

2 0 0 2 a n n u a l r e p o r t

**jewish healthcare foundation**



## message

from the president and chair

Imagine a perfect world and figure out how to get there. Isn't that the charitable mission of foundations? The Jewish Healthcare Foundation has this ideal: teams of health professionals in every setting using good data to make decisions, solve problems and apply best practices. To attain performance excellence, employees get the training, support and recognition they need to work toward their goal, perfection. People take responsibility for their health. The region benefits from the most vibrant health sector possible with the world's best patient outcomes.

Getting there is the challenge. Constructing visions and frameworks for change that inspire organizations and individuals to act, and providing clear blueprints for that action are essential. Foundations can guarantee the necessary reinforcements: good data, process improvement techniques and community enthusiasm.

JHF fuels the movement in various ways: grants to organizations with a provocative idea and a will to succeed, research and data collection, and special projects. These special projects include two supporting organizations, the Pittsburgh Regional Healthcare Initiative and Health Careers Futures, and three in-house



efforts, Working Hearts, Health Sciences Fellowships, and the Perfecting Patient Care in Community-Based Organizations Demonstration Project.

Every year we are gratified by the behavioral changes that bring good science into everyday practice and move our community closer to the ideal. But we aspire to hasten change, to weaken the pull of convention, and to open more eyes to the potential for improvement. Taken together, we hope the initiatives described here are among the best means to that end. If not, we encourage you to let us know.

Karen Wolk Feinstein, President

Charles C. Cohen, 2003 Chair

## mission

The mission of the Jewish Healthcare Foundation is a fulfillment of Jewish values and ideals. Tzedakah, or social justice, is one of the universally acknowledged underpinnings of Judaism. However, Jewish values extend far beyond charity to incorporate a quality of

tenderness and magnanimity, sensitivity to the hurt, physical or mental, of humanity. Judaism extols the "understanding heart" and a universal rule of kindness. It is these values that have guided the development of the Jewish Healthcare Foundation.

## pittsburgh regional healthcare initiative



Individuals and institutions that provide, purchase, insure and support healthcare services throughout Southwestern Pennsylvania are working together to achieve the world's best patient outcomes through superior health system performance. Forty hospitals, over 400 health professionals, and four insurers are identifying and solving problems at the point of patient care with the Perfecting Patient Care System.

PRHI, now a supporting organization of the Foundation with a growing membership across six counties, is reducing medication errors and hospital acquired infections down to zero. It seeks perfect clinical outcomes in coronary artery bypass graft surgery, hip and knee replacement surgery, obstetrics, diabetes and depression.

Striving for perfection is the first step to excellence. The region now tracks how well it uncovers and acknowledges imperfections in our systems of medication administration and infection prevention. Health professionals determine which processes of care are most likely to propel patients to complete recovery. Hospital leadership encourages its employee to report and learn from errors in order to improve patient care quickly, collectively and efficiently. Health workers on the front lines implement solutions as simple as rigorous hand-washing or swabbing—measures which save lives. Relentless adherence to basic safety protocols is the first step to eradicating hospital-acquired infections and medication errors.

December 1997: PRHI holds first meeting, co-chaired by Karen Wolk Feinstein and Alcoa CEO Paul O'Neill

September 2001: PRHI begins a three-year project for the U.S. Agency for Healthcare Research and Quality to understand and implement patient safety reporting systems



August 2002: PRHI receives grant from the Center for Medicare and Medicaid Services to study the impact of the PRHI model in cardiac surgery

January 2003: PRHI becomes a 501(c)(3) supporting organization of the Jewish Healthcare Foundation



## perfecting patient care in community-based organizations

For patients with chronic disease, a new framework for practice dictates their care in community-based settings in the Foundation's new demonstration project. A "Perfecting Patient Care System" teacher will work in six community programs to help transform chronic disease and patient care management. Diabetes and depression are two major targets of the initiative.

