

■ ■ BARNABAS HEALTH
■ ■ Monmouth Medical Center Foundation



2011

ANNUAL REPORT

LIFE HAPPENS HERE...

MISSION and VISION STATEMENT

MISSION

As a facility of the Barnabas Health Care System, **Monmouth Medical Center Foundation** must be a leader in identifying, cultivating and soliciting charitable gifts in support of Monmouth Medical Center's mission to deliver quality-driven, efficient and responsive health care services to the community.

VISION STATEMENT

Monmouth Medical Center Foundation, a charitable organization dedicated to supporting Monmouth Medical Center and its programs and services, has a five-fold mission:

- To develop and implement foundation programs that provide charitable financial support to Monmouth Medical Center.
- To demonstrate to the public at large how philanthropy benefits donors, patients and the community served by Monmouth Medical Center.
- To increase public awareness and enhance the community's positive perception of Monmouth Medical Center by being an advocate of the center's commitment to the community.
- To serve responsibly as the steward of contributed funds to Monmouth Medical Center.
- To develop candidates for leadership positions for Monmouth Medical Center Foundation and Monmouth Medical Center.

MESSAGE FROM THE Board Chair

During 2011, the Foundation underwent a significant revitalization and welcomed several new exceptional professionals to our staff. At the helm is our new Vice President, Tara Kelly, who rebuilt our fundraising infrastructure and team all while hitting the ground running with our existing talented staff last summer. We all have enjoyed and embraced the new energy and great enthusiasm felt throughout the Foundation and their impact was immediate and I am pleased to report that this past year ended with great success.

It is my hope that as you read ahead you will see how your contributions were put to work resulting in a year of extraordinary medical outcomes. Our advancements in robotic surgery, cancer services and the Children's Hospital to only name a few, surpassed our expectations in 2011 and has made Monmouth Medical Center the premier and most advanced health care facility throughout our region...and we are grateful to you!

While Monmouth Medical Center has long enjoyed a wonderful reputation within our community, all of us at the Foundation are delighted that during the past year, the medical center was cited over and over again, both nationally and statewide, for its excellence. Monmouth Medical Center was recognized and ranked by **US News and World Report as being among the best hospitals in the greater NYC-metropolitan area**. We have also been acknowledged for our outstanding outcomes in the areas of emergency medicine, maternity care, neurosciences, pulmonary care, stroke care, and surgical excellence. In fact, Monmouth Medical Center is ranked among **the top 100 hospitals nationwide for stroke care and the Cline-D'Onofrio Emergency Services Pavilion is among the top 5 percent in the nation for emergency medicine**.

As the medical center celebrates its 125th anniversary over the next year, the Foundation will also be celebrating 30 years of fundraising successes. As we commemorate these milestones, the board of trustees and I are indebted to you, our donors, who have supported every accomplishment and major initiative that has made us the hospital of choice within our community. There is still much work to be done. I look forward to working with Tara, our professional staff, and our talented and dedicated board of trustees, as well as each of you. Together, Monmouth Medical Center will be providing *Marvelous Medicine* and celebrating *Outstanding Outcomes for another 125 years!*



Ann Unterberg
Ann Unterberg
Board Chair

MMCF

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◀ Robert A. Graebe, MD, chair and program director of the department of Obstetrics and Gynecology with our Robotic Team.

DEPARTMENT of SURGERY

OUR MINIMALLY INVASIVE SURGEONS RANK AMONG THE NATION'S MOST EXPERIENCED & ADVANCED IN LAPAROSCOPIC PRACTITIONERS!

THE CHILDREN'S HOSPITAL

The Children's Hospital is one of only 250 such hospitals nationally that provides the highest level of comprehensive care from birth through adolescence. The Children's Hospital has 140 pediatric specialists in 26 fields of medicine and provides exemplary medical care for thousands of children:

- The Eisenberg Family Center welcomed almost 4,400 babies last year, half of all infants born in Monmouth and Ocean Counties. The Hirair & Anna Hovnanian Foundation Neonatal Intensive Care Unit was the state's first NICU. In 2011, the NICU cared for over 500 critically ill and premature babies, some born at MMC and some transported from other hospitals to receive higher levels of care.

Siran Hovnanian Sahakian, MMCF trustee with one of the many babies benefiting from the Hirair and Anna Hovnanian Foundation's \$2 million dollar lead gift towards the NICU expansion.



