

THE FOUNDATION'S
OUTLOOK

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South Jersey Edition

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Local Companies Join Fight Against Child Abuse in South Jersey

*Wawa, Inc.
Mark Suprenant,
assistant general counsel
and Wawa Charities
Committee member*

Thanks to the commitment of three local corporations, the Center for Children's Support was able to expand its case management program so that an increased number of families and children who are suspected victims of sexual abuse received prompt assistance.

Donations from **Wawa, Inc.** of Wawa, PA; the Cherry Hill and Voorhees sales offices of **Prudential, Fox and Roach**; and **South Jersey Gas Company** of Folsom, NJ, were combined to support the Center's Intake/Triage and Case Management program. As a result of the funding, the Intake/Triage Unit screened 2,550 more calls than the previous year and an additional 260 families were linked to therapeutic and basic needs services including housing, shelter and food.

We congratulate the Center For Children's Support, the Center for Aging and the University Headache Center for being named "Centers of Excellence" by Philadelphia Magazine, May 2003.

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FAMILY HONORS PIONEER AND CRUSADER FOR OSTEOPATHIC MEDICINE

To honor and recognize his career and the contributions that David Silverman, DO, made to osteopathic medicine during his lifetime, his wife Bluhma and his son Robert Silverman, along with other family members and friends, have established the David Silverman, DO, Endowed Award Fund in Surgery to benefit graduates of the UMDNJ-School of Osteopathic Medicine (SOM) pursuing careers in the specialty of surgery.



(l-r) Warren S. Wallace, EdD, dean for admissions and students affairs; Alissa Brotman, DO, 2002 recipient of the David Silverman Award for Excellence in Surgery; and Robert M. Silverman, Esq.

Dr. Silverman leaves a legacy that few can rival. A prominent Delaware Valley surgeon, Dr. Silverman was a founding physician at Metropolitan Hospital in Philadelphia and was instrumental in the establishment of Delaware Valley Hospital, Cherry Hill Medical Center and the University of Medicine and Dentistry of New Jersey-School of Osteopathic Medicine, where he chaired the Department of Surgery and remained professor emeritus until his death.

Popular among students and colleagues alike, Dr. Silverman's dedication to his vocation and to raising the stature of osteopathic medicine locally, nationally and globally earned him many prestigious awards and memberships in numerous professional societies.

"My father loved osteopathy and surgery so it was a natural decision to establish this Endowed Award Fund in his memory. When he was ill, he talked about his desire to establish a mechanism through which students of osteopathy could receive encouragement and support. We know that he would be thrilled this Fund benefits students of UMDNJ-SOM. This is something my family was very excited to do," said his son Robert.

"SOM is so very grateful to Dr. Silverman for all he has done for our school and our profession. We were pleased the Silverman family chose to help SOM students who will carry on his legacy of quality osteopathic surgical care," said James L. Weese, MD, FACS, chairman of the department of surgery.

If you would like to find out how you can support the David Silverman, DO, Endowed Award Fund, please contact June Hampson, PhD, vice president of development, at (856) 566-6300. ■

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Martin Finkel, DO, director of the Center for Children's Support, with Prudential, Fox and Roach representatives Linda Bailey, Paula Goldberg, Millie Blander, Gary Williams and Esther Deblinger, PhD, clinical director, Center for Children's Support.

In addition, the Intake/Triage Case Manager was able to dramatically reduce the waiting list for evaluations, while serving as an additional source of emotional support.

"As a corporate citizen, we're committed to making our shared communities stronger, safer and more vibrant," explained Janet T. Nickels, senior vice president, Customer Services & External Affairs at South Jersey Gas. "As individuals, we're obligated to care for and nurture the next generation. Our contributions to the Center for Children's Support reflect these goals and allow us to invest in a better and brighter tomorrow."

Wawa echoes the same community-oriented spirit.

"Wawa employees have always helped their communities and local charities in times of need. Each year, our corporation matches every dollar our employees contribute to the Wawa Charities Fund. These contributions are distributed annually to not-for-profit public charities located within the communities where our employees live and work," explained Richard D. Wood, Jr., president and CEO of Wawa, Inc. "We are pleased to support the Center for Children's Support, which has programs and goals that align with our community-oriented goals."

The intake and referral procedure is initiated when the clinician receives information from either the Intake Coordinator or a worker from the Division of Youth and Family Services (DYFS) that a family has specific therapeutic and practical needs. These may include housing or shelter, if the perpetrator is a family member. The clinician then contacts the family to assess which needs are urgent and provides the family with options.