A first team is already working in the UPMC-St. Margaret's Family Health Center in Lawrenceville, exposing and solving problems, redesigning work, involving patients in their own care management. Their primary focus is diabetes — a leading cause of

blindness, limb amputation, cardiovascular disease and kidney failure if improperly managed. Currently, only about half of known diabetics in the nation receive appropriate treatment. At St. Margaret's, the team is perfecting routine outpatient care, such as eye and foot exams, kidney monitoring, and lipid screening and control.

Our next target site is the Allegheny East Mental Health and Mental Retardation Center in Wilkesburg. We will focus on depression, a leading cause of disability which need not lead to hospitalization if a patient receives good care.

March 2002: Perfecting Patient Care in Community-Based Organizations Demonstration Project approved



August 2002: Work at first demonstration site begins at the UPMC-St. Margaret's Family Health Center in Lawrenceville

April 2003: Work at second demonstration site begins at the Allegheny East MH/MR Center in Wilkesburg.

# health careers futures

The region's health workforce is in crisis. People are choosing health careers less frequently, or abandoning the health careers they have chosen. Combine this with practice and demographic changes that have increased the need for more qualified workers, and the region faces a health workforce shortage well into the future. Vacancy rates of over five percent have already been reported in a wide range of health careers, from certified nurse assistants to radiology technicians. To address the shortage, the healthcare sector must recruit, train and place qualified healthcare workers in positions that offer job satisfaction and career advancement.

Health Careers Futures, a supporting organization of the Foundation, convenes leaders in the health and economic development sectors to align the supply and demand of health workers. Together, they are developing a state-of-the-art system to generate and respond to health career aspirants. Major partners include Workforce Connections, the Heinz Endowments, the Three Rivers Workforce Investment Board, the Institute

for Economic Transformation and CareerLink. The objective: to arm the health sector with research and data, pathways into health careers, increased regional recruitment and retention capacity and better support for training in health careers.



February 2001: Pittsburgh Region Health Workforce Summit is held

August 2002: Health Careers Futures becomes a 501(c)(3) supporting organization of the Jewish Healthcare Foundation.

October 2002: Health Careers Futures holds its first executive advisory board meeting

March 2003: Health Careers Futures holds a health workforce summit on workforce magnet principles



## health sciences fellowship programs

Local graduate students in the health sciences have a new opportunity to gain access to the outstanding local leaders who are shaping health practice, policy, and discovery. Through the JHF/Coro Health Sciences Fellowship and the Jonas Salk Fellowship, graduate students work and learn in multi-disciplinary teams to acquire a new appreciation our local health system while being challenged to think and perform at the frontier.

The Health Sciences Fellowship is a collaboration between the Jewish Healthcare Foundation and the Coro Center for Civic Leadership. In its newest class, it has succeeded in attracting Master's candidates to MDs to PhDs from six local universities. The Jonas Salk Fellowship is a new collaboration of JHF and the Jewish University Center, integrating medical ethics and Judaic principles into core content of the JHF/Coro experience.

In addition, both programs offer exposure and networks to encourage students to work and stay in the region upon completion of their graduate study, assuring a healthy and vibrant cadre of health professionals for years to come.



June 2001: First class of Health Sciences Fellows convenes

June 2002: HSF expands to two tracks

November 2002: First class of Jonas Salk Fellows convenes

July 2003: First annual alumni networking event is held



working hearts<sup>SM</sup>



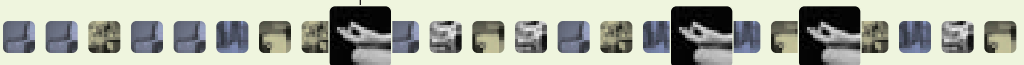
Heart disease remains the number one killer of women in the United States—even though simple behavioral changes can prevent this. Working Hearts, a community coalition initiated by the Foundation, intensifies the power of its member organizations to improve heart health through better nutrition, more physical activity, screenings, and stress management.

