

SweetCharity

May/June 2013 Volume 106, Issue 3

A Good Shepherd Publication



**VISION
360°**

“A Joy To Have Served”

Dear Friends,

This is the hardest letter I've had to write and at the same time, it's the easiest. Hard, because after 16 years, I am retiring and this is the last time I will write to you as Good Shepherd's president and chief executive officer. Easy, because I have one more opportunity to say thank you to everyone who has made my tenure a joy.

I will miss the daily interaction with an incredible staff, board of trustees, my leadership team, patients, residents, families, donors, and volunteers who make Good Shepherd the unique and remarkable place that it is. I've seen extraordinary things happen here and it's all because of people like you who make so much possible.

I continued to learn over the years, and I have so many to thank for teaching me. I've learned to be more patient, to be a better listener and to be more balanced in decision making. I'd like to think that time has taught me to be wiser and experience has helped me to be more astute. As others have mentored me, I will continue to mentor others.

I've learned to be nimble, flexible and willing to change in a health-care environment that has become more complex and challenging. That's the Raker model, to always be ready to do what's necessary for the times. These are all things I will take with me in life's next chapter, which I assure you will keep me connected and involved with the Lehigh Valley.

Together, we have accomplished so much. I am deeply proud of our staff members who are so forward-thinking in meeting the patient's needs, and who have earned the respect of their peers nationally for their expertise.

I leave confident that my successor, John A. Kristel, whose appointment was just announced as of this writing, is inheriting a great legacy of caring supported by some of the best people I've been privileged to know. I'm excited the board of trustees has selected such a dynamic health-care professional who also believes firmly in our mission.

I will hold in my heart the glory of witnessing incredible outcomes, miracles I call them, that have and will continue to happen here. As donors, never forget the important role you play in making great things possible.

God bless,



Sally Gammon, FACHE
President & CEO



COVER STORY

VISION 360°

In her 16 years as Good Shepherd's president and CEO, Sally Gammon has shown that strong leadership requires a well-rounded perspective with an appreciation for the past, attentiveness to the present and the ability to focus on the future. *Sweet Charity* takes a look at Sally's tenure as she prepares to retire.

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On the cover: Sally Gammon, president and chief executive officer

Cover photograph: Randy Monceaux

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OUR MISSION

*Motivated by the divine Good Shepherd
and the physical and cognitive rehabilitation needs of our communities,
our mission is to enhance lives, maximize function, inspire hope,
and promote dignity and well-being
with expertise and compassion.*

VISI



1

1 At the 2011 Raker Memorial Awards with (from left) then chairman of the board, Blake Marles, Esq., award recipient Bob Girling, and former administrator The Rev. Dr. Conrad Raker.

2 With Ralph Muller, CEO of the University of Pennsylvania Health System, at a 2011 groundbreaking for a new outpatient site at the Rittenhouse campus of Good Shepherd Penn Partners.

3 At the 2011 Gala in the Garden fund raiser with co-chairs Ellen and Caroll Neubauer, B. Braun of America chairman and chief executive officer.

4 Good Shepherd employees responded to Sally's chairmanship of the 2010 United Way of Greater Lehigh Valley campaign by contributing \$56,566, making it the most successful in Good Shepherd's history. Employees also donated more than 175 backpacks to Roosevelt Elementary School, which benefits from United Way funding. Sally and Good Shepherd vice president, development, David Lyons, are pictured with some of Roosevelt's students.



3



2



4



When Sally arrived in 1997 to become Good Shepherd's first woman president and only the fifth person to head the organization in its then 89-year-history, St. John Street cut a busy swath past the administration building. Across the street, the landscape was a hodge-podge of dilapidated buildings and a parking lot.

After 16 years at the helm, Good Shepherd President and CEO Sally Gammon is retiring. A look at many of the organization's milestones since her arrival...

From her light-filled corner office overlooking Good Shepherd's south Allentown campus, Sally Gammon can see the past, the present and the future. It was here that she oversaw a \$51 million capital campaign and campus transformation that included closing a busy street, helped envision the creation of the Lehigh Valley's first inpatient rehabilitation unit for children and worked to form a dynamic partnership with one of the nation's leading academic acute-care networks.

Now, when she looks out her window and considers her pending retirement in the early summer, she sees a college-like campus with lush green grass and flowering plants and trees, and a complex of buildings that has both carried on and elevated the vision of Good Shepherd's founders to something even they could never have imagined.

