

THEY SAY IT TAKES A VILLAGE TO RAISE A CHILD.



IT ALSO TAKES A VILLAGE TO BUILD A HEALTHIER COMMUNITY. | COMMUNITY BENEFIT REPORT 2010



Recognizing Nursing Excellence



**Raritan Bay
Medical Center**

Advancing care every day



SERVING OUR COMMUNITY SINCE 1902.



Dear Friends,

Since opening in 1902, Raritan Bay Medical Center (RBMC) has faithfully met the diverse and continually evolving healthcare needs of the Central New Jersey community. Each year thousands of local residents receive care in our emergency, maternity, cardiac, critical, surgical and other departments, and utilize our diagnostic imaging, laboratory, physical therapy and rehabilitation and other specialty services. These services are most often thought of when considering the role of a community hospital and are the most visible aspects of the medical center, but behind the scenes there are other ways we contribute to the overall health of the community we serve. This report will unveil some of our major activities that may have otherwise gone unnoticed and outline ongoing initiatives to help the medical center remain a vital community resource.

Community hospitals across the nation and especially in New Jersey have faced financial challenges in recent years due to inadequacies in the current healthcare delivery system and the uncertain economic climate. Realizing this fact, in 2008 we instituted a patient-focused and comprehensive growth and renewal plan - Vision 2011. The initial stages of this multifaceted plan, made possible through the efforts of our dedicated employees, included a reduction in spending and streamlining of medical center operations. This resulted in a financial turnaround for Raritan Bay in 2009, enabling us to obtain the necessary funding for growth of services and facility renewal. With our financial rebound in hand and growing determination to remain an important resource in the community, the decision was made to end discussions concerning the sale of our Old Bridge location and accelerate our growth and renewal plan. As part of Vision 2011 we opened the Dr. Sam. Gordon Berkow Maternity Pavilion, Medical Pavilion at Perth Amboy, Medical Pavilion at Woodbridge, improved hospital amenities and we will soon announce a host of other new and enhanced services as the plan continues.

Above all else, our Old Bridge, Perth Amboy and outpatient facilities in Edison and Woodbridge are committed to healthcare excellence. In 2009, the medical center joined only two percent of hospitals in the nation when it was re-designated with Magnet status, recognizing nursing excellence. Raritan Bay has been recognized by Horizon Blue Cross Blue Shield for high-quality, effective care. We are also a New Jersey State Department of Health and Senior Services designated Primary Stroke Center, acknowledging our optimal care of stroke patients in an emergency.

By expanding the traditional boundaries of hospital care and through leadership, innovation and community collaboration Raritan Bay Medical Center will continue its mission to provide professional, compassionate and high-quality healthcare to all patients.

Now I invite you to read this report and take a closer look at our medical center.



Michael R. D'Agnes

Michael R. D'Agnes
President and CEO
Raritan Bay Medical Center

RARITAN BAY MEDICAL CENTER - OLD BRIDGE AND PERTH AMBOY

2009 VITAL STATISTICS

Admissions...	17,112
Births...	1,173 (Perth Amboy)
Cardiology Diagnostic Center (Visits)...	9,008
Emergency Room (Visits)...	71,330
Endoscopy Procedures...	3,942
Laboratory Procedures...	775,183
Operating Room Procedures...	2,316
Outpatient Clinic (Visits)...	7,504
Pharmacy Prescriptions...	956,060
Physical Therapy Procedures...	91,942
Respiratory Therapy...	126,374
Same Day Surgeries...	4,504

"I'm very grateful for the care I received from the medical center's nurses. The staff's positive and encouraging attitude put me at ease. I recommend the medical center to anyone with stubborn wounds."

-- former Center for Wound Healing patient Robert Murray of Old Bridge



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GROWTH AND RENEWAL: VISION 2011

Raritan Bay Medical Center's growth and renewal plan Vision 2011 kicked into high gear towards the latter half of 2009 and is continuing that momentum in 2010. In a whirlwind of activity the medical center and an experienced partner opened the multi-purpose Medical Pavilion at Woodbridge, an office building for physician practices the Medical Pavilion at Perth Amboy and, through Public Service Electric and Gas's (PSE&G) hospital efficiency program, began a \$3.1 million upgrade of the Perth Amboy location's heating, cooling, electrical and air circulation systems. These openings and the efficiency program added to the already unveiled Dr. Sam. Gordon Berkow Maternity Pavilion, renovated patient registration, visitor lounges and outpatient testing areas and the new coffee and gift shop Café by the Bay that opened to rave reviews from patients and visitors. Also during this time, Raritan Bay entered a contract with the City of Perth Amboy to provide emergency primary ambulance coverage for the city and expanded its behavioral health services to include outpatient mental health programs.

