

Compassion in Action

Samaritan
LIFE-ENHANCING CARE

Samaritan Marks 40th Anniversary with Expanded Services, New Brand

Founded as one of the country's first hospices in 1980 through a grassroots volunteer effort, we now serve more than 11,000 people annually across 2,200 square miles covering five counties in Southern and Central New Jersey.

Our organization has become deeply embedded in the tapestry of the local community over the past four decades, providing hospice care and other essential healthcare services.

FAMILY OF SERVICES

Today, our family of services includes hospice care and grief support, palliative medicine, transitional support, and our newest addition – primary care at home.

To illuminate the new Samaritan, we've embraced the name that our friends have been calling us for years – **Samaritan** – with the tagline **"Life-Enhancing Care"** to show how our services are designed to improve the quality of life for patients and those who care about them.

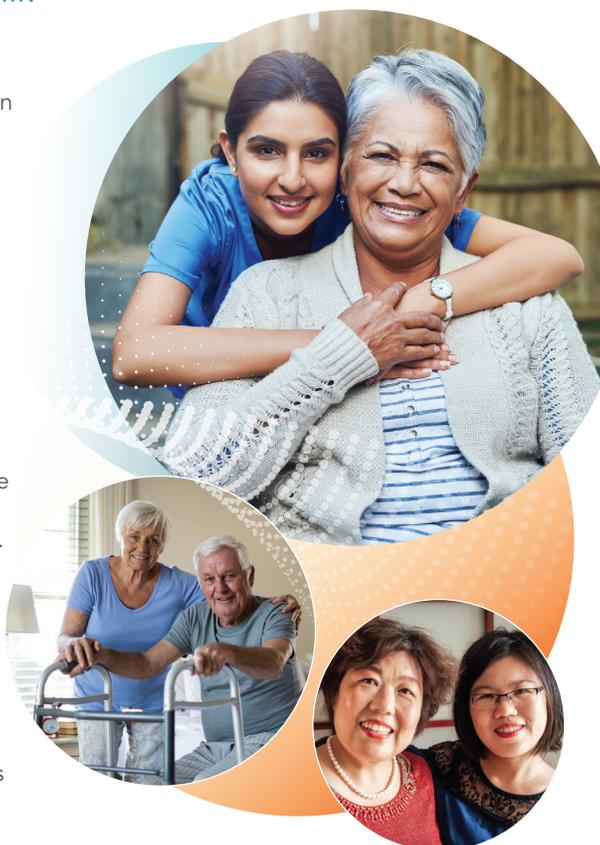
"Samaritan was the region's first and remains the most respected not-for-profit provider of hospice and palliative services in the region," said Mary Ann Boccolini, president/ CEO. *"As we continue to add services, we will never deviate from the authentic compassion and high-quality care delivery that patients and families have come to expect from us."*

SAMARITAN'S EXPANDED FAMILY OF SERVICES

Our services – all designed to enhance the quality of life for patients and those who care about them – have expanded to include the following:

- Hospice care provided wherever a person calls home.
- Two inpatient hospice centers located in Mount Holly and Voorhees.
- Palliative medicine provided in local hospitals, in Samaritan Palliative Medical Partners office locations, and in people's homes.
- Primary care offered wherever a person calls home when in-person office visits are not possible.
- Grief support for patients' families and members of the community.

Telemedicine visits now available. Grief support available online and via telephone.



Using Telemedicine to Enhance Patient Care

To better serve patients through the COVID-19 pandemic and beyond, we now offer telemedicine enabling patients and families to remotely access our services.

Stephen Goldfine, MD, chief medical officer says, "A key component of palliative medicine is communication – discussing goals of care and prognoses. Telemedicine enables us to hold conversations and develop relationships with patients and their families."

Our telemedicine platform offers:

- Highly protected personal information via an encrypted network.
- Easy access to services with availability on a PC, tablet or smartphone.
- Quick benefit verification and payment processing.

