

The CHRONICLE

A SOUTHERN NEW JERSEY DEVELOPMENT COUNCIL PUBLICATION

SPRING 2015

Building a **Healthy Lifestyle** for South Jersey

INSIDE

Beyond Emergency
Food Distribution

Adding Life to Years

The Next Generation
of Hospitals

Mental Health Care
Update



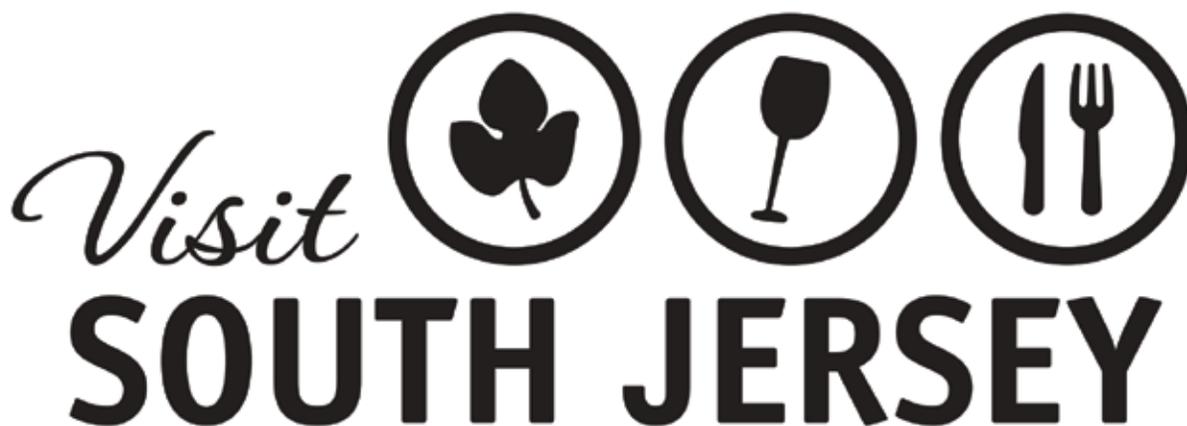
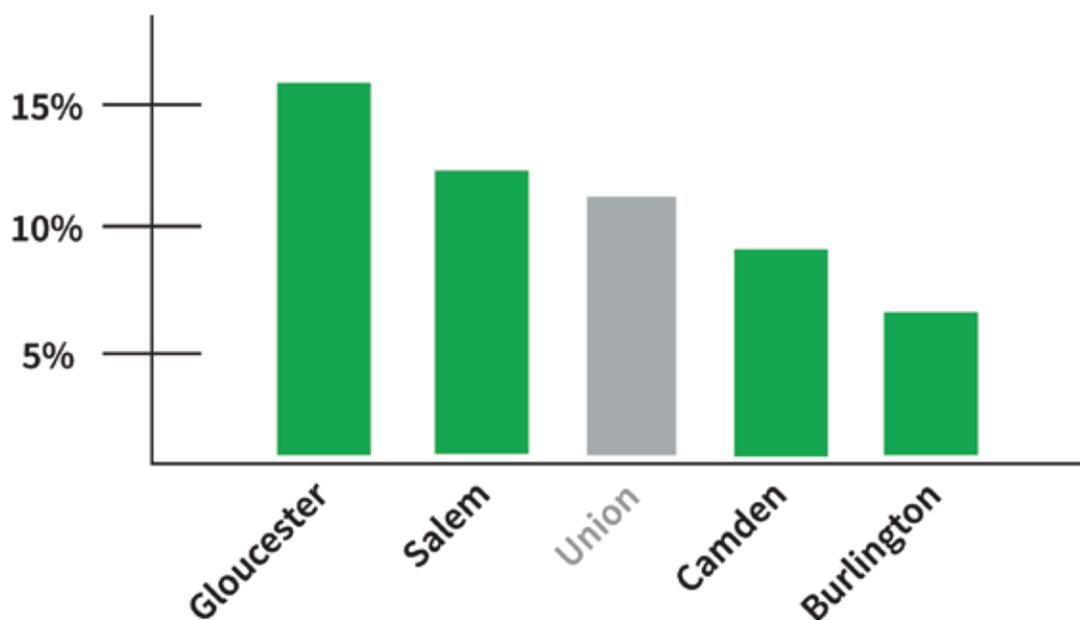
**SOUTHERN
NEW JERSEY**
DEVELOPMENT
COUNCIL

THE HEALTH CARE EDITION

WITH \$2.84 BILLION IN TOURISM SPENDING

Visit South Jersey leads the fastest-growing tourism region in New Jersey. Contact us to learn how your business benefits from the booming regional tourism economy.