Over 40 organizations representing 200,000 women came together to launch Working Hearts in February 2002. The month featured over 200 events or activities in which coalition

members shared their message, resources, and energy, celebrated the launch of the Working Hearts website, and earned local and national media coverage.

Since then, coalition members—now numbering over 70—have made sure that Working Hearts has been present at over 500 events and locations, sharing the message that heart disease can be prevented by women through many seemingly small, daily and weekly lifestyle changes.

February 2002: Working Hearts officially launches; 40 community organizations join the coalition; Working Hearts spokesperson Sally Wiggin, of WTAE News, is featured on Oprah



October 2002: Ladies Hospital Aid Society hosts “An Evening of Laughter with Jerry Seinfeld,” proceeds donated to Working Hearts

December 2002: Coalition membership tops 70 organizations in the region







## core jhf staff in 2002

Karen Wolk Feinstein, PhD  
*President*

Robert J. Feidner, CPA, CMA  
*Financial/Administrative Officer*

Nancy D. Zions, MBA  
*Senior Program Officer*

Karen Iobst, MSW, MPA  
*Program Officer and  
Director of Special Projects*

Susan Elster, PhD\*  
*Researcher*

Michael D. Flaherty, PhD\*  
*Director of Behavioral Health*

Renu S. Zaretsky, MPA  
*Director of Communications*

Robert J. Antonelli\*  
*Government Relations*

Samantha Maylack, MPH  
*Program and Development Associate*

Fran Sheedy Bost, MEd\*  
*Community-Based Organizations  
Demonstration Project*

Barbara Murock, MPP  
*Performance Strategist*

Susan M. Stack  
*Office Manager*

Karen Nelson  
*Accountant*

Marlene Suchma  
*Secretary/Receptionist*

Anthony Kelly  
*Grant and Network Administrator*

Catherine Mutunga  
*Secretary*

### **Working Hearts<sup>SM</sup>**

Mim Seidel, MS  
*Program Manager*

Elyse Eichner, MS\*  
*Coalition Coordinator*

### **Health Careers Futures**

Rosanne Clementi Saunders, JD\*  
*Executive Director*

Andrew S. Rind\*  
*Project Manager*

Diane Hughley  
*Administrative Coordinator*

### **Western PA HIV/AIDS Fiscal Agency**

Barbara A. Feige  
*Program Coordinator*

Judy Sheffey  
*Administrative Assistant*

### **Pittsburgh Regional Healthcare Initiative**

Kenneth T. Segel, MBA  
*Director*

D. Geoffrey Webster, MGA  
*Associate Director*

Naida Grunden  
*Communications Director*

Helen Adamasko  
*Business Manager*

Lindsey Kirstatter  
*Administrative Coordinator*

### *Perfecting Patient Care System*

Vickie Pisowicz, MBA, MPD

Diane C. Frndak, MBA

Peter L. Perreiah

David Sharbaugh

Nancy Strichman, MPA, MPP

### *Patient Safety Initiatives*

Edward I. Harrison, MBA

Lisa Beckwith, BS

Mary Blank, MPH

Leslie Corak, LPN

Marty Kurth, MPM

Annette Mich, MHSM

Elaine Oley, BS

John Snyder, MS

Sherry Swarmer, MA

### *Clinical Initiatives*

Jon C. Lloyd, MD  
*Medical Advisor*

Tobias Walbert, MD\*

Dennis Schilling, PharmD  
*Clinical Coordinator*

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J E W I S H HEALTHCARE FOUNDATION



# board of trustees

january 2002 to december 2002

## OFFICERS

Farrell Rubenstein  
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Robert A. Paul  
*Vice Chairman*

Richard D. Rosen  
*Treasurer*

Patricia Siger  
*Secretary*

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| Frederick N. Frank             | Karen Shapira                              |
| Dan Frankel                    | Patricia Siger                             |
| Arnold Gefsky                  | Richard S. Simon*                          |
| Irwin Goldberg*                | Marcia J. Weiss                            |
| Shirley Green                  | James L. Winokur*                          |
| Stanley R. Gumberg*            | Mark Zeidel, MD                            |
| Barney Guttman                 | Karen Wolk Feinstein,<br><i>Ex Officio</i> |
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| Stephen Halpern                |  |
| Stuart Hoffman                 |  |
| Thomas Hollander               | * Life Trustee                             |
| Fran Lando                     | <sup>o</sup> In Memoriam                   |

