

ANNUAL REPORT 2018

TRANSFORMING LIVES

READING HOSPITAL FOUNDATION & THE FRIENDS OF READING HOSPITAL

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Alison and Larry Rotenberg, MD
give back to the Psychiatric
Emergency Services Department
at Reading Hospital

The Foundation announces the
recipients of the fifth cycle of its
grant program

Projects and partnerships with
The Friends of Reading Hospital



Reading Hospital
Foundation

Advancing Health. Transforming Lives.

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Save the Date!

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LETTER FROM *leadership*

DEAR COLLEAGUES AND FRIENDS,

This year Reading Hospital celebrates 150 years of care in the Berks County community.

Over the years, our hospital has grown exponentially. Technology has resulted in vast improvements and medical care has undergone transformative breakthroughs. But there has been one constant: the dedication from the community through volunteerism and generous donations.

To name just a few generous donations this year, Dr. Larry Rotenberg, former chief of psychiatry at Reading Hospital, and his wife, Alison, created an endowment for an annual psychiatry lectureship; our Neonatal Intensive Care Unit (NICU) has received a very generous anonymous donation to support the NICU by optimizing neonatal patient care; Barbara Swoyer and family are funding The Russell S. Bickel Jr. Award for Excellence in Communication and Caring to Patients and their Families; and the family of the late Marilyn Brennan, a registered nurse for 38 years, have established The Marilyn K. Brennan Scholarship Fund, awarded annually to a graduating senior of the Reading Hospital School of Health Sciences Nursing Program.

In this issue, you will read stories about gifts to the Reading Hospital Foundation in support of our mission of innovation, education, and research. You will also learn more about our grant program, which has awarded 38 grants totaling \$1.1 million dollars in the last 2½ years.

The mission of Reading Hospital Foundation is to give back and to do good. We can only accomplish this through our volunteers and the support of our donors. For that, we are very thankful. You allow us to continue the tradition of giving and building on our past.

Sincerely,

Chris Kraras, Former Chairman and **Katherine E. Thornton**, President

DONOR *spotlights*

READING HOSPITAL RECEIVES CUDDLECOT DONATION

When their baby daughter, Lynnley, was stillborn to Kristi and Wayne Hummer at UPMC Pinnacle in Lititz, PA last September, one thing that made the grieving process easier was the use of a CuddleCot, a bassinette that keeps the baby's body cool, so the family can spend more time with the infant while processing the loss. While convalescing from the delivery, the family spent three days in the hospital with Lynnley before saying goodbye. It was also a support to her big brother, Calan, 5, who was able to meet her and hold her.

Because the CuddleCot product was so helpful to the Hummers, they decided to give back by starting a GoFundMe campaign to buy an additional CuddleCot for the hospital. They received so much support that they purchased four of the units for surrounding hospitals, and donated one to Reading Hospital's Neonatal Intensive Care Unit (NICU).

"We don't want other families to not have the opportunity to meet their child," explained Wayne Hummer in making the donation.

NURSING SCHOLARSHIP HONORS MARILYN BRENNAN'S LEGACY OF CARING

The late Marilyn Brennan devoted 38 years as a registered nurse to Reading Hospital, where she established a lasting legacy of professionalism and caring for her patients, particularly those at the hospital's McGlenn Cancer Institute.

Following her death in an auto accident in 2016, her husband Roy, also a part-time employee at the hospital, and former Reading Hospital employee and close friend to Marilyn, Pat Weiser, wanted to honor all that she had given to the hospital and nursing. Their solution was to create *The Marilyn K. Brennan Nursing Scholarship* awarded annually to a graduating senior of the Reading Hospital School of Health Sciences Nursing Program. The support from family, friends and co-workers was overwhelming. This year's recipient is Harley Stoudt.

"Marilyn would have been proud to honor the nursing profession and hospital in this way," said Roy. "She loved nursing and she really liked working at the McGlenn Cancer Institute. This scholarship helps to honor her memory."



(L-R) Traci Rocco, RN, Wayne Hummer, Calan Hummer, Kristi Hummer and Laura Speer, NICU Nurse Manager pose with the CuddleCot.



Roy Brennan holds a photo of his late wife Marilyn.

BARBARA SWOYER AND FAMILY AWARD EXCELLENCE IN COMMUNICATIONS AT READING HOSPITAL

As a nurse practitioner, Barbara Swoyer always understood the importance of communicating with patients and family about their healthcare needs in a timely and easy-to-understand way. When her brother, Russell S. Bickel, Jr., passed away weeks after heart surgery at Reading Hospital in 2012, she experienced the importance from the family's perspective.

