



# Annual Report 2015 – 2016

## Our Mission

To enhance the quality of life in our community through service and education.

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## From the President

The 2014-2016 Village Improvement Association of Doylestown administration is coming to an end. As President of this 121-year old organization my role has been to uphold the mission that was set forth during the VIA's formative years, "to initiate and support programs that will enhance the quality of life in the community through service and education."

As President of the VIA, it has been a privilege to represent you on the Doylestown Hospital Board, the Doylestown Health Foundation Board, the Pine Run Advisory Board, the Hospital Finance Committee, and the Doylestown Health Partners (formerly Bucks County Physicians Health Alliance). The President is (also) an ex-officio member of all standing, advisory, and administrative committees, except the nominating committee, with full right to participate and vote in the proceedings of each committee.

There were two primary objectives for this club year. The first goal was to continue to present and promote the VIA in our community in order to build a stronger awareness of this superlative organization. The second was to encourage our current members to participate in a wide variety of events. In order to better communicate internally, I hosted two Committee Chair meetings. These meetings allow committee chairs to report on their progress, concerns and share committee goals. They also offer tremendous support and counsel from fellow chairs.

This Club year, the VIA had a presence at the following events: The Doylestown Arts Festival; monthly meetings of the Central Bucks Chamber of Commerce (CBCC) Women in Business Committee; monthly meetings of the Doylestown Business Alliance; the 35th Annual Bucks County Women's History Month Award and the annual CBCC Bucks Business Expo at Delaware Valley University.

Accomplishments to note from this past year were: The VIA's largest fundraiser, the Bucks County Designer House & Gardens completed a \$1 million pledge to the VIA Maternity Center in June 2015; on May 1, 2016 we saw the successful opening of our 41st Bucks County Designer House and Gardens; The "Then, Now and Forever" documentary, spearheaded by VIA member Kimberly Cambra was completed and the first public showing of this documentary was held on June 1, 2016 at the Delaware Valley University Life Sciences Building; and lastly not to be overlooked, we are celebrating the VIA's 5th year of sponsoring the VIA Women in Business Leadership Award which will be held on June 9, 2016.

As members of the VIA, we have so much to be proud of in the work we do and the lives we touch. Our presence in the community is vital to every man, woman and child residing here.

On a personal note, it has been a tremendous honor and an incredibly rewarding experience to have served this organization over the past two years. I can safely say that I am proud of what we have accomplished. I am thankful for the people that I have developed friendships with and I am forever grateful for the support that so many of you have provided me. I wish to offer a personal, heartfelt thank you to all of our members for their dedication and commitment to the Village Improvement Association of Doylestown.

Warmest Regards,

*Linda McIlhinney*

Linda McIlhinney  
President

## Doylestown Health System

The Vice President of Health Services is the liaison between the VIA and the Health System. She is the Chair of all of the Health System Boards and as such also chairs many Board committees. She is ex-officio on all committees at the Health System. She also is on various committees in the VIA, including Bylaws and Community Recognition.

As usual, exciting things are happening at the Health System, most especially at the Hospital. The Stroke Program is moving rapidly with so many accomplishments by the team as it garners awards and fills an incredible approach to reversing a stroke attack. Even though I tried to explain the IAT (intra-arterial therapy) to you, we were lucky to have the doctors involved actually bring their explanations and slides to us at a meeting. This incredible therapy has restored function to stroke patients while they are still on the operating table, truly breath taking.

The Delaware Valley Hospital Association honored our stroke team and their initiative in working with EMS providers who call ahead and give the staff a heads up so the clot busting drug t-PA can be given within 60 minutes of arrival at our door. Since the EMS squads know our stroke team will be waiting they know to bring stroke patients to Doylestown Hospital. Joint commission has found that we surpass state and national averages and are designated as Honor Roll Elite.

We now implant the Watchman device in patients with Afib, have poor circulation and are at risk for blood clots. Usually these patients are treated with blood thinners but there are some who are “bleeders”. The Watchman solves the problem by blocking the area where blood would pool and form a clot. Not all potential stroke patients are candidates for this therapy but for those that are, it is a life saver.

After 16 years as Executive Director of the Heart Institute, John Mitchell stepped down to take a position at Main Line Health. While we will miss his guidance and expertise, it gave us a chance to evaluate our program and decide how we hope to grow and expand into the market. Eleanor Wilson has decided to take on the roll as the leader of the Heart Institute while continuing her role as a Senior Executive of Doylestown Health.