## 2002 COMMITTEE CHAIRS

**Executive Committee**  
Farrell Rubenstein

**Distribution Committee**  
Leon Netzer

**Investment Committee**  
Richard D. Rosen

**Finance and Audit Committee**  
Stephen Halpern

**Nominating Committee/Trustees**  
Karen Shapira

**Nominating Committee/Officers**  
Leon Netzer

## GRANT ASSESSMENT TEAM LEADERSHIP

**Integrating Health: Physical, Behavioral,  
Environmental and Public Health**

Patricia Siger  
*Chair*

Moe Coleman  
*Vice-Chair*

**Financing and Delivering Health: Strengthening  
Health Systems and Expanding Insurance Coverage**

Judith L. Palkovitz  
*Chair*

Alfred Blumstein  
*Vice-Chair*

**Advancing Health: Information Technology and  
Biomedical Research**

Thomas Detre, MD  
*Chair*

Fran Lando  
*Vice-Chair*

## new status note

The Jewish Healthcare Foundation has received an IRS ruling confirming that, effective January 1, 2001, it has begun the qualifying period to terminate its status as a Private Foundation by operating as a Public Charity. This new status will afford the foundation flexibility in pursuing its mission by increasing our opportunities for fundraising and leveraging our investments, and for advocacy on behalf of our community's health-related needs.

## selected grants

### INTEGRATING HEALTH

*Physical, Behavioral,  
Environmental and Public Health*

**United Jewish Federation**  
Grant for Health Services –  
\$900,000

**Riverview Towers**  
Matching Grant for PHFA  
Financing – \$150,000

**Perfecting Patient Care in  
Community-Based Settings** –  
\$112,152

**United Way of Allegheny County**  
Annual Campaign – \$45,000  
Working Hearts Partnership –  
\$20,000

**University of Pittsburgh**  
Psychology Minute – \$30,200

**Pittsburgh AIDS Task Force** –  
\$30,000

### FINANCING AND DELIVERING HEALTH

*Strengthening Health Systems and  
Expanding Insurance Coverage*

**Pittsburgh Regional  
Healthcare Initiative** – \$342,280  
Center for Shared Learning –  
\$250,000

**Pennsylvania Health  
Law Project** – \$133,975

**Health Careers Futures**  
Institute for Economic  
Transformation  
Health Careers Factory –  
\$127,749

**Jewish Healthcare  
Foundation/CORO**  
Developing Future Health  
Science Leaders — CORO Center  
for Civic Leadership – \$71,475

**Consumer Health Coalition** –  
\$67,000

**Joint UJF/JHF Health  
and Human Services  
Public/Private Partnership**  
A Joint Strategy for Community  
Planning and Leverage – \$60,254

**United Jewish Federation  
Community Study** – \$50,000

**Prevention Point Pittsburgh** –  
\$30,000

**Jewish Family and  
Children's Services**  
Pittsburgh Regional Immigrant  
Assistance Center – \$25,000

**National Health Law Program**  
Promoting the Rights of  
Vulnerable Populations – \$10,000

### ADVANCING HEALTH

*Biomedical, Technological and  
Informatics Discovery*

**Working Hearts Initiative**  
To Sustain Improvements in  
Women's Heart Health –  
\$150,000

**University of Pittsburgh**  
Institute on Aging – \$100,000

**Commercializing Pittsburgh's  
Biomedical Discoveries**  
BioBridge (JHF fiscal agent) –  
\$76,192

**University of Pittsburgh  
Neuromuscular  
Research Laboratory**  
A Pilot Project to Prevent  
Orthopedic Injuries in Young  
Women – \$40,000