It was through her experience with her brother's critical illness, and the lack of communication from his doctor, that she and her family have established both an award and a grant, each given annually to Reading Hospital healthcare providers who exemplify excellence in communications. "It's so important to receive ongoing communications regarding the prognosis and the level of care being administered when making life decisions for a family member," said Barbara.

Created in her brother's memory, the *Russell S. Bickel Jr. Award for Excellence in Communication and Caring to Patients and their Families* has been bestowed to several deserving recipients so far. "Each year, we receive award nominations for people who go above and beyond in trying to improve communications," said Barbara. The 2018 award went to Vinti Shah, DO, Chief, Section of Palliative Medicine for her caring manner and tireless work to enhance communication for patients receiving palliative care and their family.

The grant, entitled *The Russell S. Bickel Jr. Memorial Grant Fund for Quality Improvement*, is awarded for the purpose of improving the quality of communications between the healthcare provider, the patient and their family with the focus on patient-centered palliative care. The 2018 grant went to Mary Jo Auman, MSN, RN, CEN, CSN, for her initiative, *Bereavement Resource and Support through Purposeful Communications to Patients, Families and Staff in the*

Emergency Department. The grant has allowed Auman and the Emergency Department Bereavement Resource Team to develop a formal bereavement education program to promote and improve the quality of communications to patients and their family members who pass away or face end-of-life decisions while in the Emergency Department.

“

It's been rewarding to see all the good that has come from this.

– *Barbara Swoyer*

Both *Russell S. Bickel Jr. Award for Excellence in Communication and Caring to Patients and their Families* and *The Russell S. Bickel, Jr. Memorial Grant Fund for Quality Improvement* are awarded each year in January. "It's been rewarding to see all the good that has come from this," said Barbara. "Our hope is to make a difference for those families in need of information during a very difficult time."



Barbara Swoyer outside Reading Hospital.



Former Chief of Psychiatry, Larry Rotenberg, MD and his wife Alison.

A PSYCHIATRIC LEGACY LIVES ON THROUGH GENEROUS DONATION

As Chief of Psychiatry for 34 years at Reading Hospital, Larry Rotenberg, MD made an indelible mark on the Psychiatric Department and the hospital. When he first came to Reading in 1971, he made certain that his department was top notch by building new programs to care for patients and recruiting new, bright minds to his department.

His recent donation to Reading Hospital Foundation ensures that good work continues in the department. He is particularly proud of the Psychiatric Emergency Services Department, which will be dedicated to him and his wife, Alison, this year. The Dr. Larry & Alison Rotenberg Psychiatric Emergency Services Department, located in the new HealthPlex, is separate from the general Emergency Department at Reading Hospital in order to manage psychiatric emergencies more efficiently. The

Rotenberg's donation is also being used to fund a lectureship with a focus on mental and behavioral health issues.

"Reading Hospital is one of the few community hospitals that has psychiatric emergency services," said Dr. Rotenberg. "Individuals can walk in on their own just as they do if they have any other kind of emergency. They can be brought in by a family member, by a mental health professional or in extreme cases, by law enforcement." Once patients are evaluated, psychiatric professionals decide on the level of care. "It's very much an improvement in the delivery of healthcare to psychiatric patients," he said.

Although Dr. Rotenberg retired from his position as Chief of Psychiatry in 2006, he has not slowed down or stopped giving back to the community that welcomed him and his family. He currently serves on Reading Hospital Foundation's Board and continues to see patients. He also has returned to his roots in forensic psychiatry by consulting with local law enforcement on criminal and civil cases.

The Rotenbergs also are the proud parents of three grown children, including David Rotenberg, Chief Clinical Officer at Caron Foundation in Berks County; Leah Rotenberg, a general practice attorney in Wyomissing; and Jonathan Rotenberg, a family attorney in Atlanta.

Through his generous donation and his dedication to work, mental health and the community, Dr. Rotenberg's legacy will live on. "This has been our home for almost half a century, and I have been at the hospital for 47 years. Alison and I wanted to do something in the place that allowed us to live here and prosper as a family. We are so grateful to the community and the hospital," said Dr. Rotenberg.



Dr. Larry & Alison Rotenberg
Psychiatric Emergency Services

The new Psychiatric Emergency Services Department will be dedicated to the Rotenbergs later this year.

