



IN THE

NEWS

SUMMER
2024

FROM THE ATLANTICARE FOUNDATION

125

YEARS OF IMPACT

EST. 1898

AtlantiCare

CONTENTS

- 1 125 Years of Serving Our Community
- 2 Building On Our Legacy: VISION 2030 Transforms How Healthcare is Delivered Locally
- 3 Behavioral Health Services Combat Substance Use Disorder
- 4 Global Neurosciences Institute Partnership Strengthens Local Neurologic Care
- 5 Cleveland Clinic Cancer Institute Affiliation Connects Patients to Globally Recognized Cancer Expertise
- 6 Safe Beginnings Connects New Moms with Critical Services
- 7 Ruth Newman Shapiro Cancer and Heart Fund: The Force is with Us
- 8 A Round for Rick

GREETINGS FROM THE FOUNDATION



Growth is an ongoing process. We grow in our careers, in our relationships, as a team and as a community. It is through growth that we realize our fullest potential, and achieve new things –some never thought possible.

As AtlantiCare continues to celebrate its 125 anniversary, and organizes around new strategies, under its VISION 2030 plan, we too continue to move forward. Our most recent efforts you'll read about in this issue- continued growth in our Behavioral Health Services, a new partnership with the Global Neurosciences Institute, and AtlantiCare's affiliation with the Cleveland Clinic Cancer Institute and more.

And while we celebrate these new milestones for AtlantiCare, we know, along the way, we've been fortunate for the support of you, our community, supporting and pushing us along the way. So as we look to the future, we celebrate you and our continued efforts to grow – together.

Onward,

Samantha Kiley, MPH, MBA
Vice President, Community Health & Social Impact

125 YEARS OF SERVING OUR COMMUNITY

On Nov. 30, 1898, AtlantiCare opened with 10 beds in a private residence, a farmhouse at 28 South Ohio Avenue, serving its first patient, an 11-year old boy who had fallen off a horse drawn wagon and broke his leg. From our modest early years, Atlantic City Hospital grew into what is now AtlantiCare with more than 100 locations in Southern New Jersey. The story of our growth is filled with trailblazing firsts and illustrates our strong commitment to ensuring high quality healthcare regardless of financial ability. With your gifts of time and generous financial support, we are able to realize our 125-year old vision of building healthier communities.

This past November 30, AtlantiCare's profound impact on health and wellness was affirmed when state and local government officials issued proclamations declaring the date as "AtlantiCare Day" in Atlantic County and an American Flag flew over the Capitol building in Washington, DC in honor of our milestone anniversary.

"From our humble beginnings, AtlantiCare has evolved and grown to serve the needs of our community. Whether we are expanding services, creating jobs or pioneering state-of-the-art technology, the needs of our community are always front of mind. We have become the best because those we serve deserve the best and we look forward to continuing to provide the highest quality of care for the next 125 years," said Michael J. Charlton, president and CEO, AtlantiCare.





BUILDING ON OUR LEGACY:

VISION 2030 Transforms How Healthcare is Delivered Locally

AtlantiCare continues to lead the way in delivering exceptional care in our region and meeting the evolving needs of our communities. With VISION 2030, a six-year strategic plan that reimagines how healthcare is delivered, we are in the midst of a transformation that is elevating excellence in care.

VISION 2030 expands access to the most advanced care available in part through partnerships and affiliations with world-renowned institutions, such as the Cleveland Clinic Cancer Institute and Global Neurosciences Institute, enabling us to ensure that residents have access to cutting edge treatments and unparalleled expertise close to home.

Looking to the healthcare needs of the nation, region, and immediate locale, VISION 2030 addresses social determinants of health, such as housing instability and food access, in the region's underserved communities. The bold plan aims to reduce food insecurity for AtlantiCare patients to 6%, reduce unsheltered homelessness in Atlantic City by 20% and expand life expectancy by five years. It also outlines goals for establishing a medical school in New Jersey, in partnership with Drexel University, which will attract additional professionals to our area.

Economic opportunity plays a critical role in creating healthier communities. By enriching and expanding our healthcare services, AtlantiCare is creating jobs and developing an educational pipeline for professional development. This helps to ensure a pathway to rewarding careers in healthcare and empowers individuals in the community financially.

