

# 2016 REPORT TO THE COMMUNITY



On the cover, Township Committeeman Clifton People Jr. and his grandson hold a poster with photos representing the many faces of the Vauxhall (Union, NJ) community at the neighborhood's initiative kick-off event.

## A Letter from the President and CEO

I am pleased to share with you our latest report to the community. In the pages that follow, you will read about a few of our physicians and staff who dedicate their time to building healthier communities. You'll learn about exciting programs run by Atlantic Health System and about three community partner organizations who help make the work we do possible. In total, you'll read that Atlantic Health System contributed more than \$137 million in benefit to our community last year including:

- \$83,676,878 in free, discounted and subsidized health care services for people who need support
- \$48,396,299 in education and research, teaching the next generation of health professionals and advancing clinical trials
- \$4,488,238 on a broad set of programs designed to promote wellness and prevent illness in our communities
- \$1,219,489 in financial contributions to other not-for-profit organizations

While we are very happy to share these numbers with you, we continue to pursue ways to serve the whole patient. One way we are doing that is through addressing the social determinants of health. Take food, for example. Food insecurity is an important social determinant of health. We're working with our area food pantries, social service agencies, community gardens, farmers' markets and corner stores to help create access to the foods that our patients need to heal and stay healthy. At one local food pantry, we're providing diabetes education with access to fresh food to help diabetic patients better manage their health.

At the end of the day, our role at Atlantic Health System is about building healthier communities – via our world-class medical services and via our community investments and partnerships. By working together – staff, physicians, patients, caregivers, community organizations – we truly can make the impact we need to reduce chronic disease, eliminate the burden of addiction and promote well-being across the region. We are committed to the communities we serve – to listen, to collaborate, to support. Thank you for partnering with us in this effort.

Sincerely,



Brian A. Gragnolati  
President and Chief Executive Officer  
Atlantic Health System



# UNDERSTANDING OUR COMMUNITIES

## Understanding Our Varied Communities and Their Health Needs

The geographies and community members Atlantic Health System serves represent the diversity that is characteristic of the Garden State. The “Atlantic Health System Community” stretches from roadside farm stands in Sussex County to the busy, urban streets of Union County; from quiet Pennsylvania towns nestled on the banks of the Delaware River, to suburbs with a view of the New York City skyline. Our community is ethnically and linguistically diverse as well, with over one-third of our community speaking a language other than English at home. We embrace and celebrate this diversity and the fact that there is no “typical” town in our community.



## Atlantic Health System and North Jersey Health Collaborative: Award-Winning 2016 Community Health Needs Assessment and Community Health Improvement Process

The diversity of our region represents both an opportunity and a challenge when it comes to identifying and addressing the needs of our community. Building off our previous needs assessments, we learned that we are most successful in improving the health status of our community when we work in partnership with others. That’s why Atlantic Health System has committed to conducting our community health needs assessment and community health improvement planning via the North Jersey Health Collaborative (NJHC). The NJHC is a 501(c)(3) organization with the vision of creating healthy communities and healthy people in northern New Jersey.

Founded in 2013, the NJHC has grown from nine to more than 150 organizations working together across sectors (including health care, public health, human services, local government, business, and faith-based organizations), and partnering strategically to align and leverage resources for maximum impact.

Our 2016 needs assessment — which involved more than 100 leaders from 56 organizations representing 12 sectors — led to the identification of several priority issues at the county-level (see chart *Issue and Geography-Based Workgroups by County* on next page). And we aren’t the only ones who believe in the impact of this collaborative model. Our innovative needs assessment process was designated a “best practice” by the Association of American Medical Colleges and *The Practical Playbook* ([practicalplaybook.org](http://practicalplaybook.org)).



# COMMUNITY HEALTH NEEDS ASSESSMENT


Following the needs assessment process, NJHC partners came together in 20 issue- and geography-based workgroups to create plans and take action to address our priority needs. Currently, these workgroups are simultaneously implementing approximately 60 health improvement and community engagement strategies across several NJHC counties (visit [njhealthmatters.org](http://njhealthmatters.org) to learn more about these strategies). Atlantic Health System has been there every step of the way, working to strategically align our efforts with our partners and provide resources and support to help ensure the success of our collective work—for example, through community health leadership in county committees, clinical staff providing expertise in several workgroups, and evaluation support from the Atlantic Center for Population Health Sciences.

“Atlantic Health System was a founding partner of the NJHC and, since then, has remained active and committed to our collective vision,” said Arlene Stoller, president of the NJHC. “In addition to funding our website, representatives from Atlantic Health System are active in almost all of our workgroups and provide in-kind technical assistance and evaluation services.”