CYCLE V *grants*

Reading Hospital Foundation recently announced its fifth round of grant making, funding several innovative projects designed to transform patient care throughout the hospital as well as the Reading community. *“The Foundation is very pleased to award grants to these important initiatives, each of which exemplifies our mission to improve patient care through innovation, education and research,”* said Kate Thornton, President. A sampling of the grant recipients include:



KAY NICHOLS-WOLFE, ACUTE REHAB UNIT PROGRAM DIRECTOR, READING HOSPITAL REHABILITATION

Reading Hospital Rehabilitation at Wyomissing is creating a Parkinson’s Clinic, thanks to a grant from Reading Hospital Foundation. The clinic will enable the team of neurologists and physical and occupational therapists to collaboratively evaluate mobility and functional performance, identify incremental declines, and make proactive treatment recommendations to prevent unplanned injuries and hospital admissions. Recommended interventions could include medication and dietary changes, wellness classes, and outpatient or inpatient therapy. Part of the grant monies will cover the cost of staffing and fees for therapy not currently covered by insurance. These funds will also permit the team to build an online system to track incremental declines in Parkinson’s patients to prevent a catastrophic event or even death.

“Many Parkinson’s patients are at risk for life-threatening falls or injuries,” said Kay Nichols-Wolfe, Acute Rehab Unit (ARU) Program Director. “By addressing patients’ disease progression in a proactive and collaborative manner, we can help avoid unfortunate outcomes.”



RAY HUBBARD, MD, READING PEDIATRICS

The Reading area faces a shortage of child mental health providers, a similar issue seen throughout the country. But as a result of the grant it received from Reading Hospital Foundation, Reading Pediatrics plans to expand the scope of its mental health services for local children and youth through the addition of a behavioral health care manager to their team. The new staff person, a Licensed Clinical Social Worker, coordinates critical social services for the patient and family in collaboration with the part-time child psychiatrist and pediatric practitioners within the practice. This addition of a behavioral health care manager extends the reach of the practice and completes the mental health coordination of care, according to Dr. Ray Hubbard, who oversees the practice’s mental health services.

“We’re hopeful that this model will prove to pay for itself so that greater numbers of pediatric patients and their families can have access to mental health services,” he said.

“

By addressing patients’ disease progression in a proactive and collaborative manner, we can help avoid unfortunate outcomes.

– Kay Nichols-Wolfe

**CHARLES BARBERA, MD, MBA,
FACEP, READING HOSPITAL
EMERGENCY DEPARTMENT**

Hepatitis C Virus (HCV) is one that remains undetected for years and can easily be passed on to others without knowledge. HCV is spread through blood or bodily fluids of an infected individual and begins to attack the liver. There are no symptoms early on, so few know they have it, but it can lead to life-threatening conditions if left untreated. For this reason, Dr. Charles Barbera and Reading Hospital's Emergency Department (ED) have been awarded a Foundation grant to perform routine screenings of the disease when patients present to the ED for emergencies.

“

Thank you to Reading Hospital Foundation for enabling us to serve our community better.

– Dr. Charles Barbera

The grant also funds a full-time patient coordinator to help patients diagnosed with the disease to navigate next steps in terms of treatment and education on preventing the spread of HCV. The position is vital to reducing the further transmission of HCV, and is beneficial to homeless and other high-risk persons who may find it difficult to manage the disease once diagnosed, according to Dr. Barbera.

HCV can be treated if detected in its early stages. “The grant provides us with the resources to do that here in Berks County and is especially helpful considering the opioid epidemic we are facing and the sharing of needles,” said Dr. Barbera. “Detecting and stopping the spread of the disease is our first step. Routine screening is now our regular course of action. Thank you to Reading Hospital Foundation for enabling us to serve our community better.”



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We would like to recognize and sincerely thank the following donors for contributions received during Fiscal Year 2018 (July 1, 2017 – June 30, 2018).

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– Kate Thornton, President

We apologize for any omissions or errors in this report.

