



New Executive Director, Diane Crown, Discusses Growing Demand for Services

Now in our 8th year of service to the community, HealthLink continues to change and grow. As many of you know, I joined HealthLink in February as Executive Director, filling the opening left by the talented and dedicated Cheryl King-Marino. Very big shoes to fill indeed!

For those of you I have yet to meet, let me introduce myself. I grew up in Hatfield, PA the youngest of 6 children in a close knit

family. I earned a BS in Psychology from East Stroudsburg University, an MSW from University of Pennsylvania and an MBA from Eastern University.



► Diane Crown

My career began at Libertae, as a psychotherapist for women recovering from addiction. From there I worked in retirement living at organizations in Lansdale and Bethlehem, PA, holding positions as Director of Wellness and Administrator of Assisted Living, and later as Executive Director. After moving back to the area, I accepted the position as HealthLink's Executive Director and look forward to sharing my knowledge and skills with this amazing organization.

In 2007 HealthLink served 1,200 medical patients and 562 dental patients who made nearly 6,500 visits to HealthLink. This includes 300 new medical patients and 100 new dental patients. Nearly half of our patients have chronic diseases like diabetes and hypertension and require medication and follow-up visits to maintain their health.

We could not have served such a huge number of patients without the dedication and skills of our

committed volunteers who donated 5,000 hours of service in 2007. Amazing! And more amazing is that we added 36 more professional volunteers to our ranks. Thank you to all of our volunteers for sharing your time, skills, and compassion.

Unfortunately, the increase in patients served means that more community residents lack health coverage or access to healthcare. According to the PA Insurance Department, over 17,000 adults in Bucks County and 23,000 in Montgomery County are uninsured.

Transportation and poverty are their key obstacles. Nowadays, these two issues seem to go hand-in-hand. More and more families are forced to decide between paying for healthcare and putting food on their table and gas in their car.

To help resolve this healthcare crisis you can advocate to local and state government representatives, join county committees and wellness partnerships, provide information about free clinics to your uninsured employees, and donate your time and resources to the cause. Bottom line, it's time to get actively involved and work toward a better healthcare system. We are all in this together.

In response to our continuing growth HealthLink is strengthening its organizational effectiveness in a number of ways. Through its Board Development process, HealthLink elected two new board members and created additional board committees. These committees include: Technology, Marketing and Development, Recruitment and Retention of Volunteers, Property, and Clinical. Staffed by community volunteers, each committee has assigned tasks and regularly reports to the Board of Directors.

HealthLink received a generous grant to update our phone system which no longer accommodates the volume of calls we receive. To further increase our administrative efficiency we are updating all of our computer hardware. Both of these projects will be completed this summer thanks to financial and technical help from donors. ●

1775 Street Road
Southampton, PA 18966
Phone: 215-364-4247
Fax: 215-791-1907
www.healthlinkmedical.org

Issue: Summer 2008

In This Issue

Page 1

- HealthLink's New Executive Director

Page 2

- Donations Make a Difference
- 5th Annual Golf Tournament
- Welcome New Staff and Volunteers
- Health Education Fair Helps Patients

Page 3

- Dental Program Update

Page 4

- HealthLink Honors Volunteers
- Update on Board Chairman

SAVE THE DATE

HealthLink's 5th Annual Golf Tournament

Friday, October 17, 2008
Spring Mill Country Club
Ivyland, PA

9:30-6:00

Lunch, Golf,
Cocktails, Dinner
Prizes, Raffles,
Silent & Live Auctions

For Registration
information go to
www.healthlinkmedical.org
click on upcoming events

Whether it's for a happy occasion like a birthday or a sad one like a memorial, show that you care by honoring the person with a gift that makes a life saving difference.



Most of the uninsured, working poor go without dental and medical care to finance their families' basic needs. **A donation to HealthLink helps hardworking uninsured adults take care of their health so they can continue in the workforce.** Nearly half of HealthLink patients have chronic diseases like Diabetes, Hypertension, Asthma, Hyperthyroid, and Hyperlipidemia and depend on lifesaving medication and care. Here are some examples of how your donation can help:

- A gift of \$100 can buy a vial of insulin for a person with Diabetes.
- A gift of \$750 can fund a year of medical services including prescription medication for an average HealthLink patient.
- A gift of \$200 will provide a dental patient with two hygiene appointments, x-rays, oral cancer exams, education about how to care for their teeth, and a dental treatment plan.

Honor a friend or family member — Make a donation to HealthLink in their name! Send it to HealthLink with their name and address and we'll mail them a card to commemorate the special occasion. Whether it's for a happy occasion like a birthday or a sad one like a memorial, show that you care by honoring the person with a gift that makes a life saving difference.