"As a result of these donations, we have been able to ensure consistent services to all seven counties served by the Center for Children's Support Regional Diagnostic Center," noted Martin Finkel, DO, medical director. ■

Last year, the Center for Children's Support staff worked with over 700 children and their families, with 40 percent of the children served under the age of six. No child is turned away for lack of funds. In addition to providing medical diagnoses and treatment at the Center's main office on the Stratford campus, staff visit field offices in the surrounding seven counties to provide ongoing psychological and social services counseling to victims and their families. On average, children and their families receive 16 weeks of intensive, abuse-focused therapy.

According to the most recent statistics published in 2002 by the New Jersey Department of Human Services, Division of Youth and Family Services, DYFS investigated over 11,000 reported cases of abuse and neglect in 2000 from the seven county region served by the Center for Children's Support.

That means the Center has been able to provide services to only 67% of sexual abuse cases for the region, and less than 2% of cases of physical abuse and neglect.

More help for these children and their families is desperately needed. For more information about the Center for Children's Support and how you can support its efforts financially, contact June Hampson, PhD, vice president of development, at (856) 566-6300.

PATIENTS ACCESS QUALITY MEDICAL CARE WITHOUT LEAVING HOME

While the concept of receiving medical care at home is not new, it is unique in today's health care environment. Fortunately, there are doctors in South Jersey who not only support the idea but have made home care visits an integral part of their practices — making it possible for hundreds of homebound people to obtain the medical attention they require.

Manette Fine, DO, assistant clinical professor at the Center for Aging at the University of Medicine and Dentistry of New Jersey-School of Osteopathic Medicine (UMDNJ-SOM) in Stratford, is one doctor making house calls to geriatric patients in the Camden County area through the Center's House Calls Program. John Bertagnolli, DO, a full-time assistant professor in the Family Medicine Department at UMDNJ-SOM with a practice in Hammonton, has been making visits to homebound people in his community and surrounding rural areas in Atlantic County for the last 12 years.

The House Calls Program was developed in 1986 as a community service to elderly South Jersey residents who could not leave their homes. Initially, most patients had undergone surgeries or had hospital stays for conditions that necessitated follow-up care. But over the years, the program has grown to include geriatric patients suffering from debilitating chronic illnesses such as dementia, strokes, multiple sclerosis, diabetes, amputations and severe arthritis. Today, the House Calls Program, which is covered by Medicare, provides more than 50 home visits per month.

“There are a variety of barriers that keep the elderly from visiting doctors: immobility, lack of physical assistance, lack of transportation or severe illness. As the population ages, this will

become more of an issue. My goal is to provide these patients with the best possible care so they can regain their health and enjoy a better quality of life,” said Dr. Fine.

The House Calls Program has been supported in part by the **S.C. Holman Foundation**, based in Pennsauken, which recently made a generous five-year pledge to support the program and the **William G. Rohrer Charitable Foundation**

in Camden County that has been a staunch contributor for many years.

Home visit services strongly rely on financial support outside traditional funding channels like insurance because doctors' time, equipment and other support services are not factored into costs when determining reimbursement rates.

As part of his practice, Dr.

Bertagnolli regularly provides home visits to more than 140 patients ranging from children to the elderly who suffer from conditions like cerebral palsy, multiple sclerosis, muscular dystrophy, Alzheimer's disease and paralysis. In addition to medical care, Dr. Bertagnolli also helps patients coordinate in-home X-ray and lab services, visiting nurse care, Meals on Wheels, and clergy visits.

“I enjoy visiting my patients in their homes because it allows me to spend more quality time with them. I see the family dynamics and can better assess what sort of treatment and care patients require. My visits also give the primary caregivers an opportunity to ask questions, to express their fears and uncertainties and to learn how they can make their loved ones as comfortable as possible. What I do is very rewarding and there is no better feeling than when you see your patients improving and looking happy,” said Dr. Bertagnolli.

If you are interested in supporting home visit programs or finding out more about them, contact June Hampson, PhD, vice president of development, at (856) 566-6300. ■



Dr. Manette Fine with Theresa Terranova of Hadden Heights

FACULTY HONORS

Faculty members in South Jersey have recently been honored with prestigious teaching awards.

James Bannister Alexander, MD, associate professor of surgery at the Robert Wood Johnson Medical School at Camden, has received the Lindback Distinguished Teaching Award. Funded by the Christian R. and Mary F. Lindback Foundation, this award recognizes a full-time, permanent faculty member with an excellent record in teaching.