In partnership with Oracle Health, AtlantiCare is implementing ground-breaking technologies including artificial intelligence to increase efficiency and a real-time Command Center to proactively care for patients, resulting in improved outcomes.

"To achieve our ambitious plans, AtlantiCare will reimagine our business, make bold decisions and deliver care to our community in a way that is easy, frictionless and, above all else, steeped in humanity to serve the community we call home," said Charlton.

BEHAVIORAL HEALTH SERVICES COMBAT SUBSTANCE USE DISORDER

AtlantiCare is making strides against substance use disorder and the mental health crisis in our communities. With your help, we are a beacon of hope, offering a comprehensive array of evidence-based recovery services for patients in Atlantic County. Thanks to your generosity, AtlantiCare raised more than \$645,000 in support of behavioral health and addiction services during the AtlantiCare Foundation's 63rd Annual Century Club Gala this spring.

"The impact of the funds raised allows us to continue to provide critically needed behavioral health and substance use disorder (SUD) programs in our community," said Gloria Seel, Assistant Vice President of Behavioral Health and Addiction Medicine, AtlantiCare. "We are always looking to the future of SUD care, and this funding allows us to implement new technologies to improve patient outcomes and expand access to care. We are so grateful for the continued support of our community."

Among the programs your donations support is the AtlantiCare Bridge Clinic, which combats the impact that the national opioid crisis has on our community. This program has been a lifeline for many patients. Since August 2022, it has had more than 1,000 patient encounters, immediately connecting patients in acute addiction crisis to detox and recovery services that bridge the gap until community based or residential treatment services are available. In less than two years, the Bridge Clinic has increased transition in care rate from 6% to an astounding 96%. In early 2024, the clinic expanded to offer 7-day-a-week access.

AtlantiCare Behavioral Health also operates the Children's Mobile Response Team, which is able to respond 24/7 to mental health and SUD crises in real time, akin to an ambulance, Seel described. "Providers of the Mobile team go out to assess the patient, stabilize the situation, and triage the patient as appropriate – connecting them to behavioral health services or getting them into immediate treatment when necessary," she said. "Access to mental healthcare for children is woefully lacking nationwide, and our Children's Mobile Response Team is a model to be emulated nationwide."

Your support for behavioral health programs is critical to enabling us to expand our reach, enhance our services, and empower individuals and families on their journey to wellness.



GLOBAL NEUROSCIENCES INSTITUTE PARTNERSHIP STRENGTHENS LOCAL NEUROLOGIC CARE

As part of its VISION 2030 strategic plan, AtlantiCare is taking its nationally recognized, comprehensive neurosciences services to the next level thanks to its clinical partnership with Global Neurosciences Institute (GNI).

“One of our major goals in partnering with GNI is to keep care local for the community while expanding access to excellent neuroscience care,” said Debra Fox, Senior Vice President & Chief Transformation Officer, AtlantiCare. “Partnering with GNI increases AtlantiCare’s capabilities to provide new and expanded neurosciences to the region, including a team of the most highly trained and skilled neurosurgeons, neurologists and researchers.”

Data shows the prevalence of neurologic-based diseases is on the rise, and as clinical methods and innovations in care improve, AtlantiCare is committed to ensuring these services are readily available close to home. GNI provides an integrated care model for a variety of neurological diseases: Alzheimer’s disease, Parkinson’s disease and other movement disorders, epilepsy, cluster headaches or migraines, and more. GNI’s team of neurosurgeons is at the cutting edge of research performing life-saving vascular/endovascular brain and complex skull-based and spine surgery. Our integrated team-based model has dedicated neuro hospitalists working in collaboration with Neuro ICU, Neurosurgery, Neurology, Case Management, Nursing, Pharmacists, Rehab Services, and other specialists to provide the highest level of care.

When it comes to emergency cases when seconds matter, there is no need to travel an hour away for the best in industry care. For the fourth time in a row, AtlantiCare’s

Comprehensive Stroke Center has received the highest distinction Gold Seal from the Joint Commission, the most demanding certification for hospitals receiving the most complex cases of stroke. The partnership with GNI further enhances our remarkable emergency care.

