

Celebrating **75** years *Serving Our Community*



Annual Review 2015







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# A NOTE FROM THE PRESIDENT

When a group of community members founded Shore Memorial Hospital 75 years ago, they did so with a commitment to provide their families, friends and neighbors with quality health care close to home. For more than three quarters of a century, we have continued to serve their mission and we have been honored to do so.

It would have been impossible to have imagined that the original 68-bed Atlantic Shores Hospital and Sanitarium would eventually be transformed into the incredible facility we have today. We are proud of our Surgical Pavilion, six Centers of Excellence, strategic alliances and partnerships, national recognitions, and so much more.

These accomplishments are only possible because of the dedication and hard work of our Board Members, skilled physicians, nurses and support staff. We are thankful for their leadership and expertise that allows us to deliver high-quality patient care.

We are always challenging ourselves to make the healthcare experience better for our patients, physicians and staff. We have made investments in new technologies used for the detection and treatment of heart disease, cancer and other conditions. We are embracing the future and adapting to the ever-changing world of healthcare, while never sacrificing our commitment to our community.



Those in our region take a real pride in Shore as their hospital and this support is truly inspirational.

I would like to extend a special thank you to our donors for their support. Like all donations to Shore Medical Center, these contributions helped assist our efforts to meet local healthcare needs by providing support to numerous community programs and services. As you will see throughout this report, your generosity has made a difference.

As I look back at what we have accomplished in our 75 years, I see the faces of family, friends and neighbors. I also see joy. That joy is what you and your kind donations and support have helped

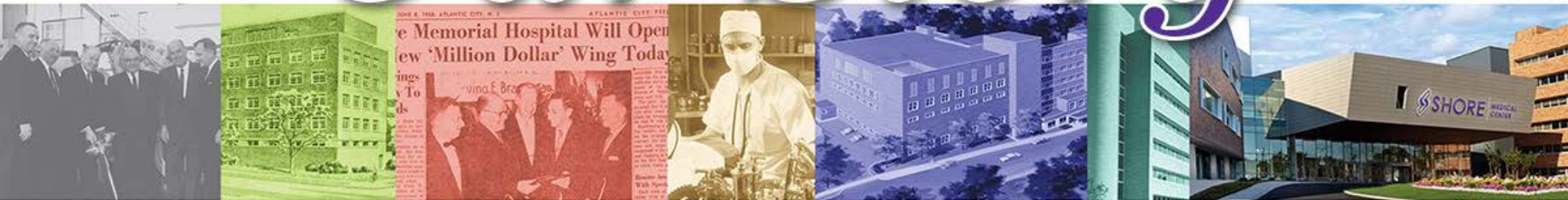
accomplish here at Shore Medical Center.

On behalf of the Board and all of us at Shore Medical Center, I appreciate your support, and thank you for the honor of allowing us to care for you and your families.

Sincerely,

Ron Johnson  
*President & Chief Executive Officer, Shore Medical Center*

# Our Story



Officially, Shore Medical Center's story began 75 years ago in 1940. However, its roots extend deeper in Somers Point history, to 1928 when the Spanish mission style, 68-bed Atlantic Shores Hospital and Sanitarium was constructed. Built by Dr. Frank Inksetter and financed by Dr. Charles Ernst, Atlantic Shores initially treated alcohol and drug addiction, although other patients were soon affected.

A decade later, the facility was struggling to survive. A group of community members purchased the property, and on Dec. 4, 1940, Shore Memorial Hospital was incorporated as a not-for-profit community hospital overseen by a volunteer Board of Governors.

Ever since, Shore has continued to grow, embracing technological advances and expanding its footprint to meet the community's increasing health care needs. From the addition of the three-story Shriver Building in 1953 to its \$125 million, 138,000-square-foot Surgical Pavilion and campus expansion dedicated in 2011, Shore has evolved into a full-service, 296-bed, acute-care facility. Shore proudly offers six centers of excellence, has forged affiliations and partnerships with several of the region's leading health care facilities, and is the recipient of numerous awards for providing high-quality care.

Times may change, yet Shore Medical Center's commitment to caring for its community remains constant.

**1928** – Dr. Charles Ernst and Dr. Frank Inksetter built Atlantic Shores Hospital and Sanitarium, a privately owned institution established primarily for the treatment of those with alcohol and drug dependencies. The two-story building had a total of 68 beds.

**1940** – Atlantic Shores is purchased by a group of local citizens who turned it into a non-profit community hospital named Somers Point Hospital. Later in 1940, it is incorporated under the name Shore Memorial Hospital, under the direction of a board of trustees.

**1940** – Shore Auxiliary was formed.

**1954** – The three-story Shriver building was formed.

**1958** – The White Wing was added, increasing the number of patient beds to 155.

**1965** – Whitby Wing was added, bringing the number of beds to 192. The original 1928 building was converted to office space.

**1970** – The North Wing addition brought the bed total to 234.

**1976** – West Wing (now known as the Stainton Pavilion) was added, including critical care, intensive care, post-intensive care and coronary care units, increased the number of beds to 279.

**1976** – Satellite Dialysis Unit opened.

**1978** – Shore Memorial became the first hospital in Southern New Jersey with a CT Scan and in 1988, it became the first to have state-of-the-art 3D capabilities.

**1981** – Renovated Emergency Department opened.

**1984** – Hayes Tower opened, bringing the total patient bed capacity to 380.

**1989** – Ocean Point Healthcare Center was acquired.

**1992** – Pediatric Care Center was opened with a unique Ocean City Boardwalk theme.

**1996** – \$3.8 million Emergency Department renovation more than doubled its size.

**1997** – \$1.4 million renovation of the Same Day Surgery center.

**1998** – \$5.2 million, 17-bed Maternity Care Center (Labor, Delivery, Recovery, Post-Partum), with six private rooms, two new nurseries and two operating rooms for C-sections.

**1998** – Affiliated with the Hospital of the University of Pennsylvania for cancer, cardiac, older adult and mental healthcare.

**1999** – \$8.6 million, 49-bed Critical Care Center, containing a Cardiac Care Unit, opened.

**2004** – Began treating patients in Cancer Center.

**2004** – Expanded Maternity Care Center opened with six private room mother/baby beds

**2004** – Opened \$8.5 million CardioVascular Institute with Penn Medicine Cardiac Care physicians and cath lab.

**2006** – Cancer Center opens Live, Laugh, Love Boutique, providing hats, scarves and wigs to cancer patients, free of charge.

**2006** – Opened Center for Sleep Medicine to diagnose and treat sleep disorders.

**2006** – Began using GE Logiq 7 ultrasound machine, the most advanced ultrasound machine available with 3D and high resolution images.

**2007** – Received Advanced Certification again as a Primary Stroke Center by the Joint Commission.

**2008** – Received hospital-wide three year accreditation by the Joint Commission.

**2008** – Introduced new balance center within Physical Therapy Department for patients with dizziness, vertigo and/or risk of falling.

**2008** – Introduced new Penn Heart Rescue™ Program for airlifting heart attack patients to Penn Presbyterian Medical Center for emergency angioplasty.

**2011** – Opened new Pediatric Care Center.

**2011** – \$125 million campus expansion opened 138,000 square foot state-of-the-art Surgical Pavilion; Changed name to Shore Medical Center

**2012** – Shore Physicians Group opened in Northfield and Somers Point

**2013** – Shore became the first hospital in NJ to receive Planetree Patient-Centered Care Designation.

**2014** – Shore Quality Partners, a collaboration of independent physicians, employed physicians and Shore Medical Center physicians, was formed.

# Planned Giving & Development

Because of the great care we provide, Shore's Planned Giving & Development team is able to meet its mission to provide philanthropic support for Shore Medical Center. Through a variety of giving societies and initiatives, the team aids the medical center in preserving and enhancing the current and future healthcare needs of the entire community.

From small cash donations to long-term planned giving and estate bequests, Shore's Planned Giving & Development led programs support new improvements and programs at Shore Medical Center. Through a variety of giving societies, citizens from all walks of life have the opportunity to show their commitment to quality community healthcare by providing financial support to the medical center.

## Stainton Society

As the largest annual giving organization in the Shore Planned Giving & Development family, the Stainton Society and Stainton Associates, are critical parts of the team's overall development effort.

The Society was created to help provide ongoing philanthropic support for the hospital's growth and modernization programs. The organization, formed in 1989, in memory of Howard S. Stainton, Ocean City's most famous businessman, philanthropist and supporter of Shore Medical Center. In the spirit of his humble philanthropy, the Stainton Society allows individuals, families, and businesses to provide annual support to Shore Medical Center through membership. Stainton Associates was later introduced as an organization designed to introduce young professionals to the benefits and personal satisfaction gained through philanthropy.

If you would like to learn more about the Stainton Society or ways you can donate, please contact Shore's Planned Giving & Development team at 609-653-3800.



## A Cause to Celebrate

On Friday, June 12, 2015, more than 500 guests enjoyed Shore Medical Center's inaugural 'A Cause to Celebrate' gala, which raised approximately \$500,000 to benefit Shore Cancer Center. The event was held at the Sheraton Atlantic City Convention Center Hotel and featured an elaborate silent auction, fine jewelry raffle generously sponsored by Bernie Robbins Jewelers, dinner, live music, and a special video presentation about the difference Shore Cancer Center is making on cancer care in our community.

### Shore Medical Center would like to thank all of the event's sponsors for their generous support:

Advanced ICU Care • Advanced Radiology Solutions • AmeriHealth New Jersey • Atlantic City Electric • Bernie Robbins Jewelers • Borgata Hotel Casino Spa • Cape Bank Charitable Foundation • Cerner Corporation • Conner Strong & Buckelew • Dean Randazzo Cancer Foundation • Dr. Robert Bray, "BRAYCES" • EPSTEIN BECKER GREEN • Fernando Delasotta, MD, FACS • Fox Rothschild, LLP • Glenn Insurance, Inc. • Golden Nugget Atlantic City • HOPE Community Cancer Center • Masterpiece Advertising Design • Medilink • Mr. & Mrs. James Lees • Ocean City Home Bank • Penn Medicine • Reliance Medical Group, LLC • Rothman Institute • Sea Isle Ice/Mr. & Mrs. Joseph Romano • Sheraton Atlantic City • Shore Orthopaedic University Associates • TD Bank • The Desiderio Family • Unidine • Viking Yacht Company • Xanitos

## The Auxiliary of Shore Medical Center

The Auxiliary of Shore Medical Center is Shore's original fundraising organization, with a rich legacy that extends to the hospital's founding in 1940. Auxilians come from every walk of life yet share a common purpose: A passionate commitment to supporting Shore Medical Center's mission of providing quality care to the community. Auxilians work tirelessly throughout the year on a number of initiatives designed to support the medical center that include the Gift Shop, Thrift Shops in Somers Point and Marmora, NJ, golf tournaments, fashion shows, the Annual Tree of Lights Celebration and other community events. In 2015 the Auxiliary raised \$450,000 for Shore Medical Center bringing their lifetime giving to over \$12 million.