We continue to bring new procedures and specialists to Doylestown such as Dr. Kim and EUS (Endoscopic Ultrasound). Prior to Dr. Kim’s arrival, anyone needing this procedure had to go downtown. These patients are now able to stay in the community. The procedure is often in lieu of surgery that would take hours and months of recovery. It can also be used for staging cancers and can implant markers for radiation oncologists to focus treatment. There are so many uses for this procedure that other hospitals in the area are now referring to Dr. Kim.

The Orthopedic Institute now has a full time navigator and the hip and knee procedures are both certified by the Joint Commission. The Institute is five star rated. Other five star rated departments are the Heart Institute, Maternity and Pine Run.

Just a reminder, Pine Run will be celebrating its 40th Anniversary this summer. Look for invitations to various affairs to help celebrate this milestone.

During the Pope’s visit we were caused to make arrangements as if for a major snowstorm. We had three days of food, water and medical supplies on hand. We also made arrangements with Lehigh Valley Hospital for ambulance transfers if necessary.

Speaking of major snowstorms, we had a storm of huge proportion (about 2 feet). We have emergency drills to prepare for these contingencies so we were ready with plenty of food, and other necessities. About 100 staff stayed over the weekend. We even had hot refreshments for local police and road crews.

We have a new Vice President of Development, Laura Wortman, who is already planning on new approaches to philanthropy and fundraising. While we were waiting for Laura, our Development Department kept abreast of our donors and annual giving remained steady. Our goal is to make far better use of the Foundation Board whose members are enthusiastic, energetic and willing to make the Foundation more viable.

We are so fortunate to have truly outstanding members on all of our Boards. They are always up to date on what is happening in the healthcare industry and willing to educate themselves as well as be educated. They ask probing and intelligent questions and keep us on our toes. Discussion is very lively and thought provoking.

Recently, CMS reported on timely and effective care in the Emergency Department. We were higher than the State and National averages. At our Hospital a physician will assess, order radiology testing, diagnose and write orders before the patient is sent to the proper room. In our organization, 80% of patients have a full diagnosis and plan within 4 hours of admission as opposed to the national average of 35%. Also, our ED patient satisfaction scores are in the 99th percentile and we have won several national awards for patient satisfaction.

We also have a new VP of Strategic Initiatives in Sherri Putnam. She has been with us for 25 years as Executive director of BCPHA (Bucks County Physician Hospital Alliance) and now Doylestown Health Partnerships (DHP) and a valued member of the Hospital's management team. This is a recognition well deserved.

Doylestown Health Partnerships (DHP) has had an impressive start. It is bringing together the Hospital and doctors, both primary care and specialists. They have aligned with Tandigm in a risk management contract. This is a new concept in that specialists have been included. It is still too early to know how this will develop but it's an exciting potential for making and sharing in profit, especially since we are low cost and high quality.

Financially it has been a difficult year starting with a VERY bad August. The losses were high as compared to last year's substantial gains. We know that July and August are usually low volume months but the driver for us in August was low outpatient volumes. Inpatient volumes were high but in low margin services. Fortunately, September started to see a turn around, not enough to offset August, but with some new contracts we anticipated better financials in the next months. By November, productivity was very positive and Net Patient Revenue was 3.9% over the prior year. February was a much better month with an operating margin of 7.2% as compared to last year's margin of 2.3% and in March we saw a very healthy 4.6%. So while I'm not sure we will make the budget numbers at the end of the year we are at least in a much more favorable financial area and all debt covenants are being met and have been met.

VIAA or Affiliates has a new name DH Physicians. We realized that people were having a hard time finding Doylestown Hospital doctors so now when they look up Doylestown Health or Hospital they will find the doctor they need. We are a much larger and busier Board than ever. While we tended to shy away from employing doctors it became obvious that we need to keep important specialties close to us. Therefore, we now employ all our general surgeons, our cardiologists, some specialty services and even some primaries. We are competing with large hospital systems and need to be able to offer some security to our professionals.

Financially it would be nice to have a crystal ball so we could anticipate what will happen. Even without that crystal ball, I know for sure that we always put the patient first, that our quality of care is second to none and that our costs are more than fair. We continue to bring new and exciting procedures to our community and we have really outstanding doctors who are able to perform them right here at Doylestown Hospital.