TOP 5 COUNTIES - 2014 NEW JERSEY TOURISM GROWTH



The official destination marketing organization for Burlington, Camden, Gloucester and Salem Counties, and the Outer Coastal Plain wine region

www.visitsouthjersey.com

The CHRONICLE

TABLE OF CONTENTS

Beyond Emergency Food Distribution	2
Adding Life to Years	4
Virtua: Bringing New Ideas to Reality	6
Hospital's Thoughts on the Next Generation ...	8
Health Care Committee Update	11
Mental Health Care	12



**The Chronicle is Published by
The Southern New Jersey
Development Council**

Editor: Marlene Z. Asselta

Creative and Design:

Glenn Davila/Performance Marketing

Printing: Bellia Printing

Advertising and Editorial Contact:

Southern New Jersey Development Council
900 Route 168, Suite D-4
Turnersville, NJ 08012

Phone: 856-228-7500

Fax: 856-228-7511

Email: snjdc@snjdc.org

President's Message

Evidence of the changing nature of health care is all around us – and I'm not talking about having a pharmacy on every corner, though that does seem to be the case.

A startling fact – by 2050, 20% of the U.S. population will be over 65 years of age. Meeting the health care needs of an aging U.S. population starts with the training of tomorrow's medical professionals. *Adding Life to Years at the New Jersey Institute for Successful Aging* outlines the nationally recognized geriatric medical education program at the Rowan University School of Osteopathic Medicine.

Those newly trained health care professionals working in a hospital environment, such as Deborah Heart & Lung Center, will serve a new kind of patient with very different expectations of hospital care; and with changing demands will come a changing delivery system, as considered in *Hospital's Thoughts on the Next Generation*.

Driving on Route 73 through Voorhees Township it's not hard to recognize the impact of health care on economic development. Built in 2011, the Virtua Voorhees Hospital incorporates new technologies and facility design innovations to improve efficiency, quality of care and patient safety and has attracted additional medical and retail development surrounding the campus. *Virtua: Bringing New Ideas to Reality* reflects upon the success and recognition of the planning involved in creating the modern hospital.

Health care is also about prevention and *Beyond Emergency Food Distribution: Strategies for Creating a Culture of Health* reviews programs offered by the Food Bank of South Jersey designed to reduce childhood obesity, combat diabetes and preparing nutritional meals.

Workplace wellness is everybody's business. Every year mental illness and substance abuse cost employers an estimated \$80 to \$100 billion in direct costs. More days of work loss and work impairment are caused by mental illness than by other chronic health conditions. In *Mental Health Care: An Endangered Service in New Jersey?* the New Jersey Psychological Association brings to light some of the obstacles to treatment.

I hope you enjoy reading this publication and welcome any comments you have. To learn more about the Southern New Jersey Development Council, please call us at (856) 228-7500 or visit our website at www.snjdc.org.



Sincerely,

Marlene Z. Asselta
President
Southern New Jersey Development Council

Beyond Emergency Food Distribution:

Strategies for Creating a Culture of Health

By Val Traore

CEO, Food Bank of South Jersey

Most residents are familiar with the Food Bank of South Jersey's (FBSJ) pivotal role in providing supplemental food assistance across Burlington, Camden, Gloucester, and Salem counties. Last year, through our network of 240 pantries, we distributed 10,400,000 pounds of food to 200,000 of our neighbors in need.

But feeding is only part of our mission. Since 2010, we have offered direct programs that provide nutrition education and cooking instruction to low-income children, families, and seniors. Our goal: help them make the connection between improved eating behaviors and healthier outcomes.

We offer these programs through our Healthy Living Initiative, implemented in partnership with corporations, healthcare providers, and philanthropic institutions. Our relationships with three partners – Campbell Soup Company, Virtua Hospital, and the Salem Health and Wellness Foundation – demonstrate the potential for FBSJ to be an agent that helps create a culture of health.

FBSJ and Campbell Healthy Communities

In 2011, Campbell Soup Company launched Campbell Healthy Communities, a 10-year program with the mission of reducing childhood obesity and hunger in Camden by 50 percent. FBSJ accepted an invitation from Campbell to become part of the framework of organizations connected to this major social issue.

We took our Healthy Living Initiative (HLI) program into five Camden schools, providing nutrition education classes and hands-on cooking demonstrations tailored to students from age five to high schoolers.

Our initial efforts were evaluated by the Rutgers Walter Rand Institute. Their 2013 analysis revealed promising inroads: the majority of HLI “students” continued to practice healthy eating and cooking behaviors six months after taking HLI classes.

teaching the
value of good
nutrition



Teaming with Virtua to Combat Diabetes and Scale Summer Feeding Programs

In 2013, Virtua Hospital partnered with FBSJ to host HLI classes in their cafeteria kitchen for the families of charter school students housed in their Camden facility. The experience opened a wider door, and one year later FBSJ was funded by the Horizon Foundation to conduct diabetes-centered cooking classes monthly for adults. Participants had already completed diabetes self-management classes offered through the Camden Coalition of Healthcare Providers; our efforts augmented best practices these adults had learned and created a second-level support group.

In June of 2015, Virtua’s commitment to collaborate with FBSJ will help us scale our Summer Feeding Program (SFP). We will utilize Virtua’s commercial kitchen in Camden as the food preparation and storage hub from which we will provide 100,000 snacks and meals, over 10 weeks, to children who might otherwise go without when school assistance turns off.