## Looking Forward

A key to the success of the NJHC is our ability to identify and address community issues as they arise. That’s why we’re already planning for our next collaborative needs assessment, with an eye toward innovation. To lay the groundwork for our next assessment, we are integrating data from multiple sources—current partners (i.e., our quarterly membership survey, engagement data, and the evaluation measures from our current strategies), analysis of more than 150 publicly available health indicators on our website, and directly from community members. By working in partnership with the North Jersey Health Collaborative and making data-informed decisions, Atlantic Health System hopes to continue bolstering our ability to build healthier communities across the region.

***NJhealthmatters.org is the data and information hub of the North Jersey Health Collaborative. Visit the site to learn more about the NJHC, our county committees, workgroups, and community health improvement plans and to view more than 150 health indicators for five counties in northern New Jersey!***

| Issue and Geography-Based Workgroups by County   |  |
|--|--|
|    | <p><b>Morris County</b><br/>Obesity, Access to Mental Health Services, Heroin Use, Diabetes, Cardiovascular Disease, and Morristown’s Census Tract 435</p> |
|  | <p><b>Passaic County</b><br/>Access to Healthcare, Caregiver Health, Heroin Use, Diabetes &amp; Cardiovascular Disease</p>                                 |
|  | <p><b>Union County</b><br/>Diabetes, Hypertension &amp; Health Literacy, Access to Mental Health Services, and Obesity</p>                                 |
|  | <p><b>Warren County</b><br/>Access to Care, Substance Use, Chronic Disease, and Violence</p>   |
| <p><b>Sussex County</b><br/>Substance Use, Access to Care, Obesity, Access to Mental Health Services, Transportation, and Franklin Borough</p> |  |

# COMMUNITY ENGAGEMENT & HEALTH IMPROVEMENT

## Creating Healthier Places: Atlantic Health System Initiatives Garner Community Outreach Award

At Atlantic Health System, we have innovative technology that can pinpoint evidence of disease at a microscopic level. We have brilliant medical minds that can assess, diagnose and treat a vast array of health issues. But one of the greatest tools at our disposal to help us better understand an individual's health status can be found in an unexpected place ... **on the front of an envelope.**

A growing body of research demonstrates that our zip code may be a better predictor of health outcomes than our genetic code or health behaviors. When it comes to health, where you live matters. Research is showing us that the way we build our communities — the shops, sidewalks, parks, and streetscapes — influence our decisions and behaviors on a daily basis, for better or worse. Often, communities with less financial resources have environments that make healthy choices more difficult due to limited access to fresh fruits and vegetables or not having safe places to exercise.

Atlantic Health System is taking an innovative approach to promoting health equity through the initiatives devised by our Community Engagement and Health Improvement department. One key initiative focuses on investing in policy, system and environmental change in local communities in support of making the health choice the easy choice. This is done through a collaborative, statewide partnership – the New Jersey Healthy Communities Network (NJHCN), Community Grants Program. As a leader in this initiative, Atlantic Health System provides funding and coaching to local grantees across the region. These grants support our partners in improving the environment to support healthy eating and active living. Led by the Atlantic Center for Population Health Sciences, this program has increased the investment of our health system in addressing the upstream conditions that affect health.

"This initiative is a great example of how Atlantic Health System proactively fulfills its mission to build healthier communities," said Sharon Johnson-Hakim, PhD, manager, Atlantic Center

for Population Health Sciences. "By investing in the settings in which our patients live, learn, work and play, we're sending a clear message that we care about their health, even before they walk into our doors."



*New Jersey Healthy Communities Network grantees*

The results of this program across the state have been incredible. In just the first year of the 2016 to 2017 grant cycle, 44 community improvement projects were implemented in support of healthy nutrition and 49 around active living. These included new policies adopted in workplaces and other settings (78), enhancements to public physical activity spaces (557 square feet enhanced or restored), activities to create safe routes to school (79) and more than 9,000 children who received free school breakfast before the bell, thanks to this grant program. But, the positive impacts didn't stop there. The collaborations generated by this project resulted in additional funding for grantees to expand their work. See the section on grantees for specific information on three Atlantic Health System grantees.

The groundbreaking and impactful nature of these initiatives resulted in Atlantic Health System being awarded the 2017 Community Outreach Award from the New Jersey Hospital Association's Health Research and Educational Trust. "It's a true honor," said Alexandra Green, coordinator of the Healthy Communities Program, "to be recognized for this work, which is really unique for health care systems. We're proud to be the only health system in the state currently involved in this partnership, but we do hope other systems will get involved."

One of the best aspects of the program is the partnership — with the grantees and with the fellow organizations in the leadership team. “It’s been amazing to see the connections and resources that have emerged as a result of this initiative,” said Ashley Anglin, PhD, coordinator, Population Health Sciences and Technical Assistance provider for NJHCN. “From the grantee organizations, to the various funding partners, we are all committed to community health improvement and know that meaningful, sustainable partnership is key.”

