Shore Memorial combines the talents of the region’s most knowledgeable and experienced doctors, nurses and support staff to create a caring environment infused with the highest quality services. Our unique approach to healthcare enables us to address difficult health issues by balancing scientific precision with human empathy. Our corporate mark represents this balance as well as how we embrace the lives of others.

*Our Mission: We care for and respect all patients, their families and each other.*
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“What keeps you up at night?” This is one of the most thought-provoking questions posed to hospital CEOs in recent years. Though the state of the economy has paralyzed some healthcare organizations, for us it is about moving forward even in the face of tough economic times.

On the broadest of measures, the leadership of Shore Memorial is fully engaged in managing our forward momentum. And there are many pieces of high-performing hospitals such as ours that require careful synchronization. Creating access to quality services, aligning hospital and physician needs, investing wisely in facilities and programs, and exceeding the expectations of our patients and our community are all elements that must be constantly balanced in order to remain a trusted and viable healthcare organization.

Even amid the constant push and pull of these elements, I take comfort knowing that Shore Memorial engages the talents and teamwork of the best and brightest people in the industry. Our team of physicians, nurses, technologists, managers, financial experts, Board of Trustees and our affiliates in Philadelphia all work together to assure you have access to the best healthcare resources whenever you may need them. And the community has responded positively to our approach to healthcare delivery.

Independent market research by The Melior Group confirms that Shore Memorial is the preferred hospital among Atlantic and Cape May County residents. We thank you for your vote of confidence and pledge to continue to earn your trust as the leading healthcare provider in the region.
The professional community has also taken notice of Shore Memorial. Two recent surveys by The Joint Commission – the nation’s predominant standards-setting and accrediting body in healthcare – reaccredited the hospital as a whole, and accredited Shore Memorial’s Lumbar and Cervical Spine Surgery programs in recognition of the hospital’s strict adherence to quality standards. In fact, Shore Memorial’s Neurosurgical Spine Program is one of only three hospitals in the nation to receive this accolade.

Finally, I’m pleased to report to our Board of Trustees and the community-at-large that Shore Memorial is fiscally sound and earned a 1.5 percent operating margin in 2008. This margin may be razor-thin compared to private-sector for-profit companies, but in the context of running a hospital in New Jersey, this is a stellar achievement.

While this Annual Review documents the hospital’s specific achievements for 2008, our team is focused on what’s next. So rest assured, the people who make Shore Memorial such an extraordinary place to give and receive care are moving forward to plan, build and deliver a healthcare system that reflects what you want in a healthcare system: quality, service, efficiency, compassion and value. Our momentum is working for you.

Albert L. Gutierrez, FACHE, MBA, RT(R)

President and CEO
The Shore Memorial of Tomorrow is Coming Today

Throughout 2008 architects, planners, engineers, doctors, nurses, hospital leaders and others met behind the scenes to finalize a new vision for the hospital of the future. Together we designed a medical hub that extends well beyond the hospital walls and has been deliberately planned to attract and retain the best surgical and medical specialists.

The jewel of our planning efforts centers on the hospital's Somers Point campus expansion. The $125 million project includes a 135,000 square foot futuristic surgical pavilion with 12 operating suites, four special procedure rooms, two new cardiovascular interventional suites, and ample space for outpatient and pre-admission testing services. The long-anticipated project officially kicked off at a groundbreaking celebration held in October. It was “standing room only” as hundreds upon hundreds of employees, doctors, civic leaders, and interested citizens turned out to support the hospital and observe an inspirational blessing of the ground.

The second phase of the project to complement the surgical pavilion is a 27,000 square foot medical office building where the area’s premier surgeons can readily commute to and from the hospital by foot via the “skyway” connecting the new surgical pavilion to the medical office building.

“This will be quality of care extraordinaire, second to none.”

U.S. Congressman Frank LoBiondo during Shore Memorial's Campus Expansion Groundbreaking Ceremony, October 29, 2008

Not all of the hospital’s expansion plans take place in Somers Point. Like any hub – there are spokes that generate flow between destinations. Plans to develop a 35,000 square foot medical office building took root in Egg Harbor Township in 2008. The EHT facility will be home to both established and newly-recruited medical specialists and will most certainly become a healthcare destination point for anyone who lives within a 25-mile radius of the facility. Groundbreaking for this facility will take place in the fall of 2009.

Another spoke of our medical hub that was given the go-ahead in 2008, extends out to Northfield on Shore Road. Patients who require dialysis services will soon benefit from the area’s most technologically sophisticated, gracefully appointed outpatient dialysis center.