Youth Nutrition Outreach Training Comes to Salem City

One of the byproducts of Salem’s high poverty rate is that some residents have limited access to nutritious foods like fresh produce; they may also lack full understanding of the relationship between diet and health. With funding provided in 2013 through the Salem Health and Wellness Foundation, FBSJ began addressing the latter gap.

We brought innovative classes – Cooking Matters for Teens and Healthy Baking for Teens – to Salem High School. In the latter, students learned how to prepare breads, pizzas, and cookies using whole wheat flour, dried fruit, nuts, oat, corn, and reduced-fat dairy products. An FBSJ report showed that the Salem teens agreed unanimously that whole grains tasted better than the simple grains they were used to eating; ninety percent could identify whole grains properly from food labels.

The success of Cooking Matters led to the 2015 launch of our Youth Nutrition Outreach Training Program (YNOT) in Salem. YNOT is an engaging five-week course that teaches students how to prepare and present a healthy cooking demonstration. They polish speaking skills, with the goal of becoming “nutrition ambassadors” in their communities.



Adding Life to Years at the New Jersey Institute for Successful Aging

By Dr. Thomas Cavalieri,
Dean of the Rowan University School
of Osteopathic Medicine

America is undergoing an unprecedented demographic shift as the baby boomers – the generation that once vowed never to grow old – are now part of a “silver tsunami” that has begun reaching society’s shores. For the next 15 years, approximately 10,000 more Americans will celebrate turning 65 every day. And by the year 2030, one out of every five Americans will be at least 65 years old.

This demographic shift will be felt in every corner of society, but perhaps no more acutely than in health care. As the growth of the elderly population races beyond the training of health care professionals, the need for a workforce that understands the unique needs of the older patient has never been greater. More than 25 years ago, RowanSOM committed to meet that challenge.

Our nationally-known program in geriatric medical education traces its history to 1984 when it began as a three-person subsection of Geriatrics in the Department of Medicine. By 1987, the Geriatrics subsection had become the Center for Aging and, in November 2005, the Center was renamed the New Jersey Institute for Successful Aging (NJISA).

Most recently, we established a Department of Geriatrics & Gerontology within the NJISA – one of only thirteen such departments in the nation. The Department is led by Dr. Anita Chopra who has also served as the director of the NJISA since 1996. A nationally prominent voice in geriatric medical education, Dr. Chopra has devoted her career to improving the quality of life of older adults and to training other medical and health professionals to offer that same level of compassionate care to older individuals.

Over the years, RowanSOM and the NJISA have achieved a distinction that attests to its national stature in academic medicine and clinical care of older individuals. In March, US News & World Report confirmed our school’s national reputation for excellence in the publication’s annual review of medical schools.

RowanSOM was – for the 14th time – named one of America’s best schools for geriatric medical education.



Other ranked schools in the same category included Johns Hopkins University, Harvard, Yale, and the University of Pennsylvania.

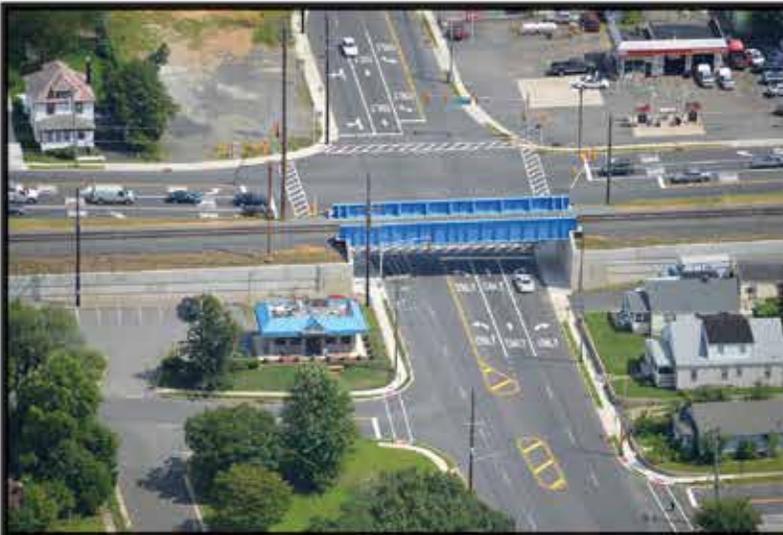
Our medical school was one of the first in the country that required all medical students to receive specific training in geriatrics. The New Jersey Geriatric Education Center at the NJISA is a federally-funded program that provides education and training for health care professionals, including physicians, dentists, nurses and pharmacists, throughout the state.

Along with its medical education programs, the NJISA at RowanSOM also features the state’s largest concentration of geriatricians, along with nurse practitioners, geriatric psychiatrists, a geriatric neuropsychologist and a licensed clinical social worker who provide clinical care to thousands of older adults throughout the region.

While an ever-increasing lifespan contributes to the growth of the older adult population, simply increasing longevity has never been the focus of our medical education or clinical efforts. As the NJISA name implies, we focus on successful aging through an increase in the ‘healthspan’ of older individuals. By increasing healthy years, we decrease age-related disabilities.



As President Kennedy once said about our country’s goal in caring for older Americans during their retirement years, “Our objective must also be to add new life to those years.”