Atlantic Health System is excited to continue its partnership with the New Jersey Healthy Communities Network in the coming years, working together to build healthier communities for all.

## SAMPLING OF GRANTEES



*Community members participate in a fun fitness demonstration hosted by Shaping Elizabeth*

### **Gateway Family YMCA/Shaping Elizabeth**

Led by the Gateway Family YMCA, the Shaping Elizabeth coalition has provided a Mobile Market and implemented a community garden at a public housing development in midtown Elizabeth. “The Mobile Market has led our Shaping Elizabeth coalition to understand the number of children, adults and seniors who are hungry every day. It has been eye opening for our team,” said Alane McCahey, senior director of Community Initiatives at the Gateway Family YMCA. As we’ve seen in Elizabeth, sometimes, the data collected through community efforts can act as a catalyst for even more change, bringing attention to the needs and strengths of the community.



*Sarah Curran of Rutgers SNAP-Ed provides nutrition education and counseling to clients at the Center for Prevention and Counseling*

### **Center for Prevention and Counseling**

The Center for Prevention and Counseling is working to increase opportunities for physical activity and healthy eating for people with substance use disorders in their Intensive Outpatient Program (IOP). They are doing this through changing organizational policy so that clients are required to (and supported in) creating healthy eating and physical activity goals as a part of their state-mandated treatment plans. They are also working to disseminate this policy to other treatment centers in the area. “In addition to helping our clients lead healthier lives, this grant has also changed the culture around health and wellness in our organization and with our partners,” said Becky Carlson, executive director.

### **United Way of Passaic County**

The United Way of Passaic County is using its NJHCN grant to start early when it comes to the prevention of chronic disease. They are working with childcare centers in Passaic and Wayne, bringing increased opportunities for physical activity (via organizational policy change, which increases the number of minutes that children are active during the day, and numerous events like Field Days throughout the year) and healthy eating (via gardens, food tastings and cooking demonstrations for parents). Mary Celis, director of Health Initiatives, highlights the importance of planning and finding ways to amplify the impact of their efforts, stating that “one of the most incredible aspects of our garden program is the fact that the beds are situated right in the students’ play area, which means that they have opportunities to interact with the garden every time that they go outside.”



## EMPOWER AWARD WINNER

**Jeanne Kerwin, DMH**

*Vicki Hughes Community Health Leader Award*



**With Dr. Gregory's support and leadership, I worked with the Overlook Hospice program to create the state's first 'Out of Hospital Do Not Resuscitate (DNR) orders,' which eventually, in 1997, became the statewide protocol."**

**— Jeanne Kerwin**



## ***The Vicki Hughes Community Health Leader Award recognizes an Atlantic Health System employee who has contributed greatly to community health improvement.***

### **Orchestrating a Compassionate End-of-Life Experience**

There is no easy way to say goodbye to a dying loved one. But there is a way to make your end-of-life wishes known. And for that, we can thank Jeanne Kerwin, DMH, manager, Palliative Care and Bioethics at Atlantic Health System.

Kerwin began her career at Overlook Medical Center in 1977 as one of the first volunteer paramedics in New Jersey on Overlook's Mobile Intensive Care Unit — a pilot program to demonstrate the benefits of trained paramedics bringing advanced life support to patients in the community under the telemetric direction of emergency department physicians. She was appointed director of the program in 1983.

As a paramedic, she witnessed many patients nearing an expected end of life whose families called 9-1-1 for help but who really didn't want life-saving interventions for their loved one. They wanted management of distressing symptoms and comfort care. She said: "I realized then that 'doing everything' was really not the right thing to do in those cases. However, we had no way of knowing the wishes of patients who were near the end of life. Our protocols only addressed advanced life-supporting interventions to sustain life.

After bringing her concerns to Dr. John Gregory, Overlook's medical director and chair of the hospital Bioethics Committee, she was asked to join that committee, presenting cases for analysis and calls to action. She credits her upbringing as well as her mentor, Dr. Gregory, (pictured with Jeanne Kerwin on opposite page) with influencing her career and education which includes a certificate in Biomedical Ethics and Medical Humanities and master's and doctoral degrees in Medical Humanities.

"With Dr. Gregory's support and leadership, I worked with the Overlook Hospice program to create the state's first 'Out of Hospital Do Not Resuscitate (DNR) orders', which eventually in 1997 became the statewide protocol," Kerwin said.

### **It Takes a Village**

"It takes a village to raise a child" is a well-known phrase. Kerwin says that in her world of palliative care and bioethics, it also "takes a village to orchestrate a good end-of-life experience. That includes

all of the interdisciplinary people who work toward this end — from physicians, nurses and health care providers in the hospital, to hospice nurses, social workers and community caregivers who work in the community — all with the goal of improving end-of-life care for everyone."