This page: Top - Representatives from the Board of Trustees break ground; Middle – Leonard Galler, MD, Chairman, Department of Surgery; Left – Rebecca Carter-Morton, Shore Memorial’s longest-standing employee with 49 years of service; Opposite page: Architectural renderings of the Shore Memorial Campus Expansion Project
PROGRESSIVE
CAPABLE

INNOVATIVE
Video games, cell phones, and social networking websites have permeated American culture. And where would we be without our satellite navigation systems? The same type of innovation that drives these technological advances for our personal enjoyment has also propelled healthcare into a new clinical stratosphere.

Shore Memorial leads the way in the adoption of clinical technology. In 2008, the hospital joined forces with pulmonologist Dr. Bennett Ojserkis to bring Super Dimension Bronchoscopy to our region. Only a handful of hospitals in New Jersey, New York, Pennsylvania and Delaware provide this advanced technology for the early diagnosis of lung cancer.

The procedure is unique in that it uses technology similar to the Global Positioning System (GPS) found in many cars today. Because the air passages of the lungs branch out from one major airway to a complex maze of more than 250,000 ever-shrinking branches, accessing lesions near the outer end of a branch can be difficult, if not impossible, with traditional bronchoscopy techniques. “Super-D,” as it’s affectionately called, is anything but traditional.

Dr. Ojserkis pairs the patient’s CT scan with an electromagnetic navigation system to create a three-dimensional roadmap of the lungs. Then he delicately steers his way to distant tumors using a series of intricate catheters and takes numerous samples to arrive at a diagnosis. The procedure can be performed on an outpatient basis and is a viable alternative to help many patients avoid a surgical biopsy.

Customizing Joints
Three-dimensional imaging technology is also being applied to the field of orthopedics. In 2008, with the support of orthopedic surgeon Dr. Benjamin Epstein, Shore Memorial became the first and only area hospital to be certified by knee implant manufacturer Otis Med to use magnetic resonance imaging to build 3-D models for its custom-fit knee replacement system. For patients who qualify, this knee replacement provides a more natural feeling knee, greater range of motion and quicker return to normal activities.

Balancing Act
Shore Memorial introduced its new Balance Center in 2008 for people with balance and dizziness disorders. The experts at the Balance Center use a series of painless, sophisticated tests to assess patients and make recommendations for a course of therapy. Surprisingly, Nintendo’s Wii game system may be just what the doctor ordered. The Balance Center team uses this lighthearted form of therapy with patients to help them restore confidence and stability.

“Shore Memorial provides me with emerging and sophisticated technology to diagnose and evaluate cancer and other serious lung diseases so they can be treated effectively and efficiently.”

Bennett Ojserkis, MD
Shore Memorial Pulmonologist
The hospital’s allegiance to high performance standards for patient care earned it another three-year accreditation in 2008 by The Joint Commission. Recognized nationwide, Joint Commission accreditation is a symbol that reflects the organization’s commitment to quality and adherence to standards of care. Shore Memorial received just five recommendations for improvement (RFI) compared to the 2008 national average of nine RFIs for hospitals seeking accreditation. Surveyors were highly complimentary of the hospital’s personnel, medical staff and Board of Trustees.

The Joint Commission also awarded Shore Memorial two Gold Seals of Approval™ for its Lumbar and Cervical Spine Surgery programs. Shore Memorial is proud to be one of only three facilities in the country to receive this recognition. To earn this distinction the program is evaluated every two years through a painstaking assessment of the hospital’s processes and its ability to measure and improve care within the organization. In addition to scrutiny of data, documents and protocols, the surveyors also conduct in-depth interviews with patients and staff to assess whether the programs meet Joint Commission standards.

“Shore Memorial is focusing on the most challenging goal – to continuously raise quality and safety to higher levels.”

Darlene Christiansen
The Joint Commission

The Joint Commission also awarded Shore Memorial two Gold Seals of Approval™ for its Lumbar and Cervical Spine Surgery programs. Shore Memorial is proud to be one of only three facilities in the country to receive this recognition. To earn this distinction the program is evaluated every two years through a painstaking assessment of the hospital’s processes and its ability to measure and improve care within the organization. In addition to scrutiny of data, documents and protocols, the surveyors also conduct in-depth interviews with patients and staff to assess whether the programs meet Joint Commission standards.

“Shore Memorial is focusing on the most challenging goal – to continuously raise quality and safety to higher levels.”

