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THE POWER OF A GIFT

As part of the Shore Physicians Group hospitalist team, Nurse Practitioner Judy Genova specializes in managing the care of hospitalized patients, from the 5th floor to the ICU and every floor in between.

Wherever she goes, Judy is reminded of how your generous donations make an impact. She sees it in the facility and equipment upgrades that enhance patient care. She also sees it in the outpatient arena with the expansion of service lines to meet the community's growing healthcare needs. But most importantly, Judy sees the impact of your gifts in the lives that are changed at Shore every day.

For all of these reasons, Judy immedi-

ately agreed when she was asked recently to join Shore's Stainton Society, the hospital's oldest donor recognition society.

"Shore has done so much for me personally and professionally. I'm proud to work for Shore and give back through the Stainton Society. It really is a wonderful organization," Judy says.

And while Judy gives because she believes in Shore's mission, there is another reason she joined the Stainton Society. She knows that without the support of people like you, she might not be the nurse she is today.

Cover photo: Shore Nurse Practitioner Judy Genova stands in front of the original Stainton Society donor recognition plaque, erected in 1991.

(continued inside)

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Your Legacy can Live on with a Planned Gift to Shore Medical Center
Would you like to help preserve and enhance the current and future healthcare needs of our entire community? Then consider joining our DiOrio Society by making a planned gift to Shore Medical Center. Learn more at www.GivetoShore.org or call Mary McGuckin at 609-653-4657.

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A Meaningful Legacy

Judy began her career as a secretary at Shore in her early 20s. That's when she decided to become a nurse, but she was concerned about how she could devote the necessary time to school while supporting herself.

Then, she was presented with an opportunity of a lifetime.

A grateful patient had left a significant bequest to Shore earmarked for nursing scholarships. That bequest almost fully-funded Judy's tuition and expenses, enabling her to work just part time and devote the rest of her time to school. That individual's philanthropic gesture is something Judy will never take for granted.

The investment has certainly paid off for Shore. Judy has been affiliated with the organization throughout her entire decades-long career. She is a role model for other nurses, a passionate patient advocate and a highly skilled clinician.

"My passion for nursing and my commitment to lifelong learning would not have been possible without the encouragement I have received from my Shore family, including leadership, medical practitioners, nurses, patients and their families – and of course, the generous grateful patient who contributed to nursing scholarship in such a meaningful way," Judy said.

Shore's Promising Future

Judy feels that now is a very exciting time for the Shore family. Shore received a grant from the Department of Health to establish an Outpatient Diabetes Prevention Program. The program launched just recently and provides people at risk for type 2 diabetes a structured outpatient education program promoting lifestyle changes to reduce their risk of type 2 diabetes.

"Shore is always looking at new ways to respond to the community's most criti-

cal health needs," Judy says. "Between the Diabetes Prevention Program and our already-strong Transition of Care Program, which provides Shore Medical Center patients with support and follow-up care after being discharged from the hospital, Shore is taking the lead in chronic disease prevention and management."

The Penn Connection

Another reason Judy is proud to give to Shore is its expanding relationship with Penn Medicine. Through affiliations in cardiology, maternal fetal medicine, surgery, and more affiliations to come, Shore has brought university-level care to the shore.

"We can do more for our patients now than ever before at Shore. Our Penn Medicine affiliation demonstrates that Shore is a strong organization, one that meets the standards of one of the world's leading healthcare institutions. It's yet another reason that an investment in Shore is a wise one."

A Special Place

Your investment in Shore not only helps us keep up with technology and equipment upgrades – it allows our clinicians to focus on the most important thing, their patients. Your gifts help make our clinicians' jobs easier, so they can devote their energy to healing people.


"Patients enter our hospital at the most vulnerable times of their lives seeking comfort and reassurance they will get better. They depend on providers, nursing and ancillary staff to explain the plan of care and support them so that they are not alone," Judy says. "The staff at Shore deeply understands that empathy is a critical component of delivering exceptional patient care. Each patient is approached as an individual, not a number or a disease process. We treat our patients and their families like we would want our own loved ones to be treated."

