The late Thomas Hoppel is fondly remembered by family and friends for many special qualities, from his business savvy to his humanitarian commitment and love for community. Prior to his passing in October of 2008, he assimilated all three attributes with one grand and far-reaching gesture: a planned gift to JFK Medical Center.

The JFK Medical Center Foundation recently received a check for $250,000 in proceeds from Mr. Hoppel’s life insurance policy. Several years ago, as the Chief Financial Officer for International Flavors & Fragrances, Inc., Mr. Hoppel had the opportunity to name two charities as beneficiaries of his company-provided plan. He selected JFK Medical Center because it served his family well for more than 30 years, through many visits to the Emergency Room, various surgeries, and the outstanding care provided to his youngest son, Brian, who was diagnosed and treated for a brain tumor at the New Jersey Neuroscience Institute at JFK Medical Center.

“Tom saw JFK as a growing, vital organization that is very important to our family and our community,” remarked Carolyn Hoppel, who shares her husband’s philanthropic devotion. “This gift afforded him the marvelous opportunity to make a sizable contribution to the hospital while also remaining part of the community he cared so much about…and leaving a legacy behind.”

Planned giving is an increasingly popular vehicle for contributing to JFK Medical Center, allowing donors to attain their charitable goals and ensure future support for the hospital. Such gifts are arranged during a donor’s lifetime and extended once the individual is deceased through bequests, life income agreements, retirement plans and other deferred benefits. In the case of life insurance policies, donors can choose to name JFK Medical Center as a beneficiary or contingent beneficiary on an existing policy. Each method has different tax benefits, which should be considered and evaluated by the donor’s financial advisor.

While Tom and Carolyn Hoppel have a history of philanthropic generosity to JFK Medical Center, this planned gift is particularly gratifying due to the enormous impact it will have on the hospital’s broad continuum of services.
Dear Friends,

Reflecting back on 2009, I marvel at the power of possibilities. Despite a recessed economy, fiscal crisis and global challenges, our nation achieved great landmarks in a short yet profoundly significant period of time. We inaugurated the first African American president in U.S. history, established roots for meaningful health care reform, and uncovered tremendous advances in the prevention and treatment of Alzheimer's disease, cancer and diabetes. Indeed, perseverance has once again resulted in both progress and promise.

We also have much to be proud of close to home, as our hospital continues to influence the landscape of New Jersey's health care delivery system. In this edition of Touching Lives, the following pages showcase the grand opening of our new Cardiac Catheterization Lab along with the valued generosity of our donors, as highlighted by the Foundation's annual philanthropic awards, the success of our recent Golf Classic and newly introduced Miles for Minds 5K fundraiser, and grants benefitting such essential programs as our Breast Center and Family Medicine Center. These stories highlight just a few of the past year's accomplishments, with many more on the horizon as we embrace an aggressive agenda for further enriching our services in 2010.

I hope you will join my personal pledge to make the upcoming year even more exceptional than the one before. On behalf of the JFK Medical Center Foundation, thank you for your ongoing charitable support and best wishes for a happy and healthy New Year.

Sincerely,

John G. McDonough, DMD
Chair, JFK Medical Center Foundation
Foundation Welcomes Board Member

Zlata Rudikh, Esq., arrived in the United States at nine years old with her family, a suitcase, and $100 for beginning a new life. As it turned out, those essentials took her far – to college, law school, a fulfilling career and most recently the JFK Medical Center Foundation, where she has been appointed to its Board of Directors.

“I am living the American dream,” she remarked. “I’m so proud of all I’ve accomplished and so grateful for the opportunities I’ve been given. Serving JFK Medical Center is one way of giving back to a country and a community that have given so much to me.”