Her achievements as chief executive officer are, she stresses, the result of collaboration with a wide range of stakeholders that includes the board of trustees, staff, volunteers, patients, residents, community leaders, government officials, and donors.

"My experience over the years has been nothing but welcoming," she says. "The Lehigh Valley is so collaborative that I could call on anybody for help."

She credits the organization's growth and successes to a fundamental philosophy dating back 105 years to its founders, The Rev. John "Papa" Raker, his wife Estella and their son, Conrad, with whom Sally worked for five-and-a-half years until his passing in 2002.

The past is represented by the bronze sculpture of the late Rev. Dr. Conrad Raker, former administrator and son of Good Shepherd's founders, joyfully lifting a little girl with outstretched crutches. From the present, there is a small apartment complex that provides greater independent living to people with disabilities. And to see the future, she need look no farther than the 64,000-square-foot Health and Technology Center that provides so much hope to so many even as miracles are wrought here every day.



"It's all about the Raker heritage and legacy, to always be 'presenting the cause' as John Raker said, of being on the forefront to help people with any level of functional impairment," she says.

So compelled were the Rakers to follow the call to serve people with disabilities, that with only their faith and 50 cents, they opened their farmhouse in 1908 to the first of many in need, providing a refuge for "crippled orphans, blind orphans, infant orphans, destitute children, old people, and aged or disabled ministers."

The bedrock of Good Shepherd's founding can be found in one of Papa Raker's favorite scriptures, Matthew 25:40, "The King will reply, 'Truly I tell you, whatever you did for one of the least of these brothers and sisters of mine, you did for me.'"

That mission, then and now, resonated with Sally who began her career as a physical therapist for the state of Connecticut before embarking on a 14-year stint with Easter Seals in Manchester, New Hampshire. Leadership roles continued to hone her executive skills at Health Northeast/Elliott Hospital, also in Manchester, where she was appointed division director of oncology, rehabilitation and orthopedics, followed in 1990 by her appointment as president and chief executive officer at The Rehabilitation Center of Fairfield County in Bridgeport, Connecticut, an affiliate of Yale-New Haven Health System.

Of the 221 applicants for the job at Good Shepherd, Sally was so impressive that Conrad was moved to write in the May/June 1997 issue of *Sweet Charity*, "Like cream coming to the top of the old-fashioned milk bottle, Sally Gammon stood head and shoulders above the rest." Her energy, drive and

business acumen, along with a deep-seated passion to help others propelled her through the proverbial glass ceiling. There would be a lot to test her — notably closing a section of St. John Street to accommodate a multi-million dollar campus transformation — but no shortage of people willing to help and advise.

"Conrad taught me over and over and over the importance of relationships and how you can never say thank you enough," she says. "He was a master of communication and of course, he learned that from his father. He was revered in this community."

The late Dexter Baker, former CEO and chairman of Air Products and Chemicals, emerged as a mentor and trusted advisor, as did Elmer Gates, a co-founder of Embassy Bank, and like Dexter, a well-respected philanthropist and businessman. Elmer describes Sally as "a low profile, high impact visionary leader" who, with every decision, never loses sight of the impact on patient outcomes.

"Her leadership has truly transformed Good Shepherd into a world leader in rehabilitation technology and clinical practices resulting in rehabilitation 'miracles' in the eyes of scores of patients and families," says Elmer.

Extraordinary Growth & Partnerships

With visionary growth, increased charitable care, a greater number of people served, and a strong investment in technology as the cornerstones of her tenure, Sally, in partnership with the board of trustees, has positioned Good Shepherd as a rehabilitation leader with a growing national reputation.

"I'm really proud of our board," says Sally. "We hold two strategic retreats a year, looking at data, understanding health-care reform and the competitive environment, and we really challenge each other, address substantive issues, and set new strategic directions every five years."

The numbers help tell the story of success. In 1997, the network consisted of the Good Shepherd Home with 135 residents, a rehabilitation hospital, a workshop providing employment to people with disabilities, and two outpatient sites in Kutztown and Laurys Station. Nearly 10,000 people were served.

In 2012, the Good Shepherd network served more than 61,000 people. One-hundred-fifty-nine residents call Good Shepherd home. It has grown to include 49 outpatient sites,

a 20-bed pediatric inpatient unit, and an expanded rehabilitation hospital with renowned stroke, brain and spinal cord injury programs. Specialty programs have been developed in neurorehabilitation, multiple sclerosis, spine and back problems, and vision therapy.

