Accredited and Licensed by

- Accreditation Council for Graduate Medical Education
- American Association of Blood Banks
- American College of Radiology - Breast Imaging Center of Excellence
- American College of Surgeons
- American Dental Association Commission on Dental Accreditation
- American Society of Histocompatibility Immunogenetics
- Center of Excellence in Bariatrics - American Society of Bariatric Surgery
- College of American Pathologists
- Commission on Accreditation of Rehabilitation Facilities
  - Home- and Community-Based Rehabilitation Programs: Brain Injury Program (Adults)
  - Inpatient Rehabilitation Programs – Hospital (Adults)
  - Inpatient Rehabilitation Programs – Hospital: Amputation Specialty Program (Adults)
  - Inpatient Rehabilitation Programs – Hospital: Brain Injury Program (Adults)
  - Inpatient Rehabilitation Programs – Hospital: Brain Injury Program (Children and Adolescents)
  - Inpatient Rehabilitation Programs – Hospital: Spinal Cord System of Care (Adults)
  - Inpatient Rehabilitation Programs – Hospital: Spinal Cord System of Care (Children and Adolescents)
  - Outpatient Medical Rehabilitation Programs – Multiple Service: Brain Injury Program (Adults)
  - Outpatient Medical Rehabilitation Programs – Multiple Service: Brain Injury Program (Children and Adolescents)
  - Outpatient Medical Rehabilitation Programs – Multiple Service: Spinal Cord System of Care (Adults)
  - Outpatient Medical Rehabilitation Programs – Multiple Service: Spinal Cord System of Care (Children and Adolescents)
  - Residential Rehabilitation Programs: Brain Injury Program (Adults)
  - Vocational Services: Brain Injury Program (Adults)
- Joint Commission on Accreditation of Healthcare Organizations
  - Hospital
  - Behavioral Health
  - Long-Term Care
  - Stroke
- National Accreditation Breast Cancer Programs (NABCP)
- Pennsylvania Department of Health, Division of Drug and Alcohol Program Licensure
- Pennsylvania Department of Public Welfare, Office of Mental Health
- Pennsylvania Medical Society Commission on Continuing Medical Education
- Pennsylvania Trauma Systems Foundation (for Level I Regional Resource Trauma Center)
- The Association for Clinical Pastoral Education Inc.

Constituent of

- Jewish Federation of Greater Philadelphia
- United Way of Southeastern Pennsylvania

Corporate Offices
5501 Old York Road
Philadelphia, PA 19141-3098
215-456-7090

www.einstein.edu
OUR MISSION
With humanity, humility and honor, to heal
by providing exceptionally intelligent and responsive
healthcare and education for as many as we can reach.

OUR VISION
Einstein Brilliance and Compassion
In All We Touch.

MAIN FACILITIES

Albert Einstein Medical Center
5501 Old York Road
Philadelphia

Belmont Center for Comprehensive Treatment
4200 Monument Road
Philadelphia

Einstein at Elkins Park
60 Township Line Road
Elkins Park

Einstein at Germantown
One Penn Boulevard
Philadelphia

MossRehab
60 Township Line Road
Elkins Park
1200 West Tabor Road
Philadelphia

Willowcrest
5501 Old York Road
Philadelphia

Willow Terrace
One Penn Boulevard
Philadelphia

SATELLITE LOCATIONS

Einstein Specialty Physicians
and Einstein Neighborhood Healthcare
Practice sites are located in North,
Northwest, Northeast and Far Northeast
Philadelphia, Montgomery County and
Lower Bucks County.

Einstein Center One
9880 Bustleton Avenue
Philadelphia

Einstein-MHMC Surgery/
Neurosurgery at Montgomery Hospital
1330 Powell Street
Norristown

MossRehab Inpatient Locations
Einstein at Elkins Park
Albert Einstein Medical Center, Tabor Road
Aria Health, Frankford
Aria Health, Langhorne
Sacred Heart Hospital, Allentown, PA

MossRehab Outpatient Locations
Blue Bell
Center City
Chalfont
Elkins Park
Germantown
Jenkintown
Northeast Philadelphia
Olney

MossRehab Driving School Locations
Drylestown, PA
Jenkintown, PA
Wilmington, DE
Woodbury, NJ

MossRehab Clubhouse Programs
Philadelphia and Woodbury, NJ

BELMONT BEHAVIORAL HEALTH

Belmont Behavioral Health
Community Outpatient Program
for the Elderly (COPE)
4200 Monument Road
Philadelphia
One Penn Boulevard
Philadelphia

Crisis Response Center
One Penn Boulevard
Philadelphia

Intensive Outpatient Program
4200 Monument Road
Philadelphia

Belmont Residence at Germantown
One Penn Boulevard
Philadelphia

Philadelphia Center for Human Development
10380 Drummond Road
Philadelphia

MossRehab Clubhouse Programs
Philadelphia and Woodbury, NJ
Dear Friends,

We’re pleased to share Albert Einstein Healthcare Network’s annual report for Fiscal Year 2009. The past year presented us with both challenges and opportunities, to which our leadership and staff responded with determination, resilience and success.

This past year our entire nation struggled in the worst recession since the Great Depression. Despite the negative economic circumstances, Einstein was able to stay on course. We created solutions to balance budget restraints with patient needs and service delivery, and we fared better than many other area hospitals. Going forward, we will continue to rely on the thoughtful corporate strategy for management and growth that has fueled our success in recent years and will guard our future.

To ensure Einstein’s continued success, we also must position ourselves strategically in the crowded Philadelphia healthcare market. Having achieved our independence from Jefferson Health System, we seized the opportunity to focus attention on our delivery of extraordinary patient care, communicate our industry acumen, and invite people to “Experience Einstein.”

That exceptional experience is illustrated by four characteristics that define the network: Quality, Excellence, Leadership and Innovation.

Einstein received many accolades for quality this year, including the 2009 Award for Quality from Premier healthcare alliance and recognition in Philadelphia magazine. For the 15th year, MossRehab was recognized as one of the nation’s leading rehabilitation facilities in the annual U.S. News & World Report magazine survey of “America’s Best Hospitals.”

Our commitment to quality patient care also drives the investment in our new clinical information system, which is designed to improve the workflow of each clinician, enhance patient safety and optimize patient outcomes. Advances in technology span the network. This past year we were proud to announce that MossRehab is the exclusive site for U.S. clinical trials of ReWalk™, a robotic device that enables paralyzed people to walk.

The network’s ongoing expansion includes progress toward the future new regional medical center in Montgomery County. We earned approval of the final land development plan for the hospital from the local Board of Supervisors and look forward to opening the new hospital by Summer 2012.

Dedicated to teaching future physicians, Einstein is proud to be the largest independent academic medical center in the Philadelphia region. This year, 146 graduating residents and fellows completed their training in one of 28 Einstein-sponsored graduate medical education programs.

Our organizational transformation initiative continues to expand and evolve, and this year our focus was on responsiveness in patient care. Einstein employees brought this idea to life by engaging patients in meaningful dialogue and discovering and sharing what patients need most while being cared for here.

The Einstein Experience is created every day, by our team of more than 7,400 employees, from network leaders and physicians to clinical and support staff. United as a team, we are preserving Einstein’s high standards of patient care and ensuring the long-term strength and vitality of our organization, while advancing our vision of Einstein Brilliance and Compassion In All We Touch.

We are privileged and grateful for the opportunity to sustain the mission of this institution and serve Albert Einstein Healthcare Network.

Sincerely,

Barry R. Freedman  
President and  
Chief Executive Officer

Richard C. Sheerr  
Chairman  
Board of Trustees
The success of Albert Einstein Healthcare Network is earned through a systemwide commitment to provide patients with a high level of care and an exceptional experience. Together, the quality of our medical care, the compassion of our physicians and staff and the network’s legacy of innovation and success make the patient experience at Einstein unique and memorable.

Einstein excels in a number of quality assessments conducted by respected, external organizations. Our promise of quality is evident at all levels in the network and perhaps best illustrated this year by Einstein’s investment in a new clinical information system. This technology will enable us to leverage the latest electronic medical record systems to improve and streamline many services, from patient registration and pharmacy to surgery and rehabilitation.

We are also pleased to have earned the 2009 Award for Quality from Premier healthcare alliance, a consortium of thousands of hospitals across the country working to improve healthcare quality. The ongoing public recognition of our high standards reinforces our reputation as a top choice for healthcare in the region.

Einstein’s record of excellence continues to grow: we have several clinical programs that match or exceed the care available at other area medical centers. We consistently earn the industry’s top accreditations and certifications for our clinical programs.

The Einstein Experience celebrates four vital qualities for which our network is known – Quality, Excellence, Leadership and Innovation.
For example, the Commission on Cancer of the American College of Surgeons granted three-year approval with Commendation in the Teaching Hospital Cancer Program category. The network also achieves excellence in patient outcomes. MossRehab’s FY 2009 Functional Independence Measure™ (FIM) scores exceeded regional and national averages for every type of disability treated.

Albert Einstein Healthcare Network demonstrates its clinical leadership in many ways and is proud to have the largest independent academic medical center in the region. Einstein offers more than 600 month-long training rotations for medical students and nearly 400 residents and fellows are trained each year in 28 different programs.

We lead by example, teaching and training the next generation of physicians. Our clinicians are also continuously engaged in medical research: currently, there are more than 200 active clinical trials underway throughout the network, in a wide variety of investigative areas.

True to the spirit of its namesake, Einstein is a place of discovery and innovation. Throughout the institution, Einstein employees are generating ideas and creatively solving problems. From our advancements in the prevention of the MRSA infection to our resident training simulations, to our advanced single-incision laparoscopic surgery, our clinicians, staff and leaders are constantly creating new and better ways to treat patients. Despite the challenges in today’s economy and the healthcare industry, Einstein is finding ways to deliver effective medical care that goes beyond the hospital and out into neighborhood doctors’ offices, community centers and even churches. Our network has indeed evolved into a leading healthcare network treating a diverse group of patients in the City of Philadelphia, eastern Montgomery County, Bucks County, southern New Jersey and beyond.

Invigorated by this strong record of accomplishment, Einstein is now poised to bolster its leadership position in the healthcare industry and increase awareness of our quality, excellence, leadership and innovation. The network’s new image campaign, anchored by the invitation to experienceeinstein, celebrates these qualities and enables us to build equity in the Einstein brand. The strategic campaign aims to inform and educate current and prospective patients and set Einstein apart from the competition.

Albert Einstein Healthcare Network has earned its esteemed reputation for quality, excellence, leadership and innovation through more than 150 years of service to the community, and the network is proud to share its accomplishments.

Treat patients and families with compassion and respect, work to understand how people feel, and overall, improve the quality of life for patients and their families.
Across the country, one of the most common causes of readmission to hospitals is congestive heart failure (CHF). Seeking a solution, an Einstein team, including cardiologist Darshak Karia, MD, FACC, Director, Heart Failure Program; Donna Antenucci, RN, Senior Director, Care Management; and Administrator Cindy McGlone, created the Patient Navigator Program for Congestive Heart Failure, the first of its kind in the Philadelphia area.

There are more than five million Americans living with CHF and, with the aging of baby boomers, the prevalence is expected to skyrocket. Programs such as the Patient Navigator, which give patients the tools to manage their conditions, can make a big difference.

CHF is caused by congestion in the lungs due to weakness of the heart or its inability to relax properly. It may result in poor circulation, which can cause fluid to back up in the lungs and sometimes the legs. Symptoms are fatigue, shortness of breath and swelling. Everyday activities such
as walking, carrying groceries or climbing stairs can be difficult, but with healthy lifestyle choices and careful monitoring, people with CHF can lead full, productive lives.

“The goal of our program is to improve coordination of care for these patients starting from the moment they’re admitted to the hospital, through a three-month follow-up,” says Dr. Karia. “We want patients to learn the skills they need to manage their conditions, stay well, and avoid repeated hospitalizations.”

**Elements of the CHF Program**

The Patient Navigator who helps patients navigate the healthcare system and access medical services is Tanda Medley, LPN. A health advocate, Tanda sustains communication with patients and their healthcare professionals.

“Tanda is a real asset to the program because she’s a great listener and patients make an immediate connection with her,” says Donna Antenucci, RN.

Funded through a grant from the Pennsylvania Department of Aging, the program is offered to patients age 60 and older who are discharged to their homes following hospitalization.

Patients are encouraged to join the program while in the hospital, and it starts with a health assessment by an internist, cardiologist, physical therapist, nutritionist and social worker. Based on the team assessment, a comprehensive care plan is prepared.

Education is a key element of the Patient Navigator Program. During their hospital stay, patients learn about the role that medications, diet and physical activity play in staying healthy. The patient’s home environment and support network are assessed and referrals are made for community services, if needed. Guidelines from the American Heart Association are used to teach patients how to read and understand food labels. “Patients learn that even small changes in diet and lifestyle will improve their health,” says Tanda.