**For more information about joining the Auxiliary of Shore Medical Center, call 609-653-4646.**





## Lightkeeper's Society

The Lightkeeper's Society is a special recognition program that honors the outstanding commitment of donors who give \$5,000 or more annually to support the exceptional healthcare at Shore Medical Center. The generosity of our donors provides for the healthcare needs of future generations and ensures that Shore Medical Center is able to continue providing the highest quality patient care for years to come.

Those interested in joining this society of generous individuals should call the Planned Giving & Development Department for information at 609-653-3800 or visit our website at [GiveToShore.org](http://GiveToShore.org).

Adam-Perfect Funeral Homes, Inc.  
Advantage Specialty ~ David Scibal  
Mr. & Mrs. Keith Asplundh ~ Asplundh Foundation  
The Auxiliary of Shore Medical Center  
Azeez Family Foundation  
Mr. & Mrs. Frederick Banner  
Lynn & George Baumgardner  
Bayfront Emergency Physicians, P.A.  
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Mr. & Mrs. Peter B. Beck  
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Mr. Mark Benevento  
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Stanley & Claire Duzy  
Foster-Karney Foundation  
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Leon & Elizabeth Grisbaum  
Michael & Susan Gross  
Eleanor & Ron Gross  
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Mitchell & Diana  
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Mr. & Mrs. R. Scott Halliday  
Mrs. Helen Hamilton  
Mr. William Healey  
Thomas H. Heist Insurance Agency ~ Mr. & Mrs. Thomas  
H. Heist III and Mr. & Mrs. Thomas H. Heist IV  
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Mr. & Mrs. Edward Mayberry  
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Mr. & Mrs. George Miller  
Milton Schamach Foundation, Inc  
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Mr. & Mrs. Karl Multhaup  
Ocean City Home Bank  
Raymond Palmieri  
Mr. & Mrs. Jack Parker  
Mrs. Anne Petrella  
Mr. & Mrs. Richard Pitman  
Mr. & Mrs. Michael Pontano  
Eleanor R. Raymond in memory of  
H. Dwight Raymond, Jr.  
Reuben and Mollie Gordon Foundation  
In memory of Louis Ripa  
RNS Cancer & Heart Fund  
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Pierre Yankovitch, MD & Mary Grace Yankovitch

### **Estate Recognition**

Estate/Trust of Norman Craven  
Estate of Phyllis Hover  
Estate of Andrew H. Previti  
Estate of Mildred Clara Robbins  
Estate of Helen S. Schilling  
Estate/Trust of Howard S. Stainton  
Estate of Arden Wolff

# CENTERS OF EXCELLENCE



## Cancer Center

### **A Comprehensive Program of Oncology Services**

A cancer diagnosis is an experience that is unique to every individual. At Shore Medical Center, we respond to each patient with optimism and real solutions: a comprehensive, nationally recognized program combining the best available technology, experts in the field and quality services, including our state-of-the-art facility. The Shore Cancer Center was designed with one goal in mind: fulfilling our continuing mission to provide the most advanced healthcare services by using a multidisciplinary approach for you and your family in a warm and caring environment.

### **A Nationally-Recognized Cancer Care Program**

Since 1987, Shore Medical Center has received approval from the





American College of Surgeons Commission on Cancer by meeting or exceeding the organization's stringent standards for patient care. Only one in four community cancer programs nationwide are qualified to earn this level of approval.

The Shore Cancer Center specializes in prevention, advanced pulmonary diagnostics, early detection, radiation oncology, medical oncology, nurse navigation and support services, including nutritional support, guided imagery, social services, tobacco prevention and treatment and a cancer survivorship program.

### **Advanced Pulmonary Diagnostic Center**

Shore's Advanced Pulmonary Diagnostic Center offers a one-stop setting designed to provide you with a fast, convenient and comprehensive way to have lung nodules and other lesions evaluated or monitored optimally and with state-of-the-art skills and technology. We also provide expedited services in giving a timely diagnosis and treatment approach for those with lung cancer.

Under the direction of leading area pulmonologist Dr. Bennett Ojserkis, we have brought together the region's most passionate and highly skilled pulmonary team. Every patient receives thorough testing and consultation to determine their best course of action, thereby minimizing unnecessary medical or surgical procedures.

The Cancer Center's Medical Oncology Suite, allows Shore to better serve people in southern New Jersey who require cancer treatment. The suite includes eight spacious infusion therapy bays, three exam rooms, a family waiting room, blanket warmer, nutrition center and a fully equipped and stocked pharmacy with a full-time oncology pharmacist.



## Advanced Spine & Orthopedic Institute

The Shore Advanced Spine & Orthopedic Institute (ASOI) is unparalleled, offering a comprehensive continuum of care within a highly integrated healthcare delivery network that takes our patients from diagnosis through treatment and rehabilitation. We help patients deal with everything from everyday aches and strains to sports injuries, serious spine and orthopedic injuries and disease, as well as joint replacement and reconstruction. Our goal is to return our patients to normal function as quickly and safely as possible.

Shore Medical Center's Spine Surgery and Hip and Knee Replacement programs have received the Gold Seal of Approval® for healthcare quality by The Joint Commission.



### Advanced Care from the Region's Top Physicians

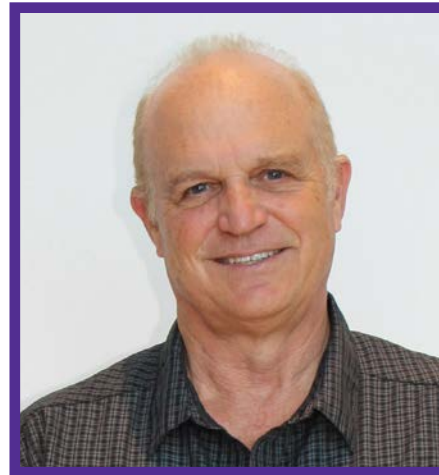
The exceptional spine surgeons at Shore Medical Center have access to some of the most advanced technology available in their fields. When a patient's problem exceeds our advanced capabilities, Shore's affiliation with Penn Medicine and our membership in the Jefferson Neuroscience Network allow for a seamless transfer of care to specialists at these two leading Philadelphia healthcare providers, in addition to the area's most exceptional and passionate physicians.

### Joint Replacement & Spine Education

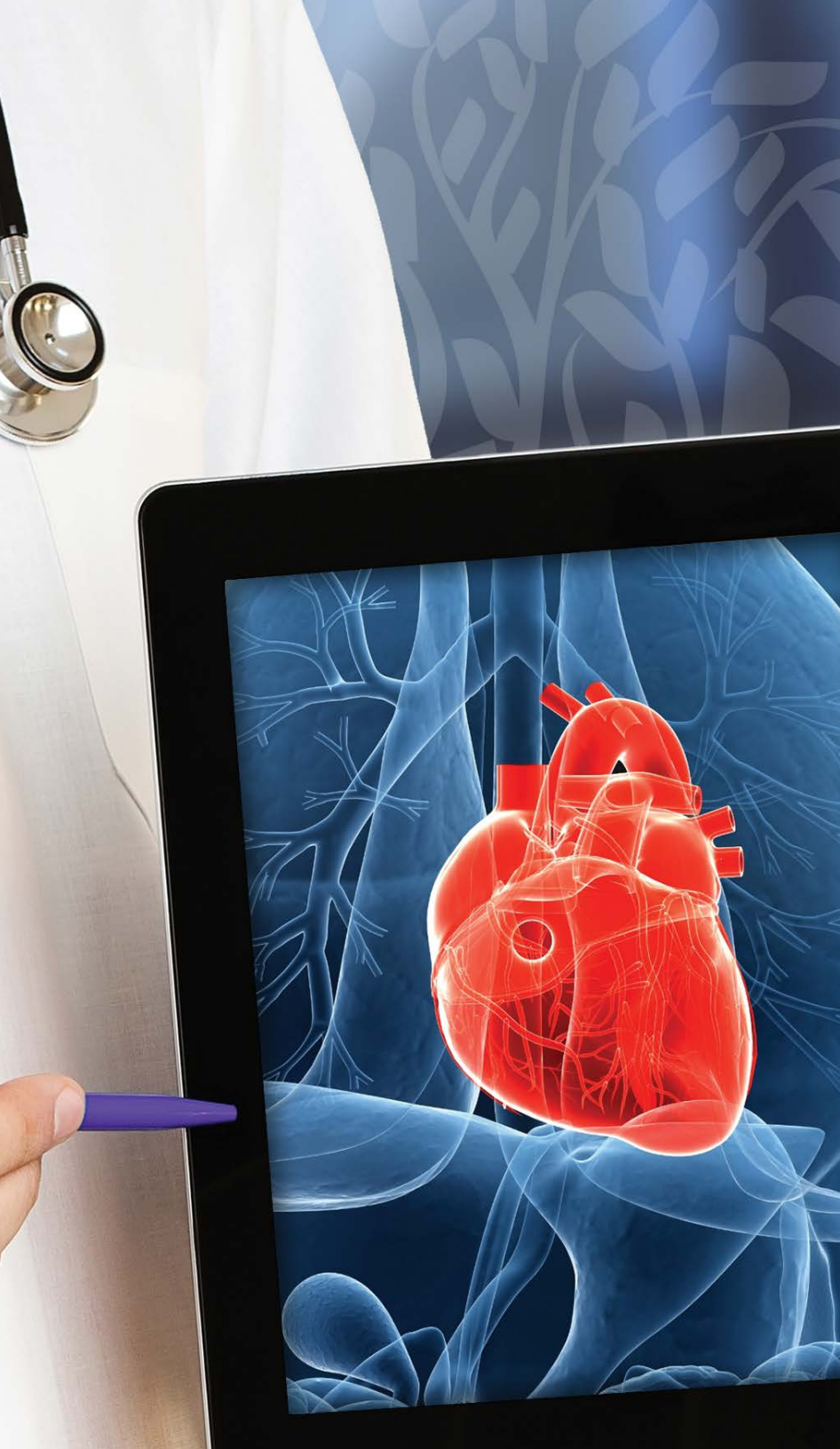
Joint and spine education classes are offered regularly for patients about to undergo joint replacement or spine surgery, as well as for the community at large through Shore's Advanced Spine & Orthopedic Institute.

