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NJHA Recognizes Palisades' Community Outreach Program

Community benefit services and programs are an integral part of Palisades Medical Center's mission. Palisades staff, volunteers and community partners take great pride in working everyday to improve the health and wellbeing of our neighbors.

The New Jersey Hospital Association (NJHA) recently recognized Palisades Medical Center's Faith-Based Community Outreach Initiative with its 2011 Community Outreach Award for the program's positive impact in our local communities. The award was presented to Palisades during the NJHA's Annual Meeting in January.

The Faith-Based Community Outreach Initiative takes a unique approach, breaking down service barriers for individuals and families that have ignored their healthcare needs because of economic, social and language barriers. The program works throughout the year in Palisades' service area of more than 400,000 residents to bring free healthcare education, screening and affordable treatment referrals to local families within their places of worship.

"Our local communities possess a very strong spiritual component. For many of our neighbors, participation in religious activities is a central part



(From left-to-right with award) Palisades Medical Center's Bruce J. Markowitz, President and CEO; Rev. Elliott Cruz, Director of Pastoral Care; Sister Joanne Riggs, Coordinator of Pastoral Care; and Nikki Mederos, Director of External Affairs.

of family and community life, receiving significant respect and attention," said Bruce J. Markowitz, President and CEO of Palisades Medical Center. "As a result, our Faith-Based Community Outreach Program has enjoyed great success, with screenings provided to more than 3,500 community members over the last year, and

(continued on page 11)



Special thanks to the following for their generous support of Palisades' Community Outreach Programs:

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HOLLYWOOD
THE 2010 STAR STREAM BALL
ON THE SCENE!
SEE PHOTOS
PG. 8-9



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**Palisades Medical
Center** *Foundation*

21st Annual Palisades Classic Golf & Tennis Tournament

**Monday, May 23, 2011
AT THE HISTORIC
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Join us at one of the
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Help raise funds for world-class care as you enjoy a day of golf followed by a cocktail and dessert reception.

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A Message from the Chairman of the Board

I have the pleasure of interacting with local residents who recognize that Palisades' greatest strength is the compassionate service provided by our nurses, physicians and other caregivers.

But what many people do not always recognize is that Palisades' staff, volunteers and community partners are constantly working in our local communities to help keep our neighbors healthy and safe.

That is why I felt a great deal of pride when the New Jersey Hospital Association (NJHA) recognized Palisades with its 2011 Community Outreach Award. This prestigious award underscores the fact that Palisades plays an essential role within the fabric of our community by providing free health screenings and education seminars to thousands of uninsured and underserved residents.

In 2010, we set new fundraising records for both of our signature events – the Star Stream Ball, and the Palisades Classic Golf & Tennis Tournament. The PMC Auxiliary's Casino Night also generated its greatest support ever. Be sure to check out pages 6-9 of this newsletter to see great photos from the Ball and Casino Night.

We appreciate our friends at PSE&G for selecting Palisades to be a part of their Hospital Energy Efficiency Program. Simply put, PSE&G's support in this program is immeasurable. It will help Palisades, our environment and our neighbors. It truly is a gift that will keep on giving in the years ahead.

We are extremely fortunate to have so many friends who generously support Palisades. The donor acknowledgements on pages 12-19 are our way of saying 'thank you' for your continued support!

John C. Meditz
Chairman of the Board



PSE&G

PSE&G Program Brings Energy Efficiency Improvements to Palisades *\$79 million initiative provides upgrades with zero up-front costs*

PSE&G's Hospital Energy Efficiency Program is working at Palisades Medical Center to provide substantial energy efficiency improvements and upgrades.

Following an extensive, investment-grade audit at Palisades, a number of energy conservation measures were recommended, including upgrades to the facility's cooling towers, chillers, operating room temperature and humidity controls, hospital wide temperature management system and the patient room fan coil units. Through the Hospital Energy Efficiency Program, PSE&G will pay for the improvements up-front, and the hospital will derive energy savings that will pay back this investment in approximately five years. PSE&G's generous support will help Palisades better focus on its resources on expanding its high

quality medical services and specialty care programs.