Marvelous MEDICINE!



▲ Pierre J. Mendoza, MD, medical co-director of Robotic Surgery



▲ Michael Esposito, MD, FACS, medical co-director of Robotic Surgery

Monmouth Medical Center with a statewide reputation for excellence, has maintained the highest survival rate in academic medical centers in New Jersey since 2004.


Since 2000, MMC has focused upon specific surgical initiatives. These include advanced minimally invasive surgery, laparoscopic procedures, robotic surgery, complicated neurosurgical and spine procedures and advanced breast cancer surgery and management. MMC surgeons pioneered laparoscopic surgery, and sentinel lymph node protocols. Our surgeons were also the first in New Jersey to perform certain laparoscopic gastrointestinal procedures and continue to be some of the most experienced surgeons in the country.

MMC was the first hospital in Monmouth County to perform robotic surgery. Last year, with your generous support, we purchased our second daVinci system and to date, MMC performed over 1,000 robotic operations. The daVinci system has enabled our most experienced surgeons to perform radical prostatectomy, nephrectomy, radical gynecological surgeries, and even the most complex and delicate procedures through very small incisions. Benefits of minimally invasive surgery include easier recovery for patients, less time in the hospital, less pain and blood loss, faster healing with less scarring and a quicker return to normal daily activities.

MMC has one of the most meticulous surgical outcome analyses in the nation, and along with the surgical residents, we are able to assure 24 hour coverage and excellent outcomes. With your continued support we can provide our surgeons the newest technologies that are at the forefront of medical breakthroughs.

Please visit the website www.mmcsurgery.com for more details.

Outstanding OUTCOMES!

 **BARNABAS HEALTH**
The Children's Hospital
at Monmouth Medical Center



▲ Andrew McInnes, MD, Critical Care providing extraordinary care.

MOST EXPERIENCED ROBOTIC SURGERY TEAMS IN THE REGION, INCLUDING THE ONLY ROBOTICS TRAINED PEDIATRIC UROLOGIST IN THE STATE!

- MMC performs the second-highest number of pediatric surgeries in the state - nearly 2,000 inpatient and same-day procedures each year. Last year, over 800 children were cared for in the Pediatric Medical Day Stay Unit.
- MMC has one of only three Cystic Fibrosis Centers in the state and is the only Cystic Fibrosis (CF) center in the state that as part of the CFF Therapeutics Development Network that performs CF clinical research. The CF Center served over 100 people last year.
- The Children's Hospital is home to the only state designated Children's Crisis Intervention Services (CCIS) in Monmouth and Ocean counties. Last year, CCIS assisted over 800 children in crisis and their families.
- The Mary Stavola Children's Pavilion provided inpatient care for acute and chronic conditions for over 2000 children last year.
- The Ann and Thomas Unterberg Pediatric Emergency Department treated over 14,000 children.
- The Valerie Fund Children's Center for Cancer and Blood Disorders cared for over 200 children.



**CANCER
& SERVICES
NEUROSCIENCE
INSTITUTE**

**LOWEST
BREAST CANCER
RECURRENCE IN NEW JERSEY!**
**TOMOTHERAPY
GLOBAL PHYSICIAN
TRAINING
SITE!**

A few fast facts about the Leon Hess Cancer Center at MMC:

- MMC offers same day brain surgery options with the region's first Gamma Knife, a non-invasive brain surgery tool used to treat conditions previously considered inaccessible or inoperable. There are only 200 Gamma Knives in operation worldwide, and only four in New Jersey.
- In 1990, MMC was the first hospital in the tri-state area (including NYC) to perform laparoscopic cholecystectomy and has launched a full array of advanced laparoscopic procedures.
- In 2010, another new technology allowed urologists at Monmouth Medical Center to treat patients by leaving the kidney in, while taking the cancer out. MMC urologists performed the hospital's first cryosurgical cases, a kidney-sparing alternative to traditional surgery to remove renal tumors.



▲ Ty J. Olson, MD, FACS, neurosurgeon, medical co-director of the Gamma Knife Program

Marvelous MEDICINE!

Outstanding OUTCOMES!