Prior to discharge, Tanda schedules a follow-up appointment with the patient’s doctor and makes sure patients have a scale at home. Patients are advised to weigh themselves each day because weight gain can be a sign of fluid retention. They go home with dietary cards to help them keep a food diary.

Follow-up begins the first day the patient is home, with a phone call from Tanda to see how the patient is doing, confirm prescriptions are filled and answer questions. Calls continue for the duration of the program so Tanda can check on patients’ weight, medications and diet, make sure they’re keeping doctor’s appointments and provide ongoing counsel.

The success of Einstein’s Patient Navigator Program shows the impact that education and follow-up have on patients’ health and well-being. A total of 83 patients have been enrolled since January 2009, and readmissions to the hospital for congestive heart failure have decreased significantly. The readmission rate has dropped from 20.3 percent prior to the start of the program, to 15.8 percent since the inception of the program in January 2009 (through June 2009).

The Patient Navigator Program is a prime example of Einstein innovation at work.
“When nurses promote a culture of inquiry, they enhance quality and improve the Einstein experience for patients,” says Marian Turkel, RN, PhD, NEA-BC, Director of Professional Nursing Practice.

This spirit of invention catalyzed Dr. Turkel’s innovative program, *Advancing Nursing Excellence through Clinical Scholarship*, which began in January 2009 with an Albert Einstein Society grant. It is both an honor and a significant professional opportunity to be selected as a Clinical Scholar.

The Clinical Scholars Program encourages and recognizes professional growth in direct care nursing and stimulates team collaboration to achieve the best possible patient outcomes. The idea, Dr. Turkel explains, is that practices based on research are superior to practices based on default reasoning as in, *I don’t know why, but we’ve always done it that way.*

Einstein’s Department of Nursing invites direct care nurses to consider ways to improve patient care and to study clinical issues. Scholars study specific clinical methods that directly impact the delivery of care. Scholars also identify barriers to change in clinical practices. Examples of their inquiries include:
How can patients with mental or communications impairments more effectively express their pain?

Conventional tools for pain assessment are often too sophisticated for patients with dementia and other communications problems, resulting in less than optimal care. One Clinical Scholar researched alternative tools to measure pain to help such patients better convey the location and degree of their pain.

To what extent does using sterile technique improve upon clean technique in reducing infections when handling central line catheters for babies in neonatal intensive care?

The Scholar used this question to launch an in-house change in procedures and nursing practice to improve infant care. She developed a video and professional education campaign. Her study also prompted a modification in logistics for supplies, ensuring that sterile kits are readily accessible wherever and whenever needed.

How can behavioral health nurses best continue healing relationships after disruptive patient situations?

The unfortunate reality is that nurses nationwide, through no fault of their own, encounter acts of aggression by psychiatric patients. In this study, the Clinical Scholar examined attitudes and interventions to help nurses continue positive patient care after challenging experiences.

Are there better alternatives to routine catheterization of women in labor who receive epidurals before delivery?

Whenever a urinary catheter is used, there is always an increased risk of infection. This Clinical Scholar studied whether catheterization is imperative for every epidural. She determined that using a bladder scan to identify need prior to automatically inserting a catheter should decrease unnecessary risk of infection.

“We’ve succeeded in creating a scholarly practice environment with an emphasis on continuous learning,” says Dr. Turkel. Backed by clinical data, Einstein nurses are highly valued, credible partners in the quality medical team.

The Advancing Nursing Excellence through Clinical Scholarship Program continually produces ideas, studies and recommendations that benefit Einstein patients. The program is innovative and a professional standout; only a few hospitals across the nation have similar practice programs for nurses. The Clinical Scholars truly embody RN Excellence across the Einstein network.
The clinicians in the CLCC utilize an integrated system in which medical professionals from Hepatology (liver disease), Hepatobiliary Surgery (liver surgery), Interventional Radiology, Radiology, and Oncology work in unison to benefit each patient. “The team meets on a weekly basis to review new cases and update everyone on the status of patients already undergoing treatment,” says Victor Araya, MD, FACG, AGAF, Chair, Hepatology Division and Medical Director of the Liver Transplant Program. The CLCC is part of Einstein’s Center for Liver Disease and Transplantation.

Routinely in healthcare, the evaluation and treatment process for patients with liver cancer is time-consuming and fragmented.

Einstein’s new Comprehensive Liver Cancer Center (CLCC) uses a patient-centered approach and professional synergy to deliver an optimal experience for a very difficult illness.
Patients with liver cancer spend weeks, even months, navigating pre-authorization and referrals just to learn about their diagnoses and options. Forced to accommodate the schedules of doctors and hospitals and feeling overwhelmed, some patients even drop out of treatment.

In contrast, patients in Einstein’s CLCC meet with all their specialists on the same day, and together these colleagues discuss clinical data and therapeutic options. Before the patient leaves, he or she has been counseled on the team’s recommended strategy, next steps are scheduled and notification is sent to the referring physician. This approach eliminates delays, and patients avoid juggling appointments and added emotional and physical distress.

“We remove avoidable stressors for the sake of the patients, many of whom are still adjusting emotionally to the news of their diagnosis,” says Eileen Brunwasser, Administrator for the Center. In addition to accommodating schedules for patients, a nurse coordinator provides emotional support and answers questions; a social worker is available to address psychosocial and financial issues, and a patient navigator obtains precertifications and referrals, and schedules follow-up appointments.

By bringing together experts from many fields, the Center ensures that patients receive advanced therapies, finely-tuned for individualized treatments. By reducing the time from diagnosis to intervention, the Center creates an opportunity for effective treatment options and improved survival rates.

In one case, a patient from upstate New York had been told that nothing could be done to treat her illness. She then traveled to Einstein for a complete team evaluation in the Comprehensive Liver Cancer Center, which was completed in just an overnight trip to Philadelphia.

“The old, typical evaluation process would have taken two to three months,” says Dr. Araya. “By that time, this patient’s condition would have deteriorated beyond medical help.” Instead, the efficiency and expertise of the Center’s team enabled this patient to receive a tumor management plan to sustain her until a liver transplant was available.

Understanding the practical, physical and emotional needs of each patient is critical to delivering a high level of patient care. The team in Einstein’s Comprehensive Liver Cancer Center advances clinical care through a collective commitment to individual treatment.

The Center emphasizes prevention of hepatitis as well as early and regular screening for liver cancer for all patients who have cirrhosis or are hepatitis B-infected, in order to detect liver cancer while in a curative stage. Once the cancer is detected, all patients are assessed for liver transplantation and simultaneously treated with local therapies and newly FDA-approved drugs. Patients are also asked to participate in clinical research studies that may be available at the time. Rigorous screening by the Center improves patient outcomes.

Early intervention improves the patient’s treatment options. In addition to enrolling eligible patients in clinical trials, Einstein’s liver specialists also use the latest therapies to slow or shrink tumor growth. This treatment improves some patients’ chances for transplant and extends quality of life for others.
This past year marked further development and enhanced leadership of the Victor Centers for Jewish Genetic Diseases.

The National Advisory Committee, formed in 2009, brings together luminaries from diverse fields to contribute their experience and ideas to the Victor Centers’ public health initiatives.

The members are experts in public health, insurance, law, public policy, ethics and genetics; some have a family member with a Jewish genetic disease. The Committee evaluates programming and advocacy and promotes the latest guidelines for screening.

The Victor Center at Albert Einstein Medical Center serves as the national coordinating office for Victor Centers nationwide and for the new National Advisory Committee. Launched in 2002 with an Albert Einstein Society innovative grant, the Center was named for its founder, Einstein trustee Lois Victor. Ms. Victor lost two children to what she emphasizes are preventable diseases.

The inaugural Einstein model was so successful that a second Victor Center was established in 2005, at Tufts Medical Center in Boston, and a third in 2007, in partnership with the University of Miami Miller School of Medicine. The fourth center – a virtual office hosted on the popular online community Second Life – is forthcoming, thanks to another grant from the Albert Einstein Society.
One in five Ashkenazi Jews carries a mutation for at least one of 11 Jewish genetic diseases. Some of these diseases are fatal in early childhood; some result in the need for lifelong medical care. All of these conditions greatly impair the affected person’s quality of life and the lives of family members. The mission of the Victor Centers is to prevent these debilitating diseases.

“Since carriers have no symptoms, they learn their genetic status only if they are tested or if they bear a child with the disease,” explains Adele Schneider, MD, Einstein’s Director of Clinical Genetics and of the Victor Center.

Clinical excellence is achieved through the Victor Centers’ three pillars: education, screening and counseling.

**Education**

Dr. Schneider explains the need to inform and overcome misconceptions among families, the medical community, insurers and religious leaders. Many people are aware of Tay-Sachs Disease, but it is only one of the many catastrophic Jewish genetic diseases for which screening is recommended. The fact that relatives were screened for Tay-Sachs in the 1970s doesn’t exempt the current generation from screenings today.

**Screening**

Screening involves just one blood test. “It is fast and simple,” assures Ashley Stein, a recent graduate of the University of Pennsylvania, who worked with Einstein’s Victor Center and Hillel to organize campus screening campaigns. Currently, Einstein provides screening at a philanthropic discounted rate to college students and to newlyweds whose insurance does not cover it.

**Counseling**

Counseling occurs both before and after screening. Genetic screening is sometimes the first independent medical decision young adults make; therefore Victor Centers ensure opportunities for them to speak with doctors and genetic counselors so their questions can be answered. Even when both partners carry genes for the same diseases, options for child-bearing still exist, including *in vitro* fertilization with pre-implantation genetic testing and implantation of healthy embryos. Armed with knowledge, couples can more confidently start and grow their families.

A grant from the federal Centers for Disease Control and Prevention extends the Victor Centers’ outreach on college campuses. At the University of Pennsylvania for instance, student leaders promote screening to peers through Facebook and events like “Dancing for Healthy Genes.”

Ms. Stein, currently a researcher at the National Institutes of Health and a future medical student, encouraged a girlfriend who was anxious about taking the blood test. When the friend learned she was a carrier for several genetic diseases, she was profoundly grateful. “Most students are unaware that these diseases even exist,” says Ms. Stein. “Now they can make informed decisions.”

The network’s mission to protect future generations will impact many families: the national Centers for Disease Control expects the Victor Centers’ model of education, screening and counseling to be applicable to all ethnic groups with genetic risks.
Medical experts at Belmont Center for Comprehensive Treatment were keenly aware of a growing need in the community for services for older adults struggling with a condition known as dual diagnosis – substance abuse along with psychological problems.

In response, Belmont clinicians applied for and were awarded an Albert Einstein Society grant to develop the Senior Recovery Track program, the only one of its kind in the Philadelphia region.

Led by therapists with expertise in treating older adults with dual diagnosis, the program is run in collaboration with staff from Belmont’s Woodside Hall Addictions Treatment Program, a full-service inpatient and outpatient drug and alcohol program. People come to Senior Recovery Track via different paths. “Some people lived productive lives, and as they reached their later years, faced challenges that caused depression or anxiety, and they turned to alcohol or prescription medications as a coping mechanism,” says William Shapiro, PsyD, clinical psychologist and Program Director, Geriatric Outpatient Psychiatry Services for Belmont Behavioral Health. “Others in our program had an alcohol problem all their lives and as they aged, complications from drinking, such as heart disease or memory problems, became more significant.”

Clinical staff members take a biopsychosocial approach to treatment, evaluating the whole person, including medical conditions, psychological response to issues such as loss of a spouse or job, and social issues, such
as lack of a support system. An individualized treatment plan for each patient is developed, which may include recommendations for inpatient psychiatric care, detoxification or treatment for medical conditions. Each patient’s level of care is reassessed throughout the course of treatment.

The Senior Recovery Track program includes group therapy, which can be effective with older adults because it offers a sense of family; individual and/or family therapy; medication management, and psychoeducation (helping patients understand addiction, relapse prevention, anger management, etc.). Patients are encouraged to participate in a 12-step program and to stop drinking or abusing prescription medications.

The common denominator among patients with dual diagnosis is their motivation to get sober and get their lives back on track. “We strongly believe people can make changes in their lives at any age,” says Dr. Shapiro. “Our goal is to help people whom society often stigmatizes, to develop a greater sense of self-respect, despite the psychological and physical losses they may have experienced.”

Sook Hee Yoo, MD

Director of the Older Adult Unit
Belmont Center for Comprehensive Treatment

With her compassionate and caring manner, Dr. Yoo has been an asset to Belmont for nearly four decades, starting when the hospital was called Philadelphia Psychiatric Center.

Dr. Yoo graduated from the Medical College of Korea University in 1963 and four years later came to the United States with her family, who made Philadelphia their home. “The Korean culture teaches us to respect and honor our grandparents, and I always had a special relationship with mine,” explains Dr. Yoo. “During my residency at the Philadelphia Psychiatric Center, I decided that psychiatry was my calling, with a focus on older patients.”