"A major focus of our work at PSE&G has been bringing more renewable energy sources on-line and helping organizations use energy more efficiently," said Al Matos, Vice President of Renewable and Energy Solutions at PSE&G. "By funding major energy conservation measures, our Hospital Energy Efficiency Program is able to provide lasting energy savings at zero out-of-pocket costs to the hospitals."

The PSE&G Hospital Energy Efficiency Program is a \$79 million initiative that will fund the installation of energy conservation measures at 18 hospitals in the utility's service territory. PSE&G is New Jersey's oldest and largest regulated gas and electric delivery utility, serving nearly three-quarters of the state's population.

AMA President Discusses Healthcare Reform at PMC Foundation Event

Dinner was first in a series of events planned for local physicians

More than 100 physicians from Hudson and Bergen counties recently attended a private dinner event to hear a special presentation from Dr. Peter Carmel, President Elect of the American Medical Association (AMA), about healthcare reform and how it will impact doctors in the future. As a longtime member of the AMA Board, Dr. Carmel helped develop policy components of the current healthcare reform.

The special event was presented by PMC Foundation and was held at The Waterside restaurant in North Bergen. This dinner event was the first in a series of PMC Foundation events for physicians that will focus on healthcare business and other industry news.



Dr. Peter Carmel, President Elect of the AMA, speaks to an audience of more than 100 physicians from Hudson and Bergen counties during a special dinner event for physicians presented by the PMC Foundation.



Bruce J. Markowitz, President and CEO of Palisades; Dr. Peter Carmel, President Elect of the AMA; and Suresh Raina, MD, Chief Medical Officer of Palisades, discuss healthcare reform during a private dinner event for physicians presented by the PMC Foundation.

Community Connections

To see more photos, please visit www.palisadesmedicalfoundation.org.



Breast Cancer Awareness

Local women recently learned vital facts about the prevention and treatment of breast cancer during Palisades Medical Center's Breast Cancer Education Seminar. The seminar served as a perfect venue for attendees to interact with medical professionals and ask questions to alleviate the anxiety that often accompanies hospital tests and procedures. Pictured (left-to-right) are Mariannette Plaza, APN; Fay Spragley, NP; Gladys Sillero, APN; Suri Ponamgi, MD; Liza Pons; Lorna Schneider, RN; Carolina Adaros, Caridad Rodriguez; Nikki Mederos; and Ljiljana Hrelja at the seminar.

Cultural Wellness Fair

Palisades Medical Center and dozens of local organizations sponsored and participated in Save Latin America's Annual Cultural Wellness Fair at Schuetzen Park in Union City. The event included free health screenings, and family-oriented activities such as pony rides, a petting farm, and food, clothing and jewelry vendors.



Holiday Toy Drive

Students at Cliffside Park High School got into the spirit of giving this holiday season by organizing a special toy drive for to pediatric patients at Palisades Medical Center. (At left) Nikki Mederos, Director of External Affairs at Palisades, accepts the donated toys from Cliffside Park High School's President of the Student Council Nicholas Mederos and Vice Principal James M. Shelley.

Backpacks for Kids

Students from Memorial High School in West New York's Future Educators of America Program raised funds, collected more than 100 donated backpacks and school supplies, and delivered them to Kindergarten classes at PS #2 in West New York. Palisades Medical Center generously served as the lead sponsor for the special program.

Pictured (Left-to-right) John Fauta, Superintendent of the WNY School District; Diana Stedman, Language Arts District Supervisor; Nikki Mederos, Director of External Affairs at Palisades; Esperanza Alfonso, Tomorrow's Teachers/F.E.A. advisor and Language Arts teacher at Memorial High School; Michelle Madariaga, Tomorrow's Teachers/F.E.A. advisor and Language Arts teacher at Memorial High School; Robert Sanchez, Assistant Superintendent of the WNY School District; Stacy Olivero, Assistant Superintendent of the WNY School District; and Scott Cannao, Principal of Memorial High School.