The Leon Hess Cancer Center rivals any hospital in the tri-state area. It is truly the culmination of *Marvelous Medicine* resulting in *Outstanding Outcomes*. As just one example, The Institute for Advanced Radiation Oncology is home to a renowned radiation oncologist course on TomoTherapy, which attracts physicians from around the world seeking to learn how to use this advanced technology to treat tumors.

Within the Cancer Center is the **Jacqueline M. Wilentz Comprehensive Breast Center**, recognized as one of the leading breast centers in the country and New Jersey's only Certified Quality Comprehensive Breast Center of Excellence. It is among a handful of breast imaging centers across the United States that have been designated a Breast Imaging Center of Excellence by the American College of Radiology's Commission on Quality and Safety and the Commission on Breast Imaging. The Center boasts the lowest breast cancer local recurrence rate in New Jersey.

The Cancer Center is also home to the David S. Zocchi Brain Tumor Center, which was established in 2006 and provides a full spectrum of comprehensive services to treat benign and malignant tumors originating in the brain and spinal cord, as well as neurological complications of cancer.



▲ Susan Dulczak, clinical director and nurse practitioner, Valerie Fund Children's Center, and clinical director, Pediatric Medical Day Stay, The Children's Hospital at Monmouth Medical Center, comforting a patient.



▲ Mike Ferraro and Michael Arvanitis, MD, FACS, FASCRS, chief of Colon and Rectal Surgery, medical director of the Patrician Burton High Risk Colorectal Cancer Program and president of the Medical Staff

- MMC established the first facility in central and southern New Jersey offering a multidisciplinary approach for leading-edge treatment of primary and metastatic tumors of the central nervous system.
- MMC has clinical trial programs for the treatment of cancer of the breast, gastrointestinal, genitourinary, and head and neck.
- MMC is one of only seven hospitals in the tri-state area that is part of The Valerie Fund Children's Center for Cancer and Blood Disorders, one of the nation's largest and most advanced pediatric oncology/hematology networks. The Valerie Center at MMC serves over 1,500 patients visits each year.

2011 FINANCIALS

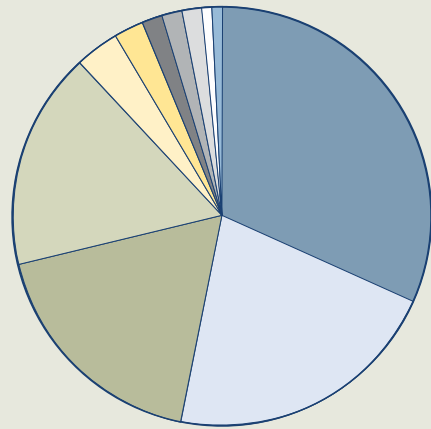
This Annual Report documents the generous support of many donors who made gifts from January 1, 2011 to December 31, 2011. **Monmouth Medical Center Foundation** raised \$4,461,355, (including \$557,165 in public grants), and made charitable turnovers totaling \$2,996,343 to Monmouth Medical Center.

At year-end 2011, the Foundation's total assets were \$19,871,241. The Foundation had an excess of income from operations of \$1,560,121. Contributions consisted of cash and pledges in support of the capital campaign, planned gifts and bequests, special events and grants. The largest source of funds contributed was from individuals at 70 percent.

Total fund-raising expenses in 2011 were \$2,344,069.

The CRANMER Heritage Society

The individuals listed below have left a lasting legacy to Monmouth Medical Center in their estate plans. These benefactors are instrumental in ensuring that MMC will continue to provide **Marvelous Medicine** and **Outstanding Outcomes** in years to come!



2011 Charitable Turnovers to MMC

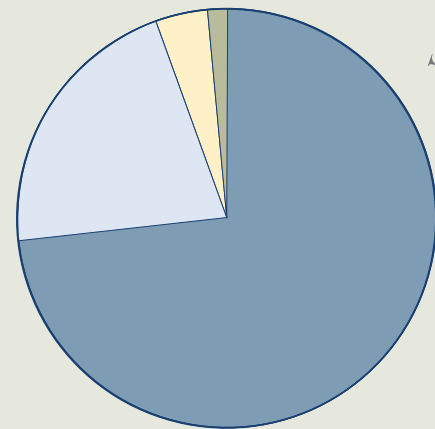
Department of Surgery	35%
Pediatrics	20%
Breast Center	15%
Cancer Center	14%
Brain Tumor Center	5%
Emergency Department	3%
Government Relations	2%
Nursing Education	2%
Behavioral Health	2%
Medical Education	1%
Patient Comfort	1%



"No person was ever honored for what he received.