Darlene Christiansen
The Joint Commission

Shore Memorial is focusing on the most challenging goal – to continuously raise quality and safety to higher levels.
2008 AT A GLANCE

ADMISSIONS 11,998
BIRTHS 1,357
EMERGENCY DEPARTMENT VISITS 43,624
EMERGENCY DEPARTMENT ADMITS 8,038
SURGERIES 6,361
VOLUNTEER HOURS 65,926
OUTPATIENT REGISTRATIONS 52,989
CARDIAC CATHETERIZATIONS 281
OTHER CARDIOVASCULAR PROCEDURES 458
RADIATION THERAPY TREATMENTS 11,878
OBSTETRICAL CLINIC PATIENT VISITS 4,587
OUTPATIENT DIALYSIS TREATMENTS 26,089
SLEEP CENTER STUDIES 755
An uncompromising commitment to quality patient care is at the heart of all we do. Shore Memorial voluntarily submits clinical data to the national Hospital Compare database. This quality clearinghouse is part of the Department of Health and Human Services’ Centers for Medicare and Medicaid (CMS) and the Hospital Quality Alliance (HQA). The scientific evidence gleaned from patient medical records is converted into a percentage rating to convey Shore Memorial’s adherence to defined protocols around heart attack, heart failure, pneumonia, and surgical care improvement.

When it comes to selecting a hospital, this performance improvement data can serve as a useful tool. However, consumers must understand that all reported data reflects a snapshot in time and should be taken into consideration along with other factors including: any past experience with the hospital, patient satisfaction scores, actual outcome measurements, and the recommendations of your physician, family members and friends.
Shore Memorial continues to improve process of care measures around heart attack, heart failure, pneumonia, and surgical care. In 2008 overall scores for each category ranged between 94 and 98 percent.

A heart attack (also called an acute myocardial infarction or AMI) happens when the arteries leading to the heart become blocked and the blood supply slows or stops. These indicators show some of the standards of care provided, if appropriate, to someone who has a heart attack. The graph shows the percentage of patients at Shore Memorial that get treatments known to be effective for most adults who have had a heart attack, and compares them to the April–June 2008 Joint Commission median benchmark.
Pneumonia is a serious lung infection that causes difficulty breathing, fever, cough and fatigue. These indicators show some of the recommended treatments for pneumonia. The graph shows the percentage of patients at Shore Memorial that receive treatments known to be effective for most adults with pneumonia, and compares them to the April–June 2008 Joint Commission median benchmark.

Heart failure is a weakening of the heart's ability to pump blood through the body. When heart failure is present the body doesn't receive sufficient oxygen and nutrients. These indicators show some of the standards of care provided, if appropriate, to someone who has heart failure. The graph shows the percentage of patients at Shore Memorial that receive treatments known to be effective for most adults who have heart failure, and compares them to the April–June 2008 Joint Commission median benchmark.
Shore Memorial’s progress in the areas of patient safety, clinical quality, process improvement and patient satisfaction earned recognition from Blue Cross Blue Shield of New Jersey. The Horizon Hospital Recognition Program (HHRP) applauded Shore Memorial’s ongoing performance improvement efforts by awarding the hospital a grant of more than $91,000.

Shore Memorial also exceeded nationally recognized guidelines from the American Joint Committee on Cancer (AJCC) for cancer staging. Based on 2008 monitoring, Shore Memorial physicians scored a compliance rating of 99.7 percent for seven quality indicators. Proper staging of cancer allows the physician to determine appropriate cancer treatment and is essential for evaluation of patient outcomes.

Additionally, pathologists at Shore Memorial scored a rating of 99.5 percent for compliance with protocols from the College of American Pathology (CAP) for cancer pathology reports, exceeding Commission on Cancer (CoC) requirements by nearly 10 percent. Shore Memorial’s Cancer Committee monitors the accuracy of pathology reports using six scientifically-validated data elements. This ensures that cancer patients receive accurate diagnoses at the earliest possible stage to provide for optimal cancer treatment.
The Relentless Pursuit of Quality and Efficiency

Shore Memorial faces the same economic and regulatory challenges of all not-for-profit hospitals in New Jersey and continues to look for ways to improve operational effectiveness as an established regional healthcare leader. Thanks to the relentless pursuit of quality and efficiency by Shore Memorial’s management team, the hospital produced a 1.5 percent operating margin in 2008, a remarkable accomplishment given today’s healthcare environment.