Unlike hospice care, palliative care can be integrated along with curative treatments. Palliative care teams are trained to enhance the quality of life for patients and their family through expert symptom management, psychosocial, emotional and spiritual support, along with other disease-specific treatments.

"Atlantic Health System currently has such teams in all of its hospitals that provide access for patients and families in need of their support, interventions and guidance, as well as outpatient palliative care consultation services," Kerwin says.

The overall goals for the palliative care and bioethics programs at Atlantic Health System are to:

- Normalize conversations about end-of-life care and advance care planning;
- Provide patients and their families with the needed support of interdisciplinary expertise for physical symptoms, psychosocial distress and spiritual needs; and
- Mediate and promote discussion among patients, family members and our medical teams to find options most beneficial to the patient and ethically supported by our standards of care.



*Jeanne Kerwin*



### **Remembering a Champion for Community Health**

The Vicki Hughes Community Health Leader Award is named for the late Victoria Hughes, MA, RN. From 1999 until her death in 2014, Vicki worked at Morristown Medical Center, most recently serving as manager of community health. Known for her ever-present smile, for always putting the needs of the patient and the community first, and beloved by both patients and staff, Vicki was profoundly supportive of community health initiatives and to Atlantic Health System's vision of "Empowering our communities to be the healthiest in the nation".

# EMPOWER AWARD WINNER

## Altitude

### *Innovative Community Program Award*



**“By focusing on eighth graders, the Altitude program can successfully deter students from making unwise choices and redirect them at a developmental stage in life in which we have determined they are most receptive to our positive message.”**

**— Stephen J. Flynn**

## ***The Innovative Community Program Award recognizes one Atlantic Health System-led community benefit initiative that has demonstrated positive outcomes for improving community health.***

### **Inspiring Eighth Graders to Reach New Heights**

In *Merriam-Webster's Unabridged Dictionary*, one of the definitions of "altitude" is "a high level (as of quality or feeling)". That's certainly the case with Altitude, the eighth-grade youth empowerment program funded by Newton Medical Center and Atlantic Health System for the last four years. Altitude brings together community organizations such as the Center for Prevention and Counseling, as well as Pass It Along, for program delivery. Altitude inspires students to "Take the Climb" toward their best selves through multi-modal program elements. This program is currently serving seven Sussex County schools.

Taking place over the course of the entire eighth-grade school year, students participate in workshops, service clubs, full-day Challenge Day assemblies, community service projects and media videos. Recently, Comcast and Service Electric began showing student-created public service announcements as commercials on such cable channels as Nick, MTV, VH1 and Cartoon Network.

Anna Gundersen, program coordinator for Pass It Along, Inc., explains that "Altitude impacts students through their experiences in Altitude, rather than strictly lecturing our message."

### **Early Intervention Is Key**

In 2013, Newton Medical Center conducted its triennial Community Health Needs Assessment (CHNA) and presented the results to the hospital's Advisory Board. Substance abuse and mental health issues, especially in the younger demographics were among the top of the list. The board's Community Health Task Force sought guidance and input from various community organizations and partners to address these issues and the board voted unanimously to direct its resources toward a program that could make a sustainable change in the community. Similar issues rose to the top in the 2016 CHNA, and the board voted to continue the program.

Stephen J. Flynn, donor relations manager at Newton Medical Center, said, "By focusing on eighth graders, the Altitude program can successfully deter students from making unwise choices and redirect them at a developmental stage in life in which we have determined they are most receptive to our positive message."

Altitude steers students away from making risky decisions with regard to substance abuse and promotes compassion and gratitude. Program elements include a kick-off assembly at the start of the year, in-school clubs, community service



*Stephen J. Flynn*

projects, creative opportunities for audio and video production, public service announcement design and production, positive social media and website messaging. An in-school retreat called Challenge Day promotes empathy building and positive change. And a three-day interactive in-school workshop focuses on building self-esteem and self-acceptance and promoting compassion and altruism through gratitude and service.

Some of the student participants exclaimed: "It (Altitude) makes you learn that your classmates are not that much different than you are" and "Learning about others' issues, not like we've ever done in school before ... we got to take off the 'Mask'. Altitude changed our thinking."


Becky Carlson and Louie Lavin, from the Center for Prevention and Counseling, explain: "Not only does Altitude reach the entire eighth-grade population, it is able to reach those students who feel like they don't 'fit in' at their school. Through the various aspects of the Altitude program, they find their niche and end up getting involved with their peers."

Community service projects led by the students have included helping in animal shelters, serving the less fortunate at a soup kitchen, providing holiday cheer for the elderly, and creating activity bags and collecting teddy bears for hospitalized children. A year-end rally brings the program to a rousing celebration.