5 Groundbreaking for the Supported Independent Living Apartments in 2002, with Cindy Lambert, vice president, government and community relations, The Rev. Dr. Conrad Raker, and Good Shepherd resident John Kinnaird who championed for projects benefitting people with disabilities.

6 Presenting an award to volunteer Robert Smith with board chairman, Dave DeCampi.



Sally's participation in the annual Golf & Tennis Invitational, a fund raiser supporting the pediatric program, highlights her role as a donor.

A number of rewarding partnerships have been formed too with acute-care hospitals in Easton, Wayne and the Poconos.

Most significantly, in 2008, a major joint venture was formed with the University of Pennsylvania Health System in Philadelphia resulting in one of the largest and most comprehensive continuums of post-acute medical care in eastern Pennsylvania. Good Shepherd Penn Partners consists of a rehabilitation hospital, a long-term acute care hospital and 13 outpatient sites. It also provides all of the acute care therapy within the three acute care hospitals of Penn Medicine.

"This joint venture, of which Good Shepherd is 70 percent owner, brings the Good Shepherd care, compassion and great outcomes to patients served in the Philadelphia region," says Sally. "I'm especially proud that this has been so successful."

Other visionary endeavors include the long-term acute care hospital (LTACH) which opened in Bethlehem in 2000.

"Our LTACH was a new level of care for Good Shepherd," says Sally. "For many people, it was the first stop in post-acute care in getting people off ventilators and on their feet. It was very innovative."

That was followed in 2003 with the Supported Independent Living Apartments, a technologically-driven project providing housing to 18 people with disabilities.

"That was phenomenal," she says. "It showed how people with severe disabilities don't have to live in a nursing home. They can live on their own with technology."

Of the many changes affecting health care in the last 16 years, one of the most exciting

is technology. This has been a passion of Sally's and its place in the forefront of Good Shepherd's future is evident in the very name of the Health and Technology Center, which opened in 2006 and is the gem in the organization's campus transformation.

Over the years, Sally has witnessed technology play what she sees as a miraculous role in people's lives. One of the newest technologies which she marvels at is the Ekso bionic

"It's all about the Raker heritage and legacy, to always be 'presenting the cause' as John Raker said."

exoskeleton which is helping people with lower extremity weakness or paralysis walk.

"The Ekso bionic exoskeleton is yielding results nothing short of amazing," she says. "And we are always introducing other innovative rehabilitation and assistive technologies, like environmental controls accessible through wheelchair-mounted computers that bring greater independence to patients and residents alike."

Sally is also deeply grateful to donors who have helped advance Good Shepherd's mission. It was donor generosity that made it possible for Good Shepherd to acquire the Ekso, and donors rallied around the Good Shepherd Rehabilitation Hospital Pediatric Unit in Bethlehem, which opened in 2009 and is gaining a national reputation for excellence.

And she is excited about strengthening the bond between Good Shepherd and the

Dornsifes whose family is linked to the Rakers dating back more than 100 years.

"That legacy of caring for children and their families continues in the Dornsife Pediatric Outpatient Therapy Suite that opened in 2010 thanks to a generous gift of \$450,000 in grants from the Dornsifes," says Sally.

Sally's own legacy of caring is firmly planted in the history and in the future of Good Shepherd where her successor will find much to build upon. But for all the technology and new buildings that have transformed the organization, and for all the personal accolades, awards, and recognitions she's received, what brings the biggest smile to Sally's face is the people, particularly all the staff who make Good Shepherd what it is.

"What I'm most proud of is that we're always, always focusing on the patient or the resident," she says. "Our explosive growth has been based on the patient's needs. We've never lost sight of that."

***Cover of 1997
Sweet Charity***





In honor of Sally Gammon, who is retiring after 16 years as Good Shepherd's president and chief executive officer, Good Shepherd is pleased to announce The Sally Gammon Fund for Pediatrics, dedicated to providing annual support for pediatrics, a program near and dear to Sally's heart.

A Giving Opportunity

The Sally Gammon Fund for Pediatrics

Why is your support of this fund needed?

During Sally's tenure, Good Shepherd's highly acclaimed pediatric program for children has grown by 300 percent. That includes the opening of the Good Shepherd Rehabilitation Hospital Pediatric Unit in Bethlehem, the only one of its kind in the Lehigh Valley. This unit, as all our services for children, has been a priceless gift to thousands of children and their families.