Determined to help this population, Dr. Yoo and Belmont Center staff established the city’s first geriatric inpatient unit in 1980. Since then, Belmont Behavioral Health has grown and now offers inpatient and outpatient services. The outpatient program provides continuity of care for patients who complete inpatient therapy and come to Belmont several times a week for therapy, providing the support they need to stay well and independent. Dr. Yoo specializes in working with patients with dementia, mood disorders, bipolar disorder, depression and substance abuse.

“My patients deserve to be treated with love and respect because they’ve worked hard all their lives and lived through so much,” says Dr. Yoo. “Our aim is to restore dignity and respect to our older patients, which is important in our youth-oriented culture.”
The investment a teaching hospital makes in training residents and fellows signals its strong commitment to excellence in the practice of medicine, clinical innovation and dedication to the highest quality patient care.

Einstein’s residency and fellowship training programs lead the way in preparing the next generation of doctors, dentists and other healthcare professionals to practice progressive medicine in emergency rooms, operating rooms, intensive care units, clinics and private practices nationwide.

Einstein is the largest independent academic medical center in the Philadelphia region – the largest teaching hospital not owned or governed by a university – and offers more than 600 month-long training rotations for the region’s medical students. With its exceptionally strong accreditation status, nearly 400 residents and fellows are trained each year in the 28 different residency and fellowship programs that comprise Graduate Medical Education at Einstein.

Einstein residents consistently stand out among their peers:

▶ Einstein residents pass their written Board Certification Exams at first sitting 98 percent to 100 percent of the time. The average national pass rate is 80 percent for most specialties.
Individual Einstein residents also were awarded first place honors in the Obstetrical Society of Philadelphia Resident Bowl and American College of Physicians Associate Research Paper Competition.

Douglas McGee, DO, Chief Academic Officer and Medical Director, Emergency Department, and Anne Peatman, MBA, Director of Academic Affairs, inspire and guide residents. Nominated to serve on the Council of Graduate Medical Education, an advisory committee to Congress and the Department of Health and Human Services, Dr. McGee commends the Einstein medical staff leading the residency and fellowship training programs. He is proud of his colleagues who author textbooks, produce countless peer-reviewed articles and serve in leadership roles in state and national organizations.

Leadership in Einstein’s training programs is illustrated in another essential area: self-governance. With every resident or fellow, Dr. McGee emphasizes the importance of developing an internal sense of professionalism and integrity. Residents and fellows add a professional, moral dimension to their technical and clinical skills.

The new Simulation and Learning Center, due to open in June 2010, is further evidence of Einstein’s commitment to advanced standards of clinical education and patient care. Through the use of high fidelity simulators within virtual operating/critical care unit and patient care environments, Einstein physicians, nurses, residents and multidisciplinary teams practice a variety of clinical patient encounters. The Center enables healthcare professionals to develop cooperative strategies to enhance patient welfare, manage the dynamics of medical crises and achieve the best patient outcomes.

Placing first in the American Psychiatric Association’s 2009 “Mind Games” Jeopardy-style competition, Einstein psychiatry residents beat out more than 90 rival teams and were crowned National Champions.

Einstein residents assume leadership roles in state and national professional organizations. For instance, one of Einstein’s emergency medicine residents is a member of the Board of Directors of the Pennsylvania Chapter of the American College of Emergency Physicians.

The Einstein resident experience prepares young professionals holistically, and they are able to become leaders in all aspects of their specialties.
Leadership

SCHWARTZ CENTER ROUNDS®: THE EMOTIONAL SIDE OF CAREGIVING

Issues of life and death, delivering bad news, and dealing with patients’ families are all part of a healthcare professional’s career. To help hospital staff explore and process the emotions that arise in their daily lives, Albert Einstein Medical Center holds Schwartz Center Rounds®, a program that goes beyond the clinical facts of cases.

The Schwartz Center Rounds provide a forum for caregivers to discuss the emotional aspects of caring for patients—a vital component of care that is often not discussed. The sessions focus on thought-provoking topics based on actual patient cases, such as how to handle a difficult patient, dealing with cultural differences between caregiver and patient, or caring for a sick colleague. This process offers the opportunity for caregivers to share their experiences and receive support and understanding from colleagues.

The Schwartz Center Rounds are the signature program of the Kenneth B. Schwartz Center, a Boston-based nonprofit group whose mission is to advance compassionate healthcare. Kenneth Schwartz, a healthcare attorney, created the Center just days before he died of lung cancer in 1995.
Injury is the number one cause of death and disability among children and young adults in the U.S. To inform kids and families about injury prevention, Albert Einstein Medical Center’s Division of Trauma/Critical Care and MossRehab established a chapter of the ThinkFirst Brain & Spinal Cord Injury Prevention Program. The education program is offered free to schools and community groups in Philadelphia and the surrounding areas.

Einstein works with other area ThinkFirst chapters to provide programs on driving and pedestrian safety, bike safety, water safety, playground safety and gun violence prevention. Program educators discuss anatomy of the brain and spinal cord, offer specific ways to prevent injuries, and use songs and visual aids to engage younger children.

ThinkFirst offers different age-appropriate programs for grades 1-12. Outreach education is provided by Cathy Markey, RN, MSN, Einstein’s ThinkFirst Chapter Director, Einstein neurosurgeon Russell Amundson, MD, and other chapter members from MossRehab Community Re-entry and Clubhouse Programs in Pennsylvania and New Jersey. More than 1,000 children have participated in educational programs through school presentations, church-sponsored health fairs and community events.

**ThinkFirst: Leading the Way in Injury Prevention**

Cathy Markey, RN, MSN, attends the National ThinkFirst conference in Chicago.
Until now, there has not been a significant development for mobility impaired people since the invention of the first molded plastic leg braces (incidentally, at MossRehab) in the 1970s. ReWalk is a lightweight, ergonomic brace-support suit that is worn around the legs and back and fits closely to the body on top of everyday clothing. The device has motorized joints, rechargeable batteries, an array of sensors and a computer-based patient control system. Concurrent use of crutches stabilizes the user during standing and walking, and through simple body language, the user can initiate and control movements such as stepping.

Alberto Esquenazi, MD, Chairman, Department of Physical Medicine and Rehabilitation, Albert Einstein Medical Center, and Chief Medical Officer, MossRehab, is leading the clinical trials of ReWalk. Dr. Esquenazi believes the clinical experience and leadership of the MossRehab team, combined with a spirit of discovery, makes MossRehab the ideal place for the ReWalk trials.

“We are thrilled to be the only hospital in the nation to conduct trials of ReWalk and to help develop a revolutionary device for individuals with walking impairments,” said Dr. Esquenazi.

This year MossRehab again advanced its position as one of the world’s leaders in physical rehabilitation, research and technology. MossRehab is the exclusive site in the United States to conduct clinical trials of ReWalk™, the first commercially viable device that enables paralyzed people to stand, walk and climb stairs.
Patient Alysse Einbender demonstrates ReWalk™, which allows people with paraplegia to walk again.

Dr. Esquenazi and the MossRehab team are also helping to refine the ReWalk equipment and software, working with Argo Medical Technologies, Ltd., which developed and manufactures the device. Amit Goffer, PhD, himself a quadriplegic, is the inventor of ReWalk and President of Argo, based in Haifa, Israel. Dr. Goffer and his team selected MossRehab as the site for U.S. clinical trials because of its international reputation for comprehensive clinical rehabilitation and research programs.

“We wanted to work with MossRehab, and particularly with Dr. Esquenazi, for the American trials of ReWalk because of MossRehab’s esteemed reputation worldwide and the rehabilitation team’s outstanding abilities and knowledge in treatment and research,” says Dr. Goffer.

“MossRehab is known for both advanced clinical rehabilitation and groundbreaking research, particularly with problems related to movement.”

Dr. Esquenazi anticipates that up to 12 patients from around the country ultimately will participate in the trial. The future may change dramatically not just for those with spinal cord injury-related disabilities but also for people with brain injury, stroke and other conditions that produce severe walking impairments.

The first patient to participate in the ReWalk clinical trials at MossRehab was Alysse Einbender, a 49-year-old woman with paraplegia, from Wynecote, PA. Ms. Einbender, a landscape architect and mother of two, was excited about the opportunity to test ReWalk. “This device really has the capability to restore not just mobility, but hope and opportunity, to those who are walking impaired,” says Ms. Einbender.

“To be able to rise, stand, look someone in the eye, hug your child from a standing position — these are the so-called little things that one can do when liberated from a wheelchair.”

ReWalk is not just a vertical wheelchair — the device can also restore the element of control over mobility, which is sorely lacking for wheelchair users. ReWalk may also alleviate many of the health-related problems associated with long-term wheelchair use, because it enables individuals in wheelchairs to stay upright on a daily basis and exercise their limbs in the course of walking.
When Jasper Palmer, a patient transporter at Einstein, rolled his paper hospital gown into a ball and stuffed it into his surgical gloves, he was determined to help stop the spread of germs. He never imagined that this simple technique would be revolutionary.

Jasper’s method for safely disposing of gowns and gloves illustrates that front line employees are a tremendous resource when it comes to problem solving. As a patient transporter, Jasper knew Methicillin-Resistant Staphylococcus Aureus (MRSA), a drug-resistant bacteria, was becoming more common. The health risk requires healthcare workers who come in contact with patients with MRSA to wear gowns and gloves to curb its spread.

“I figured the safest way to reduce the risk of spreading infection was to get rid of these items as carefully as possible,” says Jasper. This concept is crucial because invisible germs can spread every time a contaminated gown or glove is handled. Jasper devised an easy technique in which he takes off a disposable gown, rolls it into a neat little ball, and puts it inside his surgical gloves.

“This technique makes a self-contained package that prevents the spread of infection,” says Jeff Cohn, MD, Einstein’s Chief Quality Officer. “Another benefit is that the package takes up very little room in waste containers, so we use far fewer plastic bags, which is better for the environment.”

Jasper has been teaching this simple yet innovative method to his fellow workers, who are quickly adopting it. “Our staff is proud that one of our own employees devised this strategy, and this brilliant technique demonstrates our networkwide focus on innovation and problem solving,” Dr. Cohn says.
In 2009, Albert Einstein Healthcare Network launched a fresh new image campaign to communicate, reinforce and advance the Einstein brand. The campaign focuses on the attributes that differentiate Einstein from other healthcare service providers – Quality, Excellence, Leadership and Innovation – and invites people to experienceeinstein.

High-impact ads are running in area newspapers and magazines and on local radio stations. This campaign enables Einstein to raise its voice and stake a position in a formidable and crowded healthcare market.

**BUILDING AWARENESS**

Albert Einstein Healthcare Network measures up to some of the highest quality standards. Our initiative to fight MRSA*, a dangerous drug-resistant staph germ, has earned Albert Einstein Healthcare Network its reputation for quality, excellence, leadership and innovation through over 140 years of service. There’s Einstein quality, with Einstein having received the 2009 Premier Award for Quality – making us one of only 23 hospitals nationwide to receive this honor. There’s Einstein excellence, whose stroke program has received both a Certificate of Distinction as a Primary Stroke Center and CARF® accreditation as a Stroke Specialty Program. Einstein clinical leadership has earned the Medication and Patient Safety Awards from the Health Care Improvement Foundation three times. And as for innovation, MossRehab is the only facility in the U.S. chosen for clinical trials of ReWalk™, a device that helps people with spinal cord injuries walk again. For more information, visit us at Einstein.edu, or call 1-800-EINSTEIN.

**Quality**

three Medication and Patient Safety Awards from the Health Care Improvement Foundation. Our efforts have earned us the 2009 Premier Award for Quality, one of only 23 hospitals nationwide to receive this honor. MossRehab discharges, on average, more patients back to their communities and homes than other rehab providers in the region – regardless of diagnosis on admission.**

For high quality care, visit us at Einstein.edu, or call 1-800-EINSTEIN.

**Experience**

Albert Einstein Healthcare Network

Leadership is a way of life for Albert Einstein Healthcare Network. Our Drucker Brain Injury Center is the first specialized brain injury rehab program in the Philadelphia region. Einstein’s clinical leadership has earned the Medication and Patient Safety Awards from the Health Care Improvement Foundation three times. And as for innovation, MossRehab is the only facility in the U.S. chosen for clinical trials of ReWalk™, a device that helps people with spinal cord injuries walk again. For more information visit us at Einstein.edu, or call 1-800-EINSTEIN.

**Leadership**

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Managers and employees create and refine methods that improve team communication, streamline processes and improve the delivery and quality of patient care. This year, Einstein management motivated the entire team to focus on Responsiveness. The goal of this initiative is to collaborate with colleagues to identify patient needs accurately and take the time to understand how to respond.

Working to increase responsiveness and improve the Einstein experience, Einstein’s leaders and staff developed and committed to important new practices. Discovery and Action Dialogues (DADs), which originated in FY’08 with the network’s successful SMASH (Stop MRSA Acquisition and Spread in our Hospitals) initiative, continued this year. Dialogue involves talking with and listening to patients and colleagues; Discovery enables employees to learn what’s really important to patients’ comfort and well-being.