Although Shore Memorial remains fortunate to be able to invest in its technology and people, many New Jersey hospitals are fighting to stay viable. According to a New Jersey Hospital Association survey of the association’s 74 member-hospitals, 50 respondents reported an overall negative shift in financial performance from 3.5 percent in 2007 to a negative 4.5 percent in 2008.

The biggest threat to any hospital’s survival is the ever-growing demand for healthcare services among the uninsured and underinsured. As part of the hospital’s responsibility to care for all patients regardless of their ability to pay, Shore Memorial provided more than $18 million in uncompensated care last year. That dollar figure is an all time high and is expected to grow in 2009. Shore Memorial was reimbursed a woeful three cents for every dollar spent. In 2008 that totaled $576,000 and the hospital absorbed the remaining $17.4 million. This imbalance clearly illustrates the need for legislative reform for a more equitable charity care distribution formula that adequately and fairly reimburses all hospitals for their services.

Despite the lack of adequate reimbursement for services rendered, Shore Memorial still maintains a positive outlook and continues to meet the goals of its long-range capital plan. In 2008 Shore Memorial’s routine capital investments in information technology, clinical equipment upgrades and facility improvements totaled nearly $10.5 million.

“Our hospital leadership continues to successfully address the wide-ranging challenges of the healthcare industry while advancing excellence in patient care.”

Gerald J. Corcoran, Esq.
Ocean City
Chairman, Shore Memorial Hospital Board of Trustees

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### Operating Revenue Sources

<table>
<thead>
<tr>
<th>Source</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Inpatient</td>
<td>54%</td>
</tr>
<tr>
<td>Same Day Surgery</td>
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<tr>
<td>Outpatient Services</td>
<td>15%</td>
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<tr>
<td>Emergency Department</td>
<td>15%</td>
</tr>
<tr>
<td>Dialysis</td>
<td>6%</td>
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<tr>
<td>Other</td>
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</table>

### Operating Expenses

<table>
<thead>
<tr>
<th>Category</th>
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</thead>
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<tr>
<td>Salaries &amp; Wages</td>
<td>43%</td>
</tr>
<tr>
<td>Employee Benefits</td>
<td>13%</td>
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<tr>
<td>Contracted Services</td>
<td>13%</td>
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<tr>
<td>Supplies</td>
<td>17%</td>
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<tr>
<td>Utilities, Insurance &amp; Other</td>
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<tr>
<td>Capital-Related Expenses</td>
<td>7%</td>
</tr>
<tr>
<td>Bad Debt</td>
<td>4%</td>
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</tbody>
</table>
INVESTING IN YOUR FUTURE

Shore Memorial is not alone in its optimism about the future of the hospital. We are heartened that so many members of our community generously supported the hospital in 2008. Through its outreach efforts, the Shore Memorial Health Foundation raised $4.5 million, including more than $1.1 million through the Stainton Society. The Foundation also launched the leadership phase of its multi-year $20 million Shore Tomorrow Campaign for the construction of the new surgical pavilion. More than $10 million in contributions and pledges for this project were received in 2008 from area businesses, as well as members of the foundation, hospital and health system boards, the medical staff and hospital administration. The public phase of the campaign will launch in the spring of 2009.

One remarkable facet of the philanthropic arm of the hospital is Shore Memorial’s Auxiliary. The Auxiliary generates its charitable revenues from a variety of sources, including the gift shop located in the hospital; thrift shops located in Somers Point and Seaville; annual golf tournaments and fashion shows; and from raffles, sales and community events held throughout the year. In 2008, the Auxiliary raised $436,500 which was gratefully accepted as a donation toward the group’s $2.5 million pledge for the Shore Tomorrow Campaign.

Another staunch supporter of the hospital is the Ocean City Yacht Club. With its continued focus on the prevention and treatment of heart disease, $45,000 in proceeds from the club’s Annual Heart Ball and Heart Cup Regatta were generously donated toward the hospital’s CardioVascular Institute. We are honored to count the Ocean City Yacht Club as a friend of the hospital.

Without a doubt, the hippest “fun” raising group in the area is the Leaders Alliance. Through family-centered celebrations, shopping and social events held through 2008, the Leaders Alliance fun-focused community activities raised more than $40,000 for pediatric services at Shore Memorial. This unique group is comprised of proactive young professionals with a common fundraising mission – to support programs and services for Shore Memorial’s littlest patients.

Finally, the Guardian Angel Program acknowledges Shore Memorial’s exceptional caregivers. More than 30 hospital nurses, physicians and others were honored by patients and their families while raising thousands of dollars to support Shore Memorial’s healthcare mission in 2008.