An Appeal to Give

Judy looks forward to seeing more community members and colleagues join her in the Stainton Society.

"As a nonprofit community hospital, Shore needs our support to ensure it can provide continued delivery of comprehensive and innovative healthcare programs. Gifts of any size make an impact, but for those who really want to make a difference, the Stainton Society is a great place to start. I encourage everyone to give within their means and join me in helping patients, families and the communities we serve."

The Stainton Society recognizes donors who give between \$500 and \$4,999 in a calendar year and offers exclusive events, local discounts, recognition in the Shore Connections newsletter and other member perks. There is also a \$250 Stainton Associates level for people under 40. Stainton Society membership can be paid in full, in installments, or for Shore employees, through payroll deduction.

To join the Stainton Society or learn more, our development team stands ready to help you make a meaningful contribution to your community hospital. Please contact Jessica Giles at 609-653-3986 or visit www.GivetoShore.org to make your gift today! 



Judy Genova and her sister JoAnn Doyle, who also became a Stainton Society member recently, attended the Stainton Society's Summer Soiree in August at The Point.

LIGHTKEEPER'S SOCIETY MEMBERS

We extend our heartfelt gratitude to the following members of Shore Medical Center's Lightkeeper's Society, which recognizes donors who annually contribute \$5,000 or more to Shore Medical Center to help further advance the care of our patients. Those marked with an asterisk (*) are also members of the DiOrio Society, which recognizes those who have made a planned gift to Shore Medical Center. We thank these individuals and families for their investment in future generations.

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We are deeply grateful for the generous support of our current Stanton Society members listed below. Donations made to Shore Medical Center through the Stanton Society ensure the ever-changing healthcare needs of our community are met with the region's most advanced medical services and clinical expertise. We are always eager to welcome new members! To join the Stanton Society, please visit www.GivetoShore.org or contact Jessica Giles at (609) 653-3986.

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Mark Stephens stands outside of SPG's Surgical Division, now affiliated with Penn Medicine.

Treating People Well: An Interview with Shore Physicians Group's Mark Stephens

When Mark Stephens was hired to run Shore Physicians Group in January 2012, it was just a budding start-up medical group with one physician on the roster and a few others committed to start. Today, it boasts 90 medical providers including primary care, specialists and hospitalists, and a growing affiliation with Penn Medicine. All of this was made possible thanks in part to Stephens' leadership, along with a strong partnership with Shore Medical Center. We recently spoke with Stephens to learn more about SPG's humble beginnings, how it grew and where Stephens sees the organization headed in the future.

SHORE: What brought you to Shore Physicians Group?

STEPHENS: I was the CEO of a large multispecialty group practice in Northeastern Pennsylvania, affiliated with the largest (at the time) for-profit hospital company in the country. I had previous success with start-up organizations, so Shore recruited me here. I had wonderful partners in SPG's first physician, Dr. Angelo Sparagna, and his wife JoAnne, who was an experienced practice manager. They were extremely helpful and

welcoming. Dr. Sparagna was the initial President of Shore Physicians Group for the first four years, and Dr. David May succeeded him as another instrumental player in SPG's growth and development

SHORE: What was your first order of business when you came on board?

STEPHENS: First we had to create a primary care network. At the time, the average age of physicians in the region was 58 years old, so many of them were slowing down or close to retirement. We were facing a potential critical shortage, so we needed to bring in younger physicians who would put down roots in our community and raise their families here. Once primary care was in place, we could focus more on the specialty areas where there were gaps in care in our area - endocrinologists, rheumatologists, neurosurgeons.

SHORE: What was one of your biggest challenges in those early years?

STEPHENS: The biggest challenge was making sure we were hiring the right doctors to fit our culture. We made sure that they went through a good training program, that their colleagues and mentors said they were highly skilled clinicians, and that they would work cooperatively with us. We built an infrastructure that lets them focus on patient care instead of HR, billing, compliance etc. However, we also operate under a physician governance model, so they have input into the strategic and policy decisions that impact their work. It's really the best of both worlds for them.