Inspired by the organization’s Vision, Mission and Code of Conduct, the Transformation Steering Committee continues its efforts to reinforce Einstein’s leadership position and evolve into a world-class healthcare organization.
Seeking out the experience and wisdom of colleagues and making decisions with the cooperation of those who will be most affected are the hallmarks of DADs. Colleagues work in tandem, share processes to improve patient care and accept new initiatives more readily.

To provide guidance for leaders who seek to engage employees in DADs, Einstein created the **Responsiveness Field Guide**. This instructional booklet gives managers tips on how to ask meaningful questions that generate ideas, solutions and practical experiences from employees.

Lee Bransky, MSN, RNC, a nurse manager at Belmont Center for Comprehensive Treatment, wanted to inspire his staff to identify more effective ways to interact with patients waiting at the nursing station. In a DAD, he asked his staff a question from the Field Guide: *Beginning with the end in mind, if we were to achieve the ideal state at the end of our work, what would our efforts look like?* Employees opened up and contributed ideas that resulted in concrete actions.

“These conversations led us to consider more effective ways of redirecting patients, which is an important task in psychiatry that encourages a more therapeutic environment,” says Lee. “The process helped staff share their own best practices with one another.”

To advance the use of dialogue across levels and create opportunities for leaders to interact more, Einstein’s Transformation Steering Committee created **Brown Bag Breakfasts** (BBBs). BBBs are two-hour sessions in which leaders have an opportunity to gather with peers from across the organization and discuss a particular theme, DAD-style.

Supervisors, managers and directors sit elbow-to-elbow with senior leaders to share thoughts on important subjects like *Engaging Frontline Staff Around Responsiveness and Communication, Trust and Transparency*. When surveyed after the breakfasts, more than 97 percent of leaders reported they felt the time was well spent and would attend again.

Opportunities like the BBBs enable leaders to experiment with new leadership behaviors. Gina Daniel, RN, BSN, a clinical manager on Tower 4, Ortho/Trauma unit, says, “Through dialogue with other leaders, I realized that responsiveness means all of us, not just front-line staff.”

Great things can happen just by talking to colleagues and asking the right questions. The network has already seen a statistically significant upward trend in patient and employee satisfaction scores, partly as a result of this innovative approach.
Fred Williams
Behavioral Health Associate
Belmont Behavioral Health

No CEO could love his or her job more than I love mine,” says Fred Williams, Behavioral Health Associate at Belmont. Fred has worked in the behavioral health field for more than 50 years and has earned several awards for outstanding performance, compassion and commitment to patient dignity.

Most days, Fred monitors inpatients and supports them as they participate in their daily activities on the adult units of Belmont Center for Comprehensive Treatment. Two days a week, he organizes the medical records of the patients whose hospitalizations require review by a Philadelphia Mental Health Court judge, and he accompanies those patients when they go to court.

Fred works with doctors and social workers to assess patient needs and is proud of the teamwork at Belmont. “Einstein hires people who work as a team and look out for each other,” says Fred. He appreciates the “feeling of family” that is passed down from the top.

“Like the VP who stops you in the hall to chat and kid with you...you go above and beyond for people like that.” Mental health issues cross all boundaries, Fred observes, so he treats patients as he’d want to be treated. When colleagues and patients introduce “Mr. Fred” to friends and family or when they return just to say hello, Fred says he gets “all the job satisfaction I need.”

Over the years, Fred has been employed by a state senator and at other hospitals, ultimately coming back to Belmont to work. A positive attitude and a commitment to service motivate Fred both professionally and artistically – he has written several poems that celebrate his philosophy about work and life.

“A few employees share their personal Einstein experiences…”
“Laboratory results guide patient diagnoses and treatment decisions, so accuracy is essential,” says Judy Brown. As Quality Assurance Manager overseeing a wide variety of lab work, from blood chemistry to biopsies, Judy appreciates the technical details required to ensure unequivocal identification and maintain prompt reporting.

A relative newcomer to Einstein, Judy brings cutting-edge experience to this position and sees her role as both coach and coordinator. She respects that Einstein combines efficient technology and continuous quality improvement to achieve excellence.

Judy recently received advanced training in a novel quality standards process and is excited about the upcoming launch of a “rapid improvement event” at Einstein.

Experts will analyze the workflow in certain aspects of hospital operations, noting any challenges or areas for refinement with the aim of optimizing workflow and patient care. The initiative is part of Einstein’s philosophy of “excellence at all times.”

An innovator, too, Judy emphasizes the importance of tapping her colleagues – “the people who are doing the work, day in and day out” – for creative solutions and best practices. A fan of “bottom-up management” and collective engagement, Judy values the “brain power” she sees throughout Einstein’s organization.
Dedication

“A LIKE THE OPEN-DOOR POLICY AMONG EINSTEIN MANAGERS.”

A nurse for nearly 15 years, Myra Saria-Parker is committed to clinical excellence and enjoys a leadership role on the medical surgical unit on Tower 6 at the medical center. She plays an active role on her unit’s Practice Council, which continually seeks to improve the patient experience.

When the Council was asked to identify and implement precautions to eliminate the incidence of a catheter-related bloodstream infection among patients, Myra was up for the challenge. With a coworker, she developed in-service training for nurses and staff emphasizing proper sterile techniques.

This solution made alcohol wipes and sterile caps for intravenous tubing accessible in containers outside patient rooms. The staff members embraced the innovation, and due to their compliance, eliminated the problem – quite an accomplishment.

With her upbeat attitude and dedication to quality care, Myra has a special ability for inspiring teamwork and camaraderie among her coworkers. These qualities make her an ideal preceptor (trainer) and role model for new nurses and reveal why she is a recipient of the Einstein RN Excellence Award.

“I like the open-door policy among Einstein managers because it makes for a supportive work environment,” says Myra. She also appreciates the network’s opportunities for career advancement – opportunities nurses are not often given in her native Philippines.

Myra enjoys being part of a close-knit group of coworkers who are American, African American, Indian, Asian, Korean and Filipino.
Stacy Simmons began working at Einstein two years ago but still continues to be “deeply impressed by the staff’s thirst for knowledge” and the administration’s commitment to both professional development and patient care. As an occupational therapist, Stacy enjoys rotating among Einstein’s inpatient campuses, because she has the opportunity to meet more people in more places and concentrate directly on patient care.

Stacy believes that patients receive exceptional attention at MossRehab because the hospital offers “access to so many professionals from various fields – occupational, physical, speech and recreational therapy, neuropsychology, phyisiatry – all in one day.” In Cognitive Rounds for example, a neurologist meets with the full treatment team to examine an individual patient and explain how one’s deficits and strengths impact function. “This important information helps the caregivers support the patient. I’ve never seen this elsewhere,” says Stacy.

The overall goal in rehabilitation here, she recognizes, is to help individuals rebuild their skills to be as independent as possible when they return home. “Clinical staff work together to listen, learn and identify what each patient needs, and then they deliver it,” says Stacy. “Whether patients need acute rehab or skilled nursing, we work with them to optimize their recovery.”

Additionally, patients undergoing physical rehabilitation benefit from access to a complete continuum of care because Einstein provides a full range of medical and therapy services at multiple network locations. Says Stacy: “Because of the commitment to quality care that I have seen throughout the Einstein network, I expect my positive experience here to last.”
In an age of dramatic healthcare advances, Einstein remains at the forefront by offering some of the latest technological innovations available. The Einstein network is often first or among the first hospitals locally or nationally, to utilize the newest technology for patient care.

**New Clinical Information System Transforms Patient Care**

The care provided to the more than 500,000 patients who visit Einstein facilities each year will be transformed through a new electronic medical record (EMR) system from Cerner Corporation. More than 150 network employees and clinicians are configuring and testing the system, *Albert Einstein Clinical Information System (AECIS)*, which will transition the network to a more efficient, advanced approach to managing patient information and care.

Designed to improve patient safety and care, AECIS will provide doctors and nurses with instant access to up-to-date patient information and medical best practices at all Einstein facilities. AECIS will streamline coordination of patient services, and improve research, education and quality management capabilities, all from a single access point. It will help identify opportunities for clinical, operational, financial and regulatory improvement, and provide secure access to patients’ EMRs at the point of care. Information will be organized to meet specific needs of care providers in critical care, emergency, surgery, pharmacy, laboratory and other clinical areas, as well as in patient registration and scheduling. The new system also will connect medical devices to the EMR and automate the medication-administration process.

When the design and testing stages are completed in early 2010, the next phases of this monumental project will begin. This will consist of training more than 5,000 Einstein employees and physicians, followed by the implementation of the new system across the network.

**First in the Country to Upgrade ‘Smart Pumps’**

As an investment in patient safety, the Einstein network is the first site in the U.S. to upgrade its Alaris “smart pumps” with the newly-enhanced MX safety software. More than 400 intravenous pumps across the network were upgraded with the newest safety software called “guardrails” – technology designed to prevent over- and/or under-doses of critical medications. Drug and intravenous fluid information entered into the Alaris pump is controlled by predefined limits to provide maximum protection for the patient.

**First in the Region to Perform New Laparoscopic Procedure**

Surgeons at Einstein Bariatrics were the first in the region, and among the first in the country, to perform laparoscopic gastric banding surgery through a single incision in a patient’s belly button. Called *Single-Incision Laparoscopic Gastric Banding Surgery*, the technique is a major advance in the world of surgery,
extending the benefits that laparoscopic surgery offers—less pain and improved patient outcomes, including the potential for no visible scar. Morbidly obese patients achieve significant weight loss through the banding technique, which cinches the top portion of the stomach with an adjustable band, creating a small pouch that more quickly fills up with food. The food then passes slowly into the rest of the stomach, supplying nutrition and creating a sense of fullness.

Patients choose a category to focus on, such as balance or invigoration, and walk through a guided meditation with sensors connected from the computer to their fingers, measuring heart rate and pulse. Patients observe the progress they are making through changes in images on a screen, as they learn to regulate their stress responses. Through an Albert Einstein Society innovative program grant, the use of this treatment tool expanded and is now offered to many more patients.

**First in the Region to Use Interactive Computer Program For Patients With Eating Disorders**

Occupational therapists at Belmont Center for Comprehensive Treatment are the first in the region to use an **Interactive Computer Program** to treat patients with eating disorders. Called **Healing Rhythms**, the software is designed to help patients with anorexia nervosa, bulimia or compulsive overeating regulate their stress responses by synchronizing their heart rates with their breathing.

Patients choose a category to focus on, such as balance or invigoration, and walk through a guided meditation with sensors connected from the computer to their fingers, measuring heart rate and pulse. Patients observe the progress they are making through changes in images on a screen, as they learn to regulate their stress responses. Through an Albert Einstein Society innovative program grant, the use of this treatment tool expanded and is now offered to many more patients.

**Upgrade in Department of Radiation Oncology**

The Department of Radiation Oncology underwent a major upgrade to its electronic medical record (EMR) and now uses Varian’s ARIA, a comprehensive oncology information system. ARIA combines the advantages of an electronic medical record with advanced cancer treatment techniques and manages all of the department’s clinical and administrative activities.

**Simple Communication Tool Lowers Stress Levels**

The Einstein Radiology Department pioneered a simple yet effective communication technique called **Team ID Tools**. Designed to help increase the comfort level of patients before medical testing, television monitors in the waiting areas at the medical center, Einstein at Elkins Park and Einstein Center One, show photographs of staff and equipment. This tool prepares patients for their visits, lowers their stress levels and ultimately improves their Einstein experience.

*Occupational Therapist Stacey Saleff demonstrates the Interactive Computer Program for patients with eating disorders.*
Rec

It was a banner year for awards and recognition for the network, acknowledging clinical excellence, quality outcomes and community service. The following are just a few of the many kudos Einstein earned in Fiscal Year 2009:

Albert Einstein Healthcare Network received the 2009 Award for Quality from Premier healthcare alliance, a consortium of thousands of hospitals that works to improve healthcare quality. Selected from more than 3,700 eligible hospitals, AEHN was one of only 23 hospitals in the country to receive the honor and to achieve the top one percent designation for quality, efficiency and process of care. Quality and efficiency measures were calculated for 62 diseases, including heart failure, asthma, diabetes and hypotension.

Following a comprehensive survey and inspection of all operations, the Commission on Accreditation of Rehabilitation Facilities (CARF), accredited 15 MossRehab programs for a period of three years – the most CARF-accredited programs of any facility listed in the U.S. News & World Report of “America’s Best” rehabilitation hospitals.

For the 15th year, MossRehab was recognized by U.S. News & World Report as one of “America’s Best” rehabilitation hospitals.

Einstein Institute for Heart and Vascular Health met the criteria to be designated a Blue Distinction Center for Cardiac Care by the Blue Cross and Blue Shield Association. Blue Distinction Centers for Cardiac Care are selected on the basis of criteria that demonstrate reliability in delivering cardiac care and better overall outcomes. Blue Distinction Centers must provide a full range of cardiac care services, including inpatient cardiac care, cardiac catheterization and cardiac surgery.