** Denotes deceased*

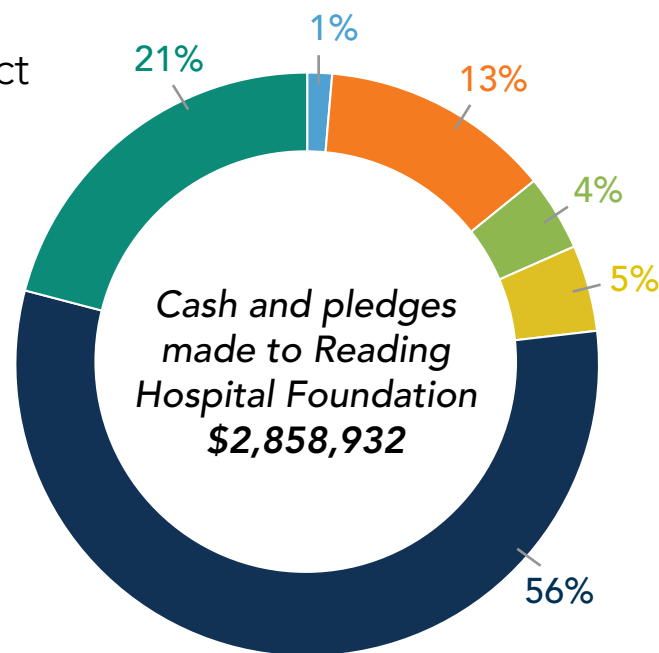
Fiscal Year 2017 (July 1, 2017 – June 30, 2018) Reading Hospital Foundation – Donor Impact

- **McGlinn Cancer Institute – \$1,598,577**
 Support of the McGlinn Cancer Institute comes from grateful patients, honor and memorial gifts from community members and families. Gifts are used to purchase equipment, fund programs and any other items deemed necessary to provide exceptional patient care.

- **Reading Hospital Foundation Grant Program – \$598,133**
 The Foundation grant program issues funding in the amount of \$500,000 each fiscal year, awarded to proposals that are based on innovation, education and research to benefit Reading Hospital.

- **Restricted – \$365,962**
 These gifts support more specific clinical initiatives such as creating a healing garden at the Reading Hospital Rehabilitation at Wyomissing, Neonatal Intensive Care Unit, HealthPlex Healing Garden, Reach Out and Read program, Street Medicine program, 150th Anniversary Legacy Wall, and numerous other clinical initiatives.

- **Reading Hospital School of Health Sciences Scholarships – \$136,590**
 Scholarship support given by donors who desire to provide scholarship assistance to nursing students. These scholarships are an invaluable part of a students' nursing school experience.



- **Clinical Education – \$120,375**
 These gifts provide resources in support of continuing education for Reading Hospital clinicians; such resources support clinical lectures, professional conference attendance, clinical interns and continuing education assistance to keep our clinicians on the cutting edge of patient care.

- **Unrestricted – \$39,295**
 Donors request these gifts be applied to the areas of greatest need identified by leadership of Reading Hospital.

WAYS of giving

There are many ways you can make a difference at Reading Hospital and help us continue providing the Berks County region with the highest quality care.



1 As a non-profit, we benefit from the charitable resources of our community, including our physicians, staff, and grateful patients. Please consider making a tax-deductible donation using the enclosed postage-paid reply form.



2 You can also visit our website to make a donation online and learn more about ways to give, including donations for the Reading Hospital School of Health Sciences scholarship funds for nursing students: <http://reading.towerhealth.org/foundation/donate-now/>



3 We invite you to contact us and explore the impact your gift could have on the hospital. For more information, please contact the Foundation Office by phone at 484-628-2243 or email at RHFoundation@towerhealth.org.

HONOR AND MEMORIAL *list*

The following gifts were received during fiscal year 2018 (July 1, 2017 through June 30, 2018) in honor or memory of loved ones, colleagues, physicians and members of the community.

IN HONOR OF

Dr. Ahmed Al Nuaimi
The Alexander Triplets
Dr. Kurt Bamberger
Dr. Charles Barbera
Dr. Amir Behnam
Dr. Diane Bonaccorsi
Dr. Robert Brackbill
Dr. Pamela Brandt
Dr. Maria Braun
Dr. Paul Brockman
Dr. Dominic Cammarano
Dr. Terrance Cescon
Dr. Mark Chai
Dr. Alan Chelius
Dr. Patrick Colarusso
Dr. Leonard D'Addesi
Dr. Uday Dasika
Dr. Dennis DiRenzo
Dr. Elizabeth Dohan
Dr. Anthony Donato
Dr. Thomas Dooley
Dr. Melissa Dubois
Dr. Thomas Ebersole
Dr. Tatyana Erlikh
Dr. Adam Feldman
Dr. William Finneran
Dr. Daniel Forman
Dr. Beverly Gabriel
Dr. David George
Dr. Jaylaine Ghoubril
Dr. Terrance Hanley
Dr. Somkiat Hemtasilpa
Dr. Youlia Itzeva

