



VILLAGE IMPROVEMENT ASSOCIATION OF DOYLESTOWN

November 2013

In mid October a Lunch and Learn seminar, open to all VIA committee members, was held in the auditorium of the James-Lorah Memorial Home. Our guest speakers were Nancy Dunleavy, whose firm specializes in strategic planning and fundraising for non-profit organizations, and Barbara Lyons, whose firm Bucks County Mediation & Arbitration helps people to resolve complex legal differences.

With their wealth of experience as “Connectors”, Nancy and Barbara guided us towards better communication with each other in support of our efforts to serve the mission of the VIA. It was a very positive session and we came away wanting to learn more. Part II is in the works for January.

As VIA president, I was asked to serve on Doylestown Hospital’s Strategic Planning Advisory Council, which began meeting in July. At the end of October, members of the VIA board, together with hospital administrators, the physicians, and Hospital and Foundation boards, engaged in a two-day strategic planning retreat. Please read Carolyn Della-Rodolfa’s comprehensive report in this month’s newsletter.

The November 8th Petite Luncheon brought a salute to our country’s veterans. Thanks to Jan Cope for an informative and touching presentation from the Family Readiness Group of the 111th Fighter Wing, Pennsylvania Air National Guard.

All enjoyed the menu offerings chosen by Mary Bachman and Sue Whitlock, prepared by the hospital’s food service.

We also celebrated the success of the 2013 Bucks County Designer House & Gardens with the distribution of proceeds. Chair Jo-Ann Cunning presented a \$166,879.65 check to Jim Brexler for the VIA Maternity Center. The James-Lorah Memorial Home Committee received a check for \$20,000 - Welfare \$23,800 – Women’s Scholarship \$6500 – Community Response \$4800.

My best wishes to all of you for a very *Happy Thanksgiving*.



Marianne Chabot
President

December 3, 2013 – 12:00 p.m.
James Lorah Memorial Auditorium
“Holiday Concert & Sing Along”

Presenter Dennis Walsh
Program Coordinator Kathy Lambert
Tea Servers Marlene Lavelle/Roylene Wahler
Meditation Kimberly Cambra
Hospitality Captains Joan Logrando/June Larsen

Program Preview

Linda K. McIlhinney

"Cordus Mundi"

Please join us for our December 3rd Membership Meeting where we will feature the talented male Choral Ensemble "**Cordus Mundi**". What a delightful way to usher in the Holiday festivities listening to their a cappella music and joining in a sing along. Cordus Mundi is well known for their unique renditions of both contemporary and traditional music. Don't miss this seasonal treat.

Membership Book Additions/Corrections

Please make the following corrections in your 2013-2014 Membership Book.

Pg 7 - Add Designer House Chairman - Joyce Hanson
Pg 16 - December Program: Presenter - "Cordus Mundi"
Pg 18 - March Program: Add "Celtic (to) Songs, Stories and Traditions"

SHUTTLE

Shuttle service from the County parking garage, Broad Street entrance, Level 2 to the JLMH will be available from 11:30 to 12:00 on December 3, 2013.

After the membership meeting, the driver will make **ONE** trip from the JLMH to the parking garage.

The Bylaws Corner

Georgia Ford

The Committee has been reviewing our Bylaws / Policies to assess areas that may need updating. The changes that have been made to Bylaws and/or Policies affect all of us. Each month we will highlight changes made which may affect the general membership of the VIA or a specific committee. Below are the changes that were made in the last fiscal year to Policies affecting Committees and approved by the VIA Board.

- A template for minutes has been prepared for use by committee secretaries. (If you are a committee secretary and have not received a copy of the form, please contact me.) To have uniformity, please use **Times New Roman font and 12 font size.**
- A new policy requires committee members to attend 75% of all meetings of their committee.
- It is requested that all chairs designate a vice-chair who will work closely with the chair. This will provide for a smooth transition at the end of the chair's term.
- Term limits instituted: each chair is appointed for a term of two years with the possibility of reappointment up to a maximum of six years. If you have served on a committee for more than six years, please consider using your talents in another area. This policy will begin in June 2014.

1895 Society - Then, Now & Forever Campaign

Joan Parlee

Last month I sent a letter to every VIA member explaining the need for the Then, Now and Forever Campaign to sustain the VIA into the future. I am thrilled by the response of so many members and thank you very much. For those of you who have not responded, please do so as soon as possible. We need you all to support your organization!

Newsletter Staff:

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

Veterans Committee

Jan Cope

Thank you again to everyone for your support of our donations for our military. We'll report on how we've used your donations in the January newsletter.

We hope that all enjoyed the presentations at the Petite Luncheon and learned a little more about the "new" base. Our committee was set to represent the VIA at the Horsham Air Guard Station's "Hometown Heroes" open house, only to see the event cancelled because of the government shutdown. The open house would have been a major fundraiser, so we'll hope that the VIA's help for the base's Family Readiness Group will provide some extra relief this year.