As you know, I am retiring as VP of Health Services. It has been an exciting and challenging eight years. It went so fast I can hardly believe it's over. I cannot thank you all enough for the support and kindness you have shown me. All suggestions were appreciated. I wouldn't trade this experience for anything. It is time now for someone else to have this opportunity. I can't think of anyone better suited to the job than Joan Parlee. I wish her the very best as she embarks on this journey with this exciting organization. See you next year!

Carolyn Della-Rodolfa  
Vice President Health Services 2008-2016

## James-Lorah Memorial Home Committee

The mission of the James-Lorah Memorial Home (JLMH) Committee is to preserve, supervise and coordinate the operation and maintenance of the historic JLMH and its contents; to restore and conserve these contents and to make the home available for tours and public displays. The committee is composed of 28 active members and an executive board which includes: chair, vice chair, secretary and treasurer.

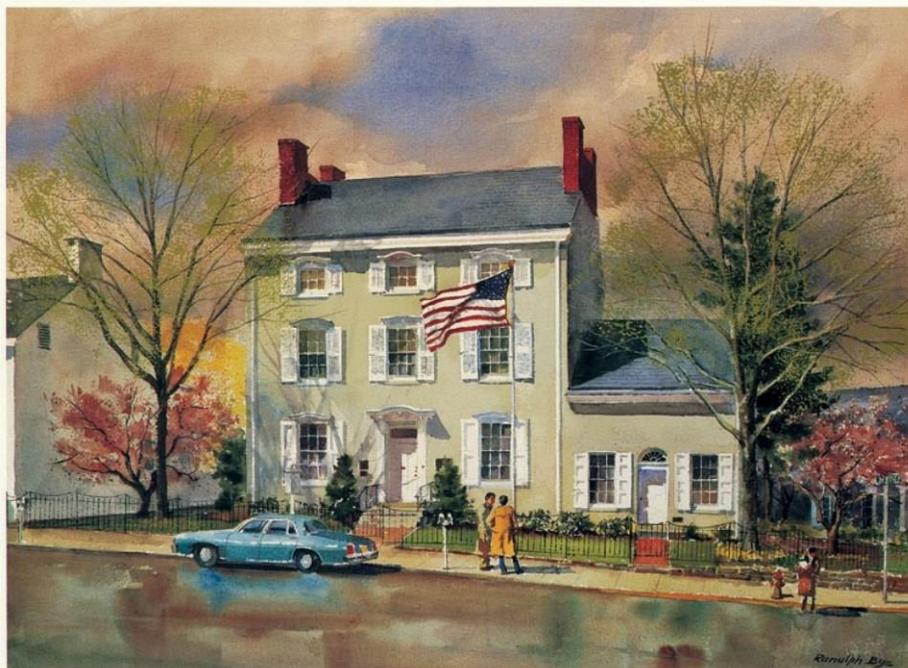
The James-Lorah Memorial Home with all its contents, was bequeathed to the VIA by Sarah James in 1954. The committee's main function is to preserve and maintain this Victorian house. In 2016, the committee began a major restoration of the back porch. During this process artifacts dating back to the 1800's were discovered. The committee continues to work with contractors in order to preserve the VIA's home.

This club year, the committee worked on several projects including the renovation of the back porch (ongoing); replace emergency lighting in the auditorium (completed); major appraisal of valuable items in the house (completed by Clinton Appraisers); the preservation of VIA and JLMH historic papers (ongoing); the continued maintenance of Sarah James gravesite (ongoing); replacement of hot water system (completed); and repairs made to exterior marble steps (completed).

In addition to various maintenance projects, including repairs and replacement, the committee also completed two other projects. The JLMH was opened twice during the club year for open house tours of the facility. It was open once in December and again in February. Included in the tour was information about the VIA, membership information and historical information about the VIA. The committee also created a PowerPoint presentation that highlights all of the work the committee has completed. Additionally, the committee was able to salvage an old porch beam and repurpose it for use as a bench outside the auditorium. Funding for this special project came from the Conservation Committee.

The committee's primary fundraising event was held on April 6, 2016 at the Town and Country Players. Guests enjoyed "Company" a lovely musical performance. \$1,858 was raised during this event and will be used toward the ongoing preservation of the JLMH.