**ENGINEERS • SURVEYORS • PLANNERS • LANDSCAPE ARCHITECTS
GIS SPECIALISTS • ENVIRONMENTAL SCIENTISTS**



Consulting & Municipal ENGINEERS

Parlin • Howell • Monmouth Junction • Marlton • Pleasantville • Barnegat
P: 732.462.7400 • www.cmeusa1.com



Virtua: Bringing New Ideas to Reality

By Richard P. Miller, Virtua President & CEO

Smart ideas matter. But I am a believer that what really matters is the elevation of smart ideas to tangible results. Positive development is a confluence of planning, technology, construction, and most importantly best people who are ready to make smart decisions. And in the end, those ideas should make a positive difference.

Hard to believe, but the new Virtua Voorhees Hospital is already four years old. I'm gratified to see it perform as anticipated when it opened on May 22, 2011. Here, the best of human ingenuity and technology was employed to deliver the highest level of quality patient care. While I am certainly happy to know it has become the cornerstone for so much positive economic development on Route 73, now dubbed "The Medical Mile," I am most proud of what it has meant for the communities we serve.

Much thought went into the design of Virtua Voorhees, with the gathering of ideas from clinicians and best in breed experts. A decade in the making, the goal was to bring to reality a state of the art hospital, not one marked by frills, but instead one marked by compassionate ingenuity that would house the best of care for our patients.

Since its opening, many international healthcare systems have visited Virtua Voorhees and continue to do so with a keen eye to its design toward healing. And now, The Leapfrog Group, an independent industry watchdog organization, has named Virtua Voorhees to its annual list of Top Hospitals in the U.S. It is the only full-service, non-specialty hospital in the region to achieve this distinction and one of only 94 Top Hospitals recognized nationally.

This distinction is a well-deserved recognition of the exceptional care and commitment that Virtua physicians and staff provide every single day.

Leapfrog's Top Hospital award is widely acknowledged as one of the most prestigious distinctions any hospital can achieve in the United States. It recognizes institutions for their excellence in quality of care and patient safety, as well as their commitment to transparency. By achieving Top Hospital status, Virtua Voorhees has proven it is a premier institution and deserves to be recognized for its dedication to families and patients.

(continued on page 14)





STOCKTON UNIVERSITY

NEW JERSEY'S DISTINCTIVE PUBLIC UNIVERSITY

STOCKTON *has all that you need* to develop your understanding and sharpen your vision for a future career in Healthcare - expert instruction and location.



stockton.edu
Stockton is an AA/EO institution.



Hospital's Thoughts on the Next Generation

by Joseph R. Manni, Vice President, Operations, COO
Deborah Heart and Lung Center

My parents – and perhaps yours as well – are part of The Greatest Generation – those born and raised during the Great Depression. They have lived through a lot in their lifetime and we continue to learn from their experiences every day. Over the past few decades, however, they have become the consumer core of healthcare and hospital services as they more often require the general and specialized medical care that comes with advancing age.

From a hospital perspective, this group was a gregarious bunch who liked roommates to chat with, activity in their room, and took the word of the doctors as gospel truth. A mutual love of the nightly news and a TV game show would often be the final seal of friendship between two strangers brought together in a shared hospital room.

Times have changed though, and so has the patient profile. Baby Boomers are looming as the next big group to swell the healthcare system and this generation brings with it a host of new challenges. New Jersey will not be immune. Hospital planners throughout the state have been working diligently to address the changing tastes of this emerging consumer market, and have been putting some serious money into construction and capital projects that they hope will quell their appetites.

It appears there are several issues hospitals need to contemplate in their planning – all surrounding patient “expectations”: privacy, convenience, and information.

Privacy

One thing we've learned is that Baby Boomers do not want a roommate. They demand privacy. This can be an especially difficult challenge for hospitals. When considering space to accommodate private rooms planning executives must weigh the cost of new construction, renovation of existing space, or a combination of both, to meet the Boomers expectation. An understanding of the overall effect from such a project is critical in ascertaining future financial success especially as we continue to move from in-patient centered to out-patient centered care.



Providing
Excellence
in
Vascular
Services



Convenience

Perhaps the word “expediency” may also be appropriate. Today’s healthcare consumers are mounting pressure on hospitals for what may be described as “drive-through” services. Boomers expect services when it is opportune for them. Clinical advancement of minimally-invasive techniques and state-of-the-art technology allow doctors to perform complex “same-day” procedures. Where it used to take days or weeks to recover in the hospital now only takes hours. The challenge for hospital administrators and regulators is to weigh patient safety against the expectation of convenience.

Information

It used to be that you would have to open a newspaper or magazine, or turn on the TV or radio to get any information. Nowadays, we are constantly bombarded by information and the Baby Boomers demand more! For hospitals this equates to considerable financial investment in hardware and software creating shared information portals between patients, providers, and payers. We now schedule appointments without talking on the phone, review radiographic images from anywhere in the world, and have medicine prescribed without ever writing a prescription. Perhaps most concerning, patients will often self-diagnose with the help of on-line “experts.” As these information networks grow, the Boomers’ demand for health information privacy protection also grows as a pressing need that hospitals will continually have to address.