Einstein Bariatrics can also proudly call itself a Blue Distinction Center for Bariatric Surgery, a quality designation for programs that have dedicated teams that provide a full range of bariatric surgical care services, including inpatient care, postoperative care, follow-up and patient education.

The expert treatment patients receive at Einstein’s Cancer Center was affirmed with the highest level of recognition – three-year approval from the Commission on Cancer of the American College of Surgeons (ACS) with Commendation in the Teaching Hospital Cancer Program category. Only one in four hospitals that treat cancer earns this approval.
Albert Einstein Medical Center was awarded the **Gold Seal of Approval** from the Joint Commission for Primary Stroke Centers which adheres to the highest standards and guidelines to greatly improve outcomes for stroke patients.

The 12 doctors selected this past year as “**Top Docs**” by *Philadelphia* magazine sustain a long tradition of Einstein experts receiving this acknowledgement. The doctors represent a broad range of clinical areas, including surgery, physical medicine and rehabilitation, gastroenterology, radiation oncology, psychiatry, diabetes, diagnostic radiology and neurological surgery.

The Families Understanding Nutrition (FUN) From A to Z Program earned a **Patient Safety Achievement Award** from The Hospitals & Healthsystem Association of Pennsylvania (HAP). The FUN Program provides nutrition education to families with preschool children through fun and educational activities at day care centers and through caregiver/child workshops held at the medical center.

Camp Independence, the only overnight recreation program for adults with physical disabilities in Pennsylvania, received the **Recognition Award** from the Pennsylvania Association of Rehabilitation Facilities. For 38 years, Camp Independence has provided campers with a fun-filled week of social and recreational activities.

*Camp Independence campers and staff.*
Leadership

Professionals who joined Einstein in Fiscal Year 2009 include:

Nancy A. Young, MD, FCAP
Chairman
Department of Pathology & Laboratory Medicine

Dr. Young is board certified in both Anatomic and Clinical Pathology with subspecialty boards in Cytopathology, a branch of pathology that examines cells by fine needle aspiration biopsy and other less invasive techniques to diagnose disease more quickly. Considered a leader in the field of cytopathology, Dr. Young currently serves as president-elect of the American Society of Cytopathology and will assume the presidency in November 2010.

She is recognized as an expert in the diagnosis of lymphoma by fine needle aspiration biopsy, and has given national workshops and authored numerous publications in this field. She is also an author of the 2001 Bethesda Classification System for Reporting Cervical Cytology (Pap tests).

Dr. Young has a special bond with the medical center. Not only was she born at Einstein, but both her parents were pathologists at the hospital from the 1950s to the 1980s. Her mother was the first cytopathologist at Einstein and brought the practice of reading fine needle aspiration biopsy to the institution. Her father served as Chairman of Pathology and Laboratory Medicine. Dr. Young continues her family legacy in her important role at Einstein.

Manjula Balasubramanian, MD
Chief of Clinical Pathology
Department of Pathology & Laboratory Medicine

Dr. Balasubramanian (Bala) is board certified in both Anatomic and Clinical Pathology with subspecialty boards in Hematopathology. As Chief of Clinical Pathology, she provides administrative oversight of the Clinical Laboratory. With her skills in laboratory medicine, coagulation testing and flow cytometry (analysis of cells as they move in a stream using lasers to identify certain types of cancers such as lymphomas), she serves as Medical Director of Transfusion Services and Hematology and Flow Cytometry Laboratories. Dr. Bala also has expertise in Transplantation Pathology and Electron Microscopy and serves as Director of Einstein’s Renal Service.

She is recognized throughout Philadelphia for her expertise in blood banking and coagulation and is currently Director of the Hematology Laboratory at St. Christopher’s Hospital for Children.

Daniel Mirman, PhD
Institute Scientist
Moss Rehabilitation Research Institute (MRRI)

Dr. Mirman is Director of the Language and Cognitive Dynamics Laboratory at MRRI. In this role, he conducts research on how the brain processes language – how people take a sequence of sounds and make sense of the message,
or why they are unable to do so. Dr. Mirman has a particular interest in aphasia, a language disorder in which there is an impairment of speech and comprehension of speech. As a researcher, Dr. Mirman is motivated to turn his discoveries about how the mind works into rehabilitation strategies that will help patients in their recovery.

Dr. Mirman earned a PhD in Psychology (Cognitive Neuroscience) from Carnegie Mellon University and the Center for the Neural Basis of Cognition in Pittsburgh. He has authored and coauthored articles on speech comprehension and language processing in a variety of publications, including Cognitive Science, Journal of Memory and Language and Journal of Experimental Psychology: Learning, Memory, and Cognition. Dr. Mirman has given presentations at numerous scientific meetings and served as Symposium Chair of the 31st Annual Cognitive Science Society Meeting in 2009.

**Jorge Alberto Ortiz, MD**

*Section Chief, Liver Transplantation and Hepatobiliary Surgery*  
*Albert Einstein Center for Liver Disease and Transplantation*

Jorge Alberto Ortiz, MD, has more than 10 years of experience in liver transplantation and research. He specializes in multi-organ transplantation including liver, kidney and pancreas and major, open and minimally invasive liver surgery.

Dr. Ortiz is active in clinical investigation and outcomes research. Currently, he is focused on two areas: treatment of hepatitis C after liver transplantation; and livers donated from patients after cardiac death. Dr. Ortiz is also involved in multi-institutional clinical trials involving immunosuppression drugs in both liver and kidney transplantation.

The medical center welcomes back Dr. Ortiz who was a transplant surgeon at Einstein for four years before relocating to San Antonio to serve as Director of Clinical Operations at Texas Transplant Institute.

**A. Thomas Tebbens**

*Vice President*  
*Marketing and Communications*

A. Thomas Tebbens joined the Einstein network as Vice President, Marketing and Communications, responsible for the network’s integrated marketing communications, including brand management, advertising and internal and external communications. Mr. Tebbens spearheaded the development of Einstein’s exciting new image campaign which invites people to experienceeinstein. The campaign promotes and reinforces Einstein’s clinical excellence, quality, leadership and innovation. Prior to joining Einstein, Mr. Tebbens was Vice President for Marketing at Montefiore Medical Center in New York, where his marketing team received five Emmy Awards for the public television series Keeping Kids Healthy produced for the Children’s Hospital at Montefiore.
One of the guiding principles of the Einstein network is its unwavering commitment to help improve the health and well-being of as many people as we can reach. Through free lectures, screenings and other activities, the doctors, nurses, social workers, administrators and staff strive to make a difference in the lives of thousands of people each year.

In Fiscal Year 2009, Einstein provided $50 million in unreimbursed care and approximately $18 million in charity care. In addition, Einstein spends about $3 million each year in direct community service programs, working with community-based organizations, schools and other groups.

**The Jewish Population Study: Time to be Counted**

Every 10 years, the Jewish Federation of Greater Philadelphia conducts a regionwide Jewish population study. In 2009, the Federation enlisted the expertise of Einstein’s Etienne Phipps, PhD, to serve as the study’s Project Director. The project team interviewed 1,200 Jewish people and addressed crucial questions about Jewish identity and affiliation, patterns of mobility, household characteristics, socio-demographics and population estimates. This collaboration with the Jewish Federation affirmed Einstein’s long and revered history as a Jewish institution with strong ties to Jewish agencies in the Philadelphia region.

**New Approaches to Healthcare Delivery**

An innovative approach that brings quality healthcare to the community is taking place at Einstein at Enon, a wellness center based in the Enon Tabernacle Church in Mount Airy, PA. Convenient and affordable healthcare services are offered to members of the church and its surrounding communities. Angela Stewart, CRNP, (shown in red in photo) is a board-certified, registered nurse practitioner who treats routine health problems such as sore throats, allergies, ear infections, minor burns and bronchitis. Einstein at Enon also offers wellness care, including flu shots and screenings for cholesterol, hypertension and diabetes.

Another church-based initiative is the Living With Diabetes Support Group led by Patricia Adams, RN, CDE, a registered nurse and Certified Diabetes Educator with Einstein’s Gutman Diabetes Institute. Held at St. Luke’s Episcopal Church in Germantown, PA, the free monthly group is designed to empower people to manage their diabetes and improve their health. The group provides a forum for men and women to come together to ask questions, share information and encourage each other to stay on track.
Korean Community Outreach

Einstein leaders joined with members of the Korean-American community to form an Einstein at Elkins Park Advisory Board. Spearheaded by Einstein Cultural Development Specialist Rev. Sung-Won Paek and Julie Hensler-Cullen, RN, MSN, Director of Education & Quality at MossRehab, the Board’s mission is to improve healthcare among Korean-Americans through educational activities, screenings and community partnerships. The Advisory Board is made up of representatives from Einstein and Korean-American businesses and community, church and educational groups.

In an effort to reinforce ties to the Korean community, MossRehab held an open house at its new outpatient center in Blue Bell, PA, a suburb with a large population of people of Korean descent. Visitors obtained free flu shots, diabetes evaluations, chair massages and fall-risk assessments. The event was held in collaboration with the Jaisohn Center, the Korean-American Association of Greater Philadelphia, the Korean-American Senior Citizen Association, Korean-American Merchant Association and other groups.

Healthy Partnership With Cheltenham School District

Einstein at Elkins Park has teamed up with the School District of Cheltenham Township to increase health awareness and wellness among students and the local community. Through this new partnership, more than 200 teachers and staff from the School District received free flu shots last October.

The collaboration also involves Living Fit In Cheltenham, a series of health segments broadcast on the Township and School District’s public television channel. The series kicked off with “Flu Shots: Myths and Facts” with Steven Parrillo, DO, Medical Director of the Department of Emergency Medicine, Einstein at Elkins Park, and Cheltenham High School students in a dialogue about flu vaccinations.
In an effort to enhance the experienceeinstein for patients, family members, visitors and employees, Einstein facilities across the network continually undergo renovations and improvements.

More than 20 capital-funded projects were completed in Fiscal Year 2009, varying in size and scope, to upgrade and expand facilities.

A major achievement was the completion of the $10 million Labor and Delivery expansion in the Lifter Building. The expansion created additional nursery beds for special needs babies and a six-bed triage unit for patients experiencing problems during pregnancy. The enhanced unit also includes an antenatal testing area with the newest technology and a three-bed recovery room for patients requiring intensive monitoring after delivery.

Also completed was Phase I of the new Simulation and Learning Center in the Korman Building, which will provide physicians, residents, nurses and others the opportunity to master hands-on skills with life-like patient simulators (robotic devices). Additional projects included expansion of the Germantown Crisis Response Center, renovation of the nursing unit in the main building at Einstein at Elkins Park, multiple improvements to the Klein Building, and renovation of the medical center’s cafeteria. The second phase of the Wayfinding Program was rolled out, with new interior signage on the medical center’s main routes, making navigation easier for patients and visitors.

Numerous facility improvements are in progress, including replacement of the medical center’s linear accelerator, a machine that creates high-energy radiation to treat cancers; upgrade to a Cardiac Catheterization Laboratory, and construction of the Elkins Park chiller plant with a new air conditioning system to supply the campus with chilled water.

The network’s commitment to green energy was advanced with a 10-year agreement to purchase 35 percent of its electrical power from a wind turbine facility in Scranton, PA, starting in January 2011. This agreement is the first in a series of arrangements to purchase power that enables the network to control escalating energy costs in the deregulated electrical energy market (taking effect in Pennsylvania on January 1, 2011).

This year technology enhancements were implemented to improve patient and employee safety, including replacing and upgrading the employee identification system.

The amount of capital dollars utilized to accomplish this year’s active upgrade, expansion and renovation programs exceeded $18 million.
Significant progress was made this year toward Einstein’s goal of building a new, modern hospital in East Norriton Township in Montgomery County, PA. The new hospital is being designed and built by Albert Einstein Healthcare Network as part of its partnership with Montgomery Hospital Medical Center (MHMC). The aim is to improve local residents’ access to advanced medical services by providing them with an exceptional hospital in their own community.

In May 2009, the East Norriton Board of Supervisors unanimously approved the final land development plan for the new regional medical center. This important milestone brings the two partners closer to their goal of delivering a premium level of healthcare to the families of Montgomery County.

The new facility will be a full-service, acute care hospital offering the latest medical services and technological advances. The first patient building will be licensed for 146 beds with plans to expand to 218 beds. Should demand warrant, additional patient buildings can be accommodated on the site. Some of the services it will offer include: 24-hour emergency care staffed by board-certified emergency room physicians; advanced cancer and cardiac care; neonatal intensive care for advanced obstetrics, complex deliveries or emergency situations; a medical office building with primary care physicians and specialists; health education programs and wellness initiatives, and more.

Construction is scheduled to begin in early 2010 with the opening of the new hospital slated for summer 2012.
In fiscal year 2009 there was an exciting portfolio of 301 research studies underway at Einstein, including the launch of more than 100 new projects. Research projects are prevalent throughout the network. Across numerous clinical departments, studies range from projects on breast and prostate cancer, stroke and schizophrenia to heart failure, spinal cord injury and more.