“Shore Memorial is one of the most technologically-advanced and respected hospitals in southern New Jersey. My philanthropic contribution is clearly an investment that pays off.”

Thomas K. Ritter, Linwood Chairman, Shore Memorial Health Foundation Board of Trustees

Robin Roberts, co-anchor of ABC News’ Good Morning America, shared her experiences as a breast cancer survivor before 700 members and guests at the 19th Annual Stainton Society Brunch.
HEALING
POSITIVE
ENLIGHTENED
FOCUSED
Shore Memorial Cancer Center

When lifelong Atlantic City resident Joseph Milano, 83, went for his annual chest X-ray, doctors noticed a suspicious area on his lung. After a biopsy confirmed that the growth was cancerous, he began daily radiation therapy sessions at the Shore Memorial Cancer Center.

“The crew at the Cancer Center was fabulous,” says Milano. “They put me completely at ease and assured me through every step. The staff always answered my questions to my satisfaction.” Now finished with his treatments, Milano is looking forward to spending time in his flower garden and celebrating more than 50 years of marriage with his wife, Gilda.

The attributes that define an oncology “Center of Excellence” are its technology, programs and people. Just last year the Shore Memorial Cancer Center enhanced its arsenal of cancer fighting technology with the addition of Varian’s On-Board Imager for Image-Guided Radiation Therapy (IGRT).

This technology makes it possible to pinpoint the tumor right before treatment, note any changes in tumor size, shape, or position, and track tumor motion in order to enhance treatment precision. The accuracy of radiation therapy is heightened because clinicians can manage patients and target movement before and during treatment – allowing for the radiation therapy to more precisely target the tumor.

Effective patient navigation programs deliver guidance and support to patients, family members, survivors and caregivers throughout the diagnosis, treatment and recovery process. The Shore Memorial Cancer Center was the first cancer center in the region to offer this “best practice.” And it’s only gotten better. Our navigation team works together to assure that all the patient’s needs are being met and expedite services whenever possible. While information, access and advocacy are the hallmarks of Shore Memorial Cancer Center’s patient navigation program, it’s our people who make it so comforting and successful.

The Shore Memorial Cancer Center is part of a nationally recognized program, receiving an Approval with Commendation by the Commission on Cancer (CoC) of the American College of Surgeons. Additionally, the Cancer Center is a member of the University of Pennsylvania Cancer Network, providing patients with seamless access to the technology, clinical trials and treatment protocols of one of the nation’s foremost cancer centers.

“They put me completely at ease and assured me through every step.”

Joseph Milano, Atlantic City
Shore Memorial CardioVascular Institute

Jeff Huntzinger, 47, of Pleasantville, is living proof of the benefits of Shore Memorial’s Cardiac Rehabilitation Program. After undergoing triple bypass surgery, Huntzinger enrolled in cardiac rehab three days a week and began working out at the gym. Since his surgery he has quit smoking, is 40 pounds lighter and is working on losing another 50. His lifestyle has been given a healthy makeover, and he is well on his way to reaching his ultimate goal of controlling his diabetes without medication.

“The cardiac rehab staff is helping put me back together again,” he says. “I want to stay around a while. I have a 19-year-old daughter who I want to see graduate from college and eventually get married.”

INVIGORATED

Through our affiliation with the nationally renowned Penn Cardiac Care program at Penn Presbyterian Medical Center, Shore Memorial’s CardioVascular Institute has access to the newest advances, techniques and clinical research in the fight against heart disease. The Penn affiliation also gives Shore Memorial patients access to the Penn Heart Rescue Program™—assuring 24-hour, seven day a week availability for emergency transport to Philadelphia via ambulance or PennStar helicopter, should the need arise.

Shore Memorial’s comprehensive cardiac care program includes advanced diagnostic capabilities and treatment options. It also offers a non-invasive heart and lung testing center featuring cardiac stress testing, holter monitoring and transesophageal echocardiography.

Services include prevention, rehabilitation, and education for those with coronary and vascular disease.

Shore Memorial also provides the region’s most comprehensive program for vascular care. The integration of advanced tools and skilled specialists helps Shore Memorial lead the way to prevent strokes, preserve limbs, restore circulation, and detect and treat life threatening aneurysms. Many procedures that were previously performed in an operating room setting can now be accomplished in our state-of-the-art non-invasive vascular laboratory on an outpatient basis.
Shore Memorial Maternal Child Health Services

It was the luck of the Irish for Kim and Sean O’Reilly of Seaville when their twins – Ethan Sean and Elliana Faith – were born on St. Patrick’s Day morning in Shore Memorial’s Maternity Care Center. Both Kim and Sean recall joking with their friends and even their obstetrician that they would have the babies on March 17, but they never thought it would really happen. The twins, who arrived about a month early, just couldn’t wait to celebrate the holiday.

