



2016 ANNUAL REPORT



Advancing Medicine. Changing Lives.

2016 EXECUTIVE LEADERSHIP



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Our Mission

To serve, to heal, to educate.

We accomplish our mission through innovative and effective systems of care and by bringing people and resources together, creating value for our patients and the community.

Our Vision

Cooper University Health Care will be the premier health care provider in the region, driven by our exceptional people delivering a world-class patient experience, one patient at a time, and through our commitment to educating the providers of the future.

2016 at a Glance

- Employees: 6,934
- Active Medical Staff: 833
- Residents and Fellows: 335
- Licensed Beds: 635
- Hospital Admissions: 30,573
- Tertiary Care Transfers: 6,014
- Emergency Department
Visits: 78,270
- Urgent Care Visits: 43,433
- Outpatient Visits: 1,583,241
(hospital and physician offices)
- Outpatient Locations: 105+
- Surgical Cases: 19,941
- Trauma Cases: 3,682
- Cancer Visits:
 - ▶ Inpatient: 6,384
 - ▶ Outpatient: 47,825



Dear Friends,

We are pleased to present you with Cooper University Health Care's 2016 annual report. This past year was one of exceptional growth at Cooper as we continued to deliver on our mission *to serve, to heal, to educate*. We continued to improve clinical quality, patient safety, service, and access, expanded our clinical services and programs, and strengthened our commitment to meeting and exceeding the health care needs of those we serve in Camden and the southern New Jersey region.

Our efforts were recognized with many prestigious quality and service awards, accreditations, and certifications. We celebrated new community partnerships, the completion of many facility improvement projects, and the graduation of our first medical school class. We formed the Camden Health and Athletic Association dedicated to creating comprehensive health and athletic programs for Camden youth. And it was our first year providing Camden's Emergency Medical Services (EMS) to Camden residents. We are proud to say that our EMS providers responded to over 90 percent of advanced life support calls within the eight-minute national benchmark.

Most noteworthy were the contributions of our dedicated physicians, nurses, and care teams. Their ability to go above and beyond for our patients and their families helped reinforce Cooper's reputation for excellence and service.

While we have much to be proud of, we continue to look to the future. As our 130th year unfolds, we are building upon our existing foundation of providing the highest quality programs and services delivered by an exceptional staff, and developing community partnerships to further ensure that we are meeting and exceeding the health care needs of our communities today and for generations to come. We continue to advance Cooper as the best place to be a patient, the best place to be an employee, and the best place to practice medicine.

Sincerely,

A handwritten signature in black ink, appearing to read 'George E. Norcross III'.

George E. Norcross III
Chairman
Board of Trustees

A handwritten signature in black ink, appearing to read 'Adrienne Kirby Ph.D.'.

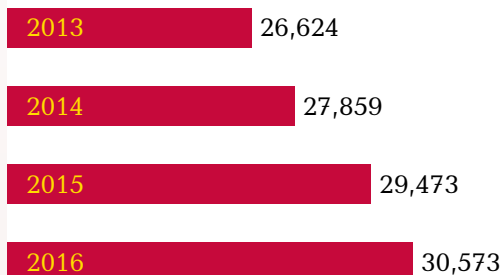
Adrienne Kirby, PhD, FACHE
President and
Chief Executive Officer

A Year of Outstanding Growth

More people than ever placed their trust in Cooper for their health care needs in 2016. To meet this increased demand for patient services, Cooper added new outpatient locations, a new inpatient cancer unit with 30 private rooms, and five state-of-the-art operating rooms. In recent years, Cooper has been the only health system in the region to see growth in both inpatient and outpatient volume. In 2016 Cooper became the market share leader in cancer treatment and remains the region's market leader in trauma care as the only Level 1 Trauma Center in South Jersey.

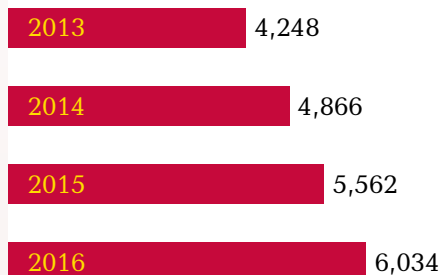
2016 Patient Volume Has Steadily Increased

INPATIENT ADMISSIONS

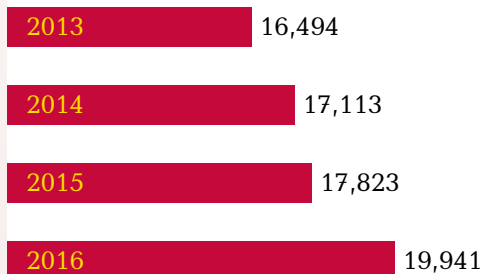


COOPER TRANSFER CENTER

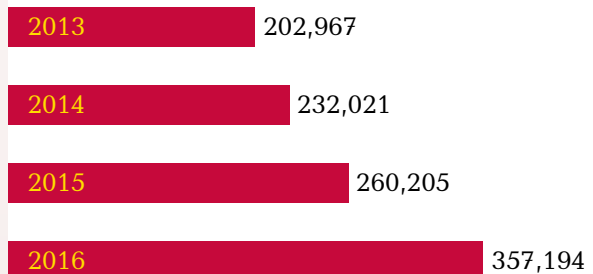
TRANSFER VOLUME TO COOPER



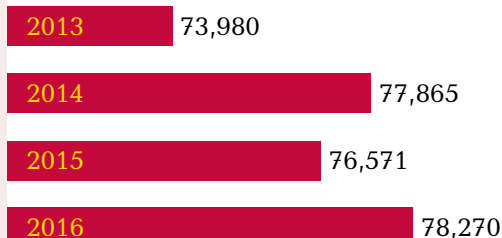
SURGICAL VOLUME



OUTPATIENT, CLINIC, AND OTHER VISITS

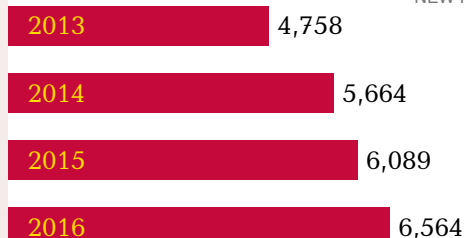


EMERGENCY DEPARTMENT VISITS



MD ANDERSON CANCER CENTER AT COOPER

NEW PATIENT VISITS



2016 Awards and Designations

Our efforts throughout the year brought new and well-deserved recognition to Cooper, including health care awards and prestigious designations.

- **Healthgrades® 5-Star Rating** in mortality for heart failure, esophageal surgery, and cranial neurosurgery.
- **Healthgrades® National Quality Award** for Excellence in Cranial Neurosurgery.
- **"Hospital of the Year"** from NJ BIZ, presented at the 2016 Healthcare Heroes Awards.
- **"Consumer Choice Award"** for the 11th year from the National Research Corporation.
- **International Geriatric Fracture Society's Premier Level CORE Certification** for its Geriatric Fracture Care Designation.
- Cooper Bone and Joint Institute earned the **Star Performer Recognition Award** from the American Orthopaedic Association's Own the Bone® program.
- Cooper Neurological Institute Epilepsy Program named a **Level 4 Epilepsy Center** by the National Association of Epilepsy Centers.
- Cooper Bariatric and Metabolic Surgery Center