Honor has been the reward for what he gave."

- Calvin Coolidge



SOURCES of Contributions

Total Fundraising \$4,461,355

Individual	70%
Grants	22%
Auxiliary	6%
Planned Gifts	2%

▲ Establishing a bequest to Monmouth Medical Center Foundation is easy and reduces your taxable estate. Best of all, your gift will provide resources to strengthen the Medical Center for generations to come like the Honorable Harry Franco with his wife, Ruby and their children, Cranmer Society members.

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Note: It is the policy of the Monmouth Medical Center Foundation, an affiliate of Barnabas Health, that 5% of restricted gifts and up to 10% of restricted special event revenue is allocated for unrestricted purposes, which may include administrative and operational expenses.

2011 Honor Roll of DONORS

\$100,000-\$249,999

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The Valerie Fund

\$50,000-\$99,999

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\$10,000-\$49,999

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* Bold denotes 1887 Society member.

The 1887 Society, named for the hospital's founding year, was established in recognition of an ongoing commitment to quality health care demonstrated through unrestricted donations to the 1887 membership appeal.

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PHILANTHROPISTS of the HEART



▲ Fromkin Family Members gather in the newly dedicated Pauline Fromkin Family lounge which was created for the family members of those on the Bernard Fromkin Oncology Unit. This gorgeous space provides a tranquil setting for those visiting their loved ones. Monmouth Medical Center is grateful for the Fromkin Family who are the epitome of philanthropy and an unconditional dedication to our Oncology patients and their families. To date the Fromkin Family has committed over \$1 million dollars to the Oncology Unit.

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▲ **From left:** Stephen Chagares, MD, Margaret C. Fisher, MD, chair of the Department of Pediatrics and Medical Director of The Children's Hospital and Laura Zaccaria of Colts Neck collecting and distributing an abundance of holiday gifts generously donated by Beacon Planning, The Leo Club from Colt's Neck High School, Make a Difference Club from Cedar Drive Middle School and the O'Brien Family.

35,000
 HOURS
 OF SERVICE
 DONATED BY
 MMC VOLUNTEERS
 in 2011!

* Bold denotes 1887 Society member.

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 Mr. and Mrs. Bruno La Rocca
 Dr. and Mrs. Jeffrey Lederman
 Mr. and Mrs. Michael Littman
 Mr. and Mrs. John C. Livingston
 Gregory Elementary School, Long Branch

Dr. and Mrs. Angelo J. Lopano
 Dr. Kevin S. Lopyan and Dr. G. Auster
 Mrs. Judith Marrus
 Mrs. Diane N. Martin
 Ms. Maureen McCarthy
 Mr. and Mrs. Herbert W. McCord
 Dina A. McHeffey, M.D.
 Ms. Marie McLean
 Mr. Warren McManus
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 Medtronic USA, Inc.
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 Metallix
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 Mr. and Mrs. Daniel Minerva
 Dr. Richard Mojares
 Monmouth Beach Plantation Shutters
 & Blinds, LLC
 Monmouth Cardiology Associates, LLC
 Monmouth Care Center
 Monmouth Gastroenterology
 Monmouth Medical Center Department
 of Obstetrics and Gynecology
 Monmouth University
 Mr. Dan Morris
 Nestle
 New Jersey Center for Pain Management
 North East Printing & Promotions, Inc.
 Mr. Michael Olesin
 Mr. and Mrs. Glenn Oppito
 Ms. Debra Petersen
 Professional Orthopaedic Associates, P.A.
 Prown's Home Improvements
 R. K. Fragrances & Cosmetics, Inc.
 Mrs. Jane D. Rau
 Mrs. Joan H. Rechnitz
 Mr. and Mrs. Peter E. Ricker
 Mr. Randolph Rivera
 Mrs. Catherine Romano
 Mr. and Mrs. Bruce Rosenthal
 Miss Leila Joy Rosenthal