“I had the best experience ever during our stay and felt very confident about how well the nurses cared for our preemies,” says Kim O’Reilly. “Ethan’s name means ‘strong’ and Elliana’s means ‘answered prayer.’ I now have three boys and one girl. She is my answered prayer.”

Nothing is as special as the bond between parent and child, which is why Shore Memorial’s Maternity Care Center cares for mothers, babies and family members with a special combination of compassion, expertise and advanced technology. The hospital also offers a Maternal-Fetal Medicine Program for expectant mothers with heart disease, cervical insufficiency, recurrent pre-term labor, later age pregnancy or other potential prenatal complications. In 2008 hundreds of expectant mothers received care with renowned perinatologist Dr. Robert Debbs to manage these high-risk pregnancies. Dr. Debbs is affiliated with Shore Memorial as well as the University of Pennsylvania Health System.

In the event that your child should require inpatient pediatric care, you can rest easy knowing that Shore Memorial is well-prepared to care for your child’s medical, emotional and educational needs. Shore Memorial partners with The Children’s Hospital of Philadelphia (CHOP) to deliver an extra measure of excellence with CHOP pediatric hospitalists on site around-the-clock. The pediatric hospitalists work in concert with your pediatrician to manage your child’s care and also provide pediatric consultations in our Emergency Department.

“I had the best experience ever during our stay and felt very confident about how well the nurses cared for our preemies.”

Kim O’Reilly, Seaville

Ethan Sean and Elliana Faith O’Reilly
RESTORING QUALITY OF LIFE

Shore Memorial Neuroscience Center

Before David Pashuck turned to the Neurosurgical Spine Program at Shore Memorial Hospital, the 48-year-old Ocean City resident lived with constant pain running from his right shoulder blade down his arm. The fix for Pashuck was neck surgery to relieve the pressure that had caused him severe pain for more than six straight weeks.

Hours after the surgery, Pashuck was up and walking. “The pain was gone; it was incredible,” he recalls. “I had some minor stiffness in my neck, but it was absolutely nothing compared to the pain I had been living with 24/7.” Within a short time, he was back to work with his video production company and swinging his clubs on the golf course.

“I feel fortunate to live in an area with a hospital that provides such wonderful care,” he said. “People think you have to go to Philadelphia to find the best, but I know there’s no way anyone could have done a better job. We’re lucky to have such talent in our own back yard.”

Using today’s advanced technology, including leading-edge computer-assisted image guidance and microsurgical instrumentation, Shore Memorial’s board certified neurosurgeons, neurologists, specially trained nurses and technical personnel are able to diagnose and treat neurological injuries and disorders with amazing precision.

In 2008 Shore Memorial was recognized as one of three hospitals nationwide to receive The Joint Commission’s Gold Seal of Approval™ for its Lumbar and Cervical Spine Surgery programs. This distinction acknowledges the hospital’s Neurosurgical Spine Program’s multi-disciplinary approach to the diagnosis and treatment of spinal disorders. The program coordinates an exceptional team of doctors, nurses, technicians, physical therapists and other healthcare professionals who work together to assure the patient receives optimal care.

The Neuroscience Center is also home to the region’s first nationally-accredited Primary Stroke Center. Originally accredited in 2005 by The Joint Commission and re-certified in 2007, the Shore Memorial Neuroscience Center follows national standards and guidelines to diagnose and treat stroke patients faster and with better outcomes. An affiliation with the University of Pennsylvania’s Penn Neurological Institute provides additional care for complex cases.

“I feel fortunate to live in an area with a hospital that provides such wonderful care.”

David Pashuck, Ocean City

HEALTHIER
REJUVENATED

2008 ANNUAL REVIEW | 20
At Shore Memorial we recognize the mind, body, spirit connection and are creating a culture that supports healing by enhancing all aspects of the patient visit. We call it the Spirit of Shore and it radiates throughout the hospital. The comforting words and friendly faces of the staff, the inspirational artwork and soothing music in the lobby, visits from Robin (our four-legged “therapist”) and the aroma of fresh baked cookies all help to create a pleasant healing environment.

