Returning Montefiore's Assets to the Community

2008 Annual Report

STARTING OVER
This special issue of the Annual Report commemorates the 18th Anniversary of the Jewish Healthcare Foundation (JHF). Chai, or 18, in Hebrew also means “life” and occupies a special place. So we’ve chosen our 18th year to reflect on our transition from hospital to foundation. We like to think that the roots of the Jewish Healthcare Foundation go back to the resilient European Jews of the 19th Century who established vibrant communities strategically and then abandoned them when better opportunities beckoned elsewhere. For example, we think of the Jews who settled in a small town in Russian Poland called Suwalk. In 1800, Suwalk had no Jews; they’d been expelled or banned long ago. By 1939, the same was true and forever after. Those who hadn’t fled the Nazis were rounded up and shot in the forest. But by then, those who could had left.

But during a brief century, from 1823 to 1939, the Jewish community of Suwalk grew and prospered as a major trade center between Warsaw and Vilna. Eventually there were 27 synagogues, several Jewish hospitals, and an old age home for the 13,000 Jewish residents. The Jewish archives have an index of inhabitants, with names like Alpern, Berman, Rosen, Frankel, Goldberg, Gutman, Kann, Kaufmann, Lieberman, Netzer, Ostrow, Perlow, Sapira, Rubenstein, and then Lebovitz, Wolkowski and Rogalski. Sound familiar… could be the board of JHF or its predecessor, Montefiore Hospital.

Continuing the tradition of towns like Suwalk, the Jewish community of Pittsburgh established a hospital, Montefiore. It was founded in 1898 by Karen’s great-aunt, Annie Wolk and sixteen other women of the Ladies Hospital Aid Society. Eventually, however, the leadership realized that it was time for the Jewish community to abandon the precarious business of running a hospital for both to prosper. Many did not welcome the loss of a cherished institution.

But others brought to the task a positive attitude about change. What many loved most about Montefiore was the pioneering spirit and shared values of its leaders. Certainly, the new Jewish hospital had a captive audience of Jewish patients and a practice site for Jewish doctors. These ‘customers’ had no options. But that wasn’t ambitious enough for the founders, who wanted an outstanding institution. Montefiore was the first hospital to admit African-American nurses and doctors to the staff; it was a leader in public health and health insurance, cutting-edge medicine and research. So the Board believed we could replicate in the successor institution, a new foundation, that pioneering spirit, the will to be ambitious and make singular contributions.
The Jewish Healthcare Foundation represents a new kind of entity: a think, do, teach and give tank. We give grants to new projects like the Jewish Association on Aging (JAA), Jewish Residential Services, and Race for the Cure, but we also run programs and conduct research, for which we receive grants. We started Operation Kidshot, School Wellness Centers, the Breast Test, Interfaith Volunteer Caregivers, the Guide to Free Health Care, our HIV/AIDS fiscal agency, Safe Schools, Lead and Kids, the Healthy Start Infant Mortality Review, a program to combat drug abuse in Allderdice and Mt. Lebanon high schools, a program for Special Needs Children in the Jewish Day Schools, the Problem with Food and Working HeartsSM. We established two supporting organizations—the Pittsburgh Regional Health Initiative (PRHI) and Health Careers Futures (HCF). We run our own university and conduct training in process improvement for healthcare workers across the U.S.

Towns like Suwalk are gone now, but their children’s children live on here in Pittsburgh. We rekindled the spirit of these small extinguished European Jewish communities, first, in the establishment of local institutions like hospitals, orphanages and alms societies, no longer relevant, and now in newer entities like JHF and JAA. And so it will be, projects past and projects future, wherever people of good will gather to do good and then hopefully do great.

We owe special thanks to Stanley Gumberg and Alvin Rogal, of blessed memory, who made the transition from hospital to foundation happen, and all of the distinguished Chairs who followed. L’Chaim! To life!

Patricia L. Siger
Chair

Karen Wolk Feinstein, PhD
President and Chief Executive Officer
PRHI turned out a record number of employers in 2007 in support of national healthcare reform.

During the late 1990s, the Allegheny Conference on Community Development established the Working Together Consortium. One sub-group, the Health Consortium, focused on making the region competitive in healthcare cost and quality.
In 1998, this sub-group became the **Pittsburgh Regional Health Initiative (PRHI)**. Co-founded by Karen Wolk Feinstein, MD, president and CEO of the Jewish Healthcare Foundation, and Paul O’Neill, then CEO of Alcoa, PRHI engaged leaders in health care, business, labor and government in an effort to make the Pittsburgh area a world leader in safety, efficiency and best practice. PRHI has received $13,900,000 in funding from JHF, local and national foundations, payers, local corporations, and state and federal government agencies.