# EMPOWER AWARD WINNER

## Borough of Lincoln Park Health Department *Community Partner Award*



**“Lincoln Park is passionate about the health of our community. With the support of Mayor David Runfeldt and our Council, we provide opportunities for people to make the right choices about their health.”**

**— Kathy Skrobala**



## ***The Community Partner Award recognizes organizations that have worked closely with Atlantic Health System to build healthier communities.***

### **Making a Difference in Lincoln Park**

The Borough of Lincoln Park Health Department has been a strong partner of Atlantic Health System, most notably through their involvement in the North Jersey Health Collaborative (NJHC), a partnership of more than 150 partner organizations in five counties whose goal is to promote healthy eating and active living in their communities.

Since the founding of the NJHC in 2013, Lincoln Park has been involved in a variety of ways, mostly due to the leadership and dedication of Health Officer/Public Health Nurse Kathy Skrobala, RN, BSN, MA, HO. She first joined NJHC's regional Data Committee and currently chairs the Morris County Committee. She serves as president of the Morris Regional Public Health Partnership, a founding partner of the NJHC, working directly with Atlantic Health System to conduct a community health needs assessment and develop and implement a health improvement plan.

"Lincoln Park is passionate about the health of our community. With the support of Mayor David Runfeldt (pictured with Kathy Skrobala on opposite page) and our Council, we provide opportunities for people to make the right choices about their health", said Kathy Skrobala, Lincoln Park Health Officer/Public Health Nurse.

"As a nurse and health officer, I have seen the impact of chronic diseases on patients whom I have cared for in many different settings. I know the importance that our lifestyle choices can have on the quality and longevity of life. I teach the 'Study of Human Diseases' at Montclair State University and tell my students that 80 percent of chronic diseases are caused by our behaviors. We have the ability to dramatically reduce the burden of disease by how we eat, play and live."



*Kathy Skrobala*

### **Eat, Play, Walk**

Skrobala explained that beginning in 2015, Chilton Medical Center reached out to the town, providing funding to help create a changed built environment. Part of that involved finding opportunities to provide a way for residents to become more active. The town does not have its own high school with a track, so the town decided to build a half-mile walking path in the center of Lincoln Park.

They formed a Senior Walking Club where senior citizens can gather to walk together. As an added enticement, if seniors walk three times a week for 20 minutes, they can receive a raffle ticket to win a prize.

Partnering with the Canal Society of New Jersey and other organizations, volunteers worked to clear extensive brush and trash to build another walking trail along the Morris Canal. This kicked off on June 3<sup>rd</sup> National Trail Day.

Lincoln Park has also partnered with Chilton Medical Center's popular "Walk With a Doc" program. One hundred people came out to walk along with a doctor and learn about various health topics.

In addition, the health department has worked with local dining establishments to provide heart-healthy menu items. In one case, Skrobala said, "We met with the owner of a local eating establishment who recently had quadruple bypass surgery, so he is fervent about providing heart-healthy items to his customers now."

"Most importantly, we have developed a campaign called 'Eat Well. Live Well. Lincoln Park' and partnered with local businesses, such as ShopRite of Lincoln Park and the Lincoln Park Care Center, to promote healthy food choices for residents, customers and employees," Skrobala said.

## EMPOWER AWARD WINNER

# Home Instead Senior Care - Chilton Medical Center *Community Partner Award*



**“Having a little support in the home with practical tasks like meal prep, food shopping or laundry can really help loved ones remain independent for much longer, preventing the need for full-time in-home care or a possible move to a nursing facility.”**

**— Steve Tyburski**



## ***The Community Partner Award recognizes organizations that have worked closely with Atlantic Health System to build healthier communities.***

### **Keeping Seniors Safely at Home**

Home Instead Senior Care (HISC) is a leading provider of non-medical in-home care services for seniors. Andrea and Steve Sussman, co-owners of the Morris County-based Home Instead Senior Care office, have always believed in giving back to the local public by providing education and community leadership. HISC has been a community partner of Chilton Medical Center for more than 10 years, sponsoring such events as the very successful Women's event "Life is a Journey, Laugh All the Way!" and held a long-term leadership position with Chilton Neighbors for Better Health. Steve Tyburski, HISC director of community relations, was instrumental in working with Atlantic Health System to form the North Jersey Health Collaborative's Passaic County Community Health Coalition and currently serves as its chair and lead of the Caregiver's Health workgroup, which hosted a fall panel discussion series at the hospital on Successful Aging.

The agency's professional CAREGivers provide basic support services that enable seniors to live safely and comfortably in their own homes for as long as possible. Services include light housekeeping, laundry, meal preparation, grocery shopping and errands, escort to medical appointments, and assistance with bathing, dressing and grooming tailored to meet the needs of its clients.