We're continuing to show the VIA spirit (and to give information about the club and hospital) at base and community events. Our members are helping the FRG sell snacks at the unit's monthly unit training assemblies and we worked to gather and sort toys donated for the holidays. The VIA was also well represented at the November 15th "Celebrating Your Service" luncheon, for which the VIA was a co-sponsor. Thank you again for helping us help our service men, women, and veterans.

Home Life

Marilyn Mele

The Committee will be holding its annual Pine Run holiday bake sale on Tuesday, November 26th from 10 to 2. The proceeds will buy Christmas gifts for many of the residents at Pine Run Health Center. Please help support this project by donating baked goods and/or coming by to purchase goodies for the Thanksgiving holiday. Donations may be dropped off at the Health Center at 9AM the morning of the sale or arrangements can be made for pick ups on Monday, November 25th. If baking is not convenient, monetary donations are accepted. Please call me @ 215.343.6063 with any questions or to arrange for a pick up.

**EMPTY HOUSE PARTY ~ SERENDIPITY FARM
39th BUCKS CO. DESIGNER HOUSE & GARDENS
FEBRUARY 23rd 2-5PM
SAVE THE DATE!!**

James-Lorah Memorial Home

Phyllis Morris

We have our beautifully renovated restroom in the auditorium and will now focus on some needed repairs and maintenance in our home before winter. We have just had to purchase a new snow blower, so we are ready for what winter may have in store.

Our much anticipated holiday event will be the Christmas House tour with St. Paul's Church. We will be one of four houses on the tour and it will be a way to show our historic home to the community as well as make the community aware of what the VIA is all about. Along with holiday items for sale in the auditorium there will be a membership information table, our book "A Treasured Legacy" and our VIA mugs. Please support this wonderful event and opportunity to connect with the Doylestown community December 6th and 7th. If you have any time at all to volunteer to help, please contact Terry Steinberg. Tickets for the tour are on sale now. This a great way to get together with friends and family to support the JLMH and VIA. See the enclosed flyer for more details.

Thanksgiving is a perfect opportunity to reflect on all we are thankful for. Enjoy this holiday with your family and friends!

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.

Conservation

Ann Rainey & Louise Woodruff

We would like to thank all of you that supported the Conservation Committee Card & Game Party. It was a lovely day and everyone seemed to really enjoy themselves! Total proceeds were over \$1,600.00. We are considering using some of the proceeds to purchase a new sign for the Past Presidents Garden. Thanks again

Fundraising Committee

Sharon Orr

Thanks to Mary Bachman's organization and planning we had a wonderful trip to the Barnes Museum. It was a beautiful day and a wonderful tour of the museum.

Please help with the holiday bake sale for the December meeting. Drop off baked goods at the JLMH (curbside) on Monday December 2nd, from 9 – 11AM.

It's time to order poinsettias for the holiday season. They come in 6.5" pots (5+ blooms) and the 8" pots (3 plants). If you purchased these plants last year you know how beautiful they are. Complete the enclosed order form and return as soon as possible. You will be able to pick up your plants on Thursday, December 5th or Friday, December 6th between 10AM and 2PM at the old emergency room entrance.

We have had to cancel the December trip to Bethlehem due to lack of reservations. We are sorry to have to do this, but we will try to plan it again next year.

Please don't forget to purchase your travel coffee mug. You will be supporting the operations of the VIA as well as sharing our mission with the community.

Nominating Committee

Carolyn Kozakowski

Members of the committee are:

Carolyn Della-Rodolfa	Carolyn Kozakowski (chair)
Kathryn Lambert	Linda McIlhinney
Sharon Orr	Joan Parlee
Pat Yaroschuk	

The committee will meet in early 2014 to select the slate of officers for the 2014-2016 administration.

VIA members are encouraged to contact any one of us with recommendations of candidates to fill the elected office. Please refer to Bylaws Article IV, Officers, 4.1 to 4.1.5 and 5.9, Nominating Committee, 5.9 to 5.9.2.

2014 Bucks County Designer House & Gardens

Joyce Hanson

I am delighted to announce that we have a signed contract for the 2014 Bucks County Designer House & Gardens. "**Serendipity Farm**", located at 131 Pine Mill Circle, is a hidden treasure just minutes from the hospital. Located on nine acres, the property includes a large Bucks County stone farmhouse, guest cottage, large barn with five garage bays, pond, pool and pool house, potting shed, and corn crib.