Following her early childhood and education in Carteret, Ms. Rudikh earned a Bachelor of Science Degree in Business Management/Administration from Richard Stockton College of New Jersey while working as a legal assistant for a law firm in Woodbridge. That role sparked her interest in the profession and a broader vision of helping others, leading her to pursue a Judicial Doctorate from Seton Hall University School of Law. She clerked for Leonard & Leonard, P.A., Springfield, Gill & Chamas, LLC, Woodbridge and The Honorable Nicholas J. Stroumtsos, Jr. in New Brunswick before joining Gordon & Gordon, P.C. in Springfield, where she currently specializes in personal injury.

“This realm of law serves my ultimate vision of helping people in a meaningful way,” asserted Ms. Rudikh. Her work also strengthened a connection with the New Jersey Neuroscience Institute at JFK Medical Center, which provides a beacon of strength and hope to many of her clients. Ms. Rudikh’s desire to support this premier program, as well as the hospital’s entire continuum of services, led her to the JFK Medical Center Foundation.

“I believe strongly in JFK Medical Center’s mission statement and the importance of rendering quality health care in the community,” she stated. “My role on the Board enables me to engage in the process and proactively secure the financial support necessary for the hospital to grow and achieve its goals.”

While Ms. Rudikh currently resides outside the hospital’s primary service area, her heart remains in Middlesex County and the hospital that has cared for so many family members, friends and colleagues. “This is still home for me,” she added. “I look forward to working hard on behalf of JFK Medical Center while fulfilling my personal, compelling desire to serve the community.”

The North American Energy Alliance Foundation has generously granted $2,000 toward the purchase of a new digital mammography system for the Breast Center at JFK’s Regional Cancer Center. This state-of-the-art technology will be utilized for more than 14,000 screenings annually, coupling superior imaging capabilities with shorter procedures and less radiation for patients. Improved efficiency will also allow the Center to accommodate more women for mammography, still considered the gold standard for early detection of breast cancer.
Our nation has invigorated its vision for sweeping health care reform, and with this climate of change comes an approach to delivery that is rounding up support from providers and patients alike. It’s based on a concept of “centering,” or empowering individuals to play a more active role in their wellness while connecting more closely with their peers. Thanks to a total of $100,000 in the form of two subsequent grants from the Johnson & Johnson Community Healthcare Fund of New Jersey, JFK Medical Center has introduced two such programs through its Family Medicine Center (FMC); both of which are shifting views about medical practice, while also giving new meaning to the true potential of community.

In 2008, Johnson & Johnson generously funded a pilot project to establish the two centering programs at FMC – one for pregnant women and another for individuals with diabetes. Among JFK’s flagship services, the facility provides an ideal venue as it offers affordable, accessible and culturally sensitive primary health care services to nearly 7,500 patients annually. Furthermore, FMC’s mission is decidedly focused on health promotion and education, and assists families who are most in need of such care but least likely to receive it, including low income, indigent, and medically underserved populations.

“We knew that we could really make an impact in the health and lives of these patients,” stated Andrew Kuziemski, RN, Practice Manager, FMC, “The centering concept offers a unique opportunity for us to change the way we deliver clinical care and enhance channels of support, partnership and bonding.”

Approximately 50 expectant women participated in the first Pregnancy Education and Support Groups, which were designed to promote healthier pregnancies and optimal birth experiences. “Unfortunately, many patients at FMC face barriers to early intervention, often leading to unnecessary labor complications and poor health outcomes, as well as insecurities regarding parenthood,” noted Mr. Kuziemski. Monthly meetings sought to increase the mothers’ commitment to prenatal and newborn care, while also encouraging them to share common concerns, interests and needs. Ultimately, the goals were to improve their knowledge regarding nutrition and other aspects of home care, boost self-esteem, decrease the incidence of low birth weights and pre-term deliveries, and enrich their parenting journeys.