Due to the amount of charitable care underwritten every year, ***a key component of Good Shepherd's mission, the pediatric program, runs more than a \$1 million deficit.***

Donor support like yours helps ensure that we continue to meet the growing demand for pediatric services for children with complex and developmental disabilities.

That includes:

- Serving more than 5,000 children in 9 locations
- Conducting more than 53,000 outpatient visits with 4 physicians and 60 therapists
- Providing intensive inpatient rehabilitation for 135 children whose average length of stay is 41 days

With your gift of \$250 or more, your name will be in a special "Honor Roll of Donors" remembrance that will be presented to Sally.

Help us honor Sally's legacy of love for children with disabilities.

Online giving is easy at SweetCharityOnline.org!

Clip and mail using envelope provided in this issue.



**HELP US REACH OUR
GOAL OF \$250,000**

Yes I want to support The Sally Gammon Fund for Pediatrics.

Please accept my gift of: ☐ \$250 ☐ \$100 ☐ \$50 ☐ \$35 ☐ other \$ _____

☐ Check enclosed ☐ Visa ☐ MasterCard ☐ Discover ☐ American Express

Credit Card No. _____ Exp. Date _____ 3 digit code _____


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Name _____

Address _____

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Planting Seeds HOPE



Leave a lasting legacy
of care for individuals
with disabilities.

Consider including Good Shepherd in your Will or listing Good Shepherd as a beneficiary of your retirement plan or life insurance policy. It's easy to do and you will have the satisfaction of knowing your gift will provide compassionate care for children and adults for years to come.

Ask Us How

Contact Jeannette Edwards at **610-778-1075**.

We can answer your questions and provide the information needed to set up a gift for Good Shepherd. For more gift planning ideas, including information for your advisor, visit our website **GoodShepherdRehab.PlannedGiving.org**

At Your Service

*Good Shepherd's
volunteer ambassadors
help patients with all
things great and small*



Ann Kichline studies her list as she gets off the elevator on the second floor of Good Shepherd Rehabilitation Hospital. She walks down the hallway and taps on the open door of a patient's room. A woman calls out for her to come in.

"Hi. I'm Ann," she says cheerily. "I'm a Patient Ambassador. Just checking to see if everything's okay."

Everything is just fine. The woman is going home tomorrow. For the next 20 minutes, she reminisces with Ann about her life, her family and her days making huge pots of soup for a community fiddle-fest. Ann listens and smiles. It may not be therapy in the traditional sense, but for Ann and her fellow volunteer ambassadors, it comes with the territory.

"Our role is to ease some of the anxiety of a hospital stay," says Bob Yapsuga, who organized the Volunteer Ambassador Program. Bob came to Good Shepherd after retiring from his position as vice president of enrollment at Delaware Valley College.

Volunteers are now present during the admission process and meet with new patients and their families to review the patient resource binder and answer questions about non-medical issues. They also check on patients during their stay and field a variety of inquiries from whether someone may have a beloved blanket brought from home to how to work the television remote control. Ambassadors have even gone down to the Good Shepherd gift shop to pick up gifts ordered by patients.

It's these little things that can make a big difference during a patient's stay. Ann knows that from having been a patient herself at Good Shepherd, so she brings a very real perspective to her job as an ambassador.

"This is a helpful thing," she says. "I would have liked to have known where the café was when I was a patient, or how to find the gift shop. We help take some of the responsibility off the nurses and aides."

Fay Mackey is another ambassador having retired from working at Good Shepherd as a fund raiser in the development department.

Fay explains that because the program is new, they're constantly fine-tuning things to better meet the patient's needs. One woman, for example, wanted to have her hair done, so Fay made an appointment for her with the hair dresser who works with patients and long-term care residents.

Another time, a man brought his wife of 50 years in to be admitted. The man, who was a double-amputee, was worried about getting his wife's clothes from the car up to her room. Fay was there to help him. "The relief was palpable," she says. "This couple had been together for so long and had never been apart. It was just a time of great anxiety for them both."

And when two other patients expressed concern about wasting the generous servings of food which they often could not finish, Fay

spoke with the dietary department and learned that they could order half portions.

The comfort of a familiar blanket. A haircut. A friendly chat. A helping hand during an overwhelming time in the lives of patients and their families. The Ambassador Program will continue to evolve and as it does, the Good Shepherd legacy of compassionate care will be strengthened.