Following is a sampling of the many projects underway throughout the network:

**Moss Rehabilitation Research Institute**

Many patients who have suffered stroke have difficulties with visual perception due to changes in the way the brain interprets visual information. One common problem, called left neglect, affects the ability to attend to objects on the left side of space. People with this condition may be unaware of people standing to their left or may not eat food on the left side of a plate. Even subtle left neglect can cause serious consequences for people when driving.

To address the need for a rapid, inexpensive and sensitive way to diagnose subtle left neglect, Laurel Buxbaum, PsyD, and colleagues in the Cognition and Action Laboratory of Moss Rehabilitation Research Institute, developed the **Virtual Reality Lateralized Attention Test** (VRLAT) under a three-year grant from the National Institute on Disability and Rehabilitation Research. Using virtual reality technology, participants experience the feeling of driving down a winding path while they navigate with a computer joystick. They are asked to name objects they encounter on each side of the path. When results are tallied, patients suffering from even subtle left neglect detect fewer left-sided objects. This technology is proving more sensitive than tests traditionally used to diagnose the condition. In the next phase, the VRLAT will be used as a diagnostic tool in a new clinical program called the Right Hemisphere Stroke Center at MossRehab. Dr. Buxbaum plans to publish the VRLAT program and testing materials so that other rehabilitation professionals may have access to this innovative and useful technology.

**Albert Einstein Medical Center** is one of only three medical centers in the U.S. (along with the Mayo Clinic and the University of California-San Diego) to conduct a study to treat blockage of the coronary arteries in patients with angina who are not suitable candidates for stents or bypass surgery. Darshak Karia, MD, FACC, Director of Einstein’s Heart Failure Program, oversees the study which uses Cardiospec™ Extracorporeal Shockwave Myocardial Revascularization Therapy.
The therapy deploys high intensity ultrasound to the heart to stimulate growth of new vessels and improve blood flow to the heart. The study aims to determine how effective ultrasound is in helping patients for whom therapy is limited to multiple antiangina medications and physical activity is restricted. This new, noninvasive therapeutic approach to treating angina may become a significant treatment alternative for these patients.

Another study underway at the medical center, directed by cardiologist Gregg S. Pressman, MD, FACC, FASE, involves the treatment of obstructive sleep apnea (OSA), a common condition in which the tongue becomes limp during sleep and falls back into the pharynx (back of the throat) blocking the trachea (windpipe). This condition can lead to loud snoring or even complete blockage and absence of breathing for a minute or more. Those with sleep apnea partially wake up, take a few noisy breaths and fall back asleep – often hundreds of times a night. These episodes are a major cause of daytime sleepiness, can harm the heart and blood vessels or cause high blood pressure and heart rhythm problems, and may cause heart failure. In this study, newly diagnosed patients with severe OSA undergo ultrasound imaging of the heart before and six months after starting standard treatment with continuous positive airway pressure, which blows air into the person’s nose to keep the airway from collapsing. The goal of the study which is funded through an Albert Einstein Society research grant, is to identify and measure changes in heart structure and function over the course of treatment.

Belmont Center for Comprehensive Treatment

The Research Department at Belmont Center for Comprehensive Treatment conducted 11 different studies examining the safety and efficacy of medications to treat patients diagnosed with schizophrenia, depression, Parkinson’s disease psychosis, Alzheimer’s disease, psychotic depression and attention deficit hyperactivity disorder (ADHD). All of the studies were sponsored by pharmaceutical companies. Howard Waxman, PhD, is Director of Research at the Belmont Center and leads the studies on Alzheimer’s disease and Parkinson’s disease psychosis. Richard Jaffe, MD, leads the studies on depression, psychotic depression, ADHD, and schizophrenia. Douglas Cosgrove, MD, leads another study on schizophrenia.
Building Successful Partnerships

The talented fundraising professionals at Einstein work diligently to help achieve the goals set forth by Einstein leadership. To achieve success, they build partnerships to support the Einstein network and advance its position in healthcare.

These partnerships celebrate people who share a unified vision and mission — that is, to generate the resources needed to ensure the network can provide patients with the best possible care, latest medical advances and modern technology.

Einstein’s Development Department works with network healthcare professionals and administrators, donors, board members, volunteers, community leaders and others. Einstein’s development professionals bring people on board who have a genuine commitment to the patients and are eager to work hard to help the network achieve the highest standards in patient care.

The following programs and services illustrate the power of partnerships and philanthropy:

Volunteerism Gets a Boost at Belmont Center for Comprehensive Treatment

Volunteerism has been bolstered with the formation of the Friends of Belmont. As a hands-on volunteer group, the Friends provide services to patients at Belmont Center for Comprehensive Treatment.

“The Friends of Belmont fulfill a unique need during our patients’ time with us by providing extra special caring, which goes beyond the quality clinical care they receive from our staff,” says Sharon Bergen, Chief Operating Officer, Belmont Behavioral Health.

The group collects and donates books and magazines for patients; donates toys, toiletries and clothing for the Irene Fagan Adolescent Unit and the Children’s Unit, and cheers up patients with hand-made greeting cards. The Friends also aim to “de-stigmatize” mental illness through public education and outreach. Partnerships have been formed with schools, scout troops and service organizations, such as Philadelphia Cares.

Nine volunteers make up the group, and they work in conjunction with Belmont staff. Mimi Butler is Chair of the Friends and also serves as Vice President of Einstein’s Auxiliary. A devoted supporter of Belmont, Mimi is following in the footsteps of her late mother Irene Fagan, a long-time volunteer and fundraiser.
Inventive Solutions for Healthcare Challenges

The Albert Einstein Society (AES) was started more than 30 years ago by a group of philanthropists that included community leaders and Einstein physicians, staff and trustees. The founders identified great thinkers within the Einstein family and, through the Society, provided funding for breakthrough advancements to be realized. Today, AES functions much the same way as an internal foundation, providing seed money to inspire innovations in research, teaching and programs to advance the delivery of compassionate healthcare.

Each year, the Society identifies and funds extraordinary projects that touch the lives of thousands of people. Funds are divided between innovative programs and research grants. This year, $600,000 was allocated. Eleven innovative programs were funded, including the Right Hemisphere Stroke Center at MossRehab, and a Post-Partum Depression Education and Patient Management Program. Fourteen research grants also received funding, including a project to determine the effects of enhanced external counterpulsation (EECP), a noninvasive treatment for heart disease, as measured by a pedometer.

Since its inception, AES has funded hundreds of new ideas and contributed almost $6.5 million to Einstein employees and physicians to explore new ideas in the laboratory, the hospital and the community.

Many Albert Einstein Society projects have grown, received extramural funding and recognition, and ultimately have become models for healthcare leaders to follow. AES is a true testimony to the creativity and ingenuity of the Einstein family.

New Simulation and Learning Center Offers Advanced Standards of Clinical Education

The new Albert Einstein Medical Center Simulation and Learning Center was generated by a Harvest Ball fundraising campaign. Scheduled to open in June 2010, the Center will blend exciting technology with Einstein brilliance and compassion. Simulation will transform the Einstein teaching environment into a virtual hospital where physicians, nurses and allied health professionals will practice skills, techniques and new medical applications.

Utilizing high-tech simulators, computers and specialized treatment rooms, the Simulation and Learning Center is designed to give healthcare providers valuable “real life” patient experiences through guided, artificially created scenarios that replicate actual patient care. Simulation techniques can improve skills, teamwork, processes, patient outcomes and satisfaction – thereby creating a positive impact on every dimension of care.

The sophisticated technology in the new Center will position Einstein at the forefront of innovative teaching and advance our mission of providing exceptional healthcare.
Einstein Offers a Mini-Hospital on Wheels

In a life-or-death emergency, transporting people to a hospital isn’t always an option. Sometimes they must be treated on site by an emergency medicine physician. This year, Einstein’s Department of Emergency Medicine introduced the Physician Response Land Rover, a clinically-equipped sport utility vehicle – the first of its kind in the five-county Philadelphia area.

“The Physician Response Land Rover is not intended to carry patients. What it does carry is a mini-hospital,” says David Jaslow, MD, Chief of Einstein’s Division of Emergency Medical Services and head of the Emergency Physician Response Team that uses the vehicle. Dr. Jaslow donated the Land Rover, which was later customized with special equipment and technology. It has an ultrasound machine to study internal bleeding and broken bones, a portable blood-gas analyzer, a field amputation kit and a medical-grade refrigerator to store medications.

The Physician Response Land Rover transports emergency physicians to car crashes, building collapses or hazardous-material incidents. Einstein deploys the Land Rover and its physicians to support Pennsylvania fire departments and other emergency agencies. Due to their heavy reliance on volunteer personnel, these agencies seek to partner with others such as Einstein, who have specialty training or can maintain continuity of care at an incident that lasts several days.

The Physician Response Land Rover received an Albert Einstein Society innovative program grant, which was instrumental in the purchase of safety and diagnostic equipment. The team is hoping to raise more money for additional equipment and operational costs such as fuel, vehicle maintenance, and protective gear for the crews.

Susan G. Komen for the Cure Helps Women in Need

The Women in Need program (WIN), offered at Einstein’s Marion-Louise Saltzman Women’s Center, provides breast evaluations and treatment to women without insurance, thanks to funding from the Susan G. Komen for the Cure, Philadelphia Affiliate and other private sponsors.

Women without insurance are eligible to participate in the WIN program and receive routine screening mammograms as well as testing and treatment for a breast lump, pain or an abnormality detected on a screening mammogram, all at no cost. The program provides a continuum of breast care as needed, starting with a complete physical...
examination, mammography review, diagnostic testing and biopsies or aspirations. “Women diagnosed with breast cancer are able to have surgery and undergo the treatment they need without delay,” says Lisa Jablon, MD, FACS, Director of Einstein’s Breast Program.

Education about maintaining breast health is provided, and health insurance options are discussed, with the goal of helping participants gain coverage.

The number of women treated in the WIN program has grown this year to more than 400, ranging from teenagers to women in their 70s.

Through the generosity of the local affiliate of the Susan G. Komen for the Cure and the expert care provided by Einstein clinicians and staff, women can stay healthy regardless of their economic circumstances.

**Women’s League for Medical Research Celebrates Huge Milestone**

The dedicated group of volunteers for the Women’s League for Medical Research (WLMR) reached a monumental milestone by raising more than $2,500,000 since the League’s founding in 1951. Money raised by WLMR is used to support cardiovascular, pulmonary and renal research at Einstein.

The group did it the hard way, raising money dime by dime, dollar by dollar. “You name it, we did it,” recalls Goldie Block, WLMR’s copresident and financial officer. “We held fashion shows, penny auctions, bus trips to New York. Gradually, the money started adding up.”

Copresident Gladys Cutler, who has been active with the group for more than 55 years, notes that one reason for the group’s success is “because we worked hard to keep pace with changing interests and develop a variety of fundraising activities that appeal to different audiences.”

There is the Heart of Gold project, an annual ad book and the very successful Tree of Life memorial tributes located in the Institute for Heart and Vascular Health at Einstein Medical Center.

“Although our group is small, we pack a punch... our commitment to Einstein is a thousand-fold,” says Mrs. Block. Like so many organizations, WLMR has experienced a decrease in the number of volunteers. Despite the challenges, Gladys and Goldie have their eyes on the $3 million mark.