Similarly, the Diabetes Education and Support Group welcomed those with diabetes to help them cope with their diagnosis, facilitate disease management and lower risk for long-term complications. Affecting an estimated 33,000 residents in Middlesex County alone, diabetes is a chronic illness that can cause heart disease, stroke, blindness and many other serious consequences if left untreated. The group offered a comfortable, non-threatening environment for addressing the daily challenges of living with diabetes, building self-management skills and adapting positive lifestyle behaviors.

Centered Health Care Promotes Better Outcomes

Johnson & Johnson Renews Grant for JFK Programs

Continued on page seven
If you are among the one in three Americans afflicted with cardiovascular disease, take heart: JFK Medical Center has made another stride in advancing cardiovascular health with the opening of its expanded Cardiac Catheterization Laboratory. Compounding both size and service, the new facility offers an elevated level of care to patients in the community.

“We have a very high incidence of cardiovascular disease in Middlesex County,” stated Jim Lindquist, RN, Director, JFK Cardiac Catheterization Laboratory. “Of the 80 million Americans diagnosed, an estimated 275,000 are right here in our backyard.”

To address this health priority, JFK Medical Center has developed a robust cardiovascular program featuring a comprehensive array of preventive, diagnostic and treatment services. The Cardiac Catheterization Lab is a central component, offering the latest non-surgical techniques for assessing and treating various forms of cardiovascular disease, such as heart attack and stroke.

JFK’s cardiac capabilities have grown consistently alongside breakthroughs in cardiac medicine and new opportunities for enhancing patient care, including the introduction of Emergency Angioplasty in 2006, which enables JFK cardiologists to rapidly unblock a blocked coronary artery during a heart attack. “Emergency angioplasty is a lifesaving procedure that increases the flow of blood and oxygen through blocked arteries without the need for invasive heart surgery,” explains Dr. Saleem Husain, Interventional Cardiologist at JFK. “By quickly locating and treating the site of the blockage, emergency angioplasty reduces the damage to heart muscle and helps the heart function better in the future.”

In addition to its expanded Cath Lab and Emergency Angioplasty program, JFK Medical Center is also one of only 12 New Jersey hospitals approved to offer Elective Angioplasty as part of a clinical trial led by John Hopkins University. JFK Medical Center can now provide angioplasty as a preventive measure, helping patients avoid a heart attack in the first place. The Lab’s other core services include diagnostic cardiac catheterizations, vascular stenting, pacemaker implants and a full complement of cardiac interventional and diagnostic procedures.

Since 2008, JFK’s cardiac catheterization volume has increased more than 30 percent, mandating the need for a larger facility. The expansion, which debuted in October of 2009, created a second procedure room and six recovery areas while upgrading imaging technologies to a digital platform. These changes accommodate a staff of 80 cardiologists, interventional cardiologists and electrophysiologists who will perform about 1,200 procedures this year.

The JFK Medical Center Foundation is raising money to support future Cardiac Catheterization Lab investments and other innovations that will enhance all aspects of cardiovascular care. If you would like to make a donation toward the heart health of area residents, please call (732) 632-1540.
The JFK Medical Center Foundation celebrated the humanitarian spirit of its community at the 2nd Annual Philanthropic Awards and Donor Reception held on September 30, 2009. The Foundation paid tribute to three deserving award recipients: Leonard Sendelsky, Irma Walz and Susan G. Komen for the Cure.

“It is our great pleasure to honor these special donors who have contributed so generously to our medical center,” remarked John G. Nolan, Jr., President, JFK Medical Center Foundation. “Their longstanding benevolence has enriched the quality of health care available to area residents.”

The Mary Anne Hale Philanthropic Award
An accomplished second-generation builder and venerable benefactor, Leonard Sendelsky was honored with the Mary Anne Hale Philanthropic Award for humanitarian commitment and extraordinary generosity to JFK Medical Center and its affiliates.