With telemedicine appointments, Dr. Goldfine notes that physicians are now able to see patients in the comfort of their homes. "Sick patients can keep their appointments, even if they wake up feeling ill," he explains.

In the future, we may add technology that enables patients to test or monitor themselves remotely and upload the data for physicians to review. "As the technology develops, we may be able to provide routine physical exams remotely too," Dr. Goldfine explains.

MAKE THE MOST OF YOUR TELEMEDICINE CONSULTATION

We offer these tips to make the most of your next telemedicine visit:

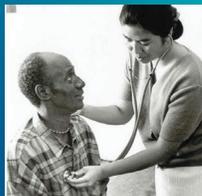
- Decide what device you will use, and make sure it has a web camera and a strong internet connection.
- Use a quiet room free of interruptions or distractions.
- Ready your insurance information, list questions, and be prepared to talk about goals.

Samaritan: 40 YEARS SERVING SOUTH JERSEY

1980 Founded in Moorestown as one of the first hospices in the country.



1987 The first in South Jersey to expand hospice care into nursing homes.



1998 Launches SOLO hospice services for patients who live alone.

1999 The Center for Grief Support extends counseling and support groups to anyone coping with the loss of a loved one.

2003 Complementary Therapy Program offers the comforts of massage, music, pet, and aroma therapy for hospice patients and families.

2005 First inpatient center opens in Mount Holly.

2006 Begins offering Veteran-centric hospice care to address their unique healthcare needs.

2009 Launches Palliative Medical Partners physician-specialty practice.



2013 Establishes New Jersey's first fellowship in hospice and palliative medicine in collaboration with the Rowan School of Osteopathic Medicine.

2016 Second inpatient center opens in Voorhees. It is South Jersey's first free-standing inpatient hospice center.



2019 Expands care options with HomeVisit Physicians to offer primary care at home.

2020 The Institute for Education, Research & Innovation expands to lead the advancement of evidence-based best practices.



Moves administrative offices from Marlton to Mount Laurel.

Cardinal Sighting Brings Comfort to Grieving Family



SPREADING HER WINGS

Cardinals have always been deeply linked to concepts such as life and death, renewal and happiness. For Sandy Capell and her family, seeing a cardinal at the Samaritan Center in Voorhees on the day of their mom's death gave them peace.

"We believe the cardinal my sister saw was the spirit coming for my mom," says Sandy. "The cardinal flew just in front of her car's windshield, landed in a tree, and watched her."

For Sandy's mom Kathryn, the bird also represented how she lived her life. She was a strong and independent spirit who wasn't afraid to spread her wings and fly.

At 16, she moved with her family from a quiet farm in Illinois to Bellmawr Park, NJ, for her father's new job at Camden NJ's shipyard. In 1951, she married and took time off work to raise her four children. After her husband passed away in 1982, she reinvented herself at 55 years old and went back to work, finally retiring from the Woodbury YMCA in 2012.

For the past seven years, she lived in assisted living but in March of this year, at age 93, a fall landed her in the hospital. Ultimately, her family called Samaritan.

"I always knew that Samaritan was a gem in our community, but when I needed them most, I got to see why and how they earned their reputation," Sandy says. "I needed my mom to be in a comforting environment where she would be lovingly cared for."

Quickly, Sandy and her family knew they had made the right choice. "Just watching their [the Samaritan nurse and aide] interaction with my mom showed the level of attention to detail that was loving and genuine," says Sandy. "I do believe people are called to this type of work."

Sandy and her sister visited their mom for several hours every day. "At Samaritan, the staff took the time to educate us about the end-of-life process and what my mom was experiencing. This was very comforting to us." And when they left each afternoon, they took solace in knowing the Samaritan staff was there, caring for their mother, and providing them with frequent updates.

"Samaritan's spiritual support staff visited daily," recalls Sandy. "They were amazing. They left behind a Book of Psalms, which I read with my mom each day. It was healing."