“Heart disease is the number one killer among men and women,” says Ms. Cutler. “We are doing what we can to make sure Einstein has the best in research, technology and equipment.”
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The Yetta Deitch Novotny Charitable Trust
NRI Data & Business Products, Inc.
Ober, Kaler, Grimes & Shriver
O’Brien & Ryan, LLP
O’Donnell & Naccarato, Inc.
Dr. & Mrs. Edward M. O’Keefe
Jorge A. Ortiz, MD
Debra J. Pace, DMD
Mr. William B. Packer
Palmer Waterproofing, Inc.
Patterson Companies, Inc.
Penn National Gaming, Inc.
Penn Valley Chemical Co., Inc.
Pennell & Witberger, Inc.
Carlyn S. Phucas, DDS
Mr. & Mrs. William F. Pokorny
Dr. Kelli B. & Mr. Eric Pokorny
Post & Schell, PC
PSC Info Group
Anthony S. Puglisi, MD
Mrs. Barbara C. Rabinowitz
Rawle and Henderson
Lawrence A. Real, MD
Dr. & Mrs. Morton W. Richman
The Rose Group
Mr. & Mrs. Martin Rosen
Mr. & Mrs. Mark B. Rosenberg
Royalty Press, Inc.
RR Donnelley
Mr. & Mrs. Bill Ryan
Mr. & Mrs. Herbert Sabulsky
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Dr. & Mrs. Howard N. Sacks
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Saul Ewing LLP
Drs. Alan M. & Barbara A. Schindler
Dr. & Mrs. Harry W. Schwartz
Dr. & Mrs. Hilton Z. Segal
Select Nurse Staffing
Dr. & Mrs. Mark Sey
Dr. Gene W. Shaffer
Shelly Electric Company, Inc.
Mr. & Mrs. Bruce D. Shelly
Jack W. Shilling, MD
Mr. & Mrs. Jon Shreter
Mr. & Mrs. Marc G. Shrier

Albert Einstein Healthcare Network  2009 Annual Report
Mr. & Mrs. Jeffrey S. Levitt
Mr. & Mrs. Robert Lipstein
Mr. William A. Loeb
Ms. Christine Logan
Mr. & Mrs. William D. Luterman
Mr. Michael Maggiani
Maintenance Equipment & Services
Dr. Julie S. & Mr. Kent Massey
Mr. John Mastronardo
Law Office of MaryBeth McCabe
MaryBeth McCabe, Esquire
Mr. Francis C. McGinn
Mr. & Mrs. Mark P. deGrandpre
Ms. Jacqueline T. McGrath
Mr. & Mrs. Lawrence McKinney
Mr. & Mrs. Randy R. McLaughlin
Medical Gas Solutions, Inc.
MedMatica Consulting Associates
Merrill Lynch
Margaret Meshok, PhD
MidMarket Capital Advisors, LLC
Miller, Downey, Spivak & Kaffenger, Ltd.
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Mittman & Liebman Associates
MLA Claims
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Mr. & Mrs. Irving Morris Jr.
Mr. & Mrs. George A. Naab Jr.
Steven C. Nearing, CPA
New Hope Solebury Dental Associates
Nixon Uniform Service, Inc.
Ms. Anne M. Nolan-Peatman
Mr. & Mrs. Michael A. Nuccio
Stanton L. Oliver Revocable Trust
Mr. & Mrs. Michael Oliver
Mr. Stanton L. Oliver
Orthopaedic Alumni & Faculty Association
Orthopaedic Specialists, PA
Douglas A. Palma, MD
Dr. & Mrs. Steven J. Parrillo
Meeta D. Peer, MD
Mr. & Mrs. Steven J. Parrillo
Dr. & Mrs. Raob R. Raja
Mr. Bob Reed
Mr. & Mrs. Reginald Reeves
Dr. & Mrs. John F. Reilly Jr.
Dr. & Mrs. David H. Reiss
REM Systems, Inc.
Resnikoff/Weightman Brand Marketing
Penny J. Rezet, Esquire & Mr. Eric Feingold
Rhoads Metal Works, Inc.
Mr. & Mrs. Marvin Riesenbach
Mr. & Mrs. Ralph J. Roberts
Dr. & Mrs. Donald P. Rosen
Royster & Associates, LLC
Mr. & Mrs. Ronald Rubin
Mr. & Mrs. Samuel A. Russo
Mr. & Mrs. Kevin P. Ryan
Safety National Casualty Corporation
Saint Joseph's University
Saks Fifth Avenue
Ms. Anahi Santiago
Ms. Kathy A. Sarlson & Mr. Gonen Haklay
Dr. & Mrs. Michael F. Saulino
Schaff & Young, PC
Dr. & Mrs. David L. Schutzman
Mrs. Margaret B. Seminara
Ms. Veronica A. Sessa
Kineret P. Shakov, EdD & David Shakov, Esquire
Dr. & Mrs. Stuart H. Shapiro
Mr. Craig J. Steiving
Silver Lining Home Health Care, Inc.
Ms. Ilene Silver & Mr. Larry Berman
Edward N. Silverman, DDS
Smith Miller Associates
Mr. & Mrs. Thomas J. Smith
Dr. & Mrs. Alan I. Snyder
Social Work PRN
Mr. & Mrs. Richard H. Solomon
Dr. & Mrs. Stanley B. Steinberg
Stericycle, Inc.
Steris Corporation
Thomas E. Strax, MD
Streamline Health
Stryker - Leibinger Division
Mr. & Mrs. Barry Stupine
Summit Healthcare Services
Mr. & Mrs. Joseph Superfine
Ms. Louise C. Talucci
Thomas J. Pingue, Inc.
Ms. Frances A. Thomas
Todays Graphics, Inc.
Mr. & Mrs. Brent N. Toll
Mr. & Mrs. Richard J. Trainer
Huyen D. Tran, MD & Patricia Tran, DDS
Trelor & Heisel, Inc.
Trion Group Inc.
TriStar MidAtlantic Imaging, Inc.
Tri-State Hospital Supply Corporation
Mr. & Mrs. Brooks Turkel
TVR Communications
United Elevator Company
Ravzan T. Vaida, MD
Clay G. Vander-Wall, DDS
Ventana Medical Systems, Inc.
VITETTA Architects & Engineers
W. L. Gore & Associates
Dr. & Mrs. Stephen N. & Suresh Wable
Dr. & Mrs. Max Wald
Ms. Christine M. Wambold
Mr. John J. Ward
Mr. & Mrs. Leonard M. Warren
Ms. Bobbi Wasserman & Mr. Harry B. Koplin
Mr. & Mrs. Leonard Wasserman
Howard M. Waxman, MD, PhD
Ms. Juanita A. Way
Mr. & Mrs. S. Gray Whetstone Jr.
Dr. & Mrs. Stephan H. Whiteneck
William Blair & Company
John T. Williams Jr., MD
Mr. & Mrs. Norman Wodgin
Mr. Walter G. Wyatt Jr.
David A. Young, PharmD
Mr. & Mrs. Thomas J. Zarra
Zarwin, Baun, DeVito, Kaplan, Schaer & Toddy, PC
Mr. & Mrs. Gary M. Zimmer
Dr. & Mrs. Marc H. Zisselman
Mr. & Mrs. Gary M. Zimmer
Dr. & Mrs. Gary M. Zimmer
Mr. & Mrs. Barbara Foran

$250-499
Anonymous
Mr. & Mrs. Bennett L. Aaron
Accredited Environmental Technologies, Inc.
Acme Markets, Inc. - Albertson's Grocery Stores
Drs. N. Sadeem Ahsan & Shermeen Belal Khann
Mr. & Mrs. Joseph Albert
Allendale Answering Service, Inc.
AMN Healthcare
Catherine Anastasopoulou, MD
Aseent Healthcare Solutions
Dr. & Mrs. Michael Ayes
The Honorable & Mrs. Harvey Bartle III
Mr. & Mrs. David A. Bartynski
Ms. Michele Battaline
Dr. & Mrs. A. James Behrend
Mr. & Mrs. John C. Behrend
Benco Dental Supply Co.
Mr. & Mrs. Mark R. Bernstein
Berta Sawyer
Kimberly R. Best, MD
Ms. Sandy H. Biernbaum
BioMorph
Dr. Linda & Mr. Thomas J. Bogar
Dorothy L. Borston, RN, BSN, CIT
Mr. & Mrs. Robert P. Boyce
Mr. & Mrs. David J. Braemer & Family
Elizabeth Braemer & Family
Mr. & Mrs. Jeffrey Braemer & Family
Kathryn Braemer & Family
Brasseler USA Surgical Power & Accessories
Donna Brown, RNC, BSN
Mr. Michael E. Brown
Mr. & Mrs. Sanford Bruck
Mr. & Mrs. Daniel Calder
Merle A. Carter-Morales, MD & Mr. Jose Morales
Dr. Sonia M. Chacko
Mr. & Mrs. Robert Chanin
Dr. & Mrs. Konstantin Chenkhu
Mr. & Mrs. Roy Clayton
Mr. & Mrs. Stewart L. Cohen
SS Colman-John Neumann School
Douglas S. Cosgrove, MD
Countrywide Pre-Paid Legal Services, Inc.
Mr. & Mrs. Gerrit R. Crandall
Ms. Maureen Crow
CSG Global Consulting
Robert A. Czincila, DO
Ms. Francine E. D’Amore
Dr. Cynthia & Mr. Joseph DeLago
Mr. & Mrs. Tony Dellaratta
DiAntonio’s Catering
Estate of Walter L. Dickes
Ms. Anne C. Donohoe
Mrs. Beverly R. Dubin
Mr. & Mrs. Guy Dunphy
Dr. & Mrs. Daniel A. Eisenberg
Mr. Fredric S. Eisenberg & Ms. Leslie R. Goedl
Mrs. Keta Eisenberg
Ms. Becky M. Esquenazi
Europa Computing Group
Mr. & Mrs. Robert Feist
Dr. & Mrs. Vincent Figueredo
Mr. & Mrs. Ken Fogarty
Follett Corporation
Foundation For The Carolinas
Mr. & Mrs. Daniel M. Frame
Frankford Hospital
Mr. Laura A. Frazier
Galloway Pediatrics LLC
Mr. & Mrs. Charles B. Gans
Ms. Deborah E. Glass
Dorothea D. Glass, MD
GlaxoSmithKline Foundation
Mrs. Ilene S. Goldstein
Drs. Anita & Yogeish K. Govil
Mrs. Christine Grasberger
Mr. Samuel J. Grear
Ms. Kimberly J. Gross
GTS-Welco Medical Gases
Dr. & Mrs. Carlos A. Guanche
Scott A. Haber, MD
Ms. Barbara J. Hare
Harmelin Media
Mr. John E. Harvie
Valorie S. Haves, MD
Dr. Julia C. & Mr. Jeffrey C. Hayes
Dr. Kathleen A.
& Mr. Leonard E. Hayward III
HBI, Inc.
Dr. & Mrs. Alan L. Heine
Ms. Julie A. Hensler-Cullen
& Mr. Thomas J. Cullen
Mr. & Mrs. Scott H. Herman
Mr. & Mrs. Maurice Hertzfeld
Ms. Kate E. Hesson
Mr. Keith Heyrek
Mr. Glenn Hibler
Mr. & Mrs. Leonard B. Hirsch
Mr. & Mrs. Robert B. Hyman
I-Flow Corp.
Infra Tech Services
Mr. Robert S. Ippolito
J. P. Hair, Inc.
Ms. Dixicanne P. James
Jay Ann Intimates
Dr. Jamie A. & Mr. Robert B. Jessar
Johnston & Johnston LLC
Ms. Maureen K. Jordan
Dr. & Mrs. Leonard B. Kamen
Mr. & Mrs. Matthew H. Kamens
Mrs. Pearl Kaplan
Mr. & Mrs. Steve Kendall
Ms. Janet L. Kerilla
Keystone Recognition, Inc.
Dr. Mary G. & Mr. Lawrence Klein
Klenzoid, Inc.
Eduardo Krajewski, MD
Dr. & Mrs. Joel Kravitz
Dr. & Mrs. Morrie E. Kricun
Mr. & Mrs. Steven E. Ladenheim
Mr. Anthony T. LaMonaca
Dr. & Mrs. Morton A. Langfeld III
Mr. & Mrs. Stewart B. Liebman
Dr. & Mrs. Edward S. Litman
Local 835 - International Union of Operating Engineers
Love N Care Cleaners
Robert M. MacMillan, MD
Dr. Priya E. Mammen
Marble Slab Creamery
Ms. Elaina K. March-Donaldson
Maximum Graphics Corporation
Mr. & Mrs. Lester R. Mayer Jr.
Mr. & Mrs. S. Andrew McCulley
MedAssets Net Revenue Systems, LLC
Ms. Geraldine Meenan
Mr. & Mrs. Jose M. Melendez
Mellon Asset Management
Mr. Jeremy Messler
Metro Commercial Real Estate, Inc.
Mobilex
Mrs. Alexis Moore-Bruton
Mr. William Morey
Dr. & Mrs. Herbert Moss
Mr. Pizza & Pasta Ristorante
Dr. & Mrs. Timothy K. Muchnok
Mr. & Mrs. Edward J. Niklauski
Mr. & Mrs. David J. Nuddle
Drs. Jane Chen & Adam K. Rowden
Mr. & Mrs. Marvin Rubenstein
Mr. & Mrs. Paul S. Rumore
Salary.com
Drs. Brooke & Matthew S. Salzman
Mr. & Mrs. Ihor Sawycky
Ms. Lynn M. Scherer
Mr. & Mrs. Barry F. Schwartz
Ralph H. Scott B, MD
Ms. Isadora M. Simms
Dr. & Mrs. Walter J. Slizofski
Mr. & Mrs. Richard W. Slocum
Dr. Jennifer G. & Mr. Steven J. Slone
Drs. Marjorie B. Somers
& Frank E. Silvestry
South Jersey Boiler and Burner Service, Inc.
Mrs. Marilyn Specter
Dr. Jordan A. Spector
Genevieve M. Spross, RN, BSN
Mr. & Mrs. Gregory M. Stein
Ms. Laraine M. Stinger
Dr. & Mrs. Jay J. Strain
Mr. & Mrs. Francis R. Strawbridge III
Sunexys, LLC
Surgical Monitoring Association
Dr. & Mrs. Mark S. Tanker
Temple Sinai
Drs. Margarita M. & Gerardo Torres
Tran Family Trust
Trend Integration, LLC
Dr. Leslie R. Trien
Peter D. Tsao, DO
Ms. Molly G. Walker
Mr. & Mrs. Myron Waxman
Mr. Joseph Westerfer
Dr. & Mrs. Edward K. Wikooff
Dr. & Mrs. Robert S. Wimmer
Ms. Janet H. Winston
Dr. & Mrs. Milton A. Wohl
Dr. & Mrs. Joseph M. Reilly
Mr. & Mrs. David Rentz
Resources for Human Development, Inc.
Ms. Vickie Richman
Ms. Deidre Robinson
Ms. Barbara L. Rosen
Mr. & Mrs. Bernard Roth
Dr. & Mrs. Bernard N. Rothman
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Mr. & Mrs. Barry F. Schwartz
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Drs. Marjorie B. Somers
& Frank E. Silvestry
South Jersey Boiler and Burner Service, Inc.
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Dr. & Mrs. Jay J. Strain
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Surgical Monitoring Association
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Temple Sinai
Drs. Margarita M. & Gerardo Torres
Tran Family Trust
Trend Integration, LLC
Dr. Leslie R. Trien
Peter D. Tsao, DO
Ms. Molly G. Walker
Mr. & Mrs. Myron Waxman
Mr. Joseph Westerfer
Dr. & Mrs. Edward K. Wikooff
Dr. & Mrs. Robert S. Wimmer
Ms. Janet H. Winston
Dr. & Mrs. Milton A. Wohl
Drs. Sook Hee & John H. Yoo
Ms. Marina Z. Zeccardi
Zenith Graphics
*Deceased
### Statement of Financial Position
Fiscal Year Ended June 30, 2009
($ in millions)