At just six years of age, Mr. Sendelsky’s life was indelibly shaped by his mother, who lost her life to leukemia while dreaming of owning a home. Upon her passing, that little boy developed two monumental passions: providing affordable housing and ensuring quality health care for all. He has dedicated his heart and soul to these aspirations, including four decades of service to JFK Medical Center and its Solaris Health System affiliates, while also building more than 3,500 homes for families across New Jersey.

Mr. Sendelsky entered the construction business in 1952 and founded his own company, Lenguy Construction Corporation, shortly thereafter. Over the past 50 years, the Colonia resident has accumulated an impressive collection of professional distinctions while engaging in charitable endeavors. His service to Solaris Health System includes his present roles as Chairman of the Board, JFK Hartwyck Nursing, Convalescent and Rehabilitation Centers, Chairman of the Finance Committee for the Solaris Health System Board of Directors. Furthermore, he is past Chairman of the JFK Medical Center Foundation, during which time he led the $20 million Flame of Life endowment campaign.

For Mr. Sendelsky, life is all about helping people, whether it’s through his business, his work at the medical center, or his contributions to other non-profit organizations. He and his family plan to perpetuate this tradition for generations to come.

Joseph N. Masci Philanthropic Award
Peace on earth is her greatest desire. But in the meantime, Irma Walz is making a difference in her own community by contributing to the health and well-being of families in Central New Jersey. In recognition of her charitable service to JFK Medical Center and its affiliates, Ms. Walz was presented with the 2009 Joseph N. Masci Philanthropic Award.

Ms. Walz was a teacher in Germany before immigrating to the United States and settling in Union, New Jersey, where she has remained for more than 50 years. Combining her interests in education and health care, she took a course in Medical Records Science prior to gaining employment at Rahway Hospital, now Robert Wood Johnson University Hospital at Rahway. She assumed many responsibilities over her 22 years with the institution and culminated her career as Director of Statistics and Information.

In 1988, Ms. Walz joined JFK Medical Center to lead a
two-year project in the Medical Staff Department. Upon her retirement she embraced volunteerism, becoming a Patient Representative in the hospital’s Rehabilitation Department and faithfully donating her time for 17 years.

Ms. Walz continues to give by contributing to JFK Medical Center philanthropically with unrestricted funds that support the hospital’s current priorities while also nourishing her desire to enrich the health of her community.

**The Anthony M. Yelencsics Philanthropic Award**

The Anthony M. Yelencsics Philanthropic Award was presented to Susan G. Komen for the Cure®, Central and South Jersey Affiliate, for its generosity to JFK Medical Center and the organization's distinction in the field of philanthropy.

Perhaps there is no other benefactor that has had a more substantial impact on women's health care than Susan G. Komen for the Cure®, a global leader of the breast cancer movement. Inspired by a promise, the Komen organization honors the late Susan G. Komen’s passionate fight against breast cancer and hope for supporting other women battling the disease. Recognized as the world’s largest source of non-profit funds for this cause, Komen for the Cure has invested more than $1 billion toward its vision of a world without breast cancer.

As part of this effort, its Central and South Jersey Affiliate has granted over $300,000 to JFK Medical Center for breast health education programs and mammograms targeting medically underserved and minority women in Middlesex County. Komen-funded outreach programs have dramatically increased mammography participation and awareness, reaching more than 10,000 women since 2002. These projects, combined with other vital aspects of JFK Medical Center's comprehensive breast health program, are clearly saving lives. According to our most recent data, nearly 85 percent of breast cancers diagnosed at JFK Medical Center have been identified in early stages, giving these women a greater chance for successful treatment and helping them join the ranks of America’s 2.5 million breast cancer survivors.

**Centered Health Care Promotes Better Outcomes continued from page four**

In just a short period of time, the centering groups achieved many of the desired goals, highlighted by a genuine sense of community and camaraderie. “It feels good to see other women going through similar experiences, and to have someone besides a doctor to share your concerns with,” noted one participant. Peers clearly provided a depth of empathy, compassion and understanding that is not easily attained by clinicians.