### Highlights of 2015

Through Shore Medical Center's Rapid Recovery hip and knee replacement program, patients are able to recover from their surgery much faster, sometimes leaving the hospital in just 24 hours. The procedure simply moves the surrounding muscles out of the way instead of cutting them, drastically improving the patient's recovery time. In 2014, Shore's ASOI averaged a very impressive 94 percent overall patient satisfaction for hip and knee replacements, with an average length of stay of less than two days.



*Pictured left to right top row: Stephen J. Zabinski, M.D., Bradford S. Tucker, M.D., George C. Alber, IV M.D., Thomas Barrett, M.D.  
Bottom row: Richard Islinger, M.D., Frederick G. Dalzell, M.D., Joseph S. Harhay, M.D., Not pictured: Eugene J. DeMorat, M.D.,  
Victor R. Frankel, M.D., John R. McCloskey, M.D., Zachary Post, M.D., Fotios Tjoumakaris, M.D., Raymond Weiland, D.O.*



## CardioVascular Services

### **Saving Lives. Improving Lifestyles.**

Shore's CardioVascular Services brings university setting cardiac and vascular services to the community. The facility houses sophisticated technology for the diagnosis and treatment of disorders of the heart and circulatory system. Shore's comprehensive cardiac care program includes advanced diagnostic capabilities and treatment options, as well as prevention, rehabilitation and education for those with coronary and vascular disease. Shore's 138,000-square-foot Surgical Pavilion includes a state-of-the-art cardiovascular services suite for invasive procedures such as cardiac catheterizations. Patients in need of less invasive testing, including EKGs and echocardiograms, can also have their testing done in the CardioVascular suite. Shore also offers a non-invasive heart and lung testing center, featuring cardiac stress testing, holter-monitoring and transesophageal echocardiography.

### **Penn Heart and Vascular at Shore Medical Center**

As a member of Penn Heart and Vascular, Shore Medical Center provides residents of the community with access to a number of high-tech diagnoses, treatments and services. Our affiliation with this national leader in heart care enhances the level of extraordinary cardiac care available in our CardioVascular Suite – and provides quick, coordinated access to a wide range of world-class cardiac services. Shore also provides 24-hour, seven-day-a-week emergency transport to Philadelphia via ambulance or PennSTAR helicopter for cardiac patients in need.



## Emergency Department

Whether it's a sprained ankle from a run on the boardwalk or a life-threatening heart attack or stroke, the emergency staff at Shore Medical Center is ready, willing and able to help. Board certified emergency medicine physicians, who are specially trained in cardiology, neurosciences, orthopedics, obstetrics, pediatrics and more, staff the Shore Medical Center Emergency Department.

### Nationally Recognized Primary Stroke Center

Having received Advanced Certification as a Primary Stroke Center by The Joint Commission, our Emergency Department staff and physicians are trained in the care and treatment of stroke patients and skilled in administering tPA, the “clot busting” medication that can provide full cognitive and physical recovery when administered in time. We also provide 24-hour neurology and neurosurgery physician care. Through our membership in the Jefferson Neuroscience Network, Jefferson neuroscience specialists are available digitally 24/7 to evaluate patients, speak with their families and – if needed – facilitate their transfer to another facility for care.



### Penn Heart Rescue

Through the Penn Heart Rescue™ Program, patients who arrive at the Shore Emergency Department with symptoms of a heart attack can immediately be referred and transported via helicopter to Penn Presbyterian Medical Center in Philadelphia – a part of Penn Medicine. While the helicopter is en route, a flight nurse and paramedic perform the essential tests needed to prepare the patient for an emergency angioplasty so that no time is lost during the 25-minute helicopter flight.

In 2015, Shore Medical Center's Clinical Decision Unit, an extension of our Emergency Department designed to provide our observation patients with quality care and superior customer service in an efficient and timely manner became permanent. This designated space is a high- priority unit where patients are monitored and evaluated to determine whether they should be transitioned to inpatient care or discharged for further outpatient follow-up as necessary. After a successful three-month pilot of the Clinical Decision Unit, Shore Medical Center made the Clinical Decision Unit permanent, renovating the space in 2015 to provide a better patient experience.

# Maternity and Pediatrics

Shore Medical Center has a family-centered approach when it comes to childbirth and the hospitalization of a child. The Maternity Care Center provides patients with a special combination of compassion, expertise and advanced technology. Special attention is paid to helping pregnant mothers and new families develop and maintain those early bonds. Shore's family centered approach to care is also evident in the inpatient Pediatric Care Center.



Shore Medical Center's Laborist program, ensures that a highly trained obstetrician-gynecologist is onsite at Shore 24 hours a day, seven days a week to assist patients in labor until their own physician arrives. Headed by Dr. Robin Meadows of Reliance Medical Group, the Laborist program features seven skilled laborists who rotate to assist with gynecological emergencies, inpatient consultations, emergency C-sections and other needs. Thanks to the Laborist program, births at Shore increased by 30 percent in 2014 and reduced the hospital's C-section rates.

Additionally, Shore Medical Center's Pediatric Care Center became aligned with St. Christopher's Hospital for Children in Philadelphia through a partnership between St. Chris and Onsite Neonatal Partners. Together they have formed St. Chris Onsite Pediatric Partners (SCOPP), which provides 24/7 pediatric and neonatal care at Shore Medical Center. SCOPP was formed to deliver high quality care to pediatric and neonatal patients in community hospitals like Shore Medical Center in a manner that unites all of the positive aspects of an academic children's medical center with the positive aspects of a nimble, private group of neonatologists.

## Maternal-Fetal Medicine Program

Sometimes a woman needs additional expertise in the form of a maternal-fetal medicine specialist – an obstetrician who is trained in fetal medicine and high-risk pregnancies. Through our affiliation with Penn Medicine and renowned specialist Dr. Robert Debbs, DO, the Penn Maternal-Fetal Medicine Program at Shore provides these expectant mothers with the specialized care they need.

## Groundbreaking Pediatric Care Center

Shore's kid-friendly Pediatric Care Center is the first of its kind in New Jersey, featuring a dedicated and separate pediatric treatment area for minor illnesses and injuries, as well as inpatient rooms. Children are seen by expert Emergency Department physicians in consultation with the physicians of St. Christopher's Onsite Neonatal Partners.





## Neurosciences Center

### **Gold Seal Stroke Program Certification**

Shore Medical Center has received Advanced Certification as a Primary Stroke Center by The Joint Commission, earning the organization's Gold Seal of Approval™ for strict adherence to the national standards and guidelines that help diagnose and treat stroke faster with better outcomes for our patients. Using state-of-the-art technology, including leading-edge, computer-assisted image guidance and microsurgical instrumentation, Shore's board certified neurosurgeons, neurologists, specially trained nurses and technical staff are able to diagnose and treat neurological injuries and disorders with amazing precision.

### **Affiliated with Penn Medicine & Member of the Jefferson Neuroscience Network**

Shore's Neurosciences Center provides extraordinary high-tech diagnosis and treatment services, which are enhanced through the advanced technology found within the Shore Surgical Pavilion and delivered with the caring touch you expect from Shore Medical Center. Along with its Penn Medicine affiliation, Shore is a member of the world-renowned Jefferson Neuroscience Network, which further ensures the highest quality care for area residents. Specialists from the Shore Neurosciences Center, Penn Medicine and the Jefferson Neuroscience Network collaborate using a multi-disciplinary approach to evaluation, diagnosis and treatment. This team approach provides unmatched services and medical sophistication to our community, a seamless delivery of care and rehabilitation designed to produce the best medical outcomes possible.



# QUALITY, PERFORMANCE IMPROVEMENT & SAFETY

The Shore Medical Center Quality, Performance Improvement and Patient Safety is to promote organizational excellence and exemplary service. Recognizing continuous performance improvement and patient safety as fundamental requirements for the future success of Shore Medical Center, it's designed to support the mission, values and philosophy of Shore Medical Center.

## Philosophy and Framework

In support of our vision to strive to deliver best in class cost performance, the highest level of clinical quality, and exceptional customer service through innovative thinking and strong physician partnerships, the core value of excellence is integral. Excellence at Shore Medical Center is defined as empowering people to continually improve the outcomes of our service, to advance quality, and to increase innovation and openness to new ideas.

Performance Improvement is a methodology employed to measure effectiveness of the organization in the fulfillment of its mission and strategic plan. This methodology involves measurement of organization processes and their outcomes, as well as the delineation of methods for improving any processes identified as below standards.

The safety program is endorsed by the Shore Medical Center Board of Trustees and is an expectation for the entire organization. The Hospital Quality & Safety Committee organizes the safety and clinical performance improvement projects and initiatives. The Performance Improvement/Quality & Safety Committee for the Board is the safety and clinical oversight committee for the Board of Trustees.

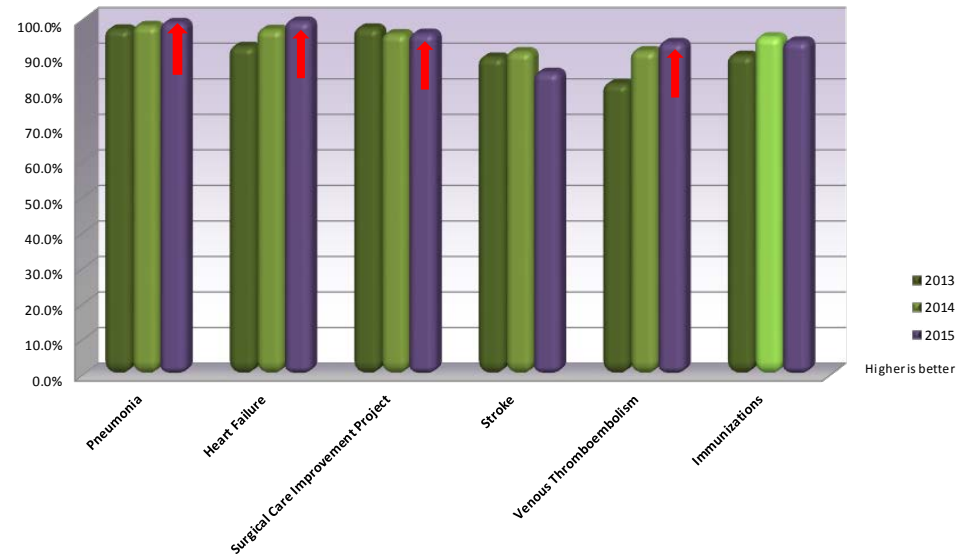
The risk management department collaborates with performance improvement to reduce and eliminate actual and potential risk factors that may have negative impact on the safety of our patients.