**Magee Women's  
Research Institute**  
Live Cell Videos for Breast  
Cancer – \$30,000

**Carnegie Mellon University  
Research Institute**  
Computer Vision for Tongue-  
Image Based Cancer Screening  
Applying Technology to Eastern  
Medicine Techniques – \$10,000

## selected small grants

United Jewish Federation  
Foundation, Jewish Women's  
Foundation – \$15,000

The Extra Mile Foundation –  
\$10,000

National Council of Jewish  
Women, Race for the Cure,  
10th Anniversary Education  
Symposia – \$10,000

Ladies Hospital Aid Society of  
Western Pennsylvania —  
Working Hearts – \$10,000

Community Design Center, Pedal  
Pittsburgh – \$5,000

Fund for the Advancement of  
Minorities through Education –  
\$5,000

RX Council of Western  
Pennsylvania, to Assist Low-  
Income Residents of Allegheny  
County – \$5,000

PACE School, Kresge Challenge –  
\$5,000

University of Pittsburgh, Joseph  
M. Katz Graduate School of  
Business — Case Study of the  
University of Pittsburgh Cancer  
Institute – \$5,000

Robert Morris University,  
America's Promise – \$5,000

Girls Hope, Inc. – \$5,000

Beginning with Books – \$4,000

ARMDI — Israel Emergency  
Medical Services – \$3,900

**Facilities Security Fund**  
Emergency grants for local  
organizations with religious  
affiliations in need of upgraded  
security following the attacks of  
September 11, 2001 – \$61,310

# statements of financial position

December 31, 2002 and 2001

2002

2001

## ASSETS

|   |                |                |
|---|----------------|----------------|
| Cash  | \$ 685,219     | \$ 163,827     |
| Investments at market value   | 101,193,065    | 119,087,382    |
| Other receivables   | 159,837        | 127,571        |
| Excise tax refund receivable  | —              | 134,000        |
| Furniture and equipment, net of accumulated depreciation of<br>\$311,062 and \$239,265 in 2002 and 2001, respectively | 164,180        | 138,075        |
| Other assets  | 20,264         | 152,163        |
| Total assets  | \$ 102,222,565 | \$ 119,803,018 |

## LIABILITIES AND NET ASSETS

### Liabilities

|                   |            |            |
|-------------------|------------|------------|
| Accounts payable  | \$ 324,696 | 307,459    |
| Grants payable    | 31,927,973 | 32,700,228 |
| Deferred revenue  | —          | 32,560     |
| Total liabilities | 32,252,669 | 33,040,247 |

### Net Assets

|  |             |                |
|--|-------------|----------------|
| Unrestricted   | 69,554,174  | 86,486,081     |
| Temporarily restricted for qualified grants<br>to successor of Montefiore Hospital | 303,690     | 276,690        |
| Temporarily restricted due to donor restrictions                                   | 112,032     | —              |
| Total net assets   | 69,969,896  | 86,762,771     |
| Total liabilities and net assets   | 102,222,565 | \$ 119,803,018 |

## funding guidelines

To be considered for support, programs must be health-related and should address at least one of three Foundation priorities:

- Applying Medical Knowledge
- Building the Health Workforce
- Perfecting Patient Care

The Jewish Healthcare Foundation will receive and fund grant proposals, serve as a catalyst for change by initiating new projects, establish partnerships, design and test new interventions, pool its resources, and support research and publications to inform others about new approaches to health problems.

Generally, the Jewish Healthcare Foundation does not fund:

- Organizations without IRS tax-exempt status
- Organizations outside western Pennsylvania
- Programs without a healthcare component
- General operations
- Capital needs
- Operating deficits or retirement of debt
- Political campaigns
- Scholarships, fellowships, individual travel

For information on how to apply for a grant, please visit [www.jhf.org](http://www.jhf.org) or email [info@jhf.org](mailto:info@jhf.org) regarding "Funding Guidelines."