Two approaches distinguished PRHI: a goal of zero defects in and application of systems thinking to health care. From the Toyota Production System, PRHI created **Perfecting Patient Care** (PPC), a systems improvement methodology in which thousands of healthcare professionals have been trained. Decreasing chaos, inefficiency and error yields better care outcomes at lower cost.

PRHI’s first projects produced dramatic reductions in local hospital-acquired infections (HAIs), including: a multi-hospital, 68% reduction in deadly central line-associated bloodstream infections; reductions in three other HAIs at five hospitals; and a successful project at the VA Pittsburgh Healthcare System to eliminate methicillin-resistant *Staphylococcus aureus* (MRSA) infections in surgical units (which prompted changes across the entire VA system). These successes spurred Pennsylvania to enact the nation’s first mandatory HAI reporting law and persuaded Medicare to include HAIs on its initial list of so-called “never events,” for which hospitals would no longer be paid.

Succeeding PRHI pilot projects over the past decade used PPC to prevent frequent hospital readmissions among chronically ill patients, integrate behavioral health screening and treatment in primary care, reconcile medication among chronically ill patients, and improve efficiency and reliability in pathology.

Regional leaders again rallied around PRHI in 2007 with an unprecedented show of support for HHS Secretary Michael Leavitt’s value-based healthcare reform principles. Secretary Leavitt subsequently designated PRHI as a national leader — “Chartered Value Exchange” — and set the stage for PRHI to secure a regional Medicare demonstration through which local primary care practices may earn up to $40 million for improving care.
The Jewish Healthcare Foundation recognizes that improvements at the point of patient care depend on a team leader/champion, a change method that works, performance measurement, and a shared passion for excellence.
The Physician Champions Fellowship was established in 2005 to introduce physician “quality” leaders to the principles of Perfecting Patient Care™ and support their experiments in process improvement. JHF subsequently created programs for other health professionals, including the Nurse Navigators, co-funded by the Robert Wood Johnson Foundation, and the Pharmacy Agents for Change Fellowship.

After a JHF regional scan identified community libraries as important sources of consumer information about healthcare conditions and choices, JHF supported the Consumer Health Information Fellowship for librarians.

The JHF Patient Safety Fellowship offers graduate students in health professions an intensive, eight-week summer program that provides access to regional leaders and previous “Champions” in quality improvement, safe health practices and efficiency.

The Jonas Salk Health Fellowship is a collaboration between JHF and the Center for Medical Ethics, and originated with the Jewish University Center. The annual interdisciplinary fellowship integrates medical ethics and Judaic principles in the context of difficult ethical, philosophical and political decisions that arise in clinical practice. Graduate students in the health professions confront issues that impinge on the world of science.

Some members of the inaugural class of Nurse Navigators who applied PPC principles to transform care at the bedside.

Nine clinical pharmacists implemented changes in area facilities after their year-long fellowship that focused on polypharmacy.

The Physician Champions Fellows tackled various issues including implementing new models for treating diabetes patients and improving pathology samples.
The Jewish Healthcare Foundation perpetuates the vision and values of the founders of Montefiore Hospital, whose sale in 1990 provided for the Foundation’s endowment.
The **Healthy Jewish Community Project** (HJCP), a community-wide health survey process, was initiated in 1994 to ascertain the preferences and needs of the Jewish community we are committed to serve.

The project included interviews with congregational and school rabbis, group meetings with 50 community leaders and more than 75 health professionals, as well as 16 focus groups and a telephone survey that engaged more than 1,100. The project’s concluding rejoinder was, “And we’re not done yet!” The HJCP’s results determined our grantmaking agenda: the Kosher Food Pantry, Interfaith Volunteer Caregivers, Home Safety Assessments and other projects.

The **Squirrel Hill Health Center** is another byproduct. JHF harbored a vision of filling the void left by the closing of Montefiore Hospital’s community clinics, particularly when the HJCP revealed so many uninsured residents in the greater Squirrel Hill neighborhood. JHF began a two-year planning and application process, envisioning a Center with exceptional physicians in fine facilities, supported by behavioral and dental health professionals. The Center was intended to serve people of all incomes, ages and backgrounds, but especially religious, cultural and linguistic minorities, and seniors with unique health needs and requirements.