Phyllis Morris, James-Lorah Memorial Home Chair



## Membership Engagement

Quite often, the majority of the VIA's work occurs at the committee level. The VIA has numerous committees that meet throughout the year and vary in concentration. Below is a sampling of committees and their descriptions.

### 1895 Society

The 1895 Society works to support the operations of the VIA. The committee's primary goal is to increase the unrestricted endowment of the VIA to continue to provide funds to cover the everyday and project-based expenses of the VIA. The 1895 Society's largest fundraiser was the *Then, Now and Forever* campaign and it was completed this club year. The funds raised from this campaign came from VIA members. The campaign added \$63,000 to the unrestricted endowment of the VIA. Today, the endowment totals approximately \$130,000 which is invested in CDs and funds for the future needs of the VIA.

### Bylaws Committee

The Bylaws Committee is charged with reviewing and updating the Bylaws and Policies of the Village Improvement Association while always maintaining the mission of the VIA and respecting its history.

### Community Recognition Committee

This is a biennial committee that meets in off-election years in March to choose an individual or group that has contributed to the VIA's mission. The nominations are made by members of the VIA. Our recipients are honored at the Annual June Luncheon. Since this was an election year, the Committee did not meet.

### Conservation Committee

The Conservation Committee raises funds through the Card & Game Party in early summer for the maintenance of "The Past President's Garden located on the hospital grounds. It also plants urns enhancing the entrance of the James-Lorah Memorial Home.

### Designer House Committee

The largest fundraiser of the VIA is the Bucks County Designer House & Gardens held each year in May. Designers and landscapers transform a local property to a splendidly decorated house and gardens. Funds are raised through admission tickets to tour the house, the Empty House Party, the Gala and other events.

### Education Committee

The education committee supports the mission of the VIA by overseeing the evaluation, selection, and presentation of three \$2,000 scholarships to local high school students pursuing a major in a human health-related program in college or university. The scholarships, Hannah Pollock – Laura Haddock Scholarships, honor these two sisters. Ms. Pollock was the first visiting nurse to work out of Doylestown Hospital. Since 2007, the VIA has awarded a total of \$39,000 to thirty high school graduates pursuing human health-related professions.

### Finance Committee

The Finance Committee is responsible for supervising the fiscal affairs of the VIA including without limitation making financial reports to the Board, monitoring the financial structure of the VIA, reviewing and establishing controls for revenues and expenditures and monitoring the financial condition of current or new service programs. The Finance Committee also recommends and reviews the policies of the VIA and corporations' affiliated with it for the management of funds, the investment of funds and the disbursement of funds held by the VIA and such affiliated corporations. The Finance Committee continually monitors the financial structure of the organization and recommends updates and changes where necessary, keeping in mind the security of the organization and the current professional accounting and financial management procedures.

### Floral Arts Committee

This committee provides arrangements on the tea table for monthly meetings, and centerpieces when needed for a meeting/luncheon. The auditorium in the James-Lorah Memorial Home at Christmas is decorated beautifully by this committee.

#### HOBY Committee

The Hugh O'Brian Youth Foundation (HOBY) committee was established to seek out and reward leadership potential for one student each at participating Central Bucks High Schools. These students become part of a group of more than 9,000 from the U.S. and many other countries who take part in the HOBY yearly seminar. Hopefully, they will be inspired to a life dedicated to leadership and service and become actively involved in designing a better world for tomorrow.

#### Home Life Committee

The committee's mission is to provide an opportunity for VIA member volunteerism between Pine Run and Pine Run-Lakeview. Weekly, volunteers operate the Candy Cupboard and offer Bingo; play cards with residents monthly; every other month lead prayer service and Eucharistic Ministry; provide one on one visitation with residents; and celebrate all holidays.

#### Hospitality Committee

The committee contacts VIA members asking them to make sandwiches and cookies for general membership meetings. They also coordinate tea captains and servers for the meetings.

#### Literature Workshop Committee

The Literature Workshop Committee is composed of two groups. Book Circle members each purchase a current bestseller that is circulated through the group. The benefit of this group is that you get to read books you might never have chosen to read and yet find very enjoyable. The second group is the Book Discussion group which is a great group for people who enjoy discussing the books they have read with others to share their opinions.