"We began the multifaceted Vision 2011 plan in 2008, recognizing that an individual's hospital experience is not only about expert, compassionate care and a welcoming attitude, but also about the amenities and services we provide," said Michael R. D'Agnes, president and CEO of Raritan Bay Medical Center. "Our goal is to be the medical destination of choice for the community we serve. We want to provide our patients, their families and visitors with a hotel-like environment they may not expect to find in a hospital setting and a true medical home for all of their healthcare needs."

Currently RBMC is poised to announce the openings of several new services, renovated areas and is rapidly completing other activities to finish the renewal plan on schedule. The following sections review activities that have been or will soon be completed.

MEDICAL PAVILION AT WOODBRIDGE

Raritan Bay Medical Center's new Medical Pavilion at Woodbridge provides high-quality, urgent non-emergency care, obstetrical/gynecological and physical therapy services. Urgent care, provided by a physician or nurse practitioner, is available with or without an appointment 365 days a year. The pavilion is the only urgent care provider in the Woodbridge area.

The pavilion's clinicians are able to refer patients for on-site diagnostic imaging and preventive health screenings such as physicals, blood pressure, cholesterol, allergy and diabetes testing and vaccinations. As an added benefit they may refer patients who need specialty care, advanced diagnostic testing, or surgery to RBMC physicians, providing continuity of care. The 10,000-square-foot facility is also home to the physician practice Bay Obstetrics and Gynecology (another office is located in Sayreville) and a satellite office of the hospital's physical therapy department; providing obstetrical/gynecological services for all stages of life and comprehensive physical therapy services respectively.

URGENT CARE

For the following conditions, urgent care may be faster, easier and less expensive:

Sinus or ear infections · Urinary tract infections · Minor cuts (providing stitches and their removal)
 Animal bites · Sprains or broken bones (suffered at home or at work)
 General not-feeling-so-well aches and pains

A VISIT TO THE ER IS NEEDED FOR THE FOLLOWING:

Chest pain · Trouble breathing · Sudden dizziness or weakness · Severe abdominal pain
 Unstoppable bleeding · Change in vision · Severe or persistent vomiting, or vomiting blood



The new Human Motion Institute at Raritan Bay Medical Center is a unique program offering a comprehensive continuum of musculoskeletal care within a highly integrated orthopedic healthcare delivery network. This includes not only assessment, treatment, education and therapy services but prevention as well. Raritan Bay's goal is to help each patient achieve maximum function and mobility as quickly and safely as possible, employing the latest medical techniques available to enhance the clinical team's effectiveness. By combining the extensive clinical expertise of the medical center's physicians and RBMC's Magnet nurses with their compassionate Patient Family Centered Care Model treatment philosophy, Raritan Bay has created a program known for its high-quality care.

HUMAN MOTION INSTITUTE SERVICES INCLUDE:

- Spine Care
- Joint Care (Hip, Knee, Shoulder)
- Hand and Upper Extremity
- Sports Medicine
- Foot and Ankle
- Physical Therapy



PRIVATE PATIENT ROOMS

One of the most appreciated trends in hospital care today is the move towards private rooms for patients. Raritan Bay Medical Center will soon provide this convenience, helping patients feel comfortable in a hotel-like, peaceful accommodation and in turn promoting their speedy recovery with 62 private rooms with private baths and renovated semi-private rooms. The new Human Motion Institute at Old Bridge and Perth Amboy consists of private patient rooms.

EMERGENCY SERVICES

As a vitally important, bustling and life-saving component of the medical center, Raritan Bay has made enhancing its emergency services a priority. To that end the Perth Amboy emergency department underwent renovations to improve the comfort level of patients and visitors, its Fast Track area (providing speedy care for less serious emergencies) has been expanded and 10 additional patient beds have been added. And in the coming months the Old Bridge emergency department's Fast Track area will be expanded to match the already large waiting room and patient care accommodations.

CENTER FOR WOMEN

Raritan Bay is adding a new Center for Women at Perth Amboy to complement the long-standing facility at Old Bridge. These diagnostic and treatment centers focus on meeting women's specific healthcare needs and provide education and testing that is unique to women; digital mammography, breast MRI, stereotactic needle core biopsies, bone densitometry and more. The Center for Women at Perth Amboy will utilize the new cutting-edge MRI scanner and digital mammography technology that was recently installed at the medical center.