In 2006, the Squirrel Hill Health Center received a green light and federal funding. Today, after a JHF total investment of more than $900,000, the Center is truly a priceless asset for its patients and the diverse communities it serves.
Older Adults

Serving the elderly and chronically ill has been at the core of the Jewish Healthcare Foundation’s mission. The Foundation committed to developing a continuum of services that address the health-related needs of the elderly, in both the Jewish and general communities.
Jewish Association on Aging

JHF helped to establish the Jewish Association on Aging to carry out its mission of creating a blueprint of care for the elderly that could serve as a national model of excellence. Since 1992, the Foundation has invested more than $35 million to create a full network of care, including world-class skilled nursing and assisted living units, a revitalized center for Jewish seniors, a hospice program, Meals On Wheels, adult daycare, and comprehensive information and referral services.

Interfaith Volunteer Caregivers

The Jewish obligation to visit the sick inspired JHF to create Interfaith Volunteer Caregivers of Southwestern Pennsylvania (IVC), a network of churches and synagogues that mobilizes and trains volunteers to reach out to the isolated elderly of their congregations with companionship and assistance in daily living. IVC is a Faith in Action program and now a permanent project of Family Services of Western Pennsylvania.

Closure

JHF seeks to improve end-of-life experiences in the southwestern Pennsylvania region through “Closure,” a series of structured conversations designed to identify key gaps in end-of-life care and develop an improvement agenda. Doctors, nurses, caregivers, hospice workers, clergy, and long-term-care professionals share experiences and insights, and create a new culture and new behaviors to support families at end-of-life.
Women

Thousands gather in Schenley Park for the Race for the Cure.

The Jewish Healthcare Foundation aimed at making the southwestern Pennsylvania region a national center for women's health research, education and service delivery.
Working Hearts\textsuperscript{SM}

In 2002, little attention was paid to women’s heart health even though 500,000 women were dying from heart disease every year. JHF launched Working Hearts\textsuperscript{SM}, an initiative to help women improve their heart health. Through a coalition of women’s organizations, the social movement encouraged women to raise awareness; healthcare systems to broaden their service reach; experts to share their knowledge; and community groups to carry the message to their constituents.

Breast Cancer

JHF has been a champion for early detection and prevention of breast cancer. Our first project was the Breast Test, a breast cancer detection, screening and outreach program. The Foundation partnered with WQED-TV to air a one-hour program on public television stations across Pennsylvania, which taught thousands of women about the importance of early detection, screening methods and treatment options. The show won a national award from American Women in Radio and Television. The Foundation also created new information tools to help physicians, women and their families make better healthcare decisions. A web-based Breast Cancer Information System and a Breast Cancer Patient Notebook were developed to help track treatment and patient response.

Race for the Cure

The Breast Test Initiative was a catalyst for the Foundation’s three-year support for the National Council of Jewish Women to initiate “Race for the Cure,” a five-kilometer walk/run to raise funds for breast cancer research and mammography screening for medically underserved women in the region. Now, the Pittsburgh Race attracts nearly 35,000 participants and raises approximately $2 million annually.
During the last 18 years, the Jewish Healthcare Foundation created a safety net of support for people at risk of and suffering from HIV/AIDS; hunger and malnutrition; and discrimination.
**HIV/AIDS**

Since the early 1990s, JHF has served as the fiscal agent for state and federal HIV/AIDS funding in southwestern Pennsylvania. We are responsible for approximately $3 million in annual funding designed to improve the response to the HIV/AIDS epidemic. We work with organizations to deliver care, provide supportive and housing services, and implement prevention and education services.

**Squirrel Hill Food Pantry**

Realizing that there were poor and hungry within the Squirrel Hill community without a source of food, JHF funded the planning and start-up costs for a kosher food pantry. The Squirrel Hill Kosher Super Pantry opened in 1998. Now called the Squirrel Hill Food Pantry, it serves over 500 people a year. Even more, staff connects individuals and families to the services needed to achieve self-sufficiency.

**Consumer Health Coalition**

JHF believes that consumers should have a voice in reforming health care. The Foundation convened a diverse array of consumer-based organizations and created the Consumer Health Coalition. Since 1996, the Coalition has been conducting outreach to at-risk consumers, educating the community about problems in the healthcare system, and advocating for policy reforms.
The Jewish Healthcare Foundation committed to improve children’s health, including physical, behavioral, and dental, and to encourage young adults to pursue health careers.
Operation Kidshot

In response to eight children in Philadelphia dying during a measles outbreak, JHF, the Rotary Club of Pittsburgh and United Way undertook Operation Kidshot, a project to immunize children in southwestern Pennsylvania against preventable childhood diseases, and to link families to sources of health care. The nine-county drive resulted in 5,783 children getting immunized. Operation Kidshot is credited with helping to pass a state law that requires all health insurers to cover childhood immunizations. The program won several awards, including the Immunization Award from the PA Chapter of the American Academy of Pediatrics and Connaught Laboratories, Inc.