In addition, implementing group visits has had a positive impact on the educational goals of the JFK Family Medicine Residency program. The resident physicians have an opportunity to learn and apply the facilitative model of care in the group setting with an emphasis on support and education. The residents have enjoyed providing care in this innovative format and commented on how it has allowed them to better understand and care for their patients.

Based on this success, Johnson & Johnson recently awarded a second grant to expand FMC’s centering projects in 2010. “We’re very encouraged by this model of care, which is challenging conventional paradigms of medicine and already unveiling better outcomes for our patients,” added Mr. Kuziemski. “We look forward to enlarging the groups and inspiring more individuals to maintain a healthier quality of life.”
On July 26, 2009, dozens of walkers and runners joined forces for the inaugural Miles for Minds 5K, held at Roosevelt Park in Edison to benefit the JFK Center for Head Injuries. Located within the JFK Johnson Rehabilitation Institute, this nationally renowned program is regarded as a pioneer in head trauma evaluation and treatment.

The fundraiser was inspired by the Center’s recreation therapists who sought to increase awareness about traumatic brain injury, which affects nearly 9,000 New Jersey residents each year, while also raising monies for the Center’s comprehensive diagnostic, therapeutic and recovery services. The race generated nearly $12,000 and was complemented by various family activities, including health screenings, educational displays and other festivities.

“I’m so proud of this truly grassroots effort that reveals the passionate commitment of our staff as well as the broad-based support of the hospital’s employees, physicians, board members and the community,” asserted Anthony Cuzzola, Vice President and Administrator, JFK Johnson Rehabilitation Institute. “We look forward to growing this wonderful event from year to year.”
Sunshine enveloped the day as 112 golfers and guests supported the 44th Annual JFK Golf Classic hosted by the JFK Medical Center Foundation on September 10, 2009. The event featured a relaxing round on the greens at Colonia Country Club followed by a cocktail reception, dinner buffet, awards ceremony, auction and raffle drawing. Thanks to overwhelming generosity, $123,000 in proceeds benefitted the JFK Hartwyck Nursing, Convalescent and Rehabilitation Centers, which provide compassionate nursing home care, assisted living, medical rehabilitation, adult medical day care, respite care and other specialized services for residents of the community.

Special thanks to our 2009 tournament sponsor, CBIZ EAO Benefits, as well as Tender Touch Healthcare Services, McCarter & English, LLP and all major corporate sponsors and donors who contributed to the event’s great success.
David Ginfrida Home Improvements Builds A Lasting Commitment

David Ginfrida knows first hand the importance of quality, compassionate care. Suffering a stroke, Mr. Ginfrida’s mother, Faith, received just that at JFK Medical Center.

In grateful appreciation of the care she received and in her loving memory, Mr. Ginfrida and his company, David Ginfrida Home Improvements of Rahway, NJ, are giving back. Mr. Ginfrida and his staff made recent visits to the JFK Hartwyck at Oak Tree Nursing, Convalescent & Rehabilitation Center during the Holiday season, Valentine’s Day and St. Patrick’s Day, bringing personal care items and festive holiday cheer. The generosity did not stop here. David Ginfrida Home Improvements also purchased a wheelchair for a disadvantaged patient and has plans to do more. “I fully intend to continue to support this cause throughout the year by helping to supply the patients with whatever they may need,” said Mr. Ginfrida.

With visits planned on a monthly basis, the patients of JFK Hartwyck at Oak Tree can look forward to the joyful and generous spirit of the David Ginfrida Home Improvements team.
When you make a gift to JFK Medical Center Foundation (Foundation) you are joining a group of dedicated and generous community members who have chosen to help guarantee the future of quality health care at JFK Medical Center and its affiliates. Outright gifts in the form of cash by check, credit card or money order are the most common. The Foundation also welcomes gifts of securities and real property and personal property.