### **Filling a Need in the Community**

Prior to opening the Home Instead Senior Care franchise more than 17 years ago, Ms. Sussman had worked as a geriatric social worker in a variety of health care settings. While she was the lead social worker in an outpatient geriatric care management program at Saint Barnabas Medical Center, she discovered that, although there were a few medical home care agencies around, there were no agencies focusing on non-medical needs that could be performed by a companion or home health aide, rather than a nurse. She said, "Since opening in 2000, our Home Instead Senior Care agency has served almost 3,200 clients and

employed close to 1,850 CAREGivers in the greater Morris County area."

"We often encourage family caregivers to seek outside help sooner, rather than later," Tyburski explained. "Having a little support in the home with practical tasks like meal prep, food shopping or laundry can really help loved ones remain independent for much longer, preventing the need for full-time in-home care or a possible move to a nursing facility. This will also help family caregivers to maintain their own health and to avoid burnout. This way they can relax and enjoy the peace of mind of knowing that their loved one is safe and cared for."



*Steve Tyburski*

It's extremely important to know that the person you entrust your loved one's care to is honest and interested in providing exceptional care. HISC's screening process includes drug testing, criminal background checks, reference checks, bonding and insurance on all CAREGivers, compatibility matching and comprehensive, multi-phased training and supervision by on-staff Registered Nurses.

By allowing seniors to remain in their homes, knowing that they are safe and secure with a constant presence, their family members can continue to take part in community life and activities. As the daughter of one client with advanced Alzheimer's explained, their CAREGiver had experience working with Alzheimer's clients and could engage her mother in meaningful activities to add value to her declining quality of life. They were very thankful for those hours when they were free to focus on something other than the illness, while knowing that she was in excellent hands with her CAREGiver.

# EMPOWER AWARD WINNER

## Sussex County NJCEED Community Partner Award



**“Sussex County NJCEED is a valuable resource for the Sussex County community. The staff is knowledgeable, professional and committed to working with our community partners to detect and prevent cancer in residents.”**

**— Marty Baldwin**



## ***The Community Partner Award recognizes organizations that have worked closely with Atlantic Health System to build healthier communities.***

### **Providing Screening Resources for Sussex County**

Cancer does not discriminate. It affects all populations and claims thousands of lives each year. Since July 1, 2007, the NJ Cancer Education and Early Detection (NJCEED) program has provided thousands of free screenings for breast, cervical, colorectal and prostate cancers throughout New Jersey. Women and men whose income is less than 250 percent of the Federal Poverty Guidelines and do not have health insurance have received these services.

The Sussex County Division of Health/Office of Public Health Nursing is the provider for NJCEED in Sussex County. Through NJCEED, case management and counseling, outreach, education, free screening and facilitation into treatment for breast, cervical, colorectal and prostate cancers are offered to residents. Screenings focus on early detection of cancer, the stage when the disease responds most favorably to treatment. Funding for the NJCEED program is granted by the Centers for Disease Control and Prevention (CDC) and the New Jersey Department of Health and Human Services.

Marty Baldwin, RN, at the Office of Public Health Nursing in Sussex County, said: "Newton Medical Center Community Health has been working with Sussex NJCEED since 2014. They are very proactive in outreach to the community, targeting high-risk residents. Newton Medical Center and Sussex County NJCEED work together to provide free mammograms to all income-eligible Sussex County women who have no other means of paying for screening mammograms. If the individual does not meet the income requirements for NJCEED, we are able to provide it through the Newton Medical Center Foundation-funded program Mammograms Save Lives."



*Marty Baldwin*

### **Knowledge Is Essential**

"After a career in hospital nursing, I worked in a gynecological practice for a number of years, Baldwin explained. "When educating women about their gynecological health issues, I recognized that many did not know enough about their bodies and how they function. I also realized that men needed to learn more as well. That is when I decided to be the nurse who focused on providing health education that would result in healthier communities."

"Sussex County NJCEED is a valuable resource for the Sussex County community", she said. "The staff is knowledgeable, professional and committed to working with our community partners to detect and prevent cancer in residents. Sussex County NJCEED has identified breast and endometrial cancers in women who, without the NJCEED program, would not have gotten screened. Thankfully, these clients then were able to receive appropriate treatment."

On one occasion at a women's cancer screening clinic, NJCEED staff were providing breast health education to a woman and her husband. As she spoke very little English, her husband patiently translated for her. The woman's mammogram showed evidence of a mass in her breast. The husband translated her need for follow-up diagnostic testing and possible biopsy, and expressed their concerns about funding for this follow-up care. An NJCEED grant provided them with a breast surgeon, biopsy, and diagnosis at no cost to the client. While initially the client felt she would have to return to her country for treatment because of the cost, the funding that she received from the Sussex County NJCEED program allowed her to stay in the U.S. for treatment. And, her family has come to the U.S. to assist in her care. Although the NJCEED program aims to reduce the overall morbidity and mortality from cancer, each person's story is unique and ultimately, every person matters, Baldwin said.