<table>
<thead>
<tr>
<th>ASSETS</th>
<th></th>
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<tbody>
<tr>
<td>Cash and investments</td>
<td>$122.2</td>
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<tr>
<td>Accounts receivable</td>
<td>92.2</td>
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<tr>
<td>Assets whose use is limited</td>
<td>104.5</td>
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<td>Long-term investments</td>
<td>237.1</td>
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<tr>
<td>Land, buildings and equipment</td>
<td>258.7</td>
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<tr>
<td>Total Assets</td>
<td>$910.0</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>LIABILITIES AND NET ASSETS</th>
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<tbody>
<tr>
<td>Liabilities</td>
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<tr>
<td>Accounts payable and accrued expenses</td>
<td>$99.2</td>
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<tr>
<td>Accrued professional liability claims</td>
<td>108.3</td>
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<tr>
<td>Accrued pension liability</td>
<td>106.8</td>
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<tr>
<td>Long-term obligations</td>
<td>148.6</td>
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<tr>
<td>Other liabilities</td>
<td>46.1</td>
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<tr>
<td>Total Liabilities</td>
<td>$509.0</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Net Assets</th>
<th></th>
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<tbody>
<tr>
<td>Unrestricted</td>
<td>$316.6</td>
</tr>
<tr>
<td>Temporarily restricted</td>
<td>46.9</td>
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<tr>
<td>Permanently restricted</td>
<td>37.5</td>
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<tr>
<td>Total Net Assets</td>
<td>$401.0</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Total Liabilities and Net Assets</th>
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</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$910.0</td>
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</tbody>
</table>

### Statement of Operations
Fiscal Year Ended June 30, 2009
($ in millions)

**How we receive our revenues**

<table>
<thead>
<tr>
<th>How we receive our revenues</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Net patient service revenue</td>
<td>$819.0</td>
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<tr>
<td>Investment income</td>
<td>3.7</td>
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<tr>
<td>Other revenue</td>
<td>27.8</td>
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<tr>
<td>Net assets released from restrictions</td>
<td>7.3</td>
</tr>
<tr>
<td>Total Operating Revenues</td>
<td>$857.8</td>
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</tbody>
</table>

**How we spent our revenues**

<table>
<thead>
<tr>
<th>How we spent our revenues</th>
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</thead>
<tbody>
<tr>
<td>Salaries and employee benefits</td>
<td>$520.9</td>
</tr>
<tr>
<td>Supplies</td>
<td>108.3</td>
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<tr>
<td>External physician, clinical and professional fees</td>
<td>66.0</td>
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<tr>
<td>Depreciation and amortization</td>
<td>33.2</td>
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<tr>
<td>Interest</td>
<td>4.4</td>
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<tr>
<td>Insurance</td>
<td>39.8</td>
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<tr>
<td>Provision for bad debts</td>
<td>20.6</td>
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<tr>
<td>Other</td>
<td>45.5</td>
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<tr>
<td>Total Operating Expenses</td>
<td>$838.7</td>
</tr>
</tbody>
</table>

**Operating Income**

<table>
<thead>
<tr>
<th>Operating Income</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Investment declines</td>
<td>(17.9)</td>
</tr>
<tr>
<td>Non-operating revenues</td>
<td>11.7</td>
</tr>
<tr>
<td>Total Operating Expenses</td>
<td>$19.1</td>
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</tbody>
</table>

**Assets Generated for Reinvestment**

| Assets Generated for Reinvestment | $12.9 |
Operating Revenues

- Net patient service revenue: 95.5%
- Investment income: .4%
- Other revenues: 3.2%
- Net assets released from restrictions: .9%

Operating Expenses

- Salaries and employee benefits: 62.1%
- Supplies: 12.9%
- External physician, clinical and professional fees: 7.9%
- Depreciation and amortization: 4.0%
- Interest: .5%
- Insurance: 4.7%
- Provision for bad debts: 2.5%
- Other: 5.4%

A financial report of Albert Einstein Healthcare Network is available upon request. Please send inquiries to: Brian K. Derrick, Chief Financial Officer, Albert Einstein Healthcare Network, 5501 Old York Road, Philadelphia, PA 19141.
Albert Einstein Healthcare Network
Board and Executive Management

<table>
<thead>
<tr>
<th>Year</th>
<th>Board of Trustees</th>
<th>Executive Management</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009-2010</td>
<td>Richard C. Sheerr, Chairperson</td>
<td>Bruce E. Bashwiner, MD, Vice President, Facilities</td>
</tr>
<tr>
<td></td>
<td>Barry R. Freedman, President and CEO</td>
<td>Jeffrey B. Cohn, MD, Chief Quality Officer</td>
</tr>
<tr>
<td></td>
<td>Honorable Arlin M. Adams, Honorary Chairperson</td>
<td>Ruth M. Lefton, Chief Operating Officer, MossRehab</td>
</tr>
<tr>
<td></td>
<td>Jack F. Adler, Jr., Honorary Chairperson</td>
<td>Richard Montalbano, Vice President and Project Executive</td>
</tr>
<tr>
<td></td>
<td>Board of Trustees</td>
<td>Barry R. Freedman, President and CEO</td>
</tr>
<tr>
<td></td>
<td>Executive Management</td>
<td>A. Susan Bernini, Chief Operating Officer</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Brian K. Derrick, Chief Financial Officer</td>
</tr>
<tr>
<td></td>
<td></td>
<td>John M. Finger, Chief Administrative Officer</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Fred E. Braemer, Honorary Chairperson</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Stephen J. Korn, Esq., Honorary Chairperson</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Marilyn H. Rivers, Vice Chairperson</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Richard M. Lepton, Chief Operating Officer, MossRehab</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Kenneth D. Levitan, Vice President and Chief Information Officer</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Douglas McGee, DO, Chief Academic Officer</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Cynthia A. McGlone, Vice President, Healthcare Services</td>
</tr>
<tr>
<td></td>
<td></td>
<td>LuAnn Trainer, Vice President, Physician Services</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Beth E. Duffy, Vice President, Healthcare Services</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Mary Beth Kingston, Chief Nurse Executive</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Lynne R. Kornblatt, Esq., Vice President, Human Resources</td>
</tr>
<tr>
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<td>Jeffrey B. Cohn, MD, Chief Quality Officer</td>
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<td>Beth E. Duffy, Vice President, Healthcare Services</td>
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<td>Mary Beth Kingston, Chief Nurse Executive</td>
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<td>Lynne R. Kornblatt, Esq., Vice President, Human Resources</td>
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<td>Bruce W. Koch, Chief Operating Officer, MossRehab</td>
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<td>Penny J. Rezet, Esq., Vice President and General Counsel</td>
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<td>A. Thomas Tebbens, Vice President, Marketing and Communications</td>
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<td>Deborah Feith Tye, Vice President, Physician Services</td>
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OUR MISSION
With humanity, humility and honor, to heal by providing exceptionally intelligent and responsive healthcare and education for as many as we can reach.

OUR VISION
Einstein Brilliance and Compassion
In All We Touch.

MAIN FACILITIES
Albert Einstein Medical Center
5501 Old York Road
Philadelphia

Belmont Center for Comprehensive Treatment
4200 Monument Road
Philadelphia

Einstein at Elkins Park
60 Township Line Road
Elkins Park

Einstein at Germantown
One Penn Boulevard
Philadelphia

MossRehab
60 Township Line Road
Elkins Park
1200 West Tabor Road
Philadelphia

Willowcrest
5501 Old York Road
Philadelphia

Willow Terrace
One Penn Boulevard
Philadelphia

SATELLITE LOCATIONS
Einstein Specialty Physicians and Einstein Neighborhood Healthcare
Practice sites are located in North, Northwest, Northeast and Far Northeast Philadelphia, Montgomery County and Lower Bucks County.

Einstein Center One
9880 Bustleton Avenue
Philadelphia

Einstein-MHMC Surgery/Neurosurgery at Montgomery Hospital
1330 Powell Street
Norristown

MossRehab Inpatient Locations
Einstein at Elkins Park
Albert Einstein Medical Center, Tabor Road
Aria Health, Frankford
Aria Health, Langhorne
Sacred Heart Hospital, Allentown, PA

MossRehab Outpatient Locations
Blue Bell
Center City
Chalfont
Elkins Park
Germantown
Jenkintown
Northeast Philadelphia
Olney

MossRehab Driving School Locations
Dryllestown, PA
Jenkintown, PA
Wilmington, DE
Woodbury, NJ

MossRehab Clubhouse Programs
Philadelphia and Woodbury, NJ

BELMONT BEHAVIORAL HEALTH
Community Outpatient Program for the Elderly (COPE)
4200 Monument Road
Philadelphia
One Penn Boulevard
Philadelphia

Crisis Response Center
One Penn Boulevard
Philadelphia

Intensive Outpatient Program
4200 Monument Road
Philadelphia

Belmont Residence at Germantown
One Penn Boulevard
Philadelphia

Philadelphia Center for Human Development
10360 Drummond Road
Philadelphia
Accredited and Licensed by
- Accreditation Council for Graduate Medical Education
- American Association of Blood Banks
- American College of Radiology - Breast Imaging Center of Excellence
- American College of Surgeons
- American Dental Association Commission on Dental Accreditation
- American Society of Histocompatibility Immunogenetics
- Center of Excellence in Bariatrics - American Society of Bariatric Surgery
- College of American Pathologists
- Commission on Accreditation of Rehabilitation Facilities
  - Home- and Community-Based Rehabilitation Programs: Brain Injury Program (Adults)
  - Inpatient Rehabilitation Programs – Hospital (Adults)
  - Inpatient Rehabilitation Programs – Hospital: Amputation Specialty Program (Adults)
  - Inpatient Rehabilitation Programs – Hospital: Brain Injury Program (Adults)
  - Inpatient Rehabilitation Programs – Hospital: Brain Injury Program (Children and Adolescents)
  - Inpatient Rehabilitation Programs – Hospital: Spinal Cord System of Care (Adults)
  - Inpatient Rehabilitation Programs – Hospital: Spinal Cord System of Care (Children and Adolescents)
  - Outpatient Medical Rehabilitation Programs – Multiple Service: Brain Injury Program (Adults)
  - Outpatient Medical Rehabilitation Programs – Multiple Service: Brain Injury Program (Children and Adolescents)
  - Outpatient Medical Rehabilitation Programs – Multiple Service: Spinal Cord System of Care (Adults)
  - Outpatient Medical Rehabilitation Programs – Multiple Service: Spinal Cord System of Care (Children and Adolescents)
  - Residential Rehabilitation Programs: Brain Injury Program (Adults)
  - Vocational Services: Brain Injury Program (Adults)
- Joint Commission on Accreditation of Healthcare Organizations
  - Hospital
  - Behavioral Health
  - Long-Term Care
  - Stroke
- National Accreditation Breast Cancer Programs (NABCP)
- Pennsylvania Department of Health, Division of Drug and Alcohol Program Licensure
- Pennsylvania Department of Public Welfare, Office of Mental Health
- Pennsylvania Medical Society Commission on Continuing Medical Education
- Pennsylvania Trauma Systems Foundation (for Level I Regional Resource Trauma Center)
- The Association for Clinical Pastoral Education Inc.

Constituent of
- Jewish Federation of Greater Philadelphia
- United Way of Southeastern Pennsylvania

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