## Core Measures

Centers for Medicare & Medicaid Services (CMS) mandates that hospitals achieve a high level of compliance with evidence-based guidelines. These guidelines are known as Core Measures. Core measures are publicly reported on (CMS) Hospital Compare for healthcare consumers to help make decisions about where they get their healthcare services. They are also used by other organizations to assess a hospital's performance in quality and safety.

Hospitals that don't report these measures risk a 2 percent reduction in Medicare reimbursement. SMC reports the following measures: Acute Myocardial Infarction, Pneumonia, Heart Failure, Surgical Care Improvement Project, Global Emergency Department, Venous Thromboembolism, Stroke, Immunization and Perinatal Care.

Core Measures



## Hospital Acquired Conditions (HAC)

Hospital Acquired Conditions (HAC) are medical conditions or complications not present at admission that a patient develops during a hospital stay. In most cases, hospitals can prevent HACs when they give care that research shows gets the best results for most patients. Each HAC is analyzed by the Quality Department and brought to the Patient Safety Committee to address opportunities for improvement, or to refer the case to the medical staff for evaluation when appropriate.

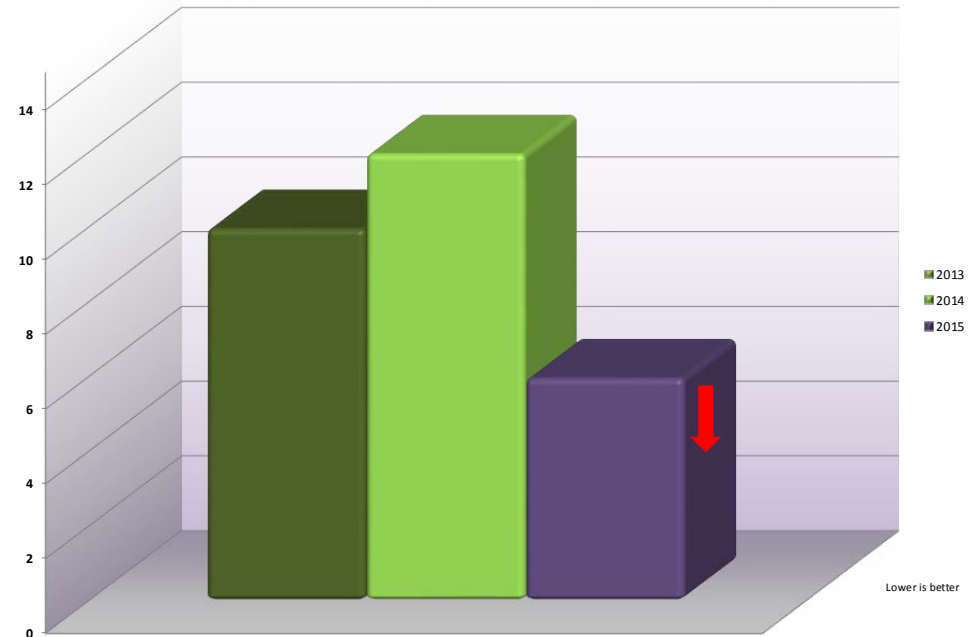
## Patient Safety Indicators (PSIs)

Patient Safety Indicators (PSIs), developed by the Agency for Healthcare Research and Quality (AHRQ), are administrative data-based indicators that identify potential in-hospital patient safety events. They are data obtained from the billing process with diagnosis and procedure codes. At Shore, each PSI occurrence is analyzed by the Quality Department and brought to the Patient Safety Committee to address opportunities for improvement, or to refer the case to the medical staff for evaluation when appropriate.

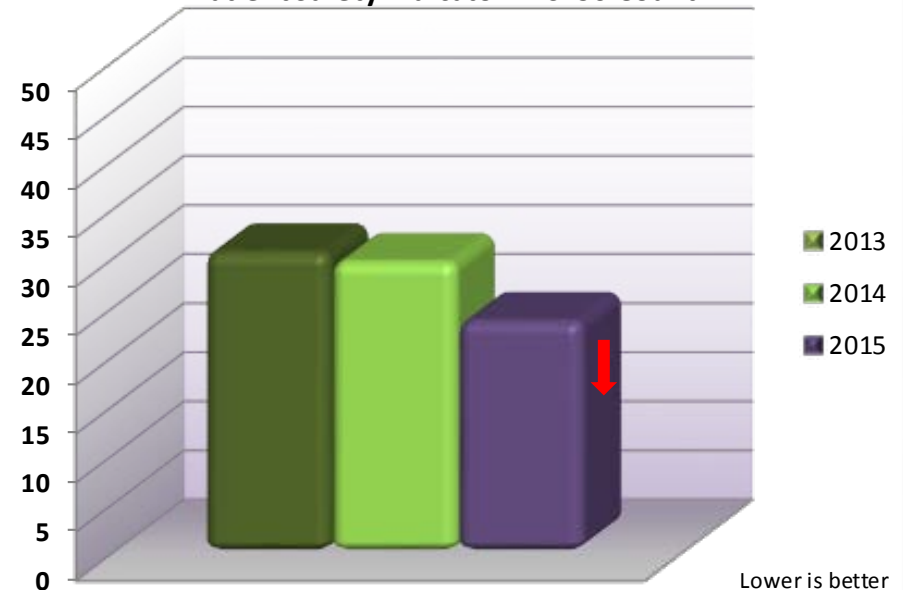
### PSI 90 Includes:

- Pressure Ulcer Rate (Stage III or IV)
- Latrogenic Pneumothorax Rate
- Central Venous Catheter-Related Blood Stream Infection Rate
- Postoperative Hip Fracture Rate
- Perioperative Hemorrhage or Hematoma Rate
- Postoperative Physiologic and Metabolic Derangement Rate
- Postoperative Respiratory Failure Rate
- Perioperative Pulmonary Embolism or Deep Vein Thrombosis Rate
- Postoperative Sepsis Rate
- Postoperative Wound Dehiscence Rate
- Accidental Puncture or Laceration Rate

Hospital Acquired Condition Count

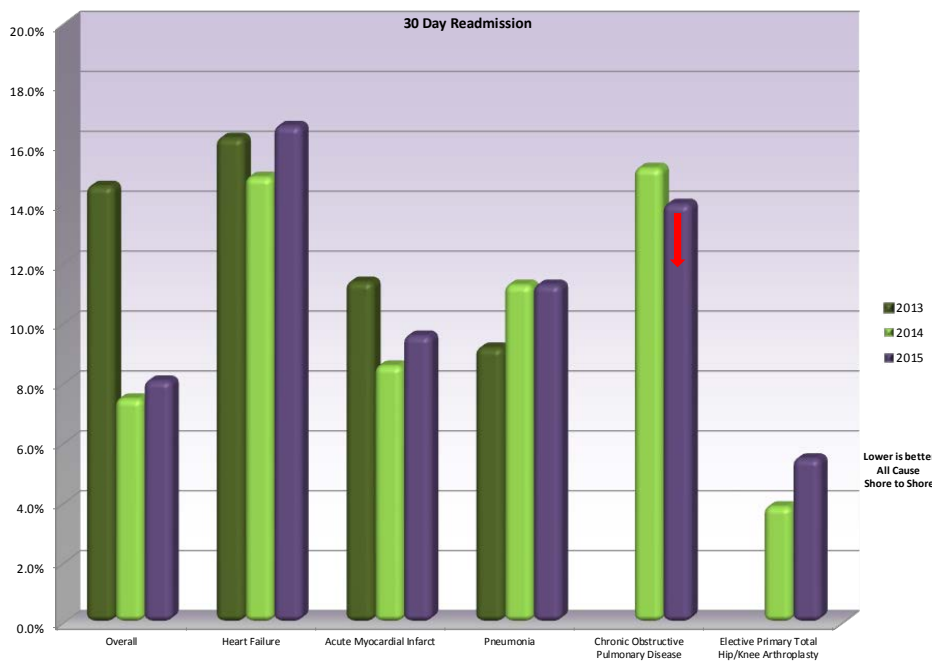


Patient Safety Indicator - PSI 90 Count



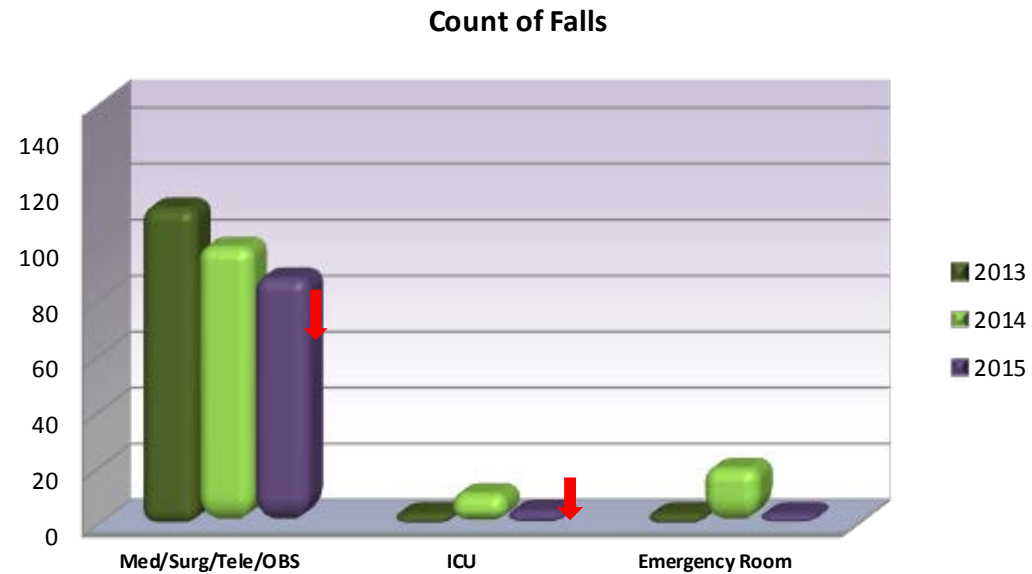
## Readmission

Readmission (30 day acute care readmissions) is a part of the Deficit Reduction Act of the DHHS, and is publicly reported on the CMS Hospital Compare website. The AMI, HF and PN readmission measures are used to calculate excess readmission ratios, which determine adjustment factors for hospital reimbursement by CMS.



## Falls

Falls reduction/prevention effectiveness including assessment, interventions, and education to be in top 25th percentile using the VHA Inc. as the benchmark. VHA Inc. is a health care provider alliance of more than 2,400 not-for-profit health care organizations.