“This is a game changer for anyone facing brain health challenges, such as stroke, traumatic brain injury and brain tumors,” said Fox. “No one else in South Jersey has what GNI is offering and we are proud to bring this next level of neurosciences care to AtlantiCare patients.”



GLOBAL
NEUROSCIENCES
INSTITUTE



AtlantiCare
THE CANCER CARE INSTITUTE

In affiliation with



Cleveland Clinic
Cancer Institute

CLEVELAND CLINIC CANCER INSTITUTE AFFILIATION CONNECTS PATIENTS TO GLOBALLY RECOGNIZED CANCER EXPERTISE

AtlantiCare Cancer Care Institute is now proudly affiliated with Cleveland Clinic Cancer Institute. This new affiliation offers our community unparalleled access to advanced research, clinical trials, tumor review boards and second opinions from world-renowned Cleveland Clinic cancer experts in consultation with our team in Egg Harbor Township and Cape May County.

“This affiliation reinforces our decades-long commitment to providing the best quality in cancer care,” said Lacey Peterman, Assistant Vice President of Oncology, AtlantiCare. “Looking to the future growth of our community, the increasing need in cancer care, and the developments and technological improvements in oncology nationwide, Cleveland Clinic Cancer Institute connects world-class cancer care to our patients of South Jersey. AtlantiCare has provided exceptional care at our Cancer Care Institute that opened in 2009, and this is the next evolution.”

Cleveland Clinic Cancer Institute specialists will virtually consult with AtlantiCare Cancer Care Institute specialists for second opinions ensuring patients receive comprehensive and informed treatment options. And AtlantiCare physicians have access to Cleveland Clinic Cancer Institute staff to review cases, share research insights, discuss clinical trials and implement new therapies to stay at the forefront of continual advancements in cancer care.

In the last five years, cancer diagnoses have increased by 36% overall. Thanks to targeted therapies, we are revolutionizing cancer treatment and improving outcomes for patients. Due to increased screening and AI technology, we are diagnosing cancer at an earlier stage so treatment can be more effective. We approach each patient and their cancer with individualized attention.

Access to Cleveland Clinic Cancer Institute resources aligns with AtlantiCare’s VISION 2030 goals, which aim to help increase life expectancy and increase excellence across all key services lines, including oncology.

SAFE BEGINNINGS CONNECTS NEW MOMS WITH CRITICAL SERVICES

AtlantiCare's Safe Beginnings program is making inroads combatting elevated infant and maternal mortality rates in Atlantic County by providing comprehensive support for mothers-to-be. While many pregnant patients struggle to access care, Safe Beginnings removes barriers for at-risk moms and high-risk pregnancies. We caught up with two of Safe Beginnings' team members to learn more about their roles and why the program is so special.

Cassandra Scanlon, BSN, RN, C-EFM, Safe Beginnings Lead Nurse: "We assist patients with their obstetrics visits and their pregnancy health, make house calls to help patients prepare their home and environments for having a new baby, and provide education, support, and community connections. We work together as a team to ensure that each patient has everything she needs during and after delivery – from medications to car seats, mental health care to healthy food to breast pumps. The transition from pregnancy to giving birth to being a new parent can be challenging. We provide support and resources every step of the way. One of my favorite things is the intimate connections with patients, sitting with her at home – not standing above her while she lies on a hospital bed. The patient is always the focus of our attention and our priority is to serve her and her baby so they have a healthy start."

Dania Daniels, Safe Beginnings Lead Doula: "Doulas are trained professionals who help a patient throughout pregnancy and into parenthood. Our role is to be there to help a patient understand her pregnancy, her medical choices, and help her navigate her birth – logistically, medically, physically and emotionally. We provide her education and advocacy. Most doulas are self-employed and are paid for out-of-pocket by moms-to-be. It's incredible that Safe Beginnings offers this service to patients, free of charge, as part of its standard program. I like to say that, as a team, "we are nosy." We ask a ton of questions so that we can understand the patient's point of view, help her navigate problems or concerns and advocate for her wishes. This has the effect of creating intimate relationships between our team and our patients – so they feel comfortable asking questions and asking for help. We're there with them for their prenatal visits, for the birth, and we make visits postpartum to check on mom and baby. It's rewarding to see them through their pregnancy and beyond."