On October 23rd and 24th numerous designers, landscapers and potential boutique businesses previewed the houses and property. Design boards are due on November 18th, 19th, and 20th. Many thanks to the Designer Committee: Audrey Tucker, Jackie Kennedy, Lori Bartow, Liz Fetterman and Kathy Lambert -and to the Landscaper Committee: Donna Walker, Pat Berry, Ada Gauvreau, Sue Podhor and Peggy Remy for the time and effort that went into making this an enjoyable day for our visitors. We also thank the many BCDH&G and VIA members who supported the event by volunteering their time over the two days.

Advanced Sale Designer House tour tickets @ \$20 will be on sale at the December VIA meeting. They make wonderful holiday/special occasion gifts.

Membership Committee

Lee Scheeler

We are happy to welcome **eleven** new members:

Vicki Bosler	Linda Cacossa	Gloria Hall
Pam Igleseas	Barbara Jaczun	Debbie Kniese
Mary-Jo May	Jennyfer Myrick	Frances Reaman
Margaret Remy	Kathleen Wallace	

We are delighted to have you all with us. New members have BLUE nametags. If you bring a guest to our meeting, let me know so we can introduce them. If you know someone who is interested in joining the VIA, refer them to our web site or to Lee Scheeler.

The Committee will have a welcome table at the House Tour on Friday Dec 6th from 6-9PM and Sat Dec 7th from 11AM - 4PM. We need people to help man the table. Please get in touch with me if you can sit for an hour or so.

I am sure you are all aware that we have been going through a Strategic Planning Process for several months. The first steps of that process culminated last week with a Retreat held at Pine Run. Present were Board members, Management and Physicians. Not only was it well attended, the participation was terrific. When we hired Jim Brexler as our new CEO it was made quite clear that all of these constituencies felt strategic planning would be necessary to help us prepare and respond to the changes that are coming and some that already here. I addressed the group with my observations and feel that bringing those observations to you would be a good way to explain where we are.

The concept of quality is not new to us. We have always strived to bring the highest quality of care to our patients and will continue to do that. However, reform is leading us to a new world of care co-ordination, lower volumes and lower income. This is changing how we do things and we will have to wrap our minds around something outside the brick and mortar of the hospital onto a new system of care outside those walls. It will take some real adjustment on our part and while the hospital will remain an integral part of our care system, it will not be the center of care anymore.

We are well positioned to do just that because of our culture of caring, our outstanding medical professionals, our advanced IT system, Pine Run and some outpatient facilities.

What we need to recognize is that this is a SYSTEM. We tend to think of the Hospital as the center of all care but we must now think of the entire System as the center of care. This is the basis for the care coordination that is so important to better healthcare.

New opportunities will emerge, one of which is reconnecting to the Community in a more hands on way. Much like the original purpose of the VIA our focus will be on HEALTH and not just healthcare. So, while this is a scary time of uncertainty, we'll do what we have always done. We'll meet it head on, determined to provide the best quality healthcare at the lowest cost, to remain "relevant and indispensable". This is our first step, now we have to craft that plan that will lead us into the future.

We are already seeing that Utilization at the Hospital is flat, except for Observation cases which are up. Overall, the same amount of work is being done at the Hospital but we are not being paid inpatient rates, consequently our financial results are below budget. This could just be a seasonal anomaly and we hope to see an uptick in November. Fortunately we are still meeting goals for the Bond Covenant ratios. Pine Run did show a gain from operations but it too was below budget. Congratulations to Pine Run for winning Best of Bucks-Mont for 2013 Retirement Community.

We have started a Palliative Care program at the Hospital led by Dr. Jane Gallant. This program has much to offer our very ill patients and fills a big need. I'm sure we'll hear more about it after it is fully up and running.

I hope you saw the excellent article in the Intelligencer providing a comprehensive look back at the history of both the VIA and the Hospital. It was very well done and it was in honor of the Hospital's 90th anniversary. The reporter did a great job of quoting those of us he interviewed and in getting the figures right. It seems he used our book *Through Their Eyes* as a source.

Coincidentally, our renovated Maternity Center reopened "almost to the day" when the first Doylestown Hospital opened 90 years ago. While other hospitals are closing their maternity units we are committed to remaining open and to giving the highest quality of care to mothers and their babies. After all, that's who we are!

So—HAPPY 90th ANNIVERSARY to us!!! And don't forget your flu shot!

Carolyn Della-Rodolfa
Vice President, Health Services



November

19	JLMH Committee	JLMH	10:00 AM
26	VIA Board	Conf. Room K	9:00 AM
26	Bylaws	Conf. Room K	10:30 AM



December

3	Membership Meeting	JLMA	12:00 PM
10	Designer House Meeting	JLMA	10:00 AM
12	Fundraising	Conf Room A	10:00 AM
17	JLMH Committee	JLMH	10:00 AM

Please refer to our website for additional events!

WWW.VIA-DOYLESTOWN.ORG