Thomas F. Morley, DO, professor in the department of medicine at the UMDNJ-School of Osteopathic Medicine; **James White, PhD**, adjunct associate professor in the cell biology department at UMDNJ-School of Osteopathic Medicine; and **Ann L. Curley, PhD, RN**, assistant professor of nursing at the UMDNJ-School of Nursing on the Stratford campus, all received Excellence in Teaching Awards, presented by the Foundation of UMDNJ. This award program is sponsored each year by the Foundation to recognize members of the UMDNJ faculty for outstanding teaching during the academic year. Recipients were nominated by their deans. ■

TOP DOCS

Faculty members from the UMDNJ-School of Osteopathic Medicine and from the UMDNJ-Robert Wood Johnson Medical School in Camden are among those lauded as “Top Docs” in *Philadelphia Magazine*. Our last issue of Outlook provided only a partial listing of physicians who were named. Here is the complete list of all “Top Docs.”

Lenora R. Barot, MD, *plastic surgery*
 Diane Barton, MD, *internal medicine*
 John Baxter, MD, *infectious disease*
 Joseph Bottalco, DO, *high-risk pregnancy*
 Thomas Cavaliere, DO, *geriatrics*
 Jerome H. Check, MD, *OB/GYN*
 Anita Chopra, MD, *geriatrics*
 Myung K. Chung, MD, *family practice*
 Frederick C. Cogen, MD, *allergy/immunology*
 Anthony J. DelRossi, MD, *cardiac/thoracic surgery*
 Jeffrey Dunn, MD, *psychiatry*
 Adam B. Elfant, MD, *gastroenterology*
 Richard L. Fischer, MD, *OB/GYN*
 Jack Goldberg, MD, *hematology/oncology*
 Ghada Haddad, MD, *endocrinology*
 Alexandre Hageboutros, MD, *hematology/oncology*
 Warren Heymann, MD, *dermatology*
 Eric L. Hume, MD, *orthopaedic surgery*
 Lawrence I. Kaplan, MD, *internal medicine*
 Jonathan Kass, MD, *pulmonary medicine*
 Peter Konchak, DO, *high-risk pregnancy*
 Frank C. Koniges, MD, *general surgery*

Evan Krisch, MD, *urology*
 Eric D. Kramer, MD, *neurology*
 Naomi Lawrence, MD, *dermatology*
 Joel Marmar, MD, *urology*
 Martha S. Mathews, MD, *plastic surgery*
 Lawrence S. Miller, MD, *orthopaedic surgery*
 Thomas S. Newmark, MD, *psychiatry*
 Joseph E. Parrillo, MD, *cardiology*
 Steven R. Peikin, MD, *gastroenterology*
 Mark J. Pello, MD, *colorectal surgery*
 Robin L. Perry, MD, *OB/GYN*
 Melvin Pratter, MD, *pulmonary medicine*
 Robert Principato, DO, *radiology*
 Annette Reboli, MD, *infectious disease*
 Antonio Reginato, MD, *rheumatology*
 Thomas Rocereto, MD, *OB/GYN, gynecologic oncology*
 Stephen Schienthal, DO, *psychiatry, geriatrics*
 Elisabeth A. Seigert, MD, *geriatrics*
 Edward Viner, MD, *internal medicine*
 James Weese, MD, *surgical oncology*
 Lawrence Weisberg, MD, *nephrology*

SOM GRADUATE CREATES FIRST ALUMNI-SPONSORED ENDOWED SCHOLARSHIP

Eric S. Seiger, DO, a 1986 graduate of the University of Medicine and Dentistry of New Jersey's School of Osteopathic Medicine (UMDNJ-SOM), has created the first alumni-sponsored endowed scholarship for students at the school.



Through a very generous gift of \$25,000, Dr. Seiger created the *Pay It Forward Endowed Scholarship* that will be distributed in perpetuity to second year SOM students in need.

Inspired in part by the Foundation of UMDNJ's recent announcement that it had embarked on an ambitious campaign to raise \$500,000 in endowed scholarships throughout the University, Dr. Seiger is fulfilling his dream of giving back to the school that gave him so much. A graduate in dermatology who now has a private practice in Michigan, Dr. Seiger decided to name his fund *Pay It Forward* after the popular movie of the same name that was about giving something, or paying forward, to the next person so that they too may succeed.

"I'm constantly in touch with the gratitude that I feel for

UMDNJ-SOM and the opportunities it has afforded me. It is my pleasure and honor to give back to my school, for what I got was truly priceless. I'm confident that whoever receives this award will somehow *Pay It Forward* in their own individual way," said Dr. Seiger.

An endowed scholarship for a minimum of \$25,000, which can be named as a donor desires, becomes a permanent tribute to the name it bears.

It allows the donor to perpetuate his or her own interests by assuring the medical education of students at his or her alma mater.