2010 Annual Community Meeting

More than 50 local residents and public officials gathered at Palisades Medical Center for its 2010 Community Meeting. This meeting gave local residents the opportunity to hear from Palisades executives and Board members about the many critical issues confronting Palisades and what they mean for the thousands of individuals who count on their hospital for their healthcare needs. Pictured (left-to-right) Bruce J. Markowitz, President and CEO of Palisades; Howard M. Shiffman, President of Cornell Surgical Company; Weehawken Mayor Richard F. Turner; and John C. Meditz, Chairman of the Board of Palisades.



Latin Grammy Street Party

Thousands in attendance at the Latin Grammy Street Party in West New York enjoyed a great day of food, fun and performances by Latin music's hottest artists. Palisades Medical Center staff and volunteers were on hand at the event distributing information and giveaways to promote important health services and programs in our area.



CASINO NIGHT Hits The Jackpot!

The Waterside Restaurant in North Bergen felt more like The Borgata in Atlantic City when hundreds of local residents walked through its doors during Palisades Medical Center's 4th Annual Casino Night.

The special fundraising event, which was organized by the Palisades Medical Center Auxiliary team of dedicated volunteers, generated nearly \$20,000 to support the PMC Foundation. Benzel Busch and MTM Resources were the Presenting Sponsors for Casino Night.

Casino Night attendees enjoyed an exciting night of gambling, raffle drawings, and plenty of great food and spirits. Table games included Blackjack, Texas Hold 'Em,

Poker, Craps, Roulette and the Money Wheel. Entertainer Jason Nazzaro added to the Casino-style atmosphere by performing Frank Sinatra classics.

Dozens of lucky winners went home with great raffle and silent auction prizes, including a private wine & cheese tasting party donated & hosted by Giannone Wine & Liquor Co., an attractive women's bracelet donated by Palace Diamond Center, and gift certificates to local restaurants and retail stores. The event ended with the drawing of a Super 50-50 raffle for \$5,000, which was won by James Cerefice of Bloomfield.

To see more Casino Night photos, please visit www.palisadesmedicalfoundation.org



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5th Annual Casino Night • August 25, 2011
The Waterside Restaurant in North Bergen



HATS OFF... to Our Casino Night Planning Committee!

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HOLLYWOOD

THE 2010 STAR STREAM BALL

On November 23, 2010, the PMC Foundation presented its prestigious Star Stream Awards to Jeffrey Welz, President of the Weehawken Volunteer First Aid Squad, and Alfredo Z. Matos, Vice President, Renewables and Energy Solutions of PSE&G, for their tireless work in supporting the health and well being of residents throughout Hudson and southern Bergen Counties.

The awards were presented to Welz and Matos during Palisades' 2010 Star Stream Ball in front of nearly 400 business leaders, public officials and local residents who were in attendance. The black-tie fundraising gala was held at the beautiful Pleasantdale Chateau in West Orange, NJ, and featured a "Hollywood theme" with lively music and dancing, great food, inter-

active entertainers, and fantastic lighting and décor.

"We are delighted that so many of our friends and supporters came together to recognize Jeffrey Welz and Alfredo Matos for their years of extraordinary service and support for Palisades and our community," said Bruce J. Markowitz, President and CEO of Palisades Medical Center. "Jeff and Al have each played a vital role in helping Palisades continue to grow and evolve to meet the changing healthcare needs of our communities."

The 2010 Star Stream Ball set a new fundraising record for the Palisades Medical Center Foundation – generating more than \$300,000 to support programs and services at Palisades Medical Center. Key sponsors

for the Ball included Eastwick College and the HoHoKus Schools, The Harborage, TD Bank and Verizon. Lely Eastwick, Vice President of Eastwick College and the HoHoKus Schools, served as Chair of the 2010 Star Stream Ball Committee.