How to Get Involved

HealthLink is always looking for dedicated people who want to be involved with helping their community. Here are some ways you can help:

- Volunteer your time. We need medical and dental professionals and administrative and clerical support to serve our growing number of patients. How much time you give is up to you.
- Help with our up-coming golf event
- Donate equipment, office supplies, and medical or dental supplies. Go to our website www.healthlinkmedical.org for a list of needed items ●

Support HealthLink's Annual Golf Tournament

HealthLink Medical Center is gearing up for its 5th Annual Golf Tournament to be held on October 17th at Spring Mill Country Club.

This is a great opportunity to invite prospective clients and network with people you do business with - in a setting that supports the community.

With help from generous donors and golf participants, last year's Tournament netted nearly \$50,000. We're counting on the success of this year's Tournament to help fund the critical services HealthLink provides.

Here's how you can help:

- Purchase and donate prize and auction items.
- Buy a sponsorship.
- Buy a foursome of golf and be a hole sponsor.
- Recruit other golf foursomes from vendors you do business with.

Join us for golf at 9:30 am and/or come for dinner and the Auction beginning at 4:30 pm. We have some great auction items, but could use your help getting more.

Make this annual fundraiser a huge success by "chipping" in a donation of:

- Tickets to any sports event (Phillies, Flyers, Eagles or Sixers)
- Movie and theme park tickets
- Gift certificates to restaurants and/or spa's
- Autographed sports memorabilia
- A weekend/ week away
- A "theme" basket - for gardeners, shoppers, travelers, golfers, etc.
- Electronic Items
- Free services such as lawn care, car repair, cleaning services.
- Artwork and/or jewelry

For a Golf Registration Brochure or to make a donation, go to www.healthlinkmedical.org and click on Upcoming Events.

We're looking forward to a fun-filled and successful event! ●

We welcome our new staff and volunteers to the HealthLink team.

Physicians:

Myron Rodos, DO – Family Practice
Joseph Ferrara, MD – Family Practice
Varum Saxena, MD – Cardiology
Joseph Gillespie, DC – Chiropractor
Ronit Sugar, MD - Surgery
Jennifer Black, MD – Family Practice
Ellen Miller, MD – Nephrologist
Alan Snyder, MD – Urologist

Dentists:

William Crielly, DMD
Nancy Rosenthal, DMD

Dental Hygienist:

Monika Perez, RDH

Nurses:

Leigh Li, CRNP
Lin Denton, RN
Natalie Franeschi, RN
Caryn Messinger, RN
Susan Orehowsky, RN
Anne Slattery, CRNP

Board Members:

Michael Fitzpatrick, Esq.
Deborah Hedrick
George Dempster, Esq

Clerical:

Linda Shinsky
Paula Heckman

Committee Members:

Jane Konefsky, CFRE
Liz Vibber
George Ricciardi
Matias Klein
Richard Goffman

Staff:

Diane Crown MSW, MBA -
Executive Director
Bobbie Ebert, EFTA – Dental Assistant
Ray Borowski - Administrative Support
Taina Rivera - Receptionist

Health Education Fair Helps HealthLink Patients.

Medical

To promote healthy eating for patients with chronic diseases, HealthLink hosted Food and Education Fairs in January and April with a third fair scheduled for September this year. Through a generous grant from Rotary Club of Southampton/Huntingdon Valley, patients with Hypertension and Diabetes were invited to receive a free basket full of fresh produce, whole grain items, and nutrition information to help them improve their health through better nutrition. Each basket has enough food to feed a family of 6 for a week. For each Fair, HealthLink selected 35 patients whose health is severely impacted by poor nutrition.

The baskets included a cookbook, menus, and other pertinent information compiled by HealthLink volunteer Dietician, Mohini Venkatesulu, volunteer Judy Braunston and Nurse Practitioner, Joan Della Rocca.

Food was purchased from Wegman's Market which assembled the baskets containing fruit, vegetables, legumes, brown rice, whole grain bread, oatmeal, dried fruit and coupons for poultry. Recipients were grateful for the food and according to Joan Della Rocca, patients have already had better success managing their Diabetes, and blood pressure. ●



▶ HealthLink Nurse Practitioner, Joan Della Rocca, helps with food distribution.

Dental Program Continues to Expand

HealthLink dentist, Jeannette Kim with patient



Thanks to a generous grant from the Academy of Oral Dynamics, HealthLink is installing DENTRIX® Software, a state-of-the-art digital system that stores, displays, and tracks dental scheduling and statistics, and manages and displays all dental patient charts and digital x-rays. According to HealthLink volunteer dentist, William Crielly, "This type of system provides the highest standard of care in dental office record-keeping".