#### Marketing Committee

The marketing committee supports the mission of the VIA through activities and communications that promote the organization internally (within the VIA organization) and externally (to the public). This club year, the VIA issued 12 press releases, members attended more than 15 events and the VIA was visible in 7 news publications. The mission of this committee is to provide support for the maximization of the VIA's fundraising commitment to benefit Doylestown Health and the local community.

#### Membership Committee

The VIA has approximately 350 members; 22 of those members are honorary. Thirteen new members and one returning member were welcomed to the organization this year. Sadly, the VIA lost seven members this club year and each of them were remembered with a donated book in their memory at the Bucks County Free Library.

#### Nominating Committee

The Nominating Committee was tasked with choosing a slate of officers for the 2016-2018 club year. The committee was charged with considering candidates for the open positions of Assistant Treasurer, Corresponding Secretary, Recording Secretary and 2nd Vice President. The committee was pleased to have the slate of officers approved by the VIA Board in March and by the VIA membership in May. Incoming officers include:

President	Cory H. Schroeder
1st Vice President	Joyce A. Hanson
2nd Vice President	Mary Jane Mims
Recording Secretary	Marilyn Mele
Corresponding Secretary	Joy Levy
Treasurer	Ruth Carlson
Assistant Treasurer	Beverly Harvey

#### Pediatric Library and Scrapbook Committee

The Pediatric Committee accomplished their charge of promoting the VIA to the hospital staff, patients and community. The medical staff is very grateful for the items they receive to distribute to their patients. The patients enjoy the distraction of their books and the parents express high praise for the caring interest shown to their child/children while in the care of Doylestown Hospital.

#### Preservation of Records Committee

The responsibility is to maintain and preserve archival materials pertaining to the historical minutes and activities of the VIA.

#### Program Committee

The Program Committee continues to strive to bring interesting and educational topics for programs at the Member Meetings. Three of our meetings include luncheons – our Petite luncheon in November, the May hospital-sponsored event, and our Annual June meeting.

#### Social Committee

The Social Committee provides opportunities for all members to interact socially, by providing events that are open to the entire membership for this purpose. The committee became active in 2016. The Social Committee combines the members and resources of the Theatre and Gourmet committees. Charged with increasing the interaction amongst members in a casual atmosphere, the committee has set out to provide activities and events that will attract small and/or larger groups of the women of VIA. Also welcomed on occasion are spouses and friends of VIA members. Our mission is to provide events that are reasonable in cost, nearby, but not limited to Doylestown, Pennsylvania. To that end, the committee has planned two successful events, happening during Spring, 2016. Both have been very popular and fully subscribed.

#### Sunshine Committee

This committee sends cards and personal notes of congratulations, encouragement or sympathy to members when the occasion arises.

#### Veterans Committee

The committee's mission is to support the mission of the VIA by providing information on military issues to the VIA membership and by collecting and coordinating VIA donations to selected military charities. Committee members collect donations from the general membership by mail and during the October and November general meetings and then allocate and distribute the funds.

#### Women's Scholarship Committee

The Women's Scholarship Fund was established in 1997 by a VIA member with the intention to provide modest financial support for women planning to further their education. To date, the Committee has helped more than 165 women in the Bucks county area, as they enroll in higher education programs to pursue such fields as dental hygiene, nursing assistant, registered nursing, social services, business and psychology. Many applicants are single parents, striving for financial independence in order to support their families. Often, applicants resubmit requests for financial assistance as they progress in their programs and complete their degrees and certifications. With the funding of the VIA and Designer House allocations, the Women's Scholarship Fund has become a consistent source of support for Bucks County women as they pursue their educational and employment goals.