HEART CARE SERVICES

For more than 20 years the medical center's Cardiac Diagnostic and Treatment Center has provided comprehensive support, diagnostic and treatment services, including life-saving emergency and elective angioplasty services done in its catheterization laboratory. Raritan Bay recently renovated and expanded its laboratory and equipped it with a new state-of-the-art Toshiba vascular X-ray system. This system provides ease of access for patients, is extremely versatile and its high-resolution detector provides the clear, distortion-free images required for the full range of studies. These features enable clinicians to complete procedures more quickly and comfortably for patients.

BLUE WING RENOVATIONS

The Perth Amboy hospital's Blue Wing is undergoing a complete transformation adding a new convenient entrance, pre-admission testing radiology room, cutting-edge MRI scanner, Center for Women and renovations to the Physical Therapy and Rehabilitation department and Center for Wound Healing, which provides individualized treatment and prevention services for patients with non-healing, painful and debilitating wounds through a variety of methods, including hyperbaric oxygen therapy.

UPSCALE AMENITIES AND INTEGRATIVE MEDICINE

To complete Raritan Bay Medical Center's evolution to a more hotel-like environment new flat screen TVs have been installed in patient rooms and visitor lounges and new furnishings have been added to patient rooms. And, coming soon, Raritan Bay will offer room service, valet parking and VIP integrative wellness services through the medical center's Division of Integrative Medicine. The division currently provides a host of integrative treatment options supporting the mind-body-spirit connection to achieve optimal health. These increasingly popular inpatient and outpatient therapies are available free of charge or for a nominal fee and include acupuncture, massage, energy medicine, reflexology, Reiki, Tai Chi / Qigong, guided imagery and more.



REACHING OUT TO OUR COMMUNITIES

They say *it takes a village to raise a child*. It also takes a village to build a healthier community.

That's why Raritan Bay Medical Center partners with dozens of local organizations to promote wellness and improve the quality of life in Central New Jersey. Along with a full continuum of acute care services, RBMC plays a leadership role in a wide range of health and outreach initiatives – from conducting free health fairs to inspiring medical careers. Our staff and physicians maintain a strong presence in schools, congregations, government, businesses and other organizations to prevent disease and help lead the way to a healthier future.

Here are just a few of the many collaborative projects RBMC proudly supported in recent months :

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HEALTH FAIRS SAVE LIVES

Ferris wheels and fun houses make for great family entertainment. But no fair costs less or matters more than a health fair, which can save dozens of lives in a single afternoon. These events encourage wellness through free information and screenings that can detect such problems as high cholesterol, early-stage diabetes or other conditions before they progress – giving people the opportunity to take charge of their health.

Over the past several months, RBMC co-sponsored three community-wide health fairs. RBMC and the Filipino American Association co-sponsored two events, one last year at the Saint Ambrose Church in Old Bridge and this Fall at RBMC's Old Bridge location. Hundreds of area residents took part in the fairs, which included blood drives as well as screenings for stroke, respiratory disease, diabetes, blood pressure, vision and dental health. Professionals also provided body fat analysis and testing for posture, muscle strength and hand grip, along with CPR training and Tai Chi demonstrations by the hospital's Division of Integrative Medicine. Rounding out the fairs were educational programs on such topics as nutritional meal-planning, cancer, fitness, acupuncture and celiac disease. This year's fair also included physicians with practices in the medical center's Medical Arts Building. Participants left with valuable tools for addressing medical issues and adopting a healthier lifestyle.

On May 1, 2010, RBMC teamed up with The Coalition of Hispanic Physicians for the 10th annual Hispanic Health Fair in Perth Amboy. The bilingual event was held at the Raritan Bay Area Y for the first time and staffed by dozens of volunteers from RBMC's Stroke Center and Internal Medicine Residency Program, the Coalition of Hispanic Physicians, the Puerto Rican Association for Human Development and the community. The change in venue drew a larger, more diverse group than previous years, attracting more than 250 people from Perth Amboy and surrounding towns. Guests attended various health seminars and screenings for breast cancer, prostate cancer, osteoporosis and other health conditions. With a focus on disease prevention, early detection and access to quality care, the fair provided a tremendous service to many families in the local Hispanic community.

WARDING OFF THE H1N1 FLU

The H1N1 Flu captured headlines last winter as outbreaks spread throughout North America and around the world. RBMC remained at the forefront of this public health crisis by orchestrating local response efforts, educating health practitioners and community residents, and holding H1N1 influenza vaccination clinics in Old Bridge and Perth Amboy. RBMC was awarded a grant from the New Jersey Department of Health and Senior Services to conduct 20 community-based clinics and offer free vaccinations to the public. Additionally, two of our physicians – Dr. Dane Clarke, director of emergency services, and Dr. Michael Ciencewicki, vice president, medical affairs – served on the Woodbridge Board of Education H1N1 Flu Response Team, while our clinicians advised local government, school districts and community agencies. Thanks to these efforts, many cases of H1N1 were prevented in Middlesex County.