Longer than expected, Kathryn remained at the Samaritan Center at Voorhees for seven days. "Although my mom was not awake, my sister and I reminisced through laughter and tears because we knew she could hear us. We gave my mom permission to leave when she was ready," Sandy explained, "but the staff suggested that she could be waiting for someone."



Sandy Capell (right) with her mom Kathryn Deuter.

So, family members began calling and sending messages of love through the telephone, and after hearing from the rest of her family, Kathryn could rest. About 90 minutes after seeing the cardinal, she passed away in peace.

"Hospice is nothing like I thought it was," Sandy concludes. "Whatever level of comfort or support you need is available. Samaritan deserves its reputation. It is a place like no other, and no one can realize that until they experience it."



GRIEF SUPPORT GROUPS

One-session, online support groups for those who are new to grief and need help through this difficult time. Call **(856) 596-8550** for dates and registration.

All in the Family

SAMARITAN TOOK CARE OF JOAN'S FAMILY, THEN SHE TOOK CARE OF SAMARITAN

It has been almost two decades since Joan Byrne's first experience with Samaritan. Between 2003 and 2005, Joan entrusted the care of her parents to Samaritan's hospice team. Joan opened her home and her heart to Samaritan's care team who was there to support Joan as a caregiver and ensure her parents lived out their final months in comfort and dignity.

Less than five years later, when Joan's husband Ted Ley became ill and needed hospice care, she called upon the organization she knew and trusted to care for him – Samaritan. In 2010, Ted peacefully passed away, leaving behind a legacy of a love for cars.

Ted was an avid car enthusiast and a member of the British Motor Club of Southern New Jersey. Since Ted's passing, the club has dedicated car shows to him and other members of the club who have benefited from Samaritan's care. To date, the club has donated nearly \$10,000, and is still committed to supporting its mission.



Joan Byrne entrusted Samaritan to the care of her parents in the early 2000s. Several years later in 2008, she began to volunteer with her certified pet therapy poodle Trader and now shares the experience with her husband Bill and Brooke.

Because of Joan's experience with Samaritan, she decided to become a pet therapy volunteer in the fall of 2008 – first with her standard poodle named Trader and then with Trader's daughter, Brooke. Both were certified by Bright & Beautiful Therapy Dogs, Inc. Bill Byrne, Joan's husband, is an equally loyal supporter of Samaritan. When Joan and Bill moved to Delaware a few years ago, Joan's love for being a pet therapy volunteer carried over to her new home state where she volunteers for Delaware Hospice, an independent, not-for-profit hospice provider serving the residents of Delaware.

Despite the miles between Joan and Samaritan, she remains devoted to supporting its mission, now as a donor. Recently, Joan determined that the tax benefits of making a qualified charitable distribution from her IRA created a win-win, reducing her taxable income, while providing a generous donation to Samaritan. Joan epitomizes the tapestry of life and the ongoing thread of connectedness that Samaritan creates with its patients and those who care about them.

The Importance of Planning Ahead

ENSURE YOUR WILL IS UP TO DATE

Have you purchased a home, lost a family member, married or divorced, or inherited assets? If so, your will may no longer reflect your wishes. This essential document should be reviewed and updated periodically. Learn more to ensure that your legacy is fulfilled at SamaritanNJ.org/giving.

ACHIEVE YOUR FINANCIAL OBJECTIVES

Chances are, there is an estate planning tool that can help you achieve your financial objectives. For example, a Charitable Gift Annuity earns a guaranteed, fixed income for life. A donation from your IRA can reduce your taxable income. A gift of appreciated stock or property minimizes capital gains taxes. Learn more about charitable estate planning, and special donor recognition through The Legacy Society, by contacting **Chris Rollins, CFRE** at **(856) 552-3287** or **CRollins@SamaritanNJ.org**.

Committee Supports Efforts

COMMITMENT TO INCLUSION AND DIVERSITY

Samaritan is committed to honor every person's culture, values, and wishes by respecting who they are and what matters most to them.