Mr. and Mrs. Sidney Rossi, Esq.
 Mrs. Alyssa Ruby-Mako
 Ms. Margaret A. Ruddy-White
 Mr. & Mrs. Chris Ruisi
 Mrs. Tina Sainato
 Dr. and Mrs. John L. Saporito
 Mr. and Mrs. Jules Schneider
 Seaview Orthopaedic & Medical Associates
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 Dr. and Mrs. David Sharon
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 Mr. Scott Schultz and
 Mrs. Danielle Sherwood
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 Mr. and Mrs. Norbert Weldon
 Mrs. Kerry Woods
 Dr. and Mrs. Scott Woska
 Your Organizing Solution
 Mrs. Maureen Zocchi
 Dr. Charles L. Zukaukas

* **Bold denotes 1887 Society member.**

2011 Honor Roll of DONORS

Finn Family makes a donation
 to The David S. Zocchi
 Brain Tumor Center
 in honor of
 local troubadour,
 Joseph Finn,
 legendary folk singer
 who died in 2008
 of a brain tumor.



▲ From left: Tara Kelly, vice president of Development for the Monmouth Medical Center Foundation, and Judy Zocchi, Foundation trustee and the driving force behind the creation of the David S. Zocchi Brain Tumor Center at Monmouth Medical Center, gather with members of the Finn family, including his daughter Brigid Maniace, widow Kathy Finn, daughter Eileen Larson and Sister Margaret "Peggy" Walsh, all of Avon.

INVITATIONAL GOLF CLASSIC



WINNING RESULTS

Monmouth Medical Center Foundation hosted its 21st Annual Invitational Golf Classic at the Hollywood Country Club last summer. Ray Catena and Saker ShopRite were the major tournament underwriters, which scored \$182,000 to benefit Cancer Services.

SAVE THE DATE

INVITATIONAL GOLF CLASSIC
Thursday, June 14, 2012
9:30 am
Hollywood Golf Course

▲ From left: Jim Buchanan and Tim Horn from the Ray Catena Team with Ray and Elsie Catena, major tournament sponsor, Mike Bonevento, Golf Committee Chair and MMCF trustee and Doug Wells, Golf Committee Member

3rd ANNUAL CHIC BOUTIQUE



▲ Event Chairs, Heather Forsyth and Beth Insabella Walsh with Chic Boutique Committee

The Third Annual Chic Boutique Luncheon and Fashion Show was a sold-out event again last June. A fashion show of daytime and eveningwear from Monmouth Medical Center Foundation's Once Again Thrift Store in Eatontown delighted the audience of 250, raising over \$24,000 for the Foundation.

SAVE THE DATE

BIG STEPS for LITTLE FEET
Sunday, September 23, 2012
10:00 am
Beach Front North

Over 200 participants walked the boardwalk in Long Branch to support the Hirair and Anna Hovnanian Foundation Neonatal Intensive Care Unit (NICU) last fall. Current and Alumni NICU families came together to raise over \$56,000 for the MMC NICU.



▼ Event Chairs, Jackie Harris, Kim Mandato, RN, Matthew Gawron with Big Steps Committee



▲ Event Chairs, Barbara Etter and Rosanna Fazio with Two Rivers Antiques and Art Show Committee

The 17th ANNUAL TWO RIVERS ANTIQUES AND ART SHOW & GARDEN TOUR

SAVE THE DATE

TWO RIVERS ANTIQUES and ART SHOW & VINEYARD TOUR
PREVIEW PARTY:
Friday, September 28, 2012
SHOW DATES:
September 29-30, 2012
Ranney School

The 17th Annual Two Rivers Antiques and Art Show & Garden Tour raised over \$140,000. Both events benefited the Jacqueline M. Wilentz Comprehensive Breast Center.

POWER of PINK

SAVE THE DATE

POWER OF PINK
Thursday, July 19, 2012
11:00 am, Sandy Hook
Honoring: Ty J. Olson, MD, FACS & Sang E. Sim, MD, medical co-directors of the Gamma Knife Program at MMC



▼ From left: Brian Williams, NBC anchor and managing editor, Anita Roselle, Frank J. Vozos, MD, FACS, president and chief executive officer of MMC

▲ From left: Frank J. Vozos, MD, FACS, president and chief executive officer of MMC, Ann Unterberg, chair of MMCF Board of Trustees, Tara Kelly, vp of Development of MMCF, Brian Williams, NBC anchor and managing editor, Dr. Debra Camal, honoree and Kathleen Croddick Molyneaux, chair of the Women's Council, Bill Arnold, chief operating officer of MMC.

