



**Virtua**  
Health

**Transforming Health Care  
Through Philanthropy**  
2022 Impact of Giving

## Our Donors' Impact

# 2022

We are deeply grateful to our philanthropic partners for making health and wellness a priority. Thanks to your generous support, Virtua Health is addressing the most serious health needs of our community and providing care for our patients...mind, body, and spirit.

In 2022, **more than**

**2,300 donors**  
**invested nearly**  
**\$8.3 million**

in Virtua's programs and services.

### Together through philanthropy, we were able to:

- ▶ Reduce barriers to health services and increase cancer screenings.
- ▶ Fuel our mobile community health programs.
- ▶ Support the wellness needs of Virtua's colleagues.
- ▶ Enhance a broad range of clinical programs...and more!



Virtua's caring colleagues and dedicated trustees demonstrated their commitment to Virtua's Culture of WE.

**\$400k**

in support generously given by Virtua Health colleagues.

**100%**

of Trustees and senior leaders made a gift in 2022.

## Improving Community

### Expanding Virtua's Mobile Fleet

At Virtua, we are working to reduce barriers to cancer care for men and women in South Jersey. Through education and free screenings, we are helping to prevent cancer and provide treatment at the earliest stage possible.

Last year, the Penn Medicine | Virtua Health Cancer Program provided more than 1,000 free cancer screenings to uninsured and underinsured people in Camden and Burlington counties. In April 2023, Virtua will expand its mobile fleet with the launch of a new **Mobile Health and Cancer Screening Unit** to serve our neighbors in need across Burlington, Camden, and Gloucester counties.

Funded through a \$1 million campaign, this new unit will enable our team to increase the number of people we support each year. We will also expand the types of screenings offered to include 3D mammography, breast exams, gynecologic exams, pap tests, colorectal screenings, and prostate exams. The new unit will also help us improve access to health care for at-risk populations as well as bolster prevention and chronic disease management.

**“Through our community health programs, we are serving the people of South Jersey in ways beyond the role of traditional health care and delivering on our commitment to be here for good. This work is impactful and it wouldn't be possible without the support of our philanthropic partners.”**

—Dennis W. Pullin, FACHE, president and CEO of Virtua Health

 **1,024** free cancer screenings provided in 2022.

 **300%** increase in annual mammograms with the new unit once it launches in 2023.



# Health by Reducing Barriers to Care

## Helping Growing Children Thrive

Virtua's Pediatric Mobile Services team aims to create a foundation for a healthy life for children under the age of 6 by providing education, screenings, and connections to health resources. Since the program launched in 2018, the depth of services has grown to continue to meet the evolving needs of children and families in our community.

In 2022, **Pediatric Mobile Services** hosted 362 community screening events—the most our team of child specialists has ever held in a year. Additionally, sports physicals were added to our services to ensure children can participate in school-based sports programs, which can be a safe and important component to a child's physical, social, and mental development.



**4,861**

children served  
and 26% referred for  
additional services.



## Focusing on Eating Well to Be Well

Virtua's multifaceted Eat Well initiative is addressing critical food insecurity issues for people in South Jersey. With a focus on nutrition as the foundation of a healthy lifestyle, the **Eat Well Mobile Farmers Market, Mobile Grocery Store, Food Farmacy**, and **new Colleague Markets** have become a reliable resource for our most vulnerable patients, community members, and colleagues.

Powered by philanthropy, Virtua's Eat Well programs made a significant impact in 2022. The Eat Well team had more than 35,550 interactions with people, providing them with the healthy food they need to be well. The program has proven to be flexible and responsive and has continued to meet the needs of those we serve. Last year, the Eat Well team successfully deployed its fleet more than 900 times, even incorporating its sprinter van into service when needed to ensure consistent access.



**35,550**

times Virtua's Eat Well team  
supported people by providing  
them with healthy food.



**345**

patients received free  
food and nutrition  
counseling at a Virtua  
Food Farmacy.



### Recognized for Community Health Impact

The U.S. Department of Health and Human Services Office of Disease Prevention and Health Promotion recognized Virtua Health as Healthy People 2030 Champion for its innovative mobile community health programs.





# Caring for Our Workforce

## Meeting the Needs of Virtua Colleagues

With the support of our donors, Virtua is providing wellness resources and career development opportunities to our colleagues in a variety of ways to help them thrive professionally and personally.

Through **Nursing Scholarships**, our donors are helping us provide a system of support for our students and nurses so they can reach their educational goals and grow the nursing workforce of the future. In 2022, 16 scholarships were awarded to Our Lady of Lourdes School of Nursing students. This year, we will further reduce financial barriers for Virtua nurses and students working toward nursing, bachelor's, master's, and doctoral degrees.