Dr. George Jenckes
Dr. Dilip Jindal
Dr. Sanghoon Kim
Dr. Thomas Kohl
Dr. Michael Koslow
Dr. Natalie Kunsman
Dr. Nick Leasure
Dr. Anthony Licata
Dr. Stephen Longenecker
Dr. William Lovett
Dr. David Lu
Dr. Li-Hong Lu
Dr. Meide Lu
Dr. Louis Mancano
Mr. Clint Matthews
Dr. Donald McBryan
Dr. Christine McCarty
Dr. Haiping Mei
Dr. Shahab Minassian
Dr. Agnieszka Mochon
Dr. Gregory Mokrynski
Dr. Michael Napolitano
Dr. Gabriel Pilar
Ms. Mary Ratcliffe
Dr. Bernice Robinson-Bennett
Dr. Roxanna Rodriguez Llanos
Dr. Anne Rohrbach
Dr. Seth Rosenzweig
Dr. Erik Rupard
Jeremy and Andrew Sassaman
Dr. Jorge Scheirer
Dr. David Scollan
Dr. Nirav Shah
Dr. Eric Slotkin
Dr. Jaime Slotkin

Ms. Vicki Sproessor
Dr. John Travers
Dr. Gregory Tuke
Dr. John Villeneuve
Mr. Stephen Weisser
Dr. Shawn White
Dr. Lewis Winans
Dr. Mark Woodland
Dr. Jung Sun Yoo
Dr. Jonathan Zieff

IN MEMORY OF

Mr. Peter Michael Albohn
Ms. Maria Armstrong
Mrs. Dorothy Beebe
Ms. Bette Borkey
Mr. Eugene H. "Poppy" Borkey
Mrs. Marilyn K. Brennan
Mrs. Jackie (Stuber) Cramer
Mr. Glenn J. Davidson
Mrs. Joyce H. Davidson
Mr. John DeFrees
Ms. Carollee Fick
Mrs. Regina Faith (Hill) Floyd
Mr. Maurice Greenfogel
Mrs. Cynthia (Barnes) Harris
Dr. Eugene Hildreth
Miss Amaia Catherine Horner
Mr. Clifford LePage, Jr.
Mr. Edgar Charles Lloyd
Mrs. Ethel (Klee) Madeira
Ms. Barbara Manske
Mrs. Evelyn (Ker) Kerr Adams
Massengale

Mr. John F. "Jack" McGlinn, Jr.
Mr. Terrence J. McGlinn, Sr.
Ms. Ramona Moore
Ms. Jacqueline Peskowski
Ms. Patricia G. Piersol
Mr. G. David Reynolds, Jr.
Mrs. Doris Rhoads
Mrs. Deb Schlenker
Ms. Patricia Schnably
Mrs. Carol Schoener and
Mrs. Susan Stoyko Volutza
Mr. James L. Schware
Mrs. Christine Schwartzkopf
Mrs. Kathleen A.
Sheeder Bonanno
Mr. David Samson Shields
Ms. Sallie Ann Skrocki
Ms. Christine L. Snyder
Ms. Penelope "Penny"
Staudenmayer
Ms. Barbara Troy
Mrs. Ruth Maurer Zook

SPOTLIGHT ON *the friends*

FROM MARY ELLEN BATMAN, PRESIDENT OF THE FRIENDS OF READING HOSPITAL

I am passionate about the many programs that are underway today thanks to dedicated volunteers and generous donations to The Friends of Reading Hospital. From Street Medicine, which serves the homeless; to Telemedicine that provides real time assessment by an ED physician of patients' vital signs en route to the hospital; to HeartSAFE that has placed 560 automated external defibrillators (AEDs) throughout Berks County, we are very proud of the initiatives we have helped to fund.

Of course, we couldn't make any of this happen without our volunteers. They have worked countless hours to raise money for the many programs we fund. I am also thankful to those who have donated to our cause – large or small, it all helps enormously. Together, I know we will continue to make a big difference to our community.



To learn more about The Friends of Reading Hospital and the events they sponsor, visit reading.towerhealth.org/patients-families/volunteer/friends-of-reading-hospital, call 484-628-8477 or email friends@towerhealth.org.