Lead Poisoning

To help alleviate Lead poisoning, the Pittsburgh City Council asked JHF to lead a diverse group of interested stakeholders. That collaboration resulted in the publication of “Lead and Kids: Bad Chemistry,” an action plan for reducing lead poisoning. The Foundation presented the prototype at a conference for the Centers for Disease Control and Prevention.

Center for Career Learning

JHF established the Center for Career Learning (CCL) to build strategic collaborations among employers, schools and community organizations, and promote career awareness and student preparation for working in the regional healthcare industry. CCL helps students explore a range of post-secondary opportunities, including two-year degrees and professional certificates. In April 2008, CCL convened over 100 national thought leaders from business, education, and human services to work together to incorporate career knowledge as a core part of the high school experience. This includes advancing the 2003 “PA Department of Education Academic Standards for Career Education and Work.”

In conjunction with United Way of Allegheny County, JHF launched Pathways to Health Careers in 2008 to help community-based organizations work with local schools and employers to enhance career education for at-risk youth. Through the fellowship, underprivileged middle- and high- school students attain better career awareness, exploration and preparation through community partnerships.
**Selected Major Grants 2008**

<table>
<thead>
<tr>
<th><strong>Amount</strong></th>
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<tbody>
<tr>
<td>Pittsburgh Regional Health Initiative $250,000</td>
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<tr>
<td>Transforming Primary Care: Practice Manager Training $250,000</td>
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<tr>
<td>Substance Use Disorder/Behavioral Health $200,000</td>
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<tr>
<td>Center for Healthcare Quality &amp; Payment Reform $175,000</td>
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<tr>
<td>Engaging in National Policy Conversations</td>
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<td>Jewish Healthcare Foundation $150,000</td>
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<tr>
<td>Closure – Changing the Expectations at the End-of-Life</td>
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<tr>
<td>Health Careers Futures $100,000</td>
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<tr>
<td>Center for Career Learning</td>
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<tr>
<td>United Way of Allegheny County $100,000</td>
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<tr>
<td>Pathways to Health Careers Fellowship</td>
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<tr>
<td>Jewish Congregations $77,000</td>
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<tr>
<td>Saving Lives: CPR/AED Training and Capacity Building</td>
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<tr>
<td>PPC in Long-Term Care $74,000</td>
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<td>Area Healthcare Institutions $73,000</td>
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<tr>
<td>Allegheny General Hospital, Jefferson Regional Medical Center, Magee-Womens Hospital of UPMC, The Western Pennsylvania Hospital, University of Pittsburgh School of Pharmacy, Western Psychiatric Institute &amp; Clinic of UPMC</td>
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<tr>
<td>Pharmacy Agents for Change</td>
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<td>The Heller School for Social Policy and Management, Brandeis University $72,000</td>
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<tr>
<td>Achieving System-wide Improvements</td>
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<tr>
<td>University of Pittsburgh Center to Enhance Palliative Care $60,000</td>
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<tr>
<td>Training ICU Fellows for Community Conversations and the Coalition for Quality at End-of-Life</td>
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<tr>
<td>Jewish Healthcare Foundation $56,000</td>
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<td>Teachable Moments: Tribute to Alvin Rogal</td>
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<tr>
<td>Allegheny County – John J. Kane Regional Centers $50,000</td>
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<tr>
<td>Organizational Transformation in Long-Term Care</td>
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<tr>
<td>Council on Health Care Economics and Policy $50,000</td>
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<tr>
<td>Retooling for an Aging Society</td>
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<tr>
<td>University of Pittsburgh $50,000</td>
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<tr>
<td>Center for Medicaid Policy</td>
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<tr>
<td>UPMC Shadyside $50,000</td>
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<td>The Hospital of the Future</td>
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## Selected Major Grants [continued]

<table>
<thead>
<tr>
<th>Name</th>
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<tr>
<td>Consumer Health Coalition</td>
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<tr>
<td>Rx for Pennsylvania</td>
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<tr>
<td>Various Healthcare Teams</td>
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<tr>
<td>Recognizing High-Performing Healthcare Teams: The Fine Awards</td>
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<tr>
<td>ACHIEVA</td>
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<td>Family Support Workshop Webinars</td>
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<tr>
<td>The Friendship Circle of Pittsburgh</td>
<td>$20,000</td>
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<tr>
<td>Teenagers Supporting Special Needs Children</td>
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## Selected Small Grants 2008