SURVEY SAYS...

RBMC conducted a comprehensive Community Health Needs Assessment to better understand the most compelling health issues facing area residents. Over the past year, professional researchers surveyed doctors and area residents to gather information relating to illness and chronic disease, access to medical care, lifestyle, and other factors that impact the region's overall health status. This process will help RBMC develop a blueprint for the future, enabling us to directly address problems, pinpoint solutions, and ultimately tailor our services and amenities to the healthcare needs of our community.



YOUR PARTNER FOR GOOD HEALTH

From cancer support groups to couples massage, RBMC hosts a myriad of programs to share health information and promote all aspects of wellness. A robust calendar of free or low-cost events is offered at our Perth Amboy and Old Bridge locations as well as community venues, such as shopping malls and places of worship. Participating patients and families attend ongoing support groups for breast cancer, HIV, Alzheimer's disease, diabetes, bariatric weight loss and other chronic medical conditions. Residents also join us for educational health seminars as well as parent education, birthing classes, CPR training and programs sponsored by our Division of Integrative Medicine.



STUDENTS CONNECT WITH RBMC

Few teenagers have the opportunity to observe a surgery in the operating room. But six local high school students scrubbed up for the experience as part of the 11th Annual Healthcare Connection program held last July. Coordinated through the hospital's Volunteer Services Department, this intensive, hands-on program is designed for students who are interested in pursuing a healthcare career. Those selected are invited to go behind-the-scenes for four days, learning more about the practice of medicine and the complex operations of a community operation. To date, 68 students have participated and are looking forward to careers in psychology, biomedical engineering and other clinical specialties.

Additionally, Perth Amboy High School partnered with RBMC to establish a new club: Hand in Hand. Also aimed at inspiring healthcare careers, the group welcomed guest speakers from RBMC to share information about their occupations and training. As a unique twist on Ground Hog Day, students were invited to the hospital to shadow a clinician for the day. One student witnessed a birth, while another viewed a cardiac catheterization and others spent time in the Emergency Department. It was a field trip none of them will soon forget!

LIVESTRONG AT THE Y

In 2008, Lance Armstrong and four former U.S. Surgeon Generals announced the National Call to Action on Cancer Prevention and Survivorship, a monumental initiative aimed at improving the lives of millions of people – now and in the future. And we've responded in force. Last fall, RBMC collaborated with the Woodbridge Y to develop an empowering, 12-week fitness program for cancer survivors, thanks to a grant from the Lance Armstrong Foundation. Hospital nurses and physical therapists worked in cooperation with the Y's certified personal trainers to offer specialized instruction that allows participants to resume physical activity in a safe, monitored environment. The LIVESTRONG at the Y program includes free exercise sessions as well as a complimentary 3-month membership to the Woodbridge Y. Thus far, the project has served more than 50 people who have conquered cancer and coordinators hope to reach hundreds more in the coming months. Plans also include expanding the program to those with diabetes and other chronic diseases.

WOODBIDGE AMONG HEALTHIEST COMMUNITIES

Woodbridge Township is one of the few communities designated as a "New Jersey Healthy Town" by the State of New Jersey. This proud recognition is directly linked to the Mayors Wellness Committee, which reflects a partnership between the Woodbridge Mayor, RBMC and other community health leaders. Together, we have launched many exciting initiatives designed to encourage active living while reducing the alarming rise in obesity, diabetes, heart disease and other illnesses. Most recently, the coalition sponsored a 5K Pizza Run and the third annual Tour de Woodbridge Bike Ride to get residents on the move as well as outreach programs to promote exercise, good nutrition and healthy lifestyles.

FIGHTING BACK AGAINST CANCER

RBMC joined the national movement for more birthdays by supporting the American Cancer Society's Cancer Prevention Study - 3 (CPS-3). Fourteen hospital nurses were trained to recruit participants at the 2010 Relay for Life event in Woodbridge. The team enrolled 72 individuals that day, including men and women between the ages of 30 and 65 who have no personal history of cancer. The goal of the project is to help researchers understand more about preventing this prevalent disease, so we can save more lives – and treasure more celebrations.