## Hospital Value-Based Purchasing (VBP)

Hospital Value-Based Purchasing (VBP) is part of the Centers for Medicare & Medicaid Services' (CMS') long-standing effort to link Medicare's payment system to a value-based system. The effort is to improve healthcare quality, including the quality of care provided in the inpatient hospital setting. In October 2012, Medicare began rewarding hospitals that provide high-quality care for their patients through the new Hospital Value-Based Purchasing (VBP) Program. Hospitals paid under the Inpatient Prospective Payment System (IPPS) are paid for inpatient acute care services based on quality of care, not the volume of services they provide. If a hospital does not meet the quality, money is scheduled for future withholding as follows: 1.00%, FY 2014: 1.25%, FY 2015: 1.50%, FY 2016: 1.75% and FY 2017: 2.00 %.

## Infection Prevention and Control

Infection prevention and control is required to prevent the transmission of communicable diseases in all health care settings. Infection prevention and control demands a basic understanding of the epidemiology of diseases; risk factors that increase patient susceptibility to infection; and the practices, procedures and treatments that may result in infections.

The risk of acquiring a healthcare-associated infection is related to the mode of transmission of the infectious agent (e.g. CDI, SSI, CRE, MRSA, etc.), the type of patient-care activity or procedure being performed and the underlying patient's host defenses. Healthcare workers should be vaccinated against preventable diseases such as Hepatitis B. Personnel at risk for exposure to Tuberculosis should be screened per recommendations.

***Clostridium difficile***, also known as C. diff or C. difficile, is a bacterium that can cause diarrhea and more serious intestinal conditions such as colitis.

***A surgical site infection (SSI)*** is an infection that occurs after surgery in the part of the body where the surgery took place. SSIs can be superficial infections involving only the skin or incision site or can be more serious and involve organs, bones, or implanted material (such as a joint).

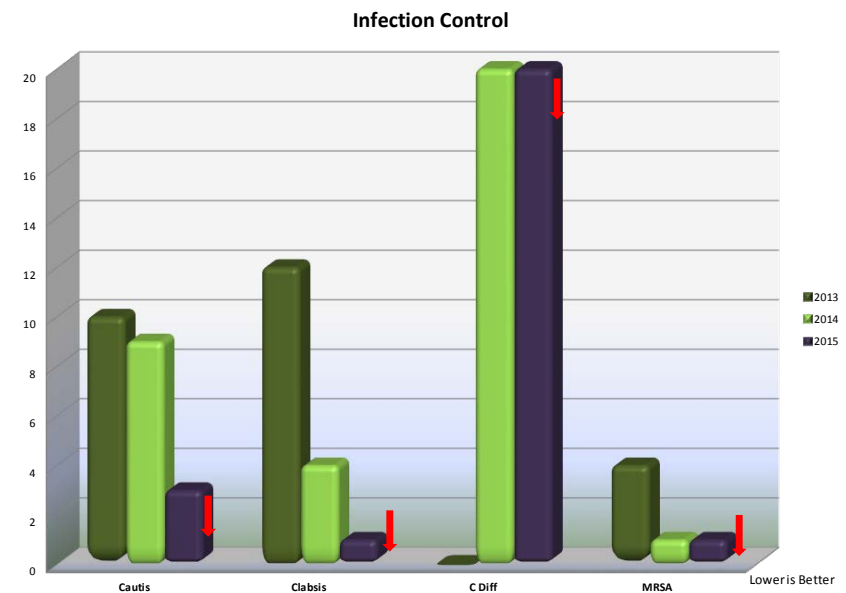
***Carbapenem-resistant Enterobacteriaceae (CRE)*** refers to carbapenem-resistant and carbapenemase-producing Enterobacteriaceae. Currently, the most common type of carbapenemase in the United States is the Klebsiella pneumoniae carbapenemase (KPC).

***Methicillin-resistant Staphylococcus aureus (MRSA) CA-MRSA*** infections can cause the same type of infections as other strains of Staphylococcus aureus. Studies conducted in Minnesota have found that CA-MRSA is more likely to cause skin and soft tissue infections and that healthcare-associated MRSA (HA-MRSA) is more likely to be found in sputum or urine.

***CAUTIs*** A major emphasis was placed on reducing foley catheter infections, policy and procedures were written and implemented and bladder scanners were purchased. In January, 2015, a new initiative was implemented to reduce CAUTI and CLABSI rates in the ICU. This best practice was to use CHG bathing and MRSA decolonization on all patients admitted to the ICU. All staff received education and demonstrations for the CHG and MRSA decolonization procedures.

***CLABSI*** There was a reduction of 85% in the number of CAUTI infections since 2012 after implementing the CHG protocol.

There were 2 CLABSIs in 2015. The initiation of the CHG bathing and MRSA decolonization in the ICU has greatly reduced central line infections. In 2012, there were 17 CLABSIs identified, in 2015, 2 infections met NHSN criteria this represented an overall reduction of 88%. All CLABSI cases are investigated, most cases involve co-morbidities including cancer and renal dialysis patients.



## Infection Prevention and Control *(cont.)*

Infection Prevention maintains compliance with NJDHSS Mandatory Reporting for 2014.

- Surgical Site Infection with Total Knee Replacements, Colon Surgery and Hysterectomy
- MRSA LAB ID blood cultures and Clostridium difficile LAB ID house-wide.
- CAUTI (Catheter Associated Urinary Tract Infection) in ICU
- MRSA ASC (Active Surveillance Culture) in ICU
- CLABSI (Central Line Associated Bacteremias) in ICU
- Report Influenza vaccine administration

## Focused Performance Improvement and Patient Safety Initiatives

- Infection prevention: Decrease cases of C. difficile, CLABSI, CAUTI, MRSA, and surgical site infections
- Fall prevention: Reduce falls per 1,000 patient days rate
- AHRQ Patient Safety Indicators: Reduce PSI occurrences
- Hospital Acquired Conditions: Eliminate HACs
- Hand-off Communication: Increase compliance
- Hospital Acquired Pressure Ulcers: Decrease occurrences
- Hand Hygiene – Increase compliance with staff and physicians
- Culture of Safety – implement a strong culture of safety to encourage event reporting
- Require root cause analysis process
- VTE Prevention Improve documentation
- Reduce mortality rates of patients diagnosed with sepsis admitted to Critical Care through the Emergency Department (Surviving Sepsis Collaborative)
- Meaningful Use Compliance
- Antimicrobial Stewardship Committee
- Reduce 30 day unplanned Readmissions
- Reduce to national benchmark for cesarean section rates
- Reduce to national benchmark for Episiotomies

- Medicare Spending per Beneficiary according to Value Base Purchasing goals
- CMS Disease Specific Mortality rates reduce to national benchmark
- Septic Shock and Severe Sepsis (Core Measure)
- Best Continuum of Care
- Overall Reduction of Radiation Exposure to Patients

## Recognitions/Awards:

Shore Medical Center is a High Quality and Safety organization

- 2015 The Joint Commission survey outcome exceeds expectation for Hospital Accreditation and Disease Specific recertification for Stroke, Spine, Hip and Knee.
- Leapfrog Hospital Safety Score A concurrently for 3 cycles
- Leapfrog Horizon Recognition Program Achievement recognition
- No Hospital Acquired Condition Reduction Program Payment Reduction
- Pneumonia Core Measure 2014 98.4% and 2015 YTD: 100%
- Heart Failure Core Measure 2014 97.6% and YTD 2015 99.5%

## Leadership and Accountability

Shore Medical Center's leadership is dedicated to the philosophy of continuous improvement throughout all levels of the organization. This can be affirmed through the adoption of an Integrated Performance Improvement and Patient Safety Plan which articulates the organization's commitment to organizational excellence; delineates the goals of the performance improvement process to achieve organizational excellence; specifies the authority and responsibilities of various bodies responsible for leadership functions related to this process; sets forth the expectation that all Shore Medical Center employees and its practitioners participate in performance improvement and patient safety activities; describes the method for improving organization effectiveness, and describes the communication and celebration of performance improvement activities.

# Four In A Row!



Shore Medical Center's commitment to quality and safety is second to none. Shore is proud to once again receive an A grade for quality and safety from the Leapfrog Group. **This is the fourth consecutive rating period in which Shore received this prestigious A rating!**



609.653.3500 | [ShoreMedicalCenter.org](http://ShoreMedicalCenter.org)  
100 Medical Center Way, Somers Point, NJ



# *Spirit of Shore: A Planetree Initiative*

*Shore Medical Center's Commitment to  
Patient-Centered Care Endures*



Shore Medical Center prides itself on providing exceptional patient experiences built on a strong foundation of quality, safety and satisfaction. As the one and only hospital in New Jersey to receive the prestigious Planetree Designation by the international Planetree Organization, Shore continues to set the standard for excellence in patient-centered care.

The Planetree Designation Program was initiated to recognize hospitals and continuing care communities around the world that have embraced and implemented patient- or resident-centered care in a comprehensive manner. The program is based on Planetree's proven track record of working with patients, residents, families and healthcare professionals. At the time of its designation in June of 2013, Shore Medical Center was the 39th healthcare facility to be honored. Through 2015, 76 institutions worldwide have received Planetree designation, including 29 in the United States.

Designation is earned through proven excellence in 10 pillars of care:

- Dining, Food & Nutrition
- Family Involvement
- Healing Arts
- Healing Environment
- Healthy Communities
- Human Interactions



- Integrative Therapies
- Organizational Leadership/Culture
- Patient Education
- Spirituality & Diversity

Since the implementation of its Spirit of Shore program in 2008, Shore Medical Center has been on a journey to create and nurture an institutional culture of patient-centered clinical, emotional and spiritual care for its patients, their families and staff. Initiatives touch every corner of the Shore community, promoting an environment where everyone is a caregiver, regardless of their position within the organization.

Our many programs and initiatives include: Shared Medical Record, Comfortable Family Lounges, Patient-Directed Visitation, Hourly Rounds, Leadership Rounds, Bedside Report, Tele-ICU, No Passing Zone, Motorized Scooters for Patients, Community Education, Weekly Prayer Circles, and more.

Because of our efforts, Shore has become a resource for others looking to embrace a patient-centered philosophy. In October, a team from Shore traveled to Boston for the Planetree Annual Conference, where Patient Advocate Shannon O'Brien and Experience Coordinator Kevin Clapp were among the featured speakers. O'Brien presented "The Planetree Influence on the Role of Patient Advocate at Shore Medical Center." Clapp presented a

Poster Session on "Building a Better Patient Experience Through Staff Engagement and Internal Communications."