Add to all this, Baby Boomers’ ability to provide instant feedback, praise, and/or criticism of our services through social media. This new loop where patients can complain the second after they have “checked-in” on their phones keeps us constantly on our toes and vigilant. We have to do the best we can to meet the ever increasing expectations of our patients.



A new generation creates new challenges. As an industry it is our job to meet them.



South Jersey Gas

FUELING THE FUTURE



Open SJG Fueling Stations:

Gloucester County Academy & Grove Sts, Glassboro

Cumberland County 1211 N. Second St, Millville

Coming Soon!

Another SJG CNG facility is being planned for Lindenwold, Camden County.

Stay tuned for details.

Compressed Natural Gas for Vehicles

A viable alternative to traditional gasoline and diesel fuel.

For more information on how your municipal or commercial fleet can benefit from CNG,

Contact:

Todd Gordon
(609) 561-9000 ext. 4217
tgordon@sjindustries.com



Your Property. Our Priority.
ENVIRONMENTAL & ENGINEERING CONSULTING SERVICES



HILLMANN CONSULTING, LLC is a full-service Environmental and Engineering Consulting firm providing an array of Environmental Health and Occupational Safety, Remediation Support, Environmental Due Diligence, Geotechnical, and Laboratory services.

309 Fellowship Road, Suite #200
Mount Laurel, NJ 08054
908.378.0070

www.hillmannconsulting.com

Office Locations: New Jersey, New York, Pennsylvania, Massachusetts, Virginia, Florida, North Carolina, Illinois, California

Concentra. Works for me.



Healthier employees, increased productivity, and fewer lost work days from the nation's leading provider of occupational medicine and urgent care.

- Expertise you can trust for work-related injury care, illness, and physical therapy
- DOT, OSHA, and ADA compliant exams and reporting
- Physical examinations and job-related evaluations
- Drug and alcohol screenings, including after-hours services
- Vaccinations, lab, and X-ray services
- No appointment necessary

Concentra, a subsidiary of Humana Inc., is a national health care company focused on improving America's health, one patient at a time. Through its affiliated clinicians, the company provides occupational medicine, urgent care, physical therapy, and wellness services from more than 305 medical centers in 38 states. In addition to these locations, Concentra serves employers by providing a broad range of health services and operating more than 245 worksite medical facilities. Through this complement of services, Concentra intends to raise the standard of health by putting individuals first, treating them with clinical excellence, and focusing on their ongoing well-being.

- 30 years of occupational medicine experience
- Nationally recognized clinicians
- Comprehensive medical care
- Seven convenient Greater Philly locations



Concentra
treated right

Concentra.com

Health Care Committee Update

By Frank Jones, Mints Insurance Agency

Lisa Morina, Kennedy Health

Co-Chairs of the SNJDC Health Care Committee

The Health Care Committee of the Development Council provides the opportunity to explore current issues impacting our members' businesses and employees, build stronger working relationships, as well as tour facilities and hear from special guests.

Following the passage of the Affordable Care Act, the Health Care Committee hosted a symposium on understanding health care reform as it affected employer strategies and costs; how to implement employee benefits provisions and wellness and prevention initiatives; and the impact of tax incentives and tax changes.

The Health Care Committee has also invited policy makers to inform us of current legislation including a presentation by Senator Fred Madden on the "Angel Investor Act", which allows for start-up companies to get investment money or grant funding, particularly to invest in bio-sciences and high-tech research, now underway at the South Jersey Technology Park at Rowan University and Coriell Institute for Medical Research.

Virtua provided the committee with a preview of their new approach to health care from the community perspective, no longer through admissions and instead a focus on preventing illness and maintaining good health. The committee toured the Virtua Health & Wellness Center where members of the community can exercise, swim, receive a relaxing massage or enjoy a healthy meal – and where they can undergo tests or procedures – all under the same roof.

The Health Care Committee has explored the future of occupational health services including a presentation and tour of Concentra Urgent Care Center in Cherry Hill where we walked through the prototype of their new facilities, moving from inside an industrial park into a high-traffic/high-visibility location to increase walk-in traffic for Urgent Care patients.

In January 2015, the Committee focus turned to mental health and workplace wellness. We held a seminar on behavioral health and employee well-being. Our guest speaker, an expert in behavioral medicine and organizational psychology, outlined the impact of stress, drug and alcohol abuse, depression and other mental health illnesses have in the workplace. Businesses lose \$300 billion annually to absenteeism, diminished

productivity, employee turnover and direct medical, legal, and insurance costs. An additional \$180 million annually is lost to "presenteeism", where an employee is at work but not fully functioning or productive.

Having starkly outlined the financial costs to employers, our speaker reviewed the components of "The Psychologically Healthy Workplace" to foster employee health and well-being while enhancing a company's performance.

It was during the seminar in January we first learned of the collaboration among the five South Jersey hospitals to address the mental health crisis in our region. Marked by the limited number of psychiatric beds, limited services after hours and limited substance abuse services coupled with the reduction in state financial aid, the burden fell to these providers to make systematic changes and a best practices model.