"1-800-DOCTORS and SreenAmerica are truly fortunate to have worked with the high-quality healthcare providers at Raritan Bay Medical Center. We sincerely hope that we have another opportunity to work with the RBMC healthcare team in the future," – 1-800-DOCTORS Executive Vice President Doug Snelson



PROJECTS FUNDED

Thanks to continued philanthropic support, the RBMC Foundation funded many important projects in 2009 and 2010. The majority of money was earmarked for Vision 2011. Extensive renovations, along with a host of new amenities, have already transformed several areas of the hospital, including a spectacular \$240,000 makeover for the **Dr. Sam Gordon Berkow Maternity Pavilion**. In the coming months, renovations will continue in the Stroke Center, Emergency Department, Radiology, the new Center for Women and dialysis unit as well as patient rooms across both RBMC locations. "We are incredibly grateful to our loyal benefactors, who share our unwavering commitment to community health," noted **Russell Azzarello**, chairman, RBMC Foundation. "They continue to overwhelm us with their charitable spirit, serving as true champions for our hospital and elevating the quality of care available to those we serve."

1-800-DOCTORS
The one number you need to know

CHARITABLE GIVING SOARS

Charity has been regarded as the "voice of the world." And nowhere is that more evident than Raritan Bay Medical Center, where our community speaks volumes through its boundless generosity. Over the past 18 months, donors have contributed \$1.5 million to the RBMC Foundation, opening their hearts with abundance and expressing their unwavering support for the medical center.

"Our entire donor family – from our board members to our employees, physicians, local businesses, organizations, friends and neighbors – are passionate about Raritan Bay Medical Center and believe in our mission of delivering exceptional health care," stated Gina Mancini, director of development, RBMC Foundation. "In today's challenging economic climate, fundraising is critical to the hospital's continued investments in state-of-the-art technology, clinical innovations, facility modernizations, community outreach and other vital programs that enrich the health of area residents."

PHILANTHROPIC LEADERSHIP

Charity always starts at home. With that in mind, RBMC's dedicated employees have set the pace by donating nearly \$70,000. The Employee Giving Fund has steadily increased over the last four years, achieving new heights in 2010 with the recently established Mini Grant Program, which financed equipment, software and supplies for numerous hospital departments. Furthermore, the Provident Bank Foundation saluted the employees by extending a matching gift for the second consecutive year – rewarding their benevolence and inspiring others in the community.

Accordingly, the hospital received several noteworthy grants, including \$90,000 from The Investors Savings Bank Foundation to purchase a new Mobile Intensive Care Unit (MICU) transport vehicle, \$50,000 from The Marion and Norman Tanzman Charitable Foundation to fund equipment for therapeutic hypothermia for sudden cardiac arrest, and \$30,000 from the TD Charitable Foundation toward enhancements for RBMC's Primary Stroke Center.

Representing another beacon of philanthropic leadership is the Heritage Society Circle of Friends, an annual giving association honoring benefactors who donate \$250 or more in a calendar year. Their collective contributions recently addressed the urgent need for an additional MICU vehicle. Serving Perth Amboy, Old Bridge and surrounding communities, our growing fleet responds to approximately 5,000 calls each year, providing advanced emergency care and saving countless lives.

SPECIAL EVENTS

Fundraising efforts were anchored by several successful events, featuring the 25th annual Harbor Lights Ball. The black-tie gala generated \$270,000 for RBMC's Emergency Services while transporting guests back to New York City's iconic 'Studio 54' dance club and the era of disco, polyester and other 1970s nostalgia.

"Inspirations: A Celebration of Art & Spring" raised \$70,000 for the Wilentz Patient Care Fund and RBMC's breast cancer services. The 11th and 12th annual art exhibits showcased several local artists and honored longtime community activists, Barbara Booz and Constance Elek, for their outstanding commitment to RBMC. Additionally, the Donna Sewitch Nursing Excellence scholarship awards were presented to six nurses and nursing students for exemplifying exceptional leadership, professionalism and compassion.

Finally, golf and tennis enthusiasts swung into action for the 2009 and 2010 Sports Classics, each highlighting a few rounds of friendly competition followed by an elegant dinner reception and silent auction. The outings garnered an impressive \$170,000 for the RBMC Emergency Department and \$180,000 to benefit the new Center for Women.

COMMUNITY CONNECTIONS

In tandem with its own initiatives, the RBMC Foundation partnered with several non-profit organizations to raise funds and awareness for community health priorities. Recent events include the American Cancer Society's Relay for Life and Making Strides Against Breast Cancer, the Arthritis Foundation's Arthritis Walk, and a humanitarian fundraiser to aid victims of the Haiti earthquake, which was held in cooperation with the Woodbridge Y.



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