With guidance and oversight by the volunteers who serve on the Board's Inclusion and Diversity Committee, our commitment continues to evolve through these focused priorities:

- Providing culturally competent and relevant services.
- Increasing access and utilization of hospice and palliative care.
- Enhancing the diversity of staff and volunteers.
- Engaging in community partnerships for mutual dialogue, learning, and outreach.
- Continuing staff and volunteer engagement and education.

To learn more or get involved, please contact Joanne Rosen, VP of marketing & public affairs, at **(856) 552-3254** or **JRosen@SamaritanNJ.org**.

Thank You to our Generous Donors

Our important work does not stop during a crisis. Our staff continues to care for 400+ patients, their families, and the bereaved every day.

Your support is as important as ever.

Please visit SamaritanNJ.org/giving to make a secure, online donation.



Prayers for Peace, prayer beads, and a message of support are now available to Samaritan patients and their families thanks to Dr. Vinita Ganju, a member of the Board's Inclusion & Diversity Committee and India Temple Association.

REDUCE STRESS AND ANXIETY WITH THESE CALMING RESOURCES

Our COVID Support Committee comprised of staff and volunteers created a variety of resources to help you relax and find peace. We invite you to try a 20-minute Zen meditation session, sing along to your favorite hymns or patriotic and American folk songs, or enjoy watching our pet therapy dog in action.

Find these resources online at SamaritanNJ.org, and check back soon as these resources will be updated regularly.

Samaritan

LIFE-ENHANCING CARE

(800) 229-8183 | SamaritanNJ.org

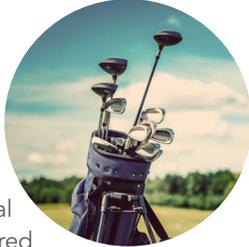
3906 Church Road
Mount Laurel, NJ 08054

*Moving Forward with
Our New Name*

SAVE THE DATE!

SOUTH JERSEY'S FAVORITE GOLF OUTING!

Join us on Monday, October 5 for the **DRIVE FORE! A Good Cause**, Samaritan's annual golf tournament, sponsored by **The Richardson Family Dealerships**. Please consider supporting Samaritan with a sponsorship, golf foursome, or by adding an item to our auction. For more information, visit SamaritanNJ.org/golf or contact **Julie Weitzman** at JWeitzman@SamaritanNJ.org or **(856) 552-3239**.



BECOME A VOLUNTEER

Enrich your life. Volunteer today.
Now holding regular virtual
orientation and training sessions.

Visit SamaritanNJ.org
for more information.

2020 Tree of Life Celebration

We will host this virtually so that more people will be able to share in this beautiful ceremony of remembrance from the comfort of home.



UNINTERRUPTED SERVICES DESPITE PANDEMIC

From the start of the COVID-19 crisis, Samaritan continued to provide around-the-clock, uninterrupted services to its patients and their families.

"The changes needed to keep patients safe from the virus have enabled us to improve how we care for the people of Southern and Central Jersey," says Dr. Stephen Goldfine, Samaritan chief medical officer. "Through telemedicine and updated in-person visit procedures, Samaritan's care team has continued to connect patients with the care and services they need while taking every precaution for everyone's safety and protection."

Its COVID Task Force, led by Dr. Goldfine and COO Marjorie Ivins, assured the best possible care for all Samaritan patients and seized the opportunity to innovate through the rollout of telehealth services. "Traditionally, we're a very hands-on, high-touch organization," says Dr. Goldfine.

"Our response to COVID-19 has included a focus on creating that same experience with telehealth visits. While the delivery method has changed, the quality of services we

provide has increased," Dr. Goldfine adds. "Now, I can reach patients easily and directly without the challenge of them coming into the office."

The team also led the transition of the Samaritan Center at Mount Holly to care for COVID patients, and virtually extended the healing power of music therapy, meditation and other web-based resources to provide relief from stress and anxiety to patients, their loved ones, our staff, and the community.