MAKING A DIFFERENCE *in our community*

*“There are many people walking around today in our community whose lives were saved because of the **HeartSAFE** AED program.”*

– Tim Marks, Senior Director of Emergency & Observation Services, Reading Hospital

*“Since we began the **CenteringParenting** facilitated, well-child program, we have served over 100 families. The support we received from The Friends of Reading Hospital is vital to helping families make healthier choices.”*

– Dr. Karen Wang, CenteringParenting Program Director

*“**Cold Cap Therapy** helps patients undergoing chemo to keep all or most of their hair. Since we began it in 2016, 39 patients have benefitted from the therapy. None of this would have been possible without the support of The Friends.”*

– Lisa DelPizzo, BSN, Oncology Nurse Navigator, McGlenn Cancer Institute

*“We’re so grateful to The Friends, without whom our **Patient Assistance Fund** for helping oncology patients with some of their non-medical bills would not be possible.”*

– Elizabeth Hertzog, Social Worker, McGlenn Cancer Institute

NOTES *of gratitude*

STREET MEDICINE PROGRAM

On-the-spot medical care for Reading's homeless population has broadened its reach thanks to The Friends of Reading Hospital's grant for new vehicles for the hospital's Street Medicine Program in addition to a \$10,000 donation for supplies. Physicians, a nurse, and volunteers use the vehicles to provide medical assistance for individuals who oftentimes feel they have nowhere to turn. The Street Medicine team also connects the homeless with community organizations that can help with other critical needs.

TELEMEDICINE PROGRAM

Through The Friends of Reading Hospital's recent grant, ambulances in nearly every community in Berks County will be outfitted with iPads. This EMS/ED partnership enhances the communication process and practice for brain attack patients by providing real time assessment by a Reading Hospital ED physician.

The Telemedicine has been used in a non-stroke emergency as well. When physicians, after seeing the severity of an accident through an iPad, were able to gather supplies needed to care for the patient at the accident site.

SANE PROGRAM

Reading Hospital's Sexual Assault Nurse Examiner (SANE) program provides clothing to individuals who have been sexually assaulted and brought to the emergency room. As standard procedure, the staff must preserve their clothing as evidence, but thanks to a continuing grant from The Friends, the SANE program has ensured that sexually assaulted individuals can leave the hospital with dignity. The program has expanded in recent years to provide clothing to all hospital patients in need.

AUTISM SENSORY TOOLS

More than 600 children and adolescents visit Reading Hospital's Emergency Department each year who are affected by Autism Spectrum Disorders (ASD), marked by difficulties with regulating sensory input. Because in an ED setting ASD can trigger acute anxiety, the hospital used a grant from The Friends to buy sensory "rovers" that help distract ASD children with fiber optics, mirrors, vibrating pillows, and audio functions. The rovers reduce the need for sedation in many cases.

STOP *the bleed*

THE FRIENDS' SUPPORT PROVIDES LIFE-SAVING TOURNIQUETS TO FIRST RESPONDERS

Berks County police and other first responders are now better equipped to respond to life-threatening bleeding emergencies thanks to the Reading Hospital's Trauma Center and its *Stop the Bleed (STB) Berks* program. STB Berks is part of a national outreach campaign to raise awareness of how to help someone in a bleeding emergency.

With the funding from The Friends, the Trauma Center has provided life-saving bleeding kits, consisting of a tourniquet in a portable pouch, to 600 members of local law enforcement, school resource officers, university campus security officers, as well as area school nurses. Victims can die from uncontrolled bleeding within minutes, so equipping first responders with tourniquets can literally save lives.

"The support of The Friends has been hugely important to this initiative," said Stephanie Seiffert, Reading Hospital's Trauma Injury Prevention & Outreach Coordinator. "Distributing the tourniquets to first responders is an important step in encouraging the entire community to begin trauma care outside the hospital's walls."

To learn more, visit bleedingcontrol.org.





Gail Clifford and Mary Ellen Batman at the Bethany Children's Home dedication.

BETHANY CHILDREN'S HOME

Thanks to a grant from The Friends of Reading Hospital, Bethany Children's Home, a residential care facility for abused, abandoned, and neglected local youth, has fully renovated and equipped its on-site health clinic. The new space allows for medical and education services to multiple youth at one time, respite for children who are ill and missing school, and a private setting to teach basic hygiene skills.

What started as a small health clinic in the administration building serving five children is now a full-service clinic serving

85-90 kids daily. Prior to the renovation, the health care team could provide only one service at a time — whether routine or emergency.

"Renovating the health clinic has meant that all the health care needs of our youth — from medication management to well visits to emergency care — can be done on campus," said Meggan Kerber, the Home's Director of Development. "We have significantly reduced the need for urgent care visits, which required significant transportation and staff resources."



"While Friday with Friends primarily serves as a fundraiser for our organization, the main purpose of the evening is to showcase The Friends and their many projects in a congenial and lively atmosphere."