Launched in April, the South Jersey Behavioral Health Innovation Collaborative (SJBHIC) is a year-long project to evaluate the current behavioral health landscape and provide innovative recommendations on how to improve the system. Comprised of Cooper University Health Care, Inspira Health Network, Kennedy Health, Lourdes Health System and Virtua, the hospitals will gather data on how patients flow through their network of providers, analyze the data and then apply evidence-based and best practices along with innovative system changes that will better serve individuals with behavioral health conditions.

We invite any members of the Development Council with an interest in health care to join the Health Care Committee by calling the SNJDC staff at (856) 228-7500.



Mental Health Care: An Endangered Service in New Jersey?

By Deirdre Waters, PsyD

NJ Licensed Psychologist,

New Jersey Psychological Association Member



NEW JERSEY
PSYCHOLOGICAL ASSOCIATION

Have you ever experienced symptoms of depression or anxiety? Perhaps you had difficulty adjusting to a new life situation? If you answered yes, you are not alone. In fact, more than 43 million adults in the United States are reported as living with mental health symptoms and, in New Jersey, approximately 14% of its residents have a mental health diagnosis. Overwhelming sadness, disruptive levels of anxiety, sleep disruption, and feeling disengaged from daily activities are some of the concerns that can be successfully addressed with the help of a psychologist or other mental health clinician.

For some people seeking psychotherapy, calling their health insurance company or primary care physician will lead to an appropriate referral. An evaluation may be scheduled within the week and the benefits of therapy will soon be experienced. Beyond symptom reduction, positive therapeutic outcomes often include re-engaging in valued life activities and improving one's overall physical health. Lower overall health care costs are associated with good mental health care. Additionally, addressing psychological needs helps improve work performance by reducing absenteeism and increasing productivity, thus saving employers money.

For many others seeking the same mental health care, the process of beginning treatment is delayed because of many obstacles. Multiple offices may be called with a slow response for return calls. A provider listed on one's insurance plan may not actually be in network, or not accepting new patients. One may learn that their deductible is in the thousands of dollars. The situation is even more appalling if your health insurance costs are covered by Medicaid. According to a survey conducted by the New Jersey Psychological Association in 2013, there were only eight psychologists who could accept a Medicaid patient within a week in the entire state of New Jersey. The statistics are staggering: eight psychologists for the potential 1,600,000 NJ residents insured by Medicaid.

(continued on page 15)

Susie*, a 35 year old married mother of four, described a rapid onset of panic symptoms to her primary care doctor. The disruptive symptoms, feeling dizzy, shortness of breath, and a heightened state of fear, were impacting her home life and she had missed several days of work. After her doctor ruled out medical problems, referrals for therapy were provided.

Susie's insurance plan had recently changed to Medicaid. Her husband's yearlong unemployment drained their savings and they could no longer afford the COBRA plan. Her employment as a preschool teacher did not include health benefits. None of the psychologists on the list her doctor gave her accepted Medicaid and the local clinic had a waiting list of four months. The referral list provided by Medicaid had the same results: no providers available.

Fortunately, Susie was able to negotiate a sliding fee rate, based on family income and family size, at a private practice. While Susie's eventual response to therapy was successful, the difficulties navigating the mental health system is not unusual. If she had not been one of the lucky people able to find a therapist, her mental health and medical care would likely have been provided in the emergency room, at much higher cost.

(*identifying information has been changed)

DON'T GET STUCK IN THE ROUGH

Swing for the green with New Jersey's
Clean Energy Program.



Businesses across New Jersey have gained competitive advantage and reduced energy costs with funding from New Jersey's Clean Energy Program. You can receive up to 70% of project costs and paybacks in less than 2 years.

Sharpen your game and add up the returns for your business!
Visit NJCleanEnergy.com/SNJC or call 866.NJSMART.



Bellia print&design

1047 N. Broad Street
Woodbury, NJ 08096
856.845.2234

190 William Dalton Dr.
Glassboro, NJ 08028
856.582.4004

www.belliaprinting.com

*Thank You
for VOTING us
Best Printer of South Jersey
&
Best Printer of Gloucester County*

DIGITAL PRINTING

The Bellia Print Team guarantees 100% satisfaction on every printing project.

GRAPHIC DESIGN

Logos, Brochures, Posters, Business Cards, Invitations. You name it, We do it!

DIRECT MAIL ADVERTISING

A well executed direct mail campaign can prove a positive return on investment by showing how many potential customers responded to a clear call-to-action.

Request a quote on your next print job TODAY!
quotes@bellia.net

Virtua: Bringing New Ideas...

(continued from page 6)

But the community can expect this level of performance at all Virtua facilities. And I'm pleased to report that the Top Hospital recognition follows the earlier award of all "A's" for each of Virtua's hospitals, according to the Fall 2014 Hospital Safety Score by The Leapfrog Group, rating how well hospitals protect patients from errors, injuries and infections. No matter where a patient enters at Virtua, he or she will get the same level of care because we apply the same processes and have the same structures in place at all of our hospital and outpatient facilities.