Because a patient may be seen by several of HealthLink's volunteer dentists during a course of treatment, accurate, standardized, easy-to-read patient records are essential. Dr. Crielly explains that "with DENTRIX® Software, all care is graphically displayed on the patient's chart and continuity of care is enhanced among the various providers by having a standardized treatment plan that's easily interpreted. Files and x-rays are electronically synchronized, and a dual back-up server insures against loss".

For most uninsured adults, dental care is either unavailable or an unaffordable luxury. It's common to find severe decay and infection. Without treatment, infections often lead to serious healthcare issues. Since last year, HealthLink dental patient visits have increased by 40% and appointments are booked several months in advance. However, we make every attempt to see emergency patients within a day of their call to us.

HealthLink dentist, Jeannette Kim explains, "Patients without dental insurance are more likely to need emergency treatment so we make it a priority to see these patients immediately, often seeing three or more emergency patients a day". Praising the new DENTRIX® system, Dr. Kim notes, "Digital x-rays will decrease radiation

exposure for the patients and make treatment more efficient because the x-rays are instant and the process is so much faster. The goal of HealthLink's Dental Program is to improve patients' oral health by providing dental hygiene twice a year, filling cavities, extracting teeth, and clearing up pain and infections. Visits also include oral cancer exams and instruction on how to care for their teeth. In 2007 HealthLink served 562 dental patients who made a total of 1,422 visits. **One appreciative dental patient said, "My dental hygienist was very conscientious and thorough in her dental procedure on me and gave helpful hygiene tips. They are appreciated and will be practiced carefully by me".**

HealthLink continues to recruit experienced and caring volunteer dental professionals. Currently, 20 dentists volunteer at HealthLink and many of them will schedule visits in their private offices for our patients at no cost or significantly reduced costs for services that we are unable to provide on-site in our clinic. One day each month, supervised Manor College hygiene students volunteer at HealthLink to serve patients while receiving clinical site experiences and developing skills to respond specifically to the dental challenges of the working uninsured. ●

Our Staff, Volunteers, and Board

Update on HealthLink Board Chairman, Geoff Jackson

Geoff Jackson, co-founder and Board Chairman of HealthLink Medical Center is now the Executive Director of a new mental health clinic called Men's Initiative. This new venture is primarily a volunteer-staffed organization that addresses another growing, serious, and unmet community need: the gap in mental health services for working uninsured and underinsured men. Fees are reasonably priced starting at \$10 per hour based on income. For more information visit Men's Initiative's website at www.mensinitiative.org or call Geoff Jackson at 215-657-2300. ●



Dr. Arnold Pfannenstiel



Dr. David Rosenthal



Michael Fitzpatrick

HealthLink Honors Volunteers at Annual Dinner

The Volunteer Appreciation Dinner on April 13th, at Spring Mill Country Club honored HealthLink's dedicated volunteers, and paid tribute to one of its founders, Marie Louise Jackson. Since HealthLink opened in 2001, experienced and caring volunteer physicians, nurse practitioners, nurses, pharmacists, dentists, dental hygienists, and clerical support staff have helped care for HealthLink patients

Recently retired board member Marie Louise Jackson was honored for her years of service. Former HealthLink President, Sister Lois McDonough paid tribute to Mrs. Jackson, highlighting her achievements and acknowledging that, "She is deeply interested in all that goes on at the clinic. Over the years she has given generously of her time, talent, and treasure in support of HealthLink Medical Center." Mrs. Jackson thanked HealthLink's volunteers for helping to make her late husband's vision a reality, and stated that "HealthLink's success is the result of everyone working together, using their unique and necessary skills."

Speaking about the importance of HealthLink's dental program and its impact on a patient's overall

health, volunteer dentist and Dental Director, Dr. Arnold Pfannenstiel, stated that, "Whether it's getting someone out of pain, or fixing a front tooth so they can smile again, patients really appreciate what we're doing."

Dr. David Rosenthal, who volunteers as a doctor and as a board member, spoke about the privilege of giving back to the community which has afforded him so many opportunities and blessings. "Whenever a HealthLink patient reaches out and holds my hands in both of his and thanks me for the care he is receiving, I have received my reward".

Board member, and former Congressman, Michael Fitzpatrick, rounded out the evening, with comments about the importance of the work that HealthLink is doing for the overall good of both Bucks and Montgomery Counties. "The community is truly appreciative of the hundreds of hours and significant assistance our volunteers willingly provide to HealthLink. In so doing, valuable physical care, dental care, and human services are provided to some of the most needy and rarely noticed members of our community." ●



1775 Street Road
Southampton, PA 18966
Phone: 215-364-4247
Fax: 215-791-1907
www.healthlinkmedical.org

Issue: Summer 2008

Mailing Panel