Guest speaker Brian Williams, anchor and managing editor of "NBC Nightly News," captured the attention of our attendees for the Power of Pink luncheon last July at Sandy Hook's Fort Chapel and Grounds. The event's proceeds totaled \$82,000 to benefit the Leon Hess Cancer Center.



OH... WHAT A NIGHT!



SAVE THE DATE

CELEBRATING **125 YEARS**
of Monmouth Medical Center
Saturday, November 3, 2012
Convention Hall,
Asbury Park



▲ From left: Terry Ingram, vice chair of MMCF trustees, Diane Gooch, Women's Council Board member, Michele Karagianakis, MMCF trustee and Women's Council Board member



▲ From left: Cynthia Ruis, MMCF trustee, Leah Soltas, Women's Council Board Member, Lisa Goodwyn, Children's Hospital Advisory Committee and Women's Council Board Member

40TH Anniversary Crystal Ball

A record setting \$230,000 was raised at the 40th Anniversary Crystal Ball on November 5, 2011. A sold out crowd of 550 people danced the night away to music by Southside Johnny and the Asbury Jukes.

The Physician Leadership Award was presented to P. Paulo Ferreira, M.D., a board certified hematologist-oncologist on staff at Monmouth Medical Center for more than 40 years: and The Community Leadership Award was presented to The Women's Council for the Leon Hess Cancer Center at Monmouth Medical Center.



▲ From left: Matthew Kelly, Tara Kelly, vp of Development of Monmouth Medical Center Foundation, Kim and Doug Wells of the Ray Catena Team



▲ From Left: Frank J. Vozos, MD, FACS, president and ceo of Monmouth Medical Center, Claire Knopf, Community Leadership Award recipient, vice chair of the Women's Council for the Leon Hess Cancer Center, Anthony Terracciano, MMC board chair, Bonnie Levin, Community Leadership Award recipient, founder of the Women's Council, Tara Kelly, vp of development of MMCF, Ann Unterberg, MMCF board chair, P. Paulo Ferreira, MD, Physician Leadership Award recipient, Kathleen Molyneaux, Community Leadership Award recipient, chair of the Women's Council

Joint Commission (TJC) is an independent, not-for-profit organization, which accredits and certifies over 19,000 healthcare organizations in the US:

- MMC received TJC re-accreditation in 2011.
- MMC has been recognized by TJC as a Top Performer on Key Quality Measures™ for Heart Attack, Heart Failure and Pneumonia Care.
- MMC has demonstrated its clinical excellence by receiving TJC Disease Specific Certification for Acute Coronary Syndrome, Breast Cancer and Hip/Knee Replacement and Advanced Certification for Primary Stroke
- MMC is the only hospital in the region to achieve Advanced Certification for Heart Failure.

MMC
RECENT
ACCOMPLISHMENTS

As we celebrate 125 years of caring for the community and prepare for the future, the Foundation's goals for the year ahead are to increase philanthropic support for the hospital's major capital projects. 2012 capital projects will include:

LOOKING to the FUTURE

SURGICAL SUITES

The overall surgical volume for 2011 was 9,861. MMC has consistently seen higher acuity cases with more advanced neurological, spine, robotic, and minimally invasive procedures being performed. Two new surgical suites will provide additional capacity for specialized procedures in neurology and orthopedics.

THE LEON HESS CANCER CENTER

MMC has had a multidisciplinary and comprehensive approach to cancer care for many years. Last year, the hospital had over 42,000 visits for cancer care. This building project will create a central reception area for cancer patients arriving for treatment, thereby improving efficiency, convenience, and continuity of care in a warm welcoming environment that promotes health and healing.

MOTHER/BABY

As home to the state's first NICU, MMC has long been recognized for exceptional care for mother and baby. Expanding the OB and NICU areas will increase the number of beds and bassinets to allow MMC to handle an expected 5,000 births per year.

PRIVATE ROOMS

The private patient room, once a luxury for few, is about to become the standard at MMC. Our new private patient rooms will feature modern design elements and hotel-like amenities.

For more information about these and other funding initiatives, contact Maja Meighan, director of Major Gifts, at 732.923.7986 or MaMeighan@barnabashealth.org

Marvelous MEDICINE!