"We are extremely fortunate to be surrounded by residents, businesses and community leaders who truly care about Palisades and support our efforts to provide high-quality care for our neighbors," said Mrs. Eastwick. "The success of this year's Star Stream Ball during challenging economic times underscores Palisades' strong connection to the communities and residents that we serve."





2010 STAR STREAM BALL COMMITTEE



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Chairwoman

Norma Almanza

Nancy Boden

Mary Conte

Dorothy Deluca

Angie Florentino

Debbie Gabelman

Mahasti Hessami

Mohamed Lateef, MD

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Beth Shubert

SAVE THE DATE FOR OUR 2011 STAR STREAM BALL!

November 19, 2011 • *The Venetian, Garfield, NJ*



NEWS TO KNOW

Harborage Gets Zero Deficiencies...Again! *NJDHSS Perfect Survey for Third Consecutive Year*

For the third consecutive year, an inspection by the New Jersey Department of Health and Senior Services (NJDHSS) has found that The Harborage at Palisades Medical Center has "zero deficiencies" after a thorough, 6-day evaluation focused on dozens of quality of care and quality of life issues. Only 3% of facilities in the entire state receive the "zero deficiencies" score, and it is extremely rare for a facility to receive this distinction three consecutive years, according to the NJDHSS. According to Department's inspection, residents "enjoy living at The Harborage" and they have a "very high regard for staff." The inspection also found that Harborage staff "works cohesively towards clear goals."



Palisades Recognized With AHA Gold Award

The American Heart Association (AHA) honored Palisades Medical Center with the 2010 Gold Achievement Award for its significant achievements in the Get With The Guidelines quality improvement program. Get With The Guidelines provides hospital staff with tools that follow proven evi-

dence-based guidelines and procedures in caring for heart failure and stroke patients. Ultimately, the program helps Palisades' staff develop and implement processes that save lives and lower the recurrence of heart attacks.



NJSRC Honors Lori-Ann Ligon



The New Jersey Society for Respiratory Care (NJSRC) recently named Lori-Ann Ligon, Director of Respiratory Care at Palisades Medical Center, as its 2010 recipient of the Instrumentation Laboratory (IL) Achievement Award. This prestigious award recognizes NJSRC members who have contributed significantly both to the state society and the Respiratory Care

profession. Ligon's leadership has helped Palisades earn the American Association for Respiratory Care's 2010 Quality Recognition. Pictured (At center) Lori-Ann Ligon accepts the IL Achievement Award from Linda Birnbaum, Chair of the NJSRC's Annual Shore Conference, and Jill Guide, Chair of the NJSRC's Awards Committee.

Two-Hour Disaster Drill Tests Response to Bomb Incident



Palisades Medical Center and several other local emergency service agencies recently participated in an emergency preparedness exercise to test our response to a mass casualty incident involving an explosion at a major transportation artery. The

two-hour full-scale exercise featured a purported scenario in which the driver of a panel truck detonates a bomb at the entrance to the Lincoln Tunnel after being stopped at a law enforcement checkpoint.

Hospital Hotspot!

Palisades Medical Center's is now a convenient "Wi-Fi Hotspot." This allows patients, visitors—and anyone else on the Palisades campus—to enjoy a free, wireless connection to the Internet.



For Your Viewing Pleasure

A new patient entertainment system is now being installed in all rooms at Palisades. The system features flat panel TVs, enhanced channel selections, internet access, movies and games. It also puts important patient information and health and wellness information right at the user's fingertips.



NJ Magazine Names Top Docs

Inside Jersey magazine has recognized six members of the Medical Staff at Palisades Medical Center in its 2010 list of Top Doctors in the State. Palisades Medical Center's Azzam Baker, MD (Pediatrics), Jaime Gildengers, MD (Surgery), Suri Ponamgi, MD (Plastic Surgery), David Principe, MD (Maternal & Fetal Medicine), Richard Salzer, MD (Orthopaedic Surgery), and Stephen Thomsen, MD (Nephrology) were selected for the prestigious list by Castle Connolly Medical, the gold standard for medical ratings research. Castle Connolly also publishes the consumer guides "America's Top Doctors," "America's Top Doctors for Cancer," "Top Doctors: New York Metro Area," "The Best in Senior Living & Eldercare Options" and "The ABCs of HMOs."