The concept of bringing forth good ideas to fruition runs throughout Virtua, with three new ambulatory care centers in Washington Township, Moorestown, and Voorhees. And we're looking to the future as we study the feasibility of developing a replacement hospital on a new campus in Westampton, Burlington County. If it becomes a reality, it will be after years of planning that will yet again pay dividends in the quality of care we provide.

As for Virtua Voorhees Hospital, the past four years have seen great accomplishments on Route 73 with related and complimentary healthcare services nearby. All of the planning has resulted in development that positively makes a difference. Looking ahead, count on Virtua's commitment to bringing smart ideas to reality. And count on excellence to make sure such accomplishment matters most for the communities we serve.



Turning Visions Into Reality

Specializing in:

- Healthcare and Retirement/Assisted Living
- Higher Education/K-12 Education
- Refrigerated Storage
- Food Processing
- Commercial and Retail
- Manufacturing, Distribution and Warehouses
- Government, Municipal and Mission Critical Facilities
- Religious and Cultural
- Sports and Entertainment
- Sustainable Design (LEED/Solar Power)

For more than half a century, Stanker & Galetto has been a hallmark of quality and reliability in the construction industry. This uniquely talented construction resource possesses all the capabilities of a large firm coupled with the personal touch, spirit and commitment of a family-focused business.

With decades of knowledge and experience in industrial, commercial and community construction, as well as property management and real estate holdings, Stanker & Galetto can assure that **your** vision will become a reality.



BUTLER
BUILDER
The Butler Builder Difference

STANKER & GALETTO

Turning Visions Into Reality!

317 West Elmer Road, Vineland, New Jersey 08360
(856) 692-8098 ■ Fax: (856) 692-3058
E-mail: sng@stankergaletto.com

stankergaletto.com



As community mental health clinics continue to close, many psychologists are also struggling to keep their office doors open. The Medicaid reimbursement of \$36.00 for psychotherapy does not even cover overhead costs. In-network reimbursements for some private insurance plans are also low and have the added complication of continuous billing errors. While many psychologists offer sliding fees schedules, these are very limited. If mental health services are only available to those who can afford to pay out of pocket, overall health costs will increase for everyone.



If you support mental health treatment and the efforts of the New Jersey Psychological Association to increase access to care, please consider the following action plans:

1. Speak to your human resource department and advocate for insurance plans that include mental health benefits with a good number of in-network psychologists as well as out-of-network coverage. Please do not wait until therapy is needed to make this call. Help increase easy access to therapy.
2. Support health insurance reform efforts that include raising provider rates for the increasing population who will be covered under Medicaid.
3. Become involved in state and federal mental health advocacy efforts by voting for party candidates who support mental health care. Contact your legislators and advise them why this is an important issue to you.

To find out more about this issue and what you can do about it, visit www.psychologynj.org and www.speakyourmindnj.org.

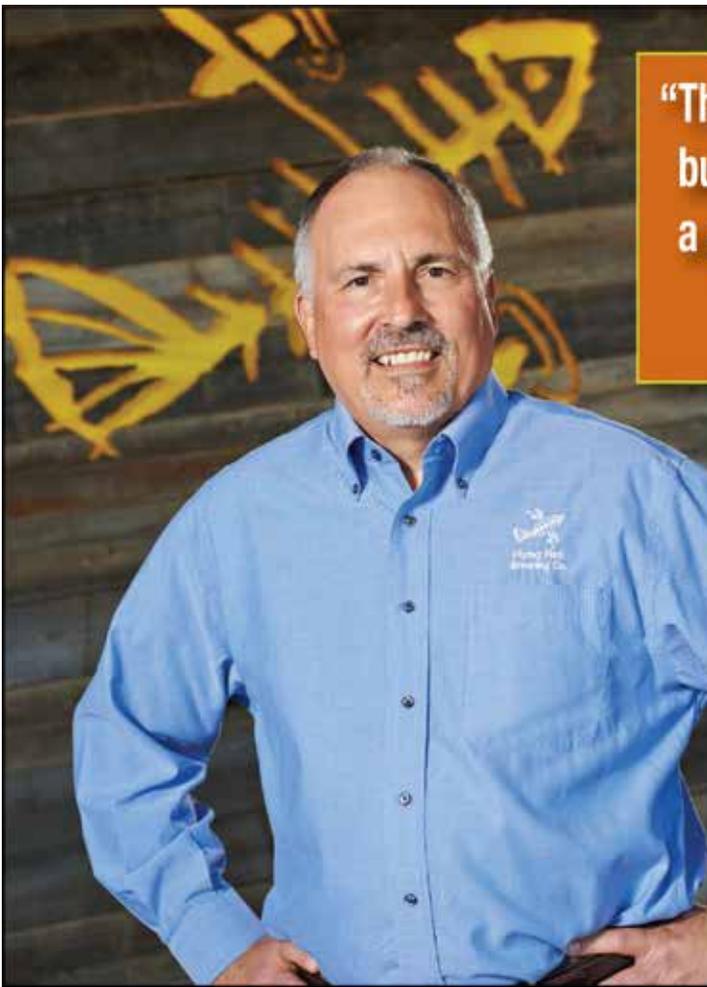


WE SUPPORT YOUR ENERGY.