– Peg McShane, an event organizer

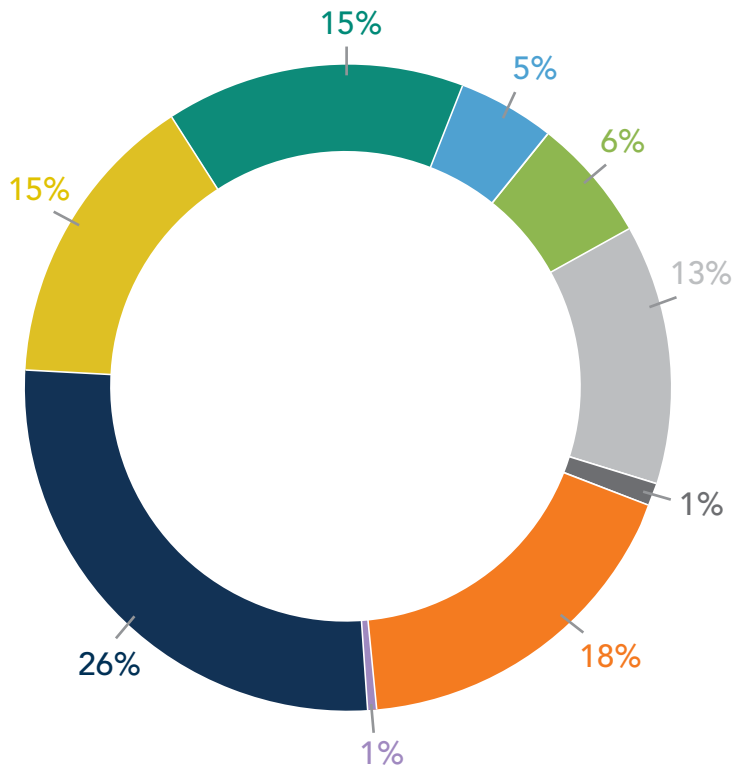
THE FRIENDS CELEBRATE ACCOMPLISHMENTS WITH "FRIDAY WITH FRIENDS"

Last March's *Friday with Friends* event was such a success that The Friends of Reading Hospital decided to host another evening of celebration, libation and conversation on September 14 at the Canal Street Pub and Restaurant. The event featured live music, tasty food treats, and beer and wine tastings, while offering an opportunity to learn about the community health initiatives the organization sponsors in Berks County.

Among the programs highlighted at the event were:

- **Street Medicine** – Provided van and modified ambulance for medical professionals to visit and treat homeless patients and \$10,000 to support the purchase of supplies.
- **Telemedicine** – Installed iPads in Berks County ambulances to provide a real-time connection between the transport team and the stroke team doctors.
- **HeartSAFE Berks County** – Provided 560 defibrillators throughout Berks County to improve survival rates of people who suffer sudden cardiac arrest.
- **Cold Cap Therapy** – Provided funding for program to prevent hair loss for oncology patients.
- **NICView** – Provided funding for web cameras to enable families to see Neonatal Intensive Care Unit (NICU) patients.
- **Bethany Children's Home** – Provided funding for medical exam rooms for facility which serves neglected, abused and abandoned youth.
- **Patient Assistance Fund, Farm Bucks, Patient Comfort Items, Diabetes Education and Supplies**, and much more!

BY THE *numbers*



- Gift Shop - \$126,849
- Tower Golf Classic - \$83,669
- Road Run - \$71,467
- Vending Commissions - \$70,605
- Friday with Friends - \$64,108
- Special Sales - \$27,129
- Holiday Happening - \$22,332
- Interest Income - \$5,908
- Donations (General) - \$764

The Friends of Reading Hospital Supported Projects

Fiscal Year 2017-2018

- | | |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> Arctic Cold Cap Therapy Autism Sensory Tools for Emergency Department Bereavement Memorial Service Berks Farm Bucks Berks Summer Reading Program – Berks County Chamber of Commerce Bethany Children’s Home Health Clinic Equipment CenteringParenting Code Lavender Disconnecting to Connect – Berks County Medical Society Alliance Glucose Monitors and Supplies – Relion Hearing Loss Program – Pocket Talker Hearing Amplifiers HeartSAFE Berks County | <ul style="list-style-type: none"> More Than Words Palliative Medicine Team Wellness and Healing Patient Assistance Program – McGlinn Cancer Institute Patient Comfort Items Reading Recreation – Van SANE Program Spruce Pavilion Keep Us Covered Stop the Bleed Program Street Medicine – Vehicles Telemedicine Stroke Assessment Therapeutic Healing Garden at Reading Hospital Rehabilitation at Wyomissing Young Leaders Conference – Greater Reading Chamber of Commerce |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