Always looking forward, the Shore Medical Center community is not content to rest on its laurels. We are committed to remaining a leader in the practice of patient-centered care, which embodies our ongoing mission to "care for and respect all patients, their families and each other."

## Patient-Centered Care Initiatives at Shore

### Care for the Caregiver

One of the vital components of providing patient-centered care is the recognition of the exceptional effort caregivers put forth on a daily basis to help patients heal. Simple gestures such as a pat on the back or a fun event go a long way toward saying "thank you" to the passionate men and women at Shore who provide care.

In 2015, Shore offered several special programs to employees, including a discount program for area entertainment and shopping venues, enhanced pharmacy services and access to cardiovascular exercise equipment within the medical center after work hours.

Throughout the year, events were held to bring staff together outside of the work environment,

including a Summer Beach Bash held at Gillian's Wonderland Pier and Boardwalk Adventures in Ocean City, Quiz Night events and special Spirit of Shore socials.

### Care for the Patient

Through its Spirit of Shore initiatives, Shore Medical Center offers a host of supplemental programs designed to help bring a smile to patients when they need it the most.

- **Circle of Friends** – This group of Shore employees and volunteers creates, collects and distributes handmade blankets, shawls and lap covers for patients in need of a little comfort.
- **Caring Clowns** – Shore's Bumper "T" Caring Clowns use laughter to brighten a patient's day. These volunteers, each possessing the honorary degree of "funnyboneologist," are trained in sensitivity and listening in medical settings.
- **Pet Therapy** – Volunteers are not all of the two-legged variety. Pet therapy at Shore provides an opportunity for patients to visit with one of the medical center's trained therapy dogs.
- **Activity and Book Carts** – Patients and their families can take advantage of a fun distraction, whether it is a good book, a board game or a puzzle donated to Shore and distributed by one of our dedicated volunteers.
- **Activity Book** – A puzzle book for use by patients and visitors to help pass the

time during their stay.

- **Healing Arts** – Throughout the year, the Shore Medical Center Art Gallery on the 2nd Floor of the Surgical Pavilion featured works from local artists. In addition, musicians brought their talents to the Surgical Pavilion lobby for the enjoyment of patients, visitors and staff.
- **Sam the Cookie Man** – A weekly program featuring a volunteer who wheels a cart throughout the medical center handing out cookies or pieces of fruit to patients and visitors.

### GPS Volunteers

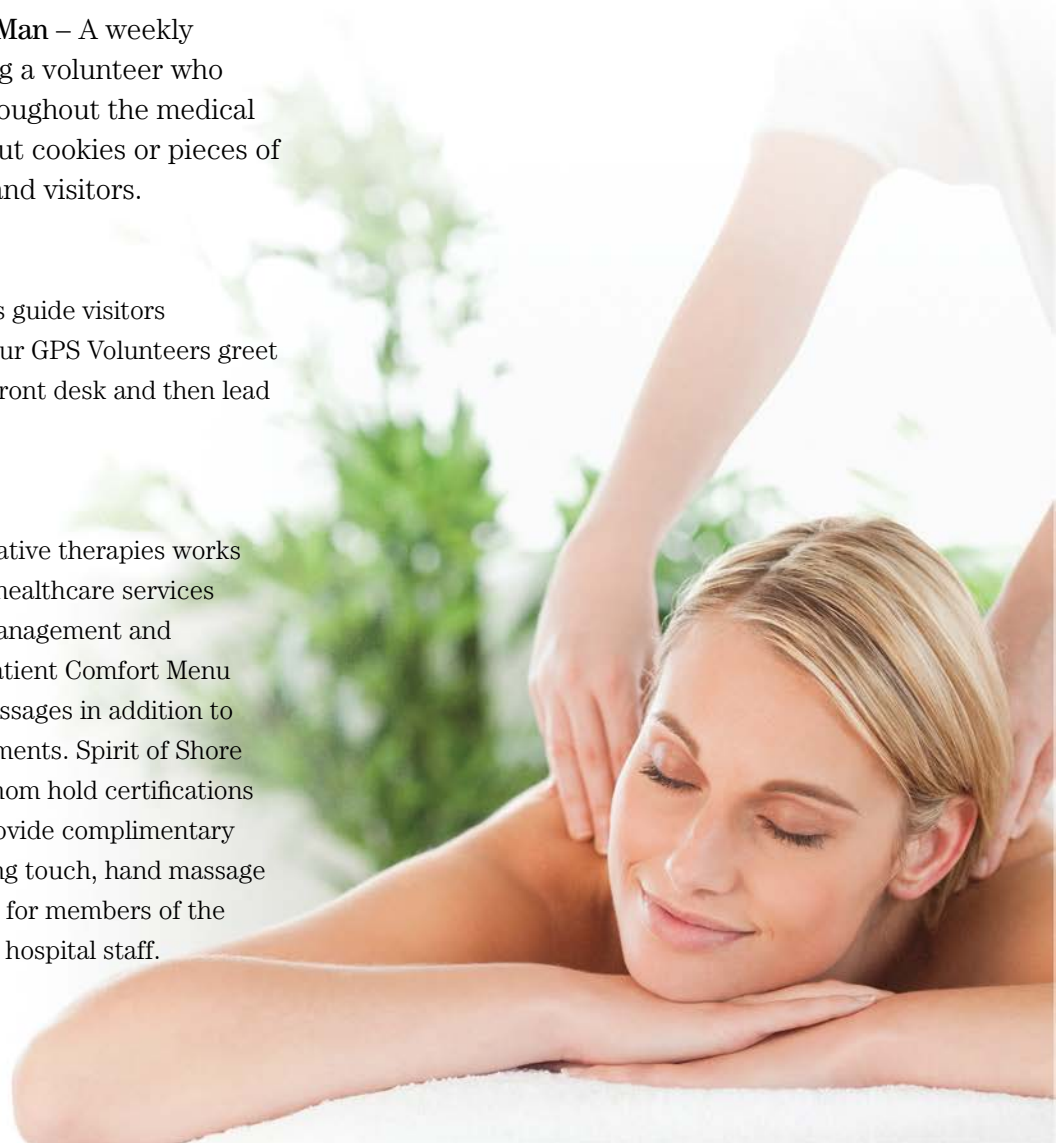
This popular program helps guide visitors throughout the hospital. Our GPS Volunteers greet people with a smile at the front desk and then lead them to their destination.

### Integrative Therapy

Shore's utilization of integrative therapies works in tandem with traditional healthcare services for acute pain, symptom management and stress management. Our Patient Comfort Menu includes back and hand massages in addition to reflexology and Reiki treatments. Spirit of Shore team members, many of whom hold certifications in integrative therapies, provide complimentary chair massage, Reiki, healing touch, hand massage and aromatherapy sessions for members of the community, physicians and hospital staff.

### No One Dies Alone

No One Dies Alone is a volunteer program that provides companions for patients near death who do not have any family or close friends to be with them in their final hours. Volunteers sit with patients and offer solace through meditation, music, poems or simply through touch.



### **Patient and Family Advisory Council**

Shore's Patient and Family Advisory Council is made up of former Shore patients and family members, community members and volunteers. Group members share stories, provide valuable feedback on their hospital experiences and assist leadership in decision making by incorporating their experiences into Shore's philosophy and operation. Shore staff members also use these meetings to educate the council about the medical center and healthcare issues in general.

### **Planetree Resource Room**

This dedicated space within the Surgical Pavilion gives patients and visitors a location where they can do research or enjoy some quiet time.





## 2015 STATISTICS

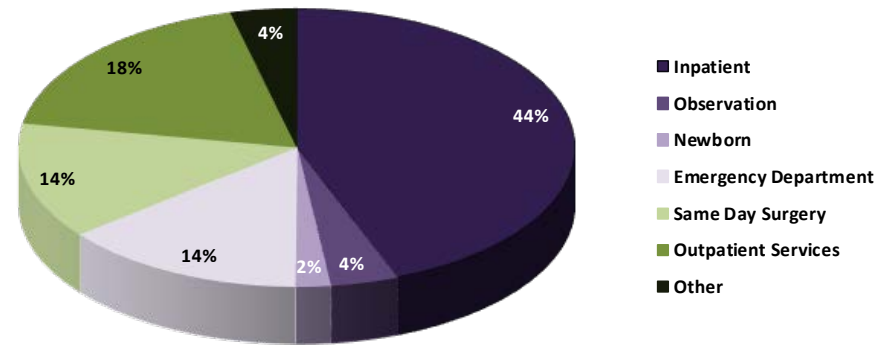
|  |   |
|--|---|
| <b>9,230</b> - Number of Admissions                                | <b>44,465</b> - Number of Emergency Room Visits                                 |
| <b>1,235</b> - Number of Employees                                 | <b>2,997</b> - Number of Cardiac Catheterizations and Interventional Procedures |
| <b>1,238</b> - Number of Births                                    | <b>672</b> - Number of Sleep Center Studies                                     |
| <b>6,154</b> - Number of Surgeries                                 | <b>8,907</b> - Number of Radiation Therapy Procedures                           |
| <b>2,591</b> - Number of Inpatient Surgeries                       | <b>4,612</b> - Number of Perinatology Visits                                    |
| <b>3,563</b> - Number of Same-Day Surgeries                        | <b>350</b> - Average Number of Volunteers                                       |
| <b>23,832</b> - Number of Outpatient Diagnostic Imaging Procedures | <b>52,000</b> - Number of Volunteer Hours                                       |

# 2015 FINANCIAL PERFORMANCE

## OPERATING REVENUE SOURCES

|                                |                      |
|--------------------------------|----------------------|
| Inpatient                      | \$84,088,092         |
| Observation                    | \$7,508,989          |
| Newborn                        | \$3,923,466          |
| Emergency Department           | \$26,935,540         |
| Same Day Surgery               | \$25,836,160         |
| Outpatient Services            | \$35,035,889         |
| Other                          | \$7,329,583          |
| <hr/>                          |                      |
| <b>Total Operating Revenue</b> | <b>\$190,657,719</b> |

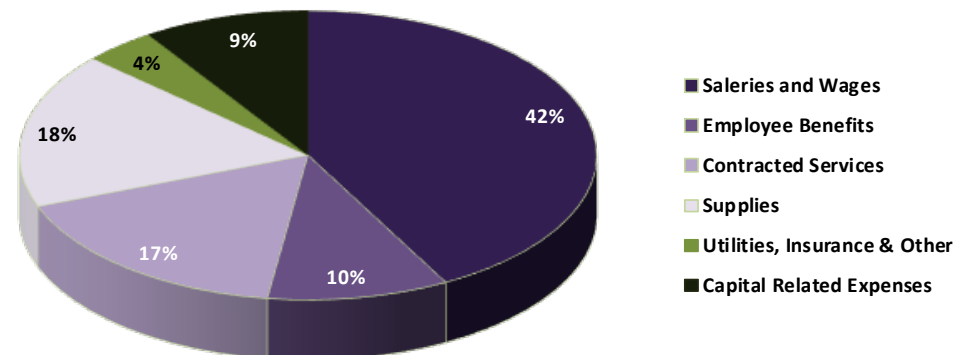
## OPERATING REVENUE SOURCES



## OPERATING EXPENSES

## OPERATING EXPENSES

|                                 |                      |
|---------------------------------|----------------------|
| Salaries and Wages              | \$76,999,261         |
| Employee Benefits               | \$18,017,750         |
| Contracted Services             | \$30,094,945         |
| Supplies                        | \$30,971,458         |
| Utilities, Insurance & Other    | \$7,168,488          |
| Capital Related Expenses        | \$16,519,604         |
| <hr/>                           |                      |
| <b>Total Operating Expenses</b> | <b>\$177,472,419</b> |





# OPHTHALMOLOGY DIVISION HIGHLIGHTS

## **Retina Surgery at Shore Medical Center**

The Ophthalmology Division at Shore Medical Center has five retina specialists on staff. Our operating room performs more retinal surgery than any other facility in southeastern New Jersey.