SHORE: What's the big focus right now for Shore Physicians Group?

STEPHENS: We recently brought on orthopaedic surgeon Dr. Mickey Bui, so we're looking to enhance that service line along with our vascular surgery team. We're also looking forward to

helping bring back interventional pulmonology to Shore and build out pulmonology as a regional program in partnership with Penn Medicine.

Administratively, we recently went through a major management reorganization to provide even better customer service and patient experience on the front lines. We added a call center so that all calls come through one centralized area instead of each office, allowing our patient service representatives to spend more time helping patients. Our training program is more comprehensive now, and we continue to do more and more to provide our employees with a great work environment, so our staff feel fulfilled.

SHORE: Tell us more about what patients can expect from Shore Physicians Group.

STEPHENS: Our original tagline was "Treating People Well" and that's really the essence of what we do. We bring a personal touch to medicine and make sure the patient has the best experience possible – and if it isn't, we want to know about it. We carefully measure patient satisfaction and respond to any operational issues right away. We've invested in training everyone to understand the culture, from physicians to our patient service representatives. They realize what it takes to be a successful practice and to ensure people leave feeling as though they had a good experience.

Last year we introduced a new tagline, "Be Well Connected," which emphasizes our focus on helping patients be connected to their providers and health information through the latest technology – an online patient portal and electronic medical records, patient engagement system for appointment reminders via text, etc. The world is changing. Patients have more options than ever before in terms of where to seek care. You have to provide a good product to maintain their loyalty, and we're all committed to that.



Chuck Betson, front, at a recent follow-up visit with his surgeon, Dr. Leonard Galler of Shore Physicians Group Surgeons. Also pictured are, left to right, Jordan Komar, Yula Delos Santos and Darlene Wingate, Dr. Galler's staff.

Radio Host Proud to Call Shore his Hometown Hospital

Chuck Betson is a familiar name to many local sports fans in the area, from his years covering sports on his radio show the “Betson Connection” or heading marketing for the Atlantic City Surf Baseball team. But most recently, Chuck Betson found himself in an unfamiliar role - as a patient in the emergency room at Shore Medical Center.

Betson was quite sick the evening he came to Shore accompanied by his wife Barbara. Not knowing what to expect, the broadcaster said he was scared, but from the very first person he met, his comfort level grew.

“I was blown away with the level of care I received right here at Shore Medical Center,” said Betson.

For Betson, it was first meeting Dr. Daniel Jacoby in the Emergency Room that helped him feel that everything would be ok.

“Dr. Jacoby was so thorough and so compassionate. He understood that we were under a lot of stress and he took such care explaining everything. I really think he gets it. I think he treats the patient’s physical problems but also takes into account their psychological well-being as well.”

Betson’s medical emergency required a surgical procedure along with wound care. His surgeon was Dr. Leonard Galler, a well-known local general surgeon who recently joined Shore Physicians Group’s Surgical Office now affiliated with Penn Medicine.

“Dr. Galler really took care of me. He was just great, and after the procedure and skin graft I started to feel better,” said Betson. “I don’t think I realized

just how sick I was until after the surgery when I started to feel like myself again.”

But after spending a full week in the hospital, the patient offered accolades not just for the medical team at Shore, but for the overall experience as well. “I loved the light and airy feeling of the hallways and the rooms,” said Betson. “It helps you just feel better because it is cheerful and that helps lift your spirit. It doesn’t hurt one bit that the food was really good as well.”

It’s been a few months now since his discharge from Shore Medical Center, and Betson said he has a new appreciation for healthcare here at the shore.

“I did not realize the quality of care we have available right here at Shore Medical Center, our hometown hospital. I was really sick and they brought me back,” Betson said. “I admit it, I had ‘white coat syndrome’ and didn’t like to go to the doctors. But I went to Shore Medical Center and they saved my life. You don’t need to travel for an hour to get good care in Philadelphia or New York. We have great care at our own down home Shore Medical Center and I am proud to be able to say it.”

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 and include your first and last name.