In 2008 Shore Memorial became part of the Planetree Network. The Planetree model of care is a patient-centered, holistic approach to healthcare, promoting mental, emotional, spiritual, social and physical healing. It empowers patients and families through the exchange of information and encourages healing partnerships with caregivers. It seeks to maximize positive health-care outcomes by integrating optimal medical therapies and incorporating art and nature into the healing environment.

Shore Memorial adopted this philosophy with the full blessing of our Board of Trustees and launched an intense employee training program to share ideas about how we can improve the patient experience. More than 400 employees participated in the first phase of our Spirit of Shore retreats in 2008.

It’s clear that this simple philosophical shift in care delivery is making a difference. The hospital’s patient satisfaction scores... continue to climb.

In addition, National Research Corporation recognized our organization as one of the nation’s top hospitals, awarding Shore Memorial with its 2008-2009 Consumer Choice Award as the most-preferred hospital in Atlantic and Cape May counties. The award identifies hospitals that healthcare consumers have chosen as having the highest quality and image in over 250 markets throughout the United States.
GIVING BACK

A sense of community permeates the atmosphere at Shore Memorial Hospital. This is reflected in the actions of our employees, volunteers and medical staff who are dedicated to quality patient care and hold a steadfast commitment to their friends and neighbors. Our organization, and indeed the community, would not be the same without the contributions of these individuals.

Healing with Laughter

The Bumper “T” Caring Clowns – a lively bunch of individuals who use gentle humor and therapeutic clowning to promote healing and well-being in patients, family members and employees – received the 2008 Governor’s Volunteer Award in the Most Innovative category. This award recognizes an individual or group that applies innovative approaches to significantly enhance volunteerism and can be replicated by other agencies. More than 100 Bumper “T” Caring Clowns volunteer at hospitals throughout New Jersey and Pennsylvania.

Committed to Cancer Care

James Herrington, MD, general and vascular surgeon, was appointed to a three-year term as cancer liaison physician between the Shore Memorial Cancer Center and the American College of Surgeons Commission on Cancer (CoC). An Ocean City resident, Dr. Herrington joins a national network of over 1,600 volunteer physicians who are responsible for providing leadership and direction for their hospitals’ cancer programs.

Heart Health Hero

Cardiologist James Ziccardi, DO, FACC, FAACVPR, received the Lifetime Achievement Award from the Tri-State Society for Cardiovascular and Pulmonary Rehabilitation for his work in the fields of cardiology and cardiac rehabilitation. Dr. Ziccardi, who retired from his medical practice in 2008, helped found Shore Memorial’s Cardiac Rehabilitation program in 1999 and served as its medical director until his retirement.

Living Legacy

Jay Gillian, Chairman-Elect of the Shore Memorial Board of Trustees and Co-Chairman of the Shore Tomorrow Capital Campaign, was honored with The Press of Atlantic City’s Bailey Award. The Gillian family and Gillian’s Wonderland Pier are considered mainstays of Ocean City. This recognition of Jay’s selfless service to Shore Memorial, local schools, civic groups, charities and people in need is a well-deserved honor.
Three Shore Memorial leaders were named Top 40 Under 40 by the Atlantic City Weekly newspaper in 2008.

**Healthcare Advocate**

Dan Mikus, MSW, MBA, administrative director of affiliated services, has established several new clinical programs at Shore Memorial including palliative care, hospice care, and the Center for Sleep Medicine. As a member of the National Association of Social Workers, he participates in political advocacy programs for individuals without health insurance. He is also involved with children’s ministry at Shore Fellowship Community Church in Egg Harbor Township.

**Community Focused**

Jonathan Cuviello, MPH, MBA, administrative director of regulatory affairs and dialysis, serves as the secretary of the Board of the American Red Cross Atlantic and Cumberland Chapter. He is the event chair of the Leaders Alliance, an organization that raises funds for the hospital’s Pediatric Care Center, and is a coach with the Egg Harbor Township Soccer Club Micro Division. He is a past recipient of the Atlantic County Public Health Partnership Award and the State of New Jersey Teamwork Partnership Award for his work on the Atlantic County Emergency Management Advisory Board.

**Devoted to Children**

David Angelastro, MD, medical director of the emergency department, volunteers with the Upper Township Boy Scouts and Little League Recreational Sports. In 2007, he received the Shore Memorial Health Foundation’s Guardian Angel award, which recognizes special caregivers for their commitment to providing outstanding patient care. He is also an instructor for basic life support (BLS) and advanced cardiac life support (ACLS) classes for the American Heart Association.