The retina is the light-sensitive layer of tissue that lines the inside of the eye and sends visual messages through the optic nerve to the brain.\* Conditions such as retinal detachment, diabetic eye problems and scar tissue membranes on the surface of the retina are corrected by retinal surgery at Shore. These are remarkably delicate surgeries with instruments only a half-millimeter (1/50 of an inch) in diameter, working with membranes 400 nanometers (about 16 millionths of an inch) thick. The retina itself is only about a tenth of a millimeter (1/250 of an inch) thick and is as delicate as wet tissue paper.

We are proud to provide such state-of-the art care at Shore Medical Center.

*\* Source: National Eye Institute.*

*<https://www.nei.nih.gov/health/retinaldisease>*



# SHORE IN THE COMMUNITY

Shore Medical Center is proud to support our local community in a number of ways, including through sponsorships, walk-a-thons, toy drives, health fairs and expos. In 2015, we supported the American Heart Association Heart Walk, Walk for the Wounded, the Somers Point Memorial Day Parade, the Community Partnership for Egg Harbor Township Schools, the Milton & Betty Katz Jewish Community Center and their annual Senior Expo, Somers Point Bayfest and Good Old Days Festival, American Cancer Society's Making Strides Walk, South Jersey Jazz Society and much more. Shore Medical Center also provided health screenings at many of these events and other community health fairs at 55 and over communities, fitness centers, and some of our area's larger employers.



## Shore Engages Senior Community with the Launch of "Senior Socials"

The Volunteers at Shore launched the popular "Senior Socials" series in 2015. Each month, seniors are invited to attend free social and educational events hosted by Shore Medical Center's senior volunteers in DiOrio Hall. These events feature free "Bingo" for prizes, complimentary refreshments, and an educational session hosted by a Shore health expert or community partner. Topics included exercise for seniors, healthy diet tips, Alzheimer's education, financial planning, and identity theft protection.



## Shore Partners with Area Businesses to Enhance the Patient Experience for New Parents

In 2015, Shore secured partnerships with many local businesses to bring free items and services to the new moms and dads at Shore. Some of the programs include: Shop Rite's "We deliver after you deliver program" which offers discounts on grocery deliver for all new parents; Baby's R Us providing a variety of items such as wipes, diapers, pacifiers and more; and The Jewish Community Center of Margate providing a free onesie plus coupons for its day care services.



# SHORE AWARDS



## **Jeanette Frasca, Employee of the Year**

For her dedication and passionate service, Clinical Educator Jeanette Frasca, MSN, RN-BC, ONC, was recognized as the medical center's 2015 Employee of the Year. Frasca joined Shore in 1989 as a medical-surgical nurse on Shore's 3rd Hayes, 4th Hayes, and 4th Whitby floors, and in 2007, she became a clinical educator.



## **Dr. Steven Kornberg, Physician of the Year**

For exemplifying the Planetree model of patient-centered care, Dr. Steven Kornberg was honored as Shore Medical Center's Physicians of the Year. In words and actions, Dr. Kornberg sets a daily example for other medical staff members.



## **Iraida Melendez, Spirit of Shore Caregiver of the Year**

For the positive influence she makes on her peers, as well as a willingness to go above and beyond the call of duty in service to patients, Iraida Melendez, MSW, was named Shore Medical Center's Caregiver of the Year.



## **Maureen Deely, DiOrio Award**

Maureen Deely, Director of Palliative Care and Hospice Programs, received the DiOrio Award for meritorious service. The DiOrio Award was created in 2014 to honor the individual who best embodies the ideals set forth by Joseph DiOrio, who in his five decades as a member of Shore's Board of Trustees established an outstanding track record of service.

## Barbara Polun and Lisa DiTroia, Chairman's Award

During the 2015 Caregiver Recognition Dinner, Barbara Polun, ICU Clinical Supervisor, and Lisa DiTroia, Director of Advocacy, Experience and Volunteers, were honored with the prestigious Chairman's Award, presented to Shore Medical Center employees for their contributions and commitment to excellence in clinical and nonclinical areas.



## Legacy Physicians Award

In December, five physicians who have made a significant mark over the course of Shore's 75-year history were honored at a special ceremony with a Legacy Physicians Award, presented by members of Shore's Medical Executive Committee.

Physicians were selected based on their years of service, dedication to the Medical Center's improvement and development, participation in leadership roles, professional ethics and ability to work collaboratively with their peers. These physicians are: Dr. Stephen Gosin, Dr. George Groch, Dr. Jack Hyman (posthumous), Dr. Stuart Mally (posthumous), and Dr. Henry Seidel (posthumous)



## Leadership Profile Awards

The Leadership Profile Award is presented several times each year to a manager for exemplary job performance and exhibiting characteristics most valued in leaders within the organization. This year's Leadership Profile Award recipients were Business Delivery Supervisor Susan Lee Toth, RN, BSN, Health Information Management Services Director Calla Waldron-Buck, MBA, RHIA, CHTS-TR, CCS, and Business Delivery Manager of IT/Tech Services, Christine Gray.

# LOOKING AHEAD



## Advanced Shore Imaging Associates

In 2016, Shore Medical Center will expand its outpatient testing services with the launch of Advanced Shore Imaging Associates (ASIA), the region's leading-edge, multi-modality medical imaging center. Located in Northfield, New Jersey, the center will offer a comprehensive range of diagnostic imaging and image guided procedures. The philosophy is to bring together state-of-the-art equipment, the most qualified radiologists, and superior customer service for referring physicians and their patients.

The imaging center will be staffed by board certified, fellowship trained, sub-specialty radiologists and a highly skilled clinical team. Advanced Shore Imaging Associates will employ the latest transformational medical technologies from GE Healthcare, including:

### General Imaging

- The newest MRI technologies, including Wide Bore MRI scanners, are quiet and ideal for claustrophobic and large-stature patients.





## COMING SOON: New Services by Penn Physicians offices at Shore's Medical Office Building.

In 2015, construction began on the new Penn Physician Offices on the third floor of Shore's Medical Office Building. The partnership between Shore and Penn will bring Penn Medicine physicians to Shore Medical Center from a variety of disciplines that were previously unavailable to the local community. All of the jobs related to this project were union jobs, and Penn Medicine funded 100 percent of the cost. Penn physicians are scheduled to begin seeing patients at Shore in 2016.

- CT
- PET/CT
- X-ray/ Fluoroscopy
- Ultrasound

### Women's Imaging

- 3D "low dose" Tomosynthesis
- Mammograms
- Stereotactic Breast Biopsies
- DEXA Scans
- OB/GYN Ultrasounds
- Senobright - Contrast enhanced mammograms. The only one in the region.
- The region's only imaging center with zero-radiation ABVS (Breast) Scanning

For more information visit [www.AdvancedShoreImagingAssociates.com](http://www.AdvancedShoreImagingAssociates.com).





# AFFILIATIONS & PARTNERSHIPS



Shore Medical Center is a proud member of the Jefferson Neuroscience Network. The Shore Neurosciences Center's extraordinary high-tech diagnosis and treatment options, which are enhanced through the advanced technology found within the Shore Surgical Pavilion, are delivered with the caring touch expected from Shore Medical Center. As a member of the Jefferson Neuroscience Network, Shore can



ensure the highest quality care for area residents. Specialists from the Shore Neurosciences Center and the Jefferson Neuroscience Network collaborate using a multi-disciplinary approach to evaluation, diagnosis and treatment. Highly complex cases can be referred with accuracy and speed, aided by a seamless exchange of information.



In October, Shore announced it selected Mayo Medical Laboratories (MML) as its primary reference laboratory, a move that gives Shore access to Mayo Clinic's extensive menu of laboratory tests and clinical expertise, while enhancing the efficiency and affordability of advanced laboratory testing. Shore's lab began sending specimens to MML in the fall, with the goal of fully transitioning to MML in the first quarter of 2015.

Through this partnership, Shore has access to more advanced diagnostic and newly developed tests, especially in the areas of genetic and molecular testing. In addition, Mayo Clinic physicians and scientists in every specialty laboratory will be available for consultation regarding test selection, utilization and methodologies, and result interpretation.



Shore Medical Center is pleased to partner with Advanced Radiology Solutions (ARS) to provide superior diagnostic imaging services. The ARS team has been accredited by the Joint Commission for its Teleradiology Services. ARS is the only one within 100 miles of Shore Medical Center to earn this recognition for its high quality services

The ARS team includes fellowship-trained and board certified radiologists who cover the broad spectrum of radiology, including interventional radiology, breast imaging, musculoskeletal radiology and neuroradiology. ARS – under the leadership of President and Medical Director Thomas Yu, M.D. – has a rich history of team building and providing patients with a seamless continuum of care. Through its interventional radiology program, ARS has developed joint ventures in the fields of nephrology and vascular surgery, leading to successful access and endovascular aneurysm repair programs. ARS' radiologists are also trained in coronary CTA, CT colonography and breast MRI interpretations, making ARS one of the region's leading destinations for radiology services.





## Advanced ICU Care®

●●●● LEADERSHIP. EXPERTISE. RESULTS.

Advanced ICU Care offers ICU programs to improve the clinical performance of its hospital partners using a comprehensive approach with a proven track record of success. As the nation's largest tele-ICU provider, Advanced ICU Care has successfully implemented and managed more programs than any other organization. The Advanced ICU Care tele-ICU program combines experienced intensivist-led care teams, sophisticated technology and collaborative programs with hospital staff and physicians to achieve a rigorous focus on evidence-based best practices that improve patient care and safety.