## Community Impact

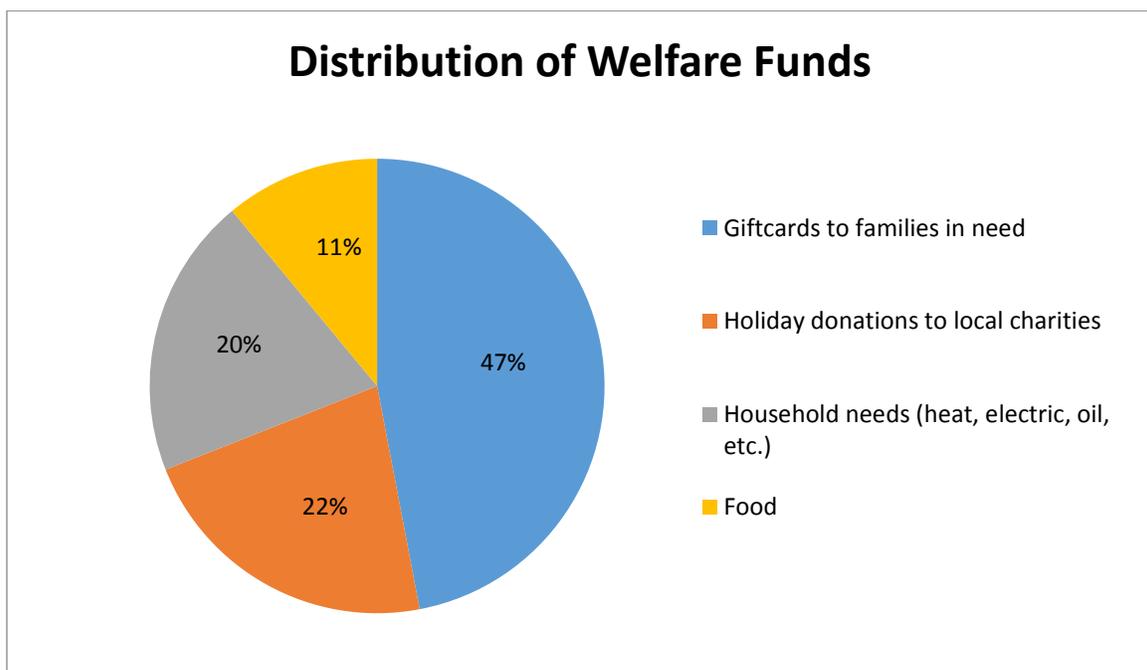
### Welfare Fund Committee

The Welfare Fund Committee distributes funds, primarily earned from interest earned on investments, for welfare purposes. This year, because of low interest rates, the committee received additional funds from the Designer House Committee and the 1895 Society. The committee, including the Treasurer and her assistant, strategize ways to invest VIA funds to maximize returns. Throughout the year, the committee attempts to leave the principle untouched while using the interest earned on investments for the organization’s charitable giving.

The committee actually helps individuals in the Central Bucks Community 365 days a year. Committee members make themselves available to those in need by providing food, clothing, prescriptions, transportation, fuel, or arranging rent payments. Most of the referrals come from local school nurses and other local nonprofit organizations. This year, the committee provided donations totaling \$17,500 to the following organizations:

- Meals on Wheels
- A Woman’s Place
- The Ann Silverman Free Clinic
- Lenape Valley Foundation
- Doylestown FISH
- Bucks County Housing Group Pantry

Approximately \$72,000 in funds was donated this year. The distribution was as follows:

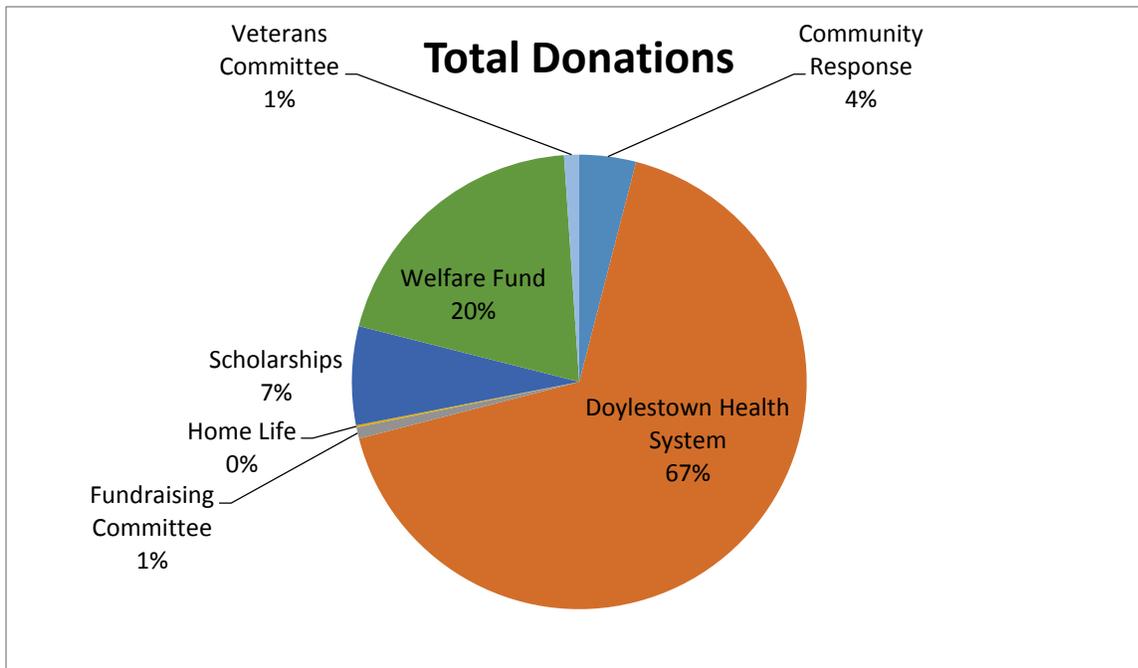


### Community Response Committee

The Community Response Committee provides one-time grants to community organizations for an unmet community health and human service need through the addition or enhancement of a program or service. The request is for an effort that is in partnership with others to improve the quality of life in Bucks County. Two grants, totaling \$14,500, were distributed in December 2015. A \$7,500 grant was given to Peace Valley Creative Gifts to develop the centerpiece of their program—community partnerships—to enable more individuals with disabilities to participate in community activities, volunteerism, internships and employment opportunities, meeting their “enthusiasms” and desire for meaningful work. A \$7,000 grant was given to the Coalition to Shelter and Support the Homeless to provide transportation to shelters, medical appointments, interviews, social service agencies to promote self-sufficiency.

## VIA Community Support

<b>Community Response</b>	<b>\$14,500.00</b>
Peace Valley Creative Gifts	\$7,000.00
Coalition to Shelter and Support the Homeless	\$7,500.00
<b>Doylestown Health System</b>	<b>\$241,283.00</b>
<b>Fundraising Committee</b>	<b>\$2,901.40</b>
<b>Home Life</b>	<b>\$511.00</b>
<b>Scholarships</b>	<b>\$25,290.00</b>
H.O.B.Y. (2)	\$390.00
Hannah Pollock—Laura Haddock Teen Scholarships (3 at \$2,000)	\$6,000.00
Women's Scholarships (?)	\$18,900.00
<b>Veterans</b>	<b>\$3,850.00</b>
<b>Welfare Fund Committee</b>	<b>\$72,000.00</b>
<b>Grand Total</b>	<b>\$360,335.40</b>



## VIA In The Community

The VIA is a member of the Central Bucks Chamber of Commerce. The 2<sup>nd</sup> Vice President attends the Women in Business Committee monthly meetings. The 2<sup>nd</sup> Vice President also acts as liaison between both organizations. Since 2012, the VIA has sponsored the annual VIA Women in Business Leadership Award. This award is presented to an outstanding woman in our community. This year the award is being presented to Mary Helf, Esq. a partner with Fox Rothschild, at the Women in Business Annual Awards Dinner on June 9, 2016.

Members of the VIA attended various events throughout the club year including:

- Bucks County Designer House & Gardens
- Central Bucks Chamber of Commerce Business Expo
- Central Bucks Chamber of Commerce Gourmet Getaway
- Central Bucks Chamber of Commerce Women in Business Award
- Circle of Life
- Doylestown Arts Festival
- Friends of the Heart Brunch
- James-Lorah Memorial Home Holiday Open House
- Memoria Day parade
- Then, Now and Forever public screening
- United Way Knock Out Hunger
- Women's History Month Award

Perhaps the biggest effort this past year was the work completed by the Strategic Planning Task Group. In addition to obtaining grant funding from Foundations Community Partnership, the group sought outside guidance from Catalyst Center for Non Profit Management for further exploration and understanding. The group, has developed ways to organize VIA data, how to preserve various forms of VIA history, developed Best Practices with the adoption of a Governance Committee, and set short and long term goals.

On June 1, 2016, the VIA unveiled a documentary that highlights the vibrant 120-year history of the organization that raised nearly \$1,200 for the VIA. The documentary, *Then, Now & Forever*, tells the journey of the zealous women who brought healthcare and wellness to the forefront of the Central Bucks community. Since its inception, the VIA is responsible for funding a traveling nurse, funding the region's first ambulance, founding Doylestown Hospital and managing the James-Lorah Memorial Home in Doylestown Borough. This documentary highlights the many accomplishments of the organization since its beginning in 1895.