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**Dedicated to Prevention and Preservation**

Barbara Juzaitis, RN, BSN, CIC, administrative director of care management, serves on the emergency preparedness teams for both Atlantic County and the New Jersey Hospital Association. With her extensive background in infection control, Juzaitis is part of the New Jersey Department of Health Mandatory Reporting Committee and the National Association of Infection Control and Prevention Document Review Committee. An Avalon resident, she serves on the city’s planning board, emergency medical services board and is the chair of the Avalon Historic Society and Museum.

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“I believe it is my obligation to give of my time and expertise... it is important that the public is aware of how to avoid illness.”

Barbara Juzaitis, RN, BSN, CIC

Avalon
REACHING OUT TO THE COMMUNITY

Shore Memorial Hospital is proud to make a difference in the communities we call home. In 2008, the hospital sponsored or participated in more than 200 events in the community. The personal efforts of our generous hospital staff raised more than $71,000 for other worthy non-profit causes. Here are just a few examples of Shore Memorial’s commitment to our community:

American Cancer Society
Shore Memorial Cancer Center served as a sponsor and participated in the ACS Relay for Life in Egg Harbor Township. The hospital sponsored the kick-off breakfast for the ACS Making Strides Against Breast Cancer event and formed the “Embracing the Fight” walking team. Shore Memorial’s teams raised more than $9,600 for the ACS in these two events.

American Red Cross
Shore Memorial staff, physicians and volunteers donated 271 units of blood during the 2008 blood drives, an increase of 50 units over the previous year.

Breast Cancer 3-Day
The Shore Memorial team walked 60 miles and raised over $12,000 for Susan G. Komen for the Cure and the National Philanthropic Trust Breast Cancer Fund during the Philadelphia Breast Cancer 3-Day held in October.

Cancer Survivors’ Day
The Shore Memorial Cancer Center hosted Embracing Life at the Shore – a celebration for survivors. During the event the American Cancer Society’s Fight Back Express bus stopped at the hospital as part of its six-month national tour. Survivors, caregivers and advocates signed all areas of the bus to encourage elected officials to make cancer a top national priority. U.S. Congressman Frank LoBiondo participated in the event at Shore Memorial.

Every Breath Counts Foundation
Shore Memorial Cancer Center served as a Gold Sponsor and participated in this foundation’s Walk for Lung Cancer Awareness.

Gilda’s Club of South Jersey
Shore Memorial offered the use of one of its buildings to Gilda’s Club, giving its leaders time to find a permanent home. We are pleased that Gilda’s remains close by in Linwood. Shore Memorial also sponsors Gilda’s Teen Club in Egg Harbor Township High School.

Heart Walk
Shore Memorial’s 135-member Heart Walk team raised more than $15,000 for the American Heart Association’s Heart Walk.

MS Walk
Shore Memorial’s 30-member walking team raised more than $4,200 for the National Multiple Sclerosis Society. The hospital received the Platinum Team Award, the Top Corporate Team Award, and the Largest Corporate Team Award. Shore Memorial’s team captain Kris Liwoch received the Gold Club Award, for raising more than $3,000 as an individual walker.

Ruth Newman Shapiro (RNS) Cancer and Heart Fund
Shore Memorial Hospital served as a Silver Sponsor for the RNS Celebration Run/Walk. The Cancer Center staff donned their walking shoes to participate in this event as well. Shore Memorial staff also supported RNS by volunteering at the annual RNS Show House at the Shore and wrapping gifts at the Hamilton Mall during the holiday season.

United Way
Shore Memorial employees generously contributed more than $41,000 to the United Way of Atlantic County. The United Way supports more than 60 programs at 39 local health and human services agencies.

Wellness
More than 27,000 individuals attended Shore Memorial wellness programs including medical lectures, health fairs and free or low-cost clinical screenings for cardiac, stroke and cancer risks. Outreach efforts for the prevention and early detection of cancer connected with more than 5,300 people.

“We are very grateful to Shore Memorial for making this property available to us. Their generosity came at an important time.”

Sarah Griffith, CEO
Gilda’s Club of South Jersey
Linwood
ASSURING SOUND GOVERNANCE

Shore Memorial Hospital is governed by a Board of Trustees whose members represent the healthcare interests of our community. They voluntarily lend their expertise and energy to assure that your healthcare needs are met in a fiscally and ethically responsible manner.

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*Our hospital family and community were deeply saddened in 2008 with the loss of surgeon and friend Dr. S. Stuart Mally. His commitment to quality patient care helped make Shore Memorial the healthcare leader it is today.