generosity has accomplished. A heartfelt Thank You to everyone!

### **Pediatric Library Scrapbook Committee**

*Grace McGinniss*

I would like to inform the VIA membership of a name change to our committee. Previously named the Library Committee will now be known as the:

**Pediatric Library Scrapbook Committee**

**WWW.VIA-DOYLESTOWN.ORG**

### **Petite Luncheon**

*Mary Bachman/Sue Whitlock*

The VIA Petite Luncheon will be held on **November 5<sup>th</sup>** 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, first come, first served will be honored. Send check, payable to VIA of Doylestown and mail to the VIA office.

### **Want Ad:**

The VIA Data Team needs help from anyone willing to give anything from a few hours of typing to a larger commitment helping move/check data in Salesforce, our new Designer House contact management program. We often need short term helpers to type in data or to help check data. And if you want to learn Salesforce, the top CRM tool internationally, we can offer that too. Interested? Contact Jan Cope, [janbcope@verizon.net](mailto:janbcope@verizon.net).

### **Home Life**

*Marilyn Mele*

We will be holding our Annual Bake Sale for the benefit of residents at Pine Run Health Center on Tuesday, November 26<sup>th</sup>. Please help us by donating baked goodies for the sale. Last year we purchased gifts for each of the residents. They were so appreciative. Some residents have no family and it made their day.

The date is the Tuesday before Thanksgiving. So if you are planning on baking for the holiday, please make an extra of your favorite pie or dessert to contribute to the sale. A sign-up sheet will be available at the November meeting. More info will be available in next month's newsletter or call Marilyn Mele at 215.343.6063.

### **Newsletter Staff:**

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



## Veterans Committee

*Jan Cope*

We have had a busy start to the year! We've been busy preparing for the November Petite Luncheon, when Horsham AGS representatives will be our guest speakers. Committee members will show their decorating flare with patriotic table decorations and a "VIA Veteran Families" booklet. E-mail your story to [janbcope@verizon.net](mailto:janbcope@verizon.net).

Finally, your donations, as always, have been generous and will help us support the Horsham Air Guard Station's Family Readiness Group and the Bucks County Veterans Van. Our ladies will be out in red aprons once more at the luncheon to collect donations, **or you may mail-in donations to the VIA office.**

## Literature Group

*Marilyn Mele*

The Book Discussion group's selection for October is SNOW IN AUGUST by Pete Hamill. We will be meeting on the last Friday of the month, October 25<sup>th</sup>, at 2 p.m. at the Community Room of Forest Ridge Condos on Bristol Road in Warrington. All members are welcome. Call Marilyn Mele at 215.343.6063 for more details.

## VIA Website Gets Redesign

We are very happy to announce the launch of the redesigned VIA website. Our goal in this redesign was to provide a clean presentation that was easy to navigate and where users could find information in a timely manner. We think we met that challenge. Feel free to grab a cup of coffee/tea, put your feet up and take a look around the site. You can visit [www.via-doylestown.org](http://www.via-doylestown.org) to see our new face and let us know what you think!

## James-Lorah Memorial Home

*Phyllis Morris*

If you haven't seen our newly renovated restroom in the auditorium you will be amazed at the transformation. It is beautiful as well as functional. The "very old" refrigerator in the auditorium kitchen was also replaced this summer. We couldn't have completed these projects without the support from the Designer House and the support we received from our membership at fundraisers. Thank you!

Please save the dates for our Holiday Open House December 6<sup>th</sup> and 7<sup>th</sup>. The JLMH will be one of four homes on St Paul's Christmas House Tour. Please read the enclosed flyer for necessary information.

Remember we still have our beautiful book "A Treasured Legacy" by Kathryn McKenna for sale. Read about Sarah James, her family and the history of the JLMH. Contact a JLMH committee member if interested.

**IMPORTANT NOTICE:** Committee chairmen, if you want to use the JLMH for your committee meeting, you must make arrangements with Barbara Darr 30 days in advance so she can put you on her schedule and be available during your meeting. She is happy to accommodate our members when they need to use the house. You will find her number in the membership book.