Through Virtua's WE Thrive initiative, we conceptualized and created three of five new **Refuel Rooms**, which will provide our colleagues—especially clinical staff—with a serene place to decompress from their highly stressful and emotional work. Opening in 2023 at Virtua's hospital campuses, these rooms will serve as a space to relax and recharge. They will also provide a place for monthly wellness events featuring guided mindfulness sessions, chair massage, nutrition counseling, and financial education.

In 2022, Virtua began introducing **Eat Well Colleague Markets** at several of our hospital campuses so that any colleague with a need for support could take home nutritious food and personal care items at no cost. These markets, which will be fully launched in 2023, will also serve as a place where colleagues can seek out assistance from our social work team, access resources for career development, and learn about other resources to help them and their families thrive.

The **Colleague Care Fund** has been an invaluable resource for more than 10 years, aiding Virtua colleagues who are in financial distress due to unforeseen circumstances. This fund has served as a lifeline to many colleagues each year. Last year alone, more than 90 colleagues received emergency relief. Moreover, the Colleague Care Fund is supported primarily by our colleague donors—a testament to Virtua's Culture of WE.



"Virtua is a big family that is there for us at the heart. I'm truly grateful for the support I received and have decided to make a regular contribution to the Colleague Care Fund in my husband's memory. Helping the next colleague who is facing a difficult situation is the best way I know of to say thank you."

— Jennifer McAteer, Patient Access Registrar

# Enhancing Clinical Care and Services

## Advancing Well: Camden and Mount Holly

As part of our commitment to be here for good, Virtua is substantially revitalizing two of our most treasured institutions: Virtua Our Lady of Lourdes Hospital and Virtua Mount Holly Hospital.

**Virtua Our Lady of Lourdes Hospital** will serve as a regional destination for high-acuity cardiovascular, neuroscience, and transplant services. We are currently reimagining this campus to prioritize accessibility and the guest experience with a new patient tower, all private rooms, a welcoming lobby, and expanded parking.

A similar transformation will soon be underway at **Virtua Mount Holly Hospital** to contemporize the facility, expand niche service offerings, and improve the overall flow of operations for patients, visitors, and staff.



**“Virtua and Lourdes coming together in 2019 allowed us to re-envision how to best deliver care throughout the region. Our integration was, in some ways, accelerated by the pandemic, and now we are moving forward as a unified, mission-driven organization.”**

—Dr. John Matsinger, Executive VP and COO for Virtua Health



### \$1.2 million

donated so far for both of these Advancing Well transformation projects.

## Supporting Our Patients' Needs

The generosity of our donors helps provide critical resources for our patients in need and allows us to care for them in mind, body, and spirit. Here are several of the ways their support had impact in 2022:

**755 hospitalized patients aided**

beyond bedside care with services or financial assistance to ensure a safe and successful transition home.

**1,383 patients with breast cancer**

and their families supported through our Breast Care Comfort Fund.

**161 people in cancer treatment**

received professional salon services and free wigs at the RCCA Hair Boutique.

**2 social workers**

hired to support new mothers through our Maternal Mental Health Program.

**30 children**

who have a parent or loved one with cancer attended Camp Oasis for a spirit-lifting day of fun and support.

**263 bags of free food**

provided to patients in need and are undergoing radiation therapy treatment.

**115 families**

affected by the loss of a pregnancy or baby received support as they grieved.

**2,071 children and adolescents**

received therapeutic behavioral health services at Virtua's CASTLE programs.

# There is great power in gratitude.



THE  
lasting impact  
PROJECT™

Each year, we are deeply touched by the patients and community members who make a gift to Virtua to express their gratitude. In 2022, **52 clinicians, colleagues, and teams were honored with a gift of gratitude** for the difference they make for our patients and community. Their kind words have meant the world to us—and their generosity will have lasting impact for those we serve for years to come!



"I am forever grateful for the work of our medical community and especially those nurses and medical professionals like Mary, who often go unnoticed, but have such a huge impact on patients' lives."

— **Shawn Abner-Purnell, Donor**



"I appreciate my doctors, and this is a way I can say thank you for how they treat me. They are quick, they minimize my physical discomfort, and they tell me what they're doing. The little things they do mean a lot. I love my doctors and it makes me feel good to make a gift in their honor."

— **Faye Berlin, Donor**



"I believe that no individual should be denied the opportunity to receive medical care due to financial or social obstacles.

I feel fortunate to work within a health care system that embraces its responsibility to help all members of our community, and I am grateful for the support provided by my patients to help other individuals overcome some of these challenges."

— **Dr. Seth Berk, 2022 Honoree**