AtlantiCare Safe Beginnings offers prenatal, postnatal and postpartum care to support women, children and families from Atlantic City regardless of ability to pay. Thanks to the support of donations and grants, the Safe Beginnings team has served over 400 women and their families since its inception in 2021, making a difference in the health of mothers and babies, one person at a time.



RUTH NEWMAN SHAPIRO CANCER AND HEART FUND: "THE FORCE IS WITH US"

Two \$1 million gifts from the Ruth Newman Shapiro Cancer and Heart Fund to AtlantiCare stand out in the organizations' long standing relationship. The first gift, made in 1993 established the RNS Regional Cancer Center at what was then called the Atlantic City Medical Center. A second, less than a decade later, founded the Rose Newman Pavilion at the ACHM Heart Institute. Both were instrumental in bringing care close to home for South Jersey residents. But in truth, the relationship between RNS and AtlantiCare is much more intimate than these impressive gifts suggest.

The Ruth Newman Shapiro Fund (RNS) was established in 1961 after Rose Newman lost her adult daughter, Ruth, to cancer. "Rose was a force to be reckoned with," said RNS President Roe Magliocco. "I never met her, but 60 years later, the energy and commitment with which she approached everything is still in effect." In 1968, AtlantiCare, then called Atlantic City Hospital and subsequently Atlantic City Medical Center, was the recipient of RNS's first donation, \$189,000, for a cobalt radiation unit to treat cancer patients more locally than Philadelphia. "Rose knew that treating patients close to home was critical to them getting the care they needed. But she thought that would be it, that her fundraising group would disband. As it turned out, cancer technology took off, and she realized that patients needed more, that there was more to be done."

(continued)

This need – and the RNS response - summarizes the organization’s more than 60-year history. As providers specialized, as science and medicine developed, as cancer detection and treatments expanded, RNS found more ways to support the local healthcare systems that were treating local patients. “RNS has truly been a partner since the beginning of AtlantiCare’s cancer care,” said Samantha Kiley, Vice President, Community Health & Social Impact, AtlantiCare. “There are moments in our history where we needed support, and RNS was there – funding patient transportation, new therapies, and in recent years, new technologies. We are so very honored to have such visible displays throughout our AtlantiCare Cancer Care Institute and the AtlantiCare Heart and Lung Institute, of RNS’s tremendous and steadfast support. RNS has truly seen the needs of patients locally and worked to create solutions.

To date, AtlantiCare has received nearly \$6 million from RNS. The latest gift, a \$100,000 pledge over two years, funds a new linear accelerator for AtlantiCare’s Cape May Court House Cancer Care Institute location. “That initial gift has blossomed into a wonderful relationship that benefits people right here in South Jersey” recalled Magliocco. “It really feels like a sisterhood – it’s not everywhere that you are on a first name basis with executives at a hospital, that the professional relationships you have are also personal. Cancer is an ugly disease, so you try and make it easier for someone else, which is especially true when you are all part of the same beautiful community.”

“Anyone in South Jersey who has been touched by cancer has also, in one way or another, been touched by RNS,” said Kiley. “We are so exceptionally grateful for their commitment to improve the lives of cancer and heart patients at AtlantiCare and beyond. RNS is truly making a difference.”



A ROUND FOR RICK

This past May, all gathered 'round for **A Round for Rick**, a fundraiser for mental health awareness and suicide prevention in Richard “Rick” Mairone’s memory. Rick was a loved and active member of the community and an avid golfer – this event was the perfect fit! He never passed up an opportunity to get out on the golf course and connect with family, friends, and clients through the sport.

Coming together for a round of mini golf was a heartfelt and meaningful way to celebrate his life and the impact he made for many. All proceeds, totaling over \$27,000, were donated to AtlantiCare Behavioral Health programs, enabling us to expand our reach, enhance our services, and empower individuals and families on their journey to wellness – both on and off the course!

If you were unable to attend but still wish to make a gift in Rick’s honor toward AtlantiCare Behavioral Health programs, [click here](#).



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Join us with your meaningful gift that gives back.
By supporting the work of AtlantiCare, you are
helping to carry on our vision of building healthy
communities...together.



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Cover Artwork: A 1907 rendering of the
Atlantic City Hospital on Ohio Avenue.