Enjoy the lovely fall colors and cool weather!

## 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](mailto:ngimbol@eastburngray.com).



## Fundraising Committee

Sharon Orr

The **VIA Travel coffee mugs** have gotten off to a great start. We have already sold over 475 mugs. If you have anyone you think would like to participate in the sales of the mugs please contact me. We would love your help in spreading the word of the good works the VIA does in your community. Have you purchased your mug?

**Poinsettia Sale** - After a successful start last year we are excited to offer you these truly beautiful plants again. This year you can place your order for the holidays on the enclosed order form. They make great gifts!

**Don't cook on November 7<sup>th</sup>**, bring your family and friends to the Duck Deli, located on 202 just south of Del Val College. Duck Deli will contribute 10% of all sales to the VIA. This includes eat in or take out. This is a wonderful opportunity to enjoy dinner out and support the VIA at the same time. We hope to see you there.

**Bethlehem, PA. - Sunday, December 8<sup>th</sup>**, What a great way to begin your Holiday Season by spending the day in Bethlehem. Our trip includes: Transportation (Departing from County Garage) leaving at 11:00 a.m., dinner in the Blast Furnace Room. Admission to "Christkindlmarkt" for holiday shopping, a guided lights tour, and a movie about the history of Bethlehem; it's people, and industry. \$125.00 Checks payable to "VIA of Doylestown" and send to VIA office.

Please plan to help us with the **Holiday Bake Sale** at the December meeting. We will be collecting baked goods the morning of **December 2**, from 9:00-11:00 a.m. at the curb of the JLMH.

## From the Treasurer

Barbara Kieffer

All check requests submitted require the following documentation:

1. completed signed check request form (located in the VIA Office)
2. An invoice if one exists. - Scanned and e-mailed documents will suffice. I check mail twice a week.

Dues for the 2013-2014 club year must be paid by October 31<sup>st</sup> 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.

## 2014 Bucks County Designer House & Gardens

Joyce Hanson

We are very close to finalizing contracts for the 2014 designer house. As soon as the contract is signed, we will announce the name of this spectacular property.

Some committees have already been meeting to brainstorm ideas for catering, Special Events and Corporate & Major Sponsors. Our goal is to increase revenues this year by holding special events on the property. We are looking to have a tent up the entire month the house is open to the public. Five nights a week the property is idle (not providing revenue) from 4pm until 10am the following day. Thus, we are exploring ways to rent the tent to area businesses and organizations after hours.

We are also in the process of having our website redesigned by a local website marketing company—Focus MX. We have been fortunate to have Joy Levy oversee and administer our website for many years. Unfortunately for us, Joy needs to step back because of other commitments. We really appreciate that Joy will help us with our transition.

We have once again joined Bucks County Conference & Visitors Bureau. They provide grants to their members. So, on September 30<sup>th</sup>, we submitted a grant application for funds to help us with our marketing efforts.

Jean Upton, Vice-chair, and I are committed to completing our pledge to the VIA Maternity Center with proceeds from the 2014 and 2015 BCDH&G with your help.

We are still in need of help in a few areas. 2 to 4 ladies are needed to chair the **Ad Sales Committee** for our Guidebook and 1 or 2 ladies to chair the **Host/Hostess Committee**. Please know that we will provide historic information and plenty of support to these committees. If you have an interest and/or questions, please feel free to contact me at [joyce.hanson@verizon.net](mailto:joyce.hanson@verizon.net) or 215.262.2094.

## Membership Committee

Lee Scheeler

We would like to welcome two new members to the VIA: Carol Duffy and Janet Jensen. New members will be wearing a BLUE name tag during the first year of their membership. Please make every effort to welcome them.