ALUMNI GROUP

Join the Alumni Association of the Reading Hospital School of Nursing

For those who wish to continue or reinstate their membership, or join as a new member, contact:

The Alumni Association of the Reading Hospital School of Nursing
 Membership Committee c/o Karen Krick
 PO Box 6248
 Wyomissing, PA 19610
rhsnalumni@yahoo.com

CIRCLE OF FRIENDS
2017-2018

Diamond Credit Union
Stevens & Lee/Griffin
The Medical Staff of
Reading Hospital
Tower Health/UPMC Health Plan

For more information on joining
the Circle of Friends,
email friends@towerhealth.org.

THANK YOU *to our donors*

We would like to express our appreciation to the following sponsors who contributed to The Friends of Reading Hospital during fiscal year 2018 (July 1, 2017, through June 30, 2018).

\$25,000 +

Diamond Credit Union
Stevens & Lee/Griffin
The Medical Staff of
Reading Hospital
Tower Health/UPMC Health Plan

\$15,000 – \$24,999

Acclara Solutions, LLC
Ballinger
IBEW Local Union 743

\$10,000 – \$14,999

Berks Schuylkill Respiratory
Specialists, Ltd.
L&H Companies
L.F. Driscoll Co.
Perrotto Builders, Ltd.
West Reading Radiology
Associates

\$5,000 – \$9,000

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Foundation
Bone & Joint Care Center,
a division of Keystone
Orthopaedic Specialists, LLC
E. R. Stuebner, Inc.
H.B. Frazer Company -
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Spayd's Landscaping
Steamfitters Local Union 420
Windstream Communication

\$1,000 – \$2,499

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Anthony's Barber Shop
East Penn Manufacturing Co.
Penske Truck Leasing
Wrigley's Business Products
and Services

\$500 AND UNDER

Alan Ross & Company, PC
Certified Public Accountants
Mr. John R. Alfero
Ms. Beth Auman
Berkshire Investment Group

Mr. Curtis and Mrs. Gail Clifford
Ms. Elizabeth B. Gaul
Mr. James Geiger
Ms. Jeanna Hahn
Mr. Darr and Mrs. Pat Hall
Mr. Victor and Mrs. Dena
Hammel
Hartman, Valeriano, Magovern
& Lutz, P.C.
Mrs. Nancy M. Hemmerich
Homewood Suites by
Hilton Reading
Jeffrey Keating, DPM
Kohl Pharmaceutical Research
Mrs. Peg McShane
Mrs. Jody W. Menon
Mr. Jack and Mrs. Lil Murphy
One Source Refreshments
Optum
Origlio Beverage
Dr. and Mrs. Clodualdo Orquiza
PAHA Eastern Region
Mr. Terry Piersol
Mr. Carl Seidl
Steve Moyer Subaru
Township of Muhlenberg
Commissioners
Mr. Warren E. White
Weidenhammer Systems Corp.
Yeager Supply, Inc.
Ms. Pamela Zeall

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Allentown Pepsi
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Ms. Janet Knauer
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SAVE THE *date!*

Events sponsored by The Friends of Reading Hospital



10/14

READING HOSPITAL ROAD RUN SUNDAY, OCTOBER 14

Don't miss Downtown Reading's premier half marathon, 5K and one-mile fun run, presented by The Friends of Reading Hospital. Enjoy a beautiful scenic course throughout the city of Reading and Lower Alsace. All proceeds from the race benefit programs funded by The Friends of Reading Hospital, including HeartSAFE Berks County, Stop the Bleed, Street Medicine and more (see the list on page 18). **To register, visit rroadrun.com.**

12/6

HOLIDAY HAPPENING CRAFT AND VENDOR FAIR THURSDAY, DECEMBER 6

This year's Holiday Happening is scheduled for Thursday, December 6, 7:30 a.m. – 4 p.m. in Reading Hospital Conference Center Lobby at the 5th Avenue Entrance. Once again, this event sponsored by The Friends of Reading Hospital, will feature holiday gifts and décor, homemade crafts, gourmet food products, and baked goods. **All proceeds benefit the many programs funded by The Friends, see the list on page (18). Admission is free and the public is invited.**



To learn more about The Friends of Reading Hospital and the events they sponsor, visit reading.towerhealth.org/patients-families/volunteer/friends-of-reading-hospital, call 484-628-8477 or email friends@towerhealth.org.