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<tr>
<td>Jewish Family Assistance Fund</td>
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<td>Squirrel Hill Health Center/Dental Care Feasibility Study</td>
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<td>Community Design Center of Pittsburgh/Pedal Pittsburgh</td>
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<tr>
<td>Good Grief Center</td>
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<tr>
<td>Greater Pittsburgh Community Food Bank</td>
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<tr>
<td>JF&amp;CS Career Development Center</td>
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<td>Squirrel Hill Food Pantry</td>
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<tr>
<td>The Forbes Funds/Frieda Shapira Medal</td>
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<tr>
<td>University of Pittsburgh School of Nursing/Cameos of Caring</td>
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<tr>
<td>University of Pittsburgh Center for Minority Health</td>
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<td>YouthWorks</td>
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<td>Pace School</td>
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## Ongoing Grant Commitments 2008

<table>
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<tr>
<th>Name</th>
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<tr>
<td>Jewish Association on Aging</td>
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<td>Renaissance Campaign</td>
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<td>United Jewish Federation</td>
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<td>Health and Mental Health Services</td>
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<td>UIJF Israel Emergency Campaign</td>
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<td>UIJF/JHF Public-Private Partnership</td>
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<td>United Way of Allegheny County</td>
<td>55,000</td>
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<tr>
<td>Impact Fund</td>
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1994 – 1996: David S. Shapiro
1997 – 1999: Leon L. Netzer**
2000 – 2002: Farrell Rubenstein
2009 –

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** Deceased
† Life Trustee / Deceased
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Harold Miller, MS
Shauna Spencer, MBA, CFHQ
# Consolidated Statements of Financial Position

## Assets

<table>
<thead>
<tr>
<th>Item</th>
<th>2008</th>
<th>2007</th>
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</thead>
<tbody>
<tr>
<td>Cash</td>
<td>$2,363,946</td>
<td>$715,648</td>
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<tr>
<td>Investments, at market value</td>
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<td>Government grants receivable</td>
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<tr>
<td>Contributions receivable</td>
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<td>Furniture and equipment, net of accumulated depreciation of $173,280 and $158,587, respectively</td>
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<td>Other assets</td>
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<td><strong>Total assets</strong></td>
<td><strong>$99,098,178</strong></td>
<td><strong>$143,601,572</strong></td>
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## Liabilities and Net Assets

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<th>Item</th>
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<th>2007</th>
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<td>Accounts payable</td>
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<td>$413,111</td>
</tr>
<tr>
<td>Contributions payable</td>
<td>26,872,604</td>
<td>27,913,156</td>
</tr>
<tr>
<td>Interest rate swap liability</td>
<td>315,681</td>
<td>41,350</td>
</tr>
<tr>
<td>Other liabilities</td>
<td>67,685</td>
<td>46,167</td>
</tr>
<tr>
<td><strong>Total liabilities</strong></td>
<td><strong>27,620,430</strong></td>
<td><strong>28,413,784</strong></td>
</tr>
<tr>
<td><strong>Net assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unrestricted</td>
<td>70,322,296</td>
<td>114,192,939</td>
</tr>
<tr>
<td>Temporarily restricted</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Qualified grants to successor of Montefiore Hospital</td>
<td>332,562</td>
<td>341,580</td>
</tr>
<tr>
<td>Donor restrictions</td>
<td>822,890</td>
<td>653,269</td>
</tr>
<tr>
<td><strong>Total temporarily restricted</strong></td>
<td><strong>1,155,452</strong></td>
<td><strong>994,849</strong></td>
</tr>
<tr>
<td><strong>Total net assets</strong></td>
<td><strong>71,477,748</strong></td>
<td><strong>115,187,788</strong></td>
</tr>
<tr>
<td><strong>Total liabilities and net assets</strong></td>
<td><strong>$99,098,178</strong></td>
<td><strong>$143,601,572</strong></td>
</tr>
</tbody>
</table>
The mission of the Jewish Healthcare Foundation (JHF) is to support and foster the provision of healthcare services, healthcare education, and when reasonable and appropriate, medical and scientific research, and to respond to the medical, custodial and other health-related needs of elderly, underprivileged, indigent and underserved persons in both the Jewish and general community throughout Western Pennsylvania. In fulfilling this mission, JHF perpetuates the vision and values of the founders of Montefiore Hospital, whose sale in 1990 provided for the Foundation’s endowment.