## A Health Systems Report

We have many loyal friends and donors to our Hospital. How can we thank our Major donors? There really is no way but we do try to recognize them by an annual event planned just for them. On September 27<sup>th</sup> we feted our loyal friends with a lovely cocktail party on the beautiful grounds of the 2012 Designer House, now Jim and Kelli Brexler's home. The weather was great and so was the food. Most important was the warmth and caring in that tent.

The Pine Run construction is proceeding nicely. If you go unto the property you will notice the Mansard roofing on the Health Center is gone and the sides covered in Tyvek. The Shadbush Cluster is almost done with the carport being the area still needing completion.

Construction in the Maternity wing is also moving along very nicely and the area now has a fresh, clean look. The rooms are outfitted for the total comfort of the Moms and babies. There is still a lot to do, but it is exciting to see something happening in a much neglected part of the hospital. Many maternity units are closing because of low reimbursement so it is gratifying to see the improvements here, especially since this is who we are, this goes back to our beginning as an Emergency and Maternity Hospital.

Another construction project is taking place just off the art walk where the new MRI will be placed. This new system is state of the art in that the images are clearer, giving much better definition and making diagnosis more accurate. We expect this to be completed in January 2014.

Once again our Hospital has been recognized for our success in implementing a higher standard of care for heart attack. We were one of only 130 hospitals in the nation to receive the Silver Performance Achievement award for 2013. This award is given by the American College of Cardiology. Also, the Hospital is one of the first in the nation to receive the Blue Distinction Center+ for cardiac care recognizing our excellent quality and our low cost.

Have you ever heard of alarm fatigue? Neither had I, but it turns out that with all the attempts to protect patients from errors it can get to the point where no one notices the alarm, they just don't hear them any more. New management and use of telemetry are being discussed and the alarms will be audited to increase their effectiveness.

Our financial audit was once again completed in a timely manner, with the report to the Boards given in September. Ever since going with Grant Thornton this has been a vast improvement. The audit shows that we had a positive operating performance for fiscal year 2013 which translates into higher revenue. The first two months of 2014 are much slower but we think that can be attributed to 'summer lull'.

The financials for the two months ending August 31<sup>st</sup> show a loss from operations of \$631K this is \$872K below the prior year. Some of the loss is attributed to lower surgical activity and Medicare Recovery Audit take backs of \$454K. Pine Run's financials were more positive and while they were below budget they were above the prior year by 2.5%.

We are starting to see lower utilization on the inpatient side and we can expect to see more of that in the future. The drive for the future will be more outpatient care. You have been hearing about bundled payments and that too is going to be a big part of the future. The Strategic Planning process is continuing and we are looking for new initiatives while we try to understand what trends and issues will drive the changes and how we need to adjust to them.

Last but certainly not least: It is the 90<sup>th</sup> anniversary of the Hospital and on the 17<sup>th</sup> we will have a small celebration with the Associates to acknowledge this. Also, look for an article in the Intelligencer by Ed Levinson who interviewed some of us. He obviously has a lot of respect and awe for both the Hospital and the VIA.

*Carolyn Della-Rodolfa*  
Vice President, Health Services



### October

15	JLMH Committee	JLMH	10:00 a.m.
17	Veterans Committee	JLMH	1:00 p.m.
18	Card & Game Party	JLMH	12:00 p.m.
29	VIA Board	Conf. Room K	9:00 a.m.
29	Bylaws	Conf. Room K	10:30 a.m.

### November

5	Petit Luncheon	Conf. Room J	11:30 a.m.
12	Designer House	JLMH	9:30 a.m.
13	Welfare Committee	Conf. Room C	9:00 a.m.
14	Fundraising Committee	Conf. Room A	9:30 a.m.
19	JLMH Committee	JLMH	10:00 a.m.
26	VIA Board	Conf. Room K	9:00 a.m.
26	Bylaws	Conf. Room K	10:30 a.m.

**Please refer to our website for additional events!**

**[WWW.VIA-DOYLESTOWN.ORG](http://WWW.VIA-DOYLESTOWN.ORG)**