We're proud to support the
Southern New Jersey Development Council's
Sound Off for South Jersey.



Energy for a changing world.™



“The Direct Install savings was dramatic. Any business that isn’t taking advantage is missing a great opportunity.”

Gene Muller
Founder, Flying Fish Brewing Company

Upgrade to energy efficiency with Direct Install and New Jersey’s Clean Energy Program™ will pay

70% of the cost.



Direct Install is brought to you by the New Jersey Board of Public Utilities.

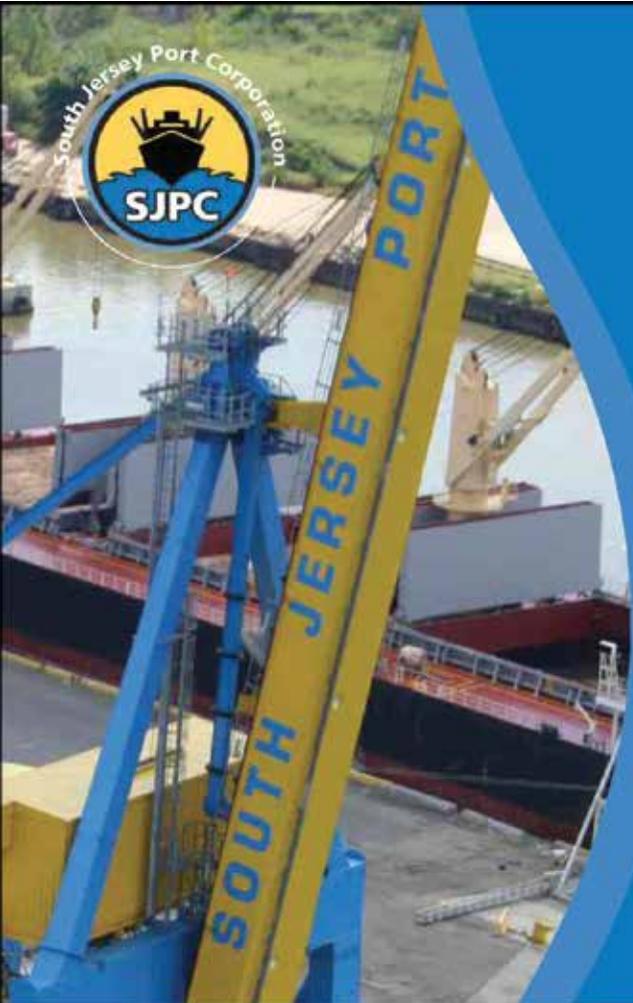
Your Total Energy Experts

HUTCHINSON
Mechanical Services



888-777-4501 • hutchbiz.com

George Hutchinson III, LMP, Plumbing License Number 6311.



SOUTH JERSEY PORT CORPORATION

An Agency of the State of New Jersey

**Experienced
Professional
Expert**

**Southern
New Jersey’s international
marine terminals:**
• Camden • Salem
• Paulsboro

SJPC

101 Joseph A. Balzano Blvd.
Camden, New Jersey 08103
p: 856-757-4969
info@SouthJerseyPort.com
www.SouthJerseyPort.com



A LEGACY OF BOLD LEADERSHIP.

A FOCUS ON THE FUTURE.

*Dilworth delivers innovative solutions
for your most challenging matters.*

Founded in 1933, Dilworth Paxson LLP has a rich history filled with landmark work that has sparked economic growth throughout New Jersey and the Mid-Atlantic region. Our highly credentialed attorneys are proud to provide the practical know-how, intellectual dexterity, and political consciousness necessary to handle our clients' needs.

We are proud to be counsel to the SNJDC.

Brett Wiltsey, Esq.
Cherry Hill Office Managing Partner
bwiltsey@dilworthlaw.com
(856) 675-1951

DILWORTHLAW.COM

Ready To Work New Jersey

Unemployed and Ready to Work? We Can Help



Are You Ready to Work? Are You Ready to Hire?

We are pleased to announce that the New Jersey Community College Consortium has been awarded the **Ready to Work Grant**. This grant is designed to help long-term unemployed workers rapidly return to work at **NO COST** to them.

EMPLOYERS

- Recruiting Qualified Candidates
- Candidate Screening & Aptitude Assessment
- Candidate Training at Your Local Community College
- Up to a \$10,000 Salary Reimbursement per New Hire

JOB SEEKERS

- New Jersey Residents
- Unemployed/Underemployed for 6+months
- Minimum age of 18 years old
- Priority Service for Veterans

Program Services are available at your local community college and may include:

- Free Work-Based Training
- Resume Writing, Interviewing, & Networking Techniques
- Individual Career Counseling
- Job Placement Assistance
- Supportive Services
- Salary reimbursements available to hiring employers

***Contact us today for further information:**

(609) 393-9000, ext.116



Did you know there is a Community College location within 20 minutes of every resident/business in New Jersey?



STATE OF NEW JERSEY
DEPARTMENT OF LABOR
AND WORKFORCE DEVELOPMENT

Funded in whole by the USDOL & NJLWD

If you meet the above criteria and are Ready to Work
Please register today at <http://rtwnj.org>