"We understand that the patient has had a traumatic experience," says Fay. "Anything we can do to make him or her more comfortable will go a long way in creating a great impression of Good Shepherd and improving patient satisfaction. I get feedback that our little visits make a difference and that's wonderful."

Volunteers in the Ambassador Program include Ann Kichline (opposite page) and Fay Mackey and Mario Ferraro (below).

Join Our Ambassador Program

Good Shepherd welcomes anyone who would like to volunteer to become a goodwill ambassador. Hours are flexible.

For more information, contact JoAnn Frey at jfrey@gsrh.org or at 610-776-3125.



Play (wiffle) Ball!



Six players from the Lehigh Valley IronPigs baseball team played a modified game of wiffle ball with children and teens at the Good Shepherd Rehabilitation Hospital Pediatric Inpatient Unit in Bethlehem in early April, not long after the official start of baseball season. Players could only hit by placing the bat between their legs and swinging their hips or by holding the bat behind their backs. Ferrous, the team's mascot, joined in the hilarity with antics of his own. Tiana Bermubez, 12, from North Bergen, NJ, (pictured opposite page top right) was among the young patients who got to meet the players. "I think they were really nice and generous because a lot of people don't get to meet these guys, so I think I'm very lucky," she said. Although a New



York Mets fan, Tiana was all smiles and now says she'll watch more of the IronPigs games on television.

Watch the video online at:
SweetCharityOnline.org



Gifts of Love

IN HONOR OF...

Emily Beahan	Jeannette Edwards
Anthony Bueti	Jeannette Edwards
Mr. Donald D. Christian	Don, Jeanne, Tammy, and Daniel Kurtz
Jessie Christman	Mr. Kurt D. Scott
Sgt. Russell S. Daumer	Anonymous
Rod and Madeline Fink	Albert and Lois Deckter Mr. Robert J. Hirsh
Kathleen Fortier	Joseph and Lorraine Tumolo
Sally T. Gammon	Mrs. Carol L. Seltzer
Good Shepherd Neuro Rehab Staff	Jeannette Edwards
Good Shepherd Rehab Macungie Staff	Mr. Joseph P. Vangeri
Humor	Amos M. Stoltzfus
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Cathy Reignn	Walter W. Eck
Mr. Dylan Sager	Robert I. Weiner
Ms. Rita A. Tunnhoff	Mrs. Ruth E. Scott Mrs. Anneliese Tunnhoff

IN HONOR OF Our Daughters...

Anne and Jane	Mr. and Mrs. Harley J. Wenninger
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IN HONOR OF the Birthday of...

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Gerald R. Reenock	Tessie Reenock

IN HONOR OF the 20th Birthday of...

Wes Schlauch	Ardeth Weston Schlauch
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IN HONOR OF the 90th Birthday of...

Arlene Fabian	Anonymous
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IN HONOR OF the 95th Birthday of...

Rev. Glenn G. Neubauer	Mrs. Ruth L. Hensinger Mrs. Carolyn B. Volk
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IN HONOR OF the Anniversary of...

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IN HONOR OF the Retirement of...

Sally T. Gammon	Miss Anita B. Schumack
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IN CELEBRATION OF...

Mr. Ernest Kanas	Miss Anna M. Leslie
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We thank the generous families and friends who honor their dear ones with memorial gifts and living gifts of honor. These gifts help support Good Shepherd's mission of service to people with disabilities, many who otherwise could not afford the therapies or long-term care they need.

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Ms. Dorothy E. Murphy

IN MEMORY OF the 100th Birthday of...

Mr. Kenneth J. Schaefer

DONATED BY...

Mrs. Helene M. Schaefer

Mr. John M. Schaefer

Gifts were received from January 11 through March 18, 2013.

Good Shepherd honored five people for philanthropy and service at the annual Raker Memorial Awards ceremony on Thursday, April 18, at Grace Lutheran Church in Allentown. Honorees were (from left) John McKiernan of Emmaus, vice chairman of Lutron Electronics; Susan Hakkarainen of Coopersburg, vice president of architectural marketing and sales at Lutron; Susan Golden of Coopersburg, director of neurorehabilitation at Good Shepherd, who received the Raker Spirit Award; and Sue and Bob Gadomski of Bethlehem. The Lutron Foundation was also recognized. Read more about our winners on the web at SweetCharityOnline.org or in the July/August issue of *Sweet Charity*.





Sweet Charity

May/June 2013

Official Publication

Good Shepherd Rehabilitation Network
Allentown, PA Volume 106, Issue 3

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