Community Outreach *(continued from pg. 1)*

more than 550 people were referred for treatment to area clinics or local physicians."

Free screenings offered to residents include blood pressure, blood sugar, cholesterol, heart rate, body mass index/BMI, peak flow and pulse oximetry. Palisades' partners in this initiative include North Hudson Community Action Corporation, Christ

Hospital School of Nursing, and Hudson Perinatal Consortium.

For more information about Palisades' Community Outreach Programs, please visit www.palisadesmedical.org or call Joanne Riggs at (201) 854-5793.



THE JOHN C. MEDITZ *Founders Society*

Created to recognize and thank donors who have made a gift or pledge of \$10,000 or more.

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THE ARTHUR E. IMPERATORE *Legacy Society*

Gifts to this planned giving society allow donors to support Palisades Medical Center well beyond their lifetime through wills, charitable trusts and gift annuities. In recognition of Arthur E. Imperatore's generous bequest of \$2 million, the Legacy Society now bears his name. Please call the PMC Foundation Office at 201-854-5008 if you have included Palisades in your will.

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2010 Annual Fund

Donations to the Annual Fund play a vital part in helping Palisades deliver high-quality patient care and community health outreach programs. Annual Fund donors may also target their donations to support specific programs and services.

Please call the PMC Foundation Office at 201-854-5008 for more information or to make an Annual Fund donation.

You may also donate online by visiting the PMC Foundation website at www.palisadesmedicalfoundation.org.

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The best care deserves the biggest thanks. Please call the PMC Foundation Office at 201-854-5008 to make a Guardian Angel tribute donation. You may also donate online by visiting the PMC Foundation website at www.palisadesmedicalfoundation.org

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TRIBUTES IN HONOR OF *2010 Doctors' Day*

In the United States, Doctors' Day is celebrated annually on March 30 to recognize the commitment of physicians caring for those in times of need. Many supporters of the Foundation make special Doctors' Day tribute donations to honor their favorite physicians.

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30th Anniversary

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Save the Date!

PALISADES CLASSIC
May 23, 2011
Ridgewood Country Club
Paramus, NJ

CASINO NIGHT
August 25, 2011
The Waterside Restaurant
North Bergen, NJ

STAR STREAM BALL
November 19, 2011
The Venetian
Garfield, NJ

Stroke Support Group Helps Local Residents



Pictured here are (Standing Left-to-Right) Gabriella Portovedo, Speech Therapy Student; Claire O'Brien; Sheila Gibbs Caffers; Jeanne Waxman, Coordinator of Speech Therapy at Palisades; Joe Sanato, Ingrid Pais, Director of Rehabilitation Medicine at Palisades; (Seated Left-to-Right) Rita Callandrillo, and Maureen Callandrillo

Palisades Medical Center conducts a weekly Post-Rehabilitation Stroke Support Group to help improve the lives of stroke and neurological/brain injury patients. Support group participants discuss their experiences and share tips on solving challenges.

In the United States, more than 700,000 people suffer a stroke each year, and approximately two-thirds of these individuals survive and require rehabilitation. The goals of rehabilitation are to help survivors become as independent as possible and to attain the best possible quality of life. But during and after rehabilitation, stroke survivors may face emotional challenges as they struggle with daily physical tasks and their ability to communicate.

For more information on how you or a loved one can participate in the Post-Rehabilitation Stroke Support Group, please call (201) 854-5065 or (201) 854-5588.

The Stroke Support Group
is made possible thanks to generous donations from Seton Hall University's Education and Research Partnership Program, The Aetna Foundation and The Oritani Bank Charitable Foundation.