A gift today of a fixed-dollar amount or appreciated securities such as stocks or bonds may allow you to take a current charitable income tax deduction for the full market value of the assets contributed. Gifts to the Foundation are tax deductible as allowed by law.

**Annual Fund:** Your gift is used to support the strategic priorities of the Medical Center and its affiliates. Your donations enable us to purchase essential state-of-the-art medical equipment, improve and enhance facilities, and fund community programs and services, such as vaccinations for children through our Family Practice Center, wellness workshops, diabetes education, etc. Gifts to the Annual Fund help us provide life-sustaining treatment, educate the community on ways to improve their health, and offer financial assistance to those who are unable to pay for their medical care. Annual fund gifts are generally unrestricted for priority use by JFK Medical Center.

**Matching Gifts:** Provided by employers to encourage community investment and enable donors to double (or even triple) their gifts.

**Endowment Funds:** Gifts to the endowment are a permanent investment in the mission and goals of JFK Medical Center and provide long-term financial stability, security and growth. Your gift can be directed to the general endowment fund – named endowment funds can be established for a gift of $25,000 and above. The investment earnings on your gift will be used each year to support medical services and programs at JFK Medical Center.

**Planned Gifts:** Are arranged during a donor’s lifetime, however, the benefits to JFK Medical Center often do not accrue until the donor or donor’s beneficiaries are deceased. Bequests are the most common planned gifts; others include life income agreements (such as charitable trusts), life insurance and retirement plans. You can help JFKMC Foundation plan for the future by informing us of your planned gift.

**Bequest:** Outright or residual gifts made through your will.

**Life Income Gift:** By establishing a charitable trust you can make a gift and retain the right to receive income payments for life. Gifts to charitable trusts entitle you to a current tax deduction and allow you to avoid capital gains tax.

**Gift of Life Insurance:** Life insurance may be a means to make a much larger gift than you thought possible. JFKMC Foundation can be named as a beneficiary, co-beneficiary or a successor beneficiary to receive the proceeds in the event the primary beneficiary is no longer living.

**Retirement Plans:** The Foundation can be named as a beneficiary, co-beneficiary or contingent beneficiary of your Individual Retirement Account (IRA), Keogh Plan 401(K), 403(b) or other qualified pension plan.

**Tribute/Memorial Gifts:** Throughout the year, gifts are made to JFKMC Foundation in memory or in honor of a loved one, family member, friend, or colleague. Acknowledgements can be sent informing individuals that a gift has been made.

To make a gift or pledge, for more information or to schedule a tour, call JFK Medical Center Foundation at 732-632-1540.
2010 Calendar Of Events

**Solaris Invitational Golf Tournament**
Monday, June 14, 2010 – 12:30 pm Shotgun Start
Baltusrol Golf Club, Springfield, NJ

**2nd Annual JFK Miles for Minds 5K & Fun Run/Walk**
Sunday, July 25, 2010 – 8:30 am
Roosevelt Park, Edison, NJ

**Annual JFK Golf Classic**
Monday, September 13, 2010 – 12 Noon Shotgun Start
Colonia Country Club, Colonia, NJ

**“Income Tax Reduction & Estate Tax Elimination” Seminar**
Featured Speaker: Sal Salvo, Cofounder of the Institute for Family Wealth Counseling, Parsippany, NJ
Wednesday, September 22, 2010 – 6:00 pm
JFK Conference Center, Edison, NJ

**3rd Annual JFK Medical Center Foundation Philanthropic Awards & Donor Reception**
Thursday, September 30, 2010 – 6:00 p.m.
Social Hall, JFK Conference Center
70 James Street, Edison, NJ

**“Income Tax Reduction & Estate Tax Elimination” Seminar**
Featured Speaker: Sal Salvo, Cofounder of the Institute for Family Wealth Counseling, Parsippany, NJ
Wednesday, November 10, 2010 – 6:00 pm
JFK Conference Center, Edison, NJ