# EMPOWER AWARD WINNER

## Frank Centanni, MD *Physician Award*



**“The community benefits from us offering them expert services, the empathy that nurses show the patients, and the patients learning that they are respected and cared for.”**

**— Dr. Frank Centanni**

## ***The Physician Award recognizes an Atlantic Health System-affiliated physician for volunteer contributions to empower our communities to be the healthiest in the nation.***

### **A Lifetime of Dedication to Women's Health Care**

In 1995, after 23 years in private practice as an OB/GYN in Morris Plains, Dr. Frank Centanni developed a heart condition. Following his recovery, he attempted to retire, but his passion for his profession compelled him to go back to caring for women's health needs. So, in 1999, he went back to practicing health care two half-days per week at the Women's Health and Prenatal clinics at Morristown Medical Center, seeing 1,000 patients, who are about 80 percent Hispanic, each month.

"We provide excellent prenatal care tailored to our patients' needs and improve access to care to vulnerable populations in the community," Dr. Centanni explained. "The community benefits from us offering them expert services, the empathy that nurses show the patients, and the patients learning that they are respected and cared for."

### **Training the Next Generation**

What started out as twice a week quickly grew into five days a week. Since Dr. Centanni came on staff, the program has expanded into a full-time clinic, and is part of a residency program for medical students from schools in New Jersey and New York. He mentors the OB/GYN residents, training and inspiring them to serve the community.

His dedication to the uninsured community led Dr. Centanni to Planned Parenthood, where he spent 10 years providing screenings and gynecology services for patients at the local clinic. He spearheaded an educational affiliation between Planned Parenthood and Morristown Medical Center for offsite training for medical students and residents and he makes sure that the residents spend part of their rotation serving patients there. Many have told him that was a highlight of their rotation.



*Dr. Frank Centanni*

### **What Goes Around, Comes Around**

Dr. Centanni said that the most profound moment in his career dates back 25 years ago but came full circle earlier this year. "Twenty-five years ago a patient went into labor and delivered a stillborn baby. The following day, I walked into her room and she was despondent," he said. "She would not get out of bed. I tried to console her, coaxed her to sit up. Together we applied her makeup and then took a walk down the hall. Sometime later she went on to conceive and have a healthy daughter."

He lost touch with that patient after he closed his private practice. But, a few months ago, that patient's daughter crossed paths with his own daughter. He said: "This woman told my daughter the story of how compassionate a doctor was to her mother when she lost a baby. When my daughter asked who the doctor was, she was stunned to find out it was me. It just so happened the mother was a patient at Morristown Medical Center at that time. I went down to her room, and we had an emotional reunion after all these years."

Dr. Centanni has received numerous awards for community service and teaching excellence, including one presented to him by the Senate and General Assembly, for which he was nominated by the local Hispanic community. In 2008, he received Morristown Medical Center's BEST award, the first doctor to be honored with that award. This year, in celebration of his 35 years of service, he received a plaque in honor of his dedication to Atlantic Health System and the community we serve.

## Leading the Way in Clinical Research

Atlantic Health System has a long and enduring commitment to research. Through the Atlantic Center for Research, we have successfully translated scientific discoveries into innovative treatments, providing hope and healing for patients in our communities and the surrounding New Jersey, Pennsylvania and New York metropolitan area. Our hospitals – Morristown, Overlook, Newton, Chilton, and Hackettstown medical centers and Goryeb Children's Hospital – are at the forefront of medicine, setting standards for clinical innovation and quality health care. We routinely offer clinical trials in a range of medical conditions, including cancer, heart disease and complex neurological conditions.

"Our investigators are committed to finding the latest treatments and breakthroughs to help advance science and to improve the care they are providing their patients," said Mario Carranza, director, Grants & Research Administration for Atlantic Health System.

In 2016, Atlantic Health System hospitals participated in more than 400 research studies in collaboration with leading biotech companies and other leading research institutions. These research studies benefited over 1,000 patients who received innovative new treatments in areas such as oncology, cardiovascular disease, and pediatrics, to name a few. These studies help to evaluate the safety and effectiveness of new treatments, whether they are drugs, devices, or preventive and other therapeutic measures that can influence health. Patients who participate in clinical trials have the opportunity to access these new pioneering treatments and to help others by contributing to medical research and advancing science.

Through translational and clinical research, Atlantic Center for Research takes pride in helping to bring innovation, hope and cutting-edge treatments to the patients and communities it serves. Atlantic Health System is committed to supporting its physicians and investigators in their search for new treatments and innovative technologies.

## Training EMTs Provides Fast Access to Advanced Medical Care

In 2016, Atlantic Health System developed an Emergency Medical Technician (EMT) course for the Morris Township Police Department's newly created Emergency Service Unit (ESU) to train officers to initiate medical care and provide more advanced treatment in emergency situations.