HealthGrades™ is a private organization that rates hospital quality and safety based on many different aspects. MMC received the following:

- Emergency Medicine Excellence Award 2010, 2011
- Maternity Care Excellence Award 2010, 2011
- Pulmonary Care Excellence Award 2010
- Stroke Care Excellence Award 2010, 2011

US News and World Report:

- Ranks MMC among the best hospitals in the greater NYC metropolitan area.
- Ranks MMC as "High-Performing" in gastroenterology, geriatrics, gynecology, and neurology/neurosurgery.

From Left: Shown in the OR construction site ▶ discussing plans for the new operating rooms are, Michael Goldfarb, MD, FACS, chairman and program director for the Department of Surgery, Bill Arnold, chief operating officer, neurosurgeon Ty J. Olson, MD, FACS, and Frank J. Vozos, MD, FACS, president and chief executive officer.

Outstanding OUTCOMES!



GRANT HIGHLIGHTS



▲ Tara Kelly, vice president of Development, receiving donation from Judith Kile, Branch Manager for W.W. Grainger, Inc.

The IMPACT of Your GIFT

The \$7,500 donation received from The Grainger Foundation went towards the purchase of 21 Otoscopes / Ophthalmoscopes. This diagnostic equipment enables physicians to accurately assess both ear and eye functioning in an effort to properly diagnosis and treat patients. Your contribution towards the purchase of these instruments ensures that our pediatric legacy of quality, efficient care will continue to flourish.

The Monmouth Medical Center Foundation received \$428,233 in private grants in 2011, 22% of all Foundation revenue. This amount does not include public grants or grants received through the Barnabas Health System Foundation that provided for special projects at Monmouth Medical Center. 2011 grant highlights include:

- Improving Transitions in Care, a 2-year project funded by the Robert Wood Johnson Foundation. This program will serve people age 65 and older with dementia and other chronic conditions who are at high risk for adverse health outcomes, hospital readmission, and mortality. The two year project will serve 1,160 patients.
- HAPPI- Helping Adherence by Providing Psychological Intervention – a 2-year Quality Improvement project funded by the Cystic Fibrosis Foundation for adolescents and young adults living with cystic fibrosis.
- A generous grant from Investors Savings Bank provided life-saving equipment and supplies to the Valerie Center, which provides comprehensive medical services to children, adolescents and young adults with leukemia and other cancers, and blood disorders, such as sickle cell anemia, thalassemia and thrombocytopenia.
- The Valerie Center was also fortunate to receive a grant from the Wells Fargo Foundation to purchase additional supplies.
- The Jacqueline M. Wilentz Comprehensive Breast Center received a large grant from the Central and South Jersey Affiliate of Susan G. Komen for the Cure to provide targeted outreach and education through community events and collaborations with local community based organizations. Women over the age of 40 will be targeted through these outreach programs to ensure they schedule annual screening mammograms and follow-up care. ■

HONORING the Memory of a Very Special BENEFACTOR



▲ Morgan E. Cline, MMCF trustee and benefactor, speaks about Ben's Place 24/7, a newly renovated section of Monmouth Medical Center's Emergency Department named in memory of lifelong partner Benjamin R. D'Onofrio, after unveiling a plaque and portrait of D'Onofrio.

Morgan E. Cline made an additional gift of \$500,000 for a state-of-the-art restoration of the hospital's Emergency Department (ED). Mr. Cline has named this area Ben's Place 24/7 in memory of Benjamin R. D'Onofrio — who died in 2009 and with whom in 2007 he made a \$3 million dollar gift to the hospital to benefit emergency services. In appreciation of their generous gift, the hospital named its emergency department the Cline-D'Onofrio Emergency Services Pavilion at Monmouth Medical

Center. Ben's Place 24/7 reminds us of two grateful patients who made an effort to say thank you.

Monmouth Medical Center's ED handles 48,889 patient visits annually. Designated by the American Heart Association as an advanced cardiac life support provider for both adults and children and accredited Chest Pain Center and Stroke Centers. The ED is staffed by specialty-trained physicians, nurse practitioners, emergency nurses and physician assistants who are dedicated to caring for people who require emergency care. ■



BEHAVIORAL HEALTH SERVICES

- Only emergency psychiatric screening in Monmouth County, performed in the ED or via our mobile crisis units.
- Children's Crisis Intervention Service is the only state-designated program in Monmouth and Ocean counties that provides inpatient treatment for children with acute emotional and behavioral problems.
- Outpatient clinics are also offered.