Shore Medical Center is pleased to be affiliated with Onsite Neonatal Partners. With a unique model that places neonatologists in hospitals 24/7/365, this nationally renowned group of nearly 40 neonatologists is able to improve the quality of care and reduce risks for more than 100,000 premature or otherwise fragile full term infants. Onsite physicians also provide staffing for Shore's Pediatric Care Center.





# Penn Medicine

Shore Medical Center's long-standing affiliation with Penn Medicine continues to be a valuable partnership, providing patients with access to advanced treatment in multiple disciplines, including maternal-fetal medicine and cardiac care.



Heart disease patients can turn to Shore and Penn Heart & Vascular. Located in Shore's Surgical Pavilion, Shore's 400-square-foot, state-of-the-art cardiac catheterization suite is staffed by Penn physicians trained in performing serious cardiac procedures. When needed, the Penn Heart Rescue™ helicopter is available 24 hours per day, seven days per week to provide rapid transport to Philadelphia.

The Penn Maternal-Fetal Medicine Program at Shore provides extra care to mothers-to-be and their children. Women facing high-risk pregnancies can be treated for a variety of conditions, including heart disease, placental problems, diabetes, multiple gestation pregnancy and later-age pregnancy. Dr. Robert Debbs, DO, a renowned specialist with Penn Medicine and Shore Medical Center, leads the Maternal-Fetal Medicine program.

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## Rothman Institute

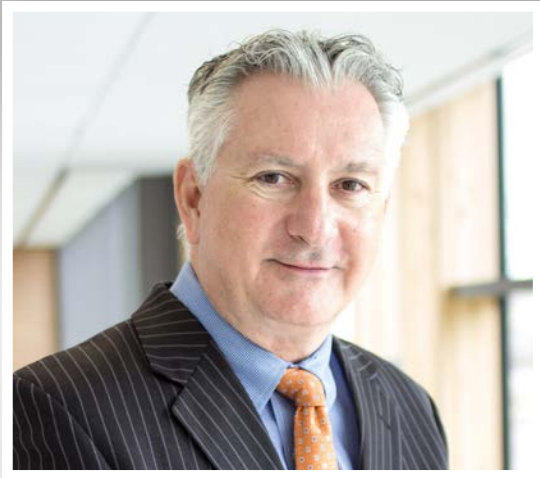
Shore Medical Center has physicians on staff from the Rothman Institute, which is internationally recognized for excellence in orthopedic science and technology. These physicians are experts in their specialty areas and leaders in clinical research and technology.



## Treating People Well

Through its affiliation with Shore Medical Center, Shore Physicians Group is a multi-specialty group comprised of more than 40 highly skilled, caring and passionate physicians, nurses and clinicians. Specialties include: Rheumatology, Internal Medicine, Family Medicine, Neurology, General Surgery, Endocrinology, Reconstructive Surgery, Neurological Surgery, and Pulmonary Medicine.

Shore Physicians Group has offices conveniently located in Egg Harbor Township, Somers Point, Northfield, Margate, Marmora, Mays Landing, Ocean City, and Atlantic City. In addition, Shore Physicians Group operates three Urgent Care facilities, in Mays Landing, Atlantic City, and Northfield.



**Mark Stephens**  
*Chief Administrative Officer,  
Shore Physicians Group*

# Shore Physicians Group

## 2015 Highlights: Expansion and Development to Better Serve Our Community

In 2015 Shore Physicians Group has added locations for Primary Care into: Atlantic City, Ocean City, and Mays Landing. The Urgent Care facilities have extended their hours of operation to meet the demands for those non-life threatening but urgent medical situations. Shore Urgent Care offers quality care, close to home and work with evening and weekend hours available. In July 2015, SPG launched the opening of their Osteoporosis Center in Somers Point, to educate and treat a growing population of women 50 plus who are risk for this condition.

## Shore Physicians Group has Had 20% Growth in Patient Visits from 2014 to 2015



### Shore Physicians Group On-Boarded:

- Ana Cilursu, MD – Rheumatology, Somers Point
- Manuel Cunanan, MD – Pulmonology, Somers Point
- Francis Kralick, DO – Neurosurgery, Northfield
- Sarah Keane, PA-C – Ocean City
- Jenee Skinner-Hamler, APN – Somers Point
- Amy Riordan, APN – Mays Landing



### In January 2016, Shore Physicians Group Welcomed Dr. Jennifer Erskine, MD, MSIS as Director of its Hospitalist Program at Shore Medical Center

As Director, Dr. Erskine oversees the Hospitalists and work closely with Primary Care Providers, Specialists and the

Emergency Department staff as well as Nursing Homes and Post-Acute Rehabilitation facilities to ensure an excellent continuum of care for all patients. “Dr. Erskine’s combined experiences make her a tremendous asset to this program,” says Mark Stephens, Chief Administrative Officer of Shore Physicians Group. “Her expertise will enhance every level of care we provide to patients at Shore.”

## 2016 Future Plans: Thoughtful But Aggressive Growth

The Mission of Shore Physicians Group is to “Treat People Well.” They are committed to providing the people they serve with the highest quality of care, advanced medical technology, and superior medical outcomes. Shore Physicians Group strives to recruit and retain quality, caring and passionate physicians, nurses, clinicians and administrative staff to successfully meet the healthcare needs of people in our surrounding communities.

### Shore Physicians Group Recruitments:

#### Primary Care

- Jacqueline Rounds, DO – Family Medicine

#### Specialty

- John Millili, DO – General Surgery
- Manpreet Tiwana, MD – Rheumatology

#### Hospitalist

- Ulices Perez, MD – Internal Medicine
- Michael Giunta, MD – Internal Medicine
- Grace Dudkowska, MD – Internal Medicine
- Judy Genova, APN – Intensivist
- Doreen Fitzpatrick, APN – Intensivist

#### Pathology

- Jenni Davis, MD – Pathology
- Nguyen Vo, MD – Pathology



# SHORE QUALITY PARTNERS

## A Clinically Integrated Network

### **Vision**

The vision of Shore Quality Partners (SQP) is to create a Clinically Integrated Network that will allow area physicians and Shore Medical Center to become truly clinically integrated and improve the quality and cost effectiveness of patient care, and as a result enter into contracts with payers to earn rewards and incentive compensation for delivering such high quality and cost effective care to the community.

### **Membership**

Since its launch in March of 2014, Shore Quality Partners has had much success in its first year of operations. SQP to date has 230 physician members, representing 36 specialties in Atlantic and Cape May counties. SQP continues to recruit quality physicians to the network to expand on coverage in the community.

### **Governance**

SQP is physician governed, “By Physicians, For Physicians.” The SQP Board of Directors consists of a total of twelve (12) Directors, split into two classes: nine (9) Physician Directors and three (3) SMC Hospital Directors. The Physician Directors are a mix of primary care and specialists. All decisions must be agreed upon by physician and hospital classes. Much of the progress of SQP is due to physician involvement in the 5 committees within SQP. Physician-led committees include: Care Management, Data and Information Sharing, Quality Monitoring, Finance, and Credentialing.

### **Payers**

SQP currently has live contracts with Horizon and AmeriHealth. SQP

Practitioners care for approximately 15,000 lives under Horizon & 2,000 lives under AmeriHealth. The contracts with Horizon and AmeriHealth hold physicians accountable to certain quality metrics and standards of care. By exceeding these metrics, SQP physicians are rewarded for performance through shared savings bonuses. These contracts provide SQP physicians and the covered patients with additional resources to provide the best quality of care.

### **Care Coordination Team**

To provide the best quality and cost effective care to SQP patients, SQP has established a dynamic and talented Care Coordination Team. The Care Coordination Team focuses on SQP high risk patients and diabetics to help manage their chronic conditions and other health issues to assist physicians in their care plans. The Care Coordination Team consists of a Social Worker, Care Expediter, Data Analyst, Registered Dietitian, and Population Care Specialists and Certified Diabetes Educator and Case Manager. The team has established relationships with SQP physicians and staff to work for SQP patients and physicians to improve patient health and help patients navigate the complex healthcare system.

### **Data & Reporting**

Many of the SQP initiatives are driven by data. SQP performs high altitude analytics regarding the Horizon population and SQP physician patterns. SQP uses this data to provide information to member physicians to increase quality and performance metrics to reach shared savings goals. Reports to physicians include: total spending, most common diagnoses, and most common procedures. SQP also tracks network outflow, where an attributed Shore Quality Partners patient receives care from a provider outside the SQP network, thereby creating barriers to data flow and quality improvement. SQP provides member physicians with their reports, including specialist utilization and the utilization of out-of-network providers. SQP provides member physicians with high risk patient reports, giving them an understanding of which patients are costing the most money and who have complex cases. To improve continuity of care, SQP also provides member physicians with daily reports of their patients who were seen in SMC's Emergency Department, and we encourage timely follow up to prevent reoccurring visits.

### **Benefits to Shore Employees**

Shore employees also benefit from Shore Quality Partners. Shore employees receive a reduced copayment amount for seeing a Shore Quality Partners Physician.

### **Communications**

Shore Quality Partners has implemented many ways to keep members informed and involved with all progress, reports, and initiatives. SQP launched a website, monthly newsletter, frequent email blasts, and mailings to keep members involved. Communication is a major factor for success, and everyone must be on the same page to become truly clinically integrated.

### **Value Added Services**

SQP offers additional value-added products as additional benefits for its members. Through SQP, physicians can get: special discounts and opportunities for long term disability insurance through KeyArx/ LTD Insurance & Glenn Insurance, Medical Professional Liability Program with Princeton Insurance Company, Workers' Compensation Program with Advantage Specialty through Glenn Insurance, Discounts on Malpractice Insurance through NJ PURE, and Homeowners and Personal Automobile Insurance Program offered through Selective Insurance Company.

### **SQP Bonus**

SQP was one of only two Horizon ACO's in the state of New Jersey to earn a performance bonus. The bonus was based on total cost of care and several quality thresholds. The SQP 2014 Horizon performance bonus was distributed to providers and staff during the month of December. The payment is equitably divided among PCP's, Specialists, and Staff Members who were part of the network during the contract period which represented the second half of 2014.

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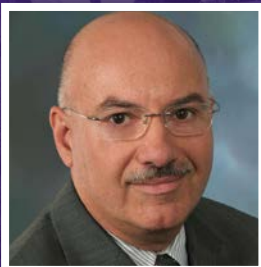
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