"SOM is so grateful to Dr. Seiger for his tremendous gift. As the first alumni-sponsored endowed scholarship at SOM, we know there will be many students thankful to receive the support of a scholarship from an individual who has walked in their shoes and is now in a position to help them fulfill their own dreams," said R. Michael Gallagher, DO, dean of the School of Osteopathic Medicine.

To learn more about the Foundation's endowed scholarship program or if you wish to create a named scholarship, contact June Hampson, PhD, vice president of development, at (856) 566-6300. ■

CAMDEN AND DR. MAZZARELLI: PERFECT TOGETHER

Anthony Mazzarelli, MD, loves Camden. His family has its roots there. He attended medical school at UMDNJ-Robert Wood Johnson Medical School there. And he is thrilled to be starting his residency this July at Cooper Hospital, continuing his lifelong commitment to the city.

Conversely, the city of Camden should be thrilled that Dr. Mazzarelli is remaining in Camden, for his credentials would have allowed him the opportunity to serve his residency anywhere in the country.

"One of the many prides of RWJMS-Camden is the commitment of its numerous students and alumni who generously give back to their school and the Camden community. Whether it is providing access to quality medical care, instituting programs to improve the health education of Camden residents, or supporting local programs, many RWJMS students and graduates choose to do everything they can to leave Camden a better place," said Paul Mehne, PhD, associate dean at the Robert Wood Johnson Medical School at Camden. "Dr. Mazzarelli is the embodiment of that commitment."

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(l-r) Thomas A. Rebbecchi, MD, assistant professor of emergency medicine at Cooper Health System and Anthony Mazzarelli, MD

Dr. Mazzarelli just graduated from a six-year program at RWJMS-Camden and the University of Pennsylvania that enabled him to earn both his law and medical degrees. He is also completing a master's degree in bioethics at Penn. In recognition of his accomplishments, Dr. Mazzarelli was named one of the Ten Outstanding Young Americans by the U.S. Junior Chamber of Commerce, winning the award in the categories of Community Action and Medicine.

In 2000, while he was a medical student at RWJMS-Camden, Dr. Mazzarelli and two of his colleagues started the Health Outreach Project (HOP) Clinic. Since that time, the clinic, which is run by RWJMS third and fourth-year medical students and is supported through grants, provides free health care and other medical services to uninsured Camden City adults. In a city of 79,000 where one in three people are in fair to poor health and more than 27,000 suffer from diabetes, high blood pressure and high cholesterol, the HOP Clinic has literally become a lifesaver for many residents.

According to Dr. Mazzarelli, some of the issues facing Camden that he and fellow RWJMS students hope to conquer are access to quality health care services, health awareness and education, improving trauma response, and most importantly, not leaving residents behind in the wake of improving and rejuvenating the city.

"I have grown very attached to the people and issues of Camden. On the surface, it appears there is not much hope for this city, but I know from my interaction with the people, and with other caring groups, that Camden is on the edge of renewing itself to become the great city it once was, and I would like to help it get there," Dr. Mazzarelli said. "I am very optimistic about this city's future and look forward to the day when the serious public health issues facing residents here will be only a memory. I am grateful for the opportunities RWJMS has provided me so that I can be in a position of giving back to a city and people I care about so deeply." For more information about how you can help support programs in Camden, contact Beth Murphy, director of development, at (856) 566-5072. ■

LOCAL CORPORATIONS SUPPORT FUTURE PHYSICIANS

The *Corporate Partners for Scholarship Support* program brings together the University of Medicine and Dentistry of New Jersey (UMDNJ) and South Jersey corporations that share the same goal... improving the health of all New Jerseyans by advancing the health sciences through education, research and quality patient care programs.

"Through our new program, corporations in South Jersey now have the opportunity to become our partners by providing scholarships to develop the next generation of health care professionals serving our community," explained Beth Murphy, director of development and coordinator of the program.

In addition, Ms. Murphy explained, corporate sponsors that offer consumer-based products have the opportunity to develop relationships with more than 300 South Jersey future physicians who are attending the UMDNJ-School of Osteopathic Medicine.

"The nice part about the program is that it is individually tailored to fit the goals and objectives of each participating corporation," Ms. Murphy said. "So not only is a corporate sponsorship a sound investment in the quality of life and future health of our community, it is a wonderful way for a corporation to expand its customer base."

Corporate sponsors determine exactly how and where their gifts will be used.

If you are interested in learning more about how you can join the *Corporate Partners for Scholarship Support* program, contact Ms. Murphy at (856) 566-5072. ■



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OUTLOOK

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This issue of Outlook, published by the Foundation of UMDNJ, has been especially prepared to share news of our South Jersey campus for alumni, parents and friends in South Jersey.

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