"Often times, police are the first to show up to emergency situations," said John McGuinness, chief of the Morris Township Police Department. "This training allows us to best serve the residents of the Township of Morris because having trained police/EMTs on the scene early means those in distress will receive medical attention before the ambulance arrives."

The ESU officers learned advanced lifesaving skills including how to use a defibrillator for people in cardiac arrest, EpiPen® administration for people having severe allergic reactions, Narcan® (Naloxone) administration for people suffering from an opiate overdose, Continuous Positive Air Pressure (CPAP) breathing treatment, and special medical techniques for people who may have a spine injury.

"Atlantic Health System is pleased to partner with the Morris Township Police Department on this training initiative to help improve the medical care in our community," said Alan Robinson, former director of Protection and Security Services and Emergency Management for Atlantic Health System. "By designing a class that centers on the specific needs of first responders, we are able to enhance their lifesaving skills and improve the time it takes for medical treatment to begin."

Six police officers, including Chief John McGuinness, took part in the first round of training, which ran from May through September 2016. As graduates, they made up the department's first Emergency Service Unit. McGuinness said he plans to have two trained EMTs on each shift, 24 hours per day.

Police Lieutenant Mark DiCarlo created the Emergency Service Unit and worked with Atlantic Health System's Jim Smith, director, Atlantic Ambulance, Phil J. Orfan, EMS education



coordinator, and Scott Durllester, EMT basic coordinator, in developing the course.

Due to the success of the program, this training was opened to other police and fire departments.

### **Graduate Medical Education Contributes to Care and Community Health**

Atlantic Health System has a medical school affiliation with the Sidney Kimmel Medical College at Thomas Jefferson University. Residents from several affiliated institutions participate in our rotations in surgery, pediatrics and rehabilitation medicine. Our hospitals train 292 residents and fellows annually – 205 at Morristown Medical Center and 87 at Overlook Medical Center. These physicians, podiatrists, and dentists are trained in 14 different specialties: internal medicine, family medicine, pediatrics, OB/GYN, emergency medicine, emergency medicine/pediatrics, surgery, radiology, cardiology, geriatrics, urogynecology, sports medicine, podiatry, and dentistry.

**In 2016, Atlantic Health System contributed more than \$48 million for education and research, to teach the next generation of health professionals and to advance clinical trials.**

Examples of some of the ways they contribute to the health of our communities:

- › Clinic coverage in numerous specialties where care is provided to underserved and uninsured populations
- › Community health care screenings
- › Volunteering in local schools for physicals
- › Geriatric home visits
- › Coverage for community-based mass sporting events
- › Education for ambulance squads/EMTs
- › Oral cancer screenings and oral hygiene/disease prevention education
- › Holiday gift drives
- › Numerous volunteer efforts with organizations like Habitat for Humanity, Planned Parenthood, and homeless shelters, to name a few.

The overall training that they receive at Atlantic Health System, as well as their participation in conferences, research studies, and community health programs, all help to prepare these residents and fellows to provide compassionate health care to patients and feel a connection to their community.

In 2016, Atlantic Health System contributed more than \$48 million for education and research, to teach the next generation of health professionals and to advance clinical trials.

# ATLANTIC HEALTH COMMUNITY BENEFIT SUMMARY 2016

|  |                      |
|--|----------------------|
| <b>Financial Assistance and Means-Tested Government Programs:</b>  | <b>\$67,669,003</b>  |
| <b>Uncompensated Charity Care</b><br>Free and reduced-cost care provided for people unable to pay.   | <b>\$19,190,592</b>  |
| <b>Medicaid Assistance Shortfall</b><br>New Jersey Medicaid is health insurance provided by the state, covering low-income parents/ caretakers and dependent children, pregnant women and people who are aged, blind or disabled.                                      | <b>\$48,478,411</b>  |
| <b>Community Health Improvement Services and Community Benefit Operations:</b><br>Includes community-based initiatives and resources to promote health and wellness.   | <b>\$4,488,238</b>   |
| <b>Research:</b><br>Includes a variety of research programs and clinical trials to benefit the community.  | <b>\$1,258,494</b>   |
| <b>Health Professions Education:</b><br>Includes clinical programs to provide medical education to future physicians and nurses.   | <b>\$47,137,805</b>  |
| <b>Subsidized Health Services:</b><br>Clinical services provided by Atlantic Health System hospitals despite a financial loss to the organization. Financial loss is measured after removing losses from uncompensated charity care, bad debt and Medicaid shortfalls. | <b>\$16,007,875</b>  |
| <b>Cash and in-kind Contributions for Community Benefit</b>  | <b>\$1,219,489</b>   |
| <hr/> <b>Total</b>   | <b>\$137,780,904</b> |