ER AWARDS & RECOGNITION

- Only hospital in the state to be designated in the top 5% of the nation for Emergency Medicine excellence 3 years in a row by HealthGrades—the leading independent health care ratings organization.
- Geriatric Emergency Medicine (GEM) Unit provides a continuum of care for senior patients with physicians, staff and pharmacist trained in geriatrics. Unit offers enhanced lighting, bedding, monitoring, noise reduction doors and other amenities to ease anxiety.
- Pediatric Emergency Department.



*FROM OUR HOUSE
TO YOURS
...Thank You!*

*EVERY DAY,
EXTRAORDINARY...*

...describes what Monmouth Medical Center's family is all about. Every day, our employees go to extraordinary measures to make it possible to deliver compassionate and quality health care to the evolving needs of our patients. In 2011, almost 80% of employees from our Department of Environmental Services donated to the Employee Annual Giving Campaign. Like you, they believe in Monmouth Medical Center's mission of providing our community with safe, high-quality comprehensive health care services in a dignified and compassionate environment. ■

*105.6%
GROWTH
IN EMPLOYEE GIVING
PARTICIPATION FROM
2010 to 2011!*

◀ From Left: Bill Arnold, *Chief Operating Officer* and Frank Vozos, MD, FACS, *President and Chief Executive Officer with the Department of Environmental Services*



*MESSAGE FROM FOUNDATION
Vice-President*

What a year! When I first arrived at the Foundation in June 2011, I knew Monmouth Medical Center had an exceptional reputation for providing our community superlative medical care. What I didn't realize at the time was how I was going to be embraced by such dedicated and resourceful supporters of the medical center. It has been an honor and privilege to have gotten to know each of you while watching our donors and board of trustees work collectively for the betterment of so many who come to Monmouth Medical Center for the unsurpassed care that happens here every day.

I do need to take this opportunity to also thank in addition to our donors, the individuals who stepped up this past year to ensure our success during our greatest transition. The staff within the foundation is the most exceptional group of dedicated individuals who I watch strive every day to go above and beyond. I am indebted to them for their unwavering hard work. The entire Monmouth Medical Center family under the distinguished leadership of Dr. Vozos and Bill Arnold have all warmly embraced all of our new staff members while our Board of Trustees under the tenacious guidance of our Board Chair, Ann Unterberg, has truly captured the essence of our goals and tirelessly worked towards our success.

In addition to everyone within the medical facility, I am truly thankful that we have such an outstanding coterie of dedicated community-based volunteers who under their leadership has transcended our events, far surpassing our goals in 2011. From the Crystal Ball, Golf Classic to our Power of Pink luncheon, Big Steps for Little Feet Walk and our Antiques and Art Show & Garden Tour (to name just a few!); we simply could not have accomplished all that we did in 2011 without you.

2012 is proving to be just as invigorating. The medical center has embarked upon an unprecedented number of capital improvements that will affect every patient that walks into MMC. The future for our region's premier teaching hospital is bright and I thank and applaud each of those who continue to pave the way.

Tara F. Kelly
Vice President

Monmouth Medical Center Foundation

*2011
FOUNDATION
Team*



2011
Foundation Staff

Tara F. Kelly
Vice President of Development,
Ex officio member

Jean McKinney
Director of Development

Maja Meighan
Director of Major Gifts

Dawn Dell'Omo
Director of Finance

Evelyn Nitis
Director of Special Events

Natalie Stephens-Stewart
Major Gifts Officer

Robin Embrey
Manager of Donor Relations

Tiffany M. Cioffi
Manager of Retail Operations/
Annual Fund Specialist

Stacey Abate
Grant Writer

Angie Henschel
Board and Donor Relations Associate

Christine McHugh
Bookkeeper

Jaci McHugh
Development Associate

Davina Feingold
Special Events Associate

Monmouth Medical Center Foundation has made every effort to record the names of donors in this Annual Report accurately and completely. If we have inadvertently omitted or misstated your name, please accept our sincere apology and let us know by calling Monmouth Medical Center Foundation at 732.923.6886.

■ ■ BARNABAS HEALTH
■ ■ Monmouth Medical Center Foundation

300 Second Avenue ■ Long Branch, NJ 07740

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All reasonable efforts will be made to honor your request.

CELEBRATING
125
YEARS

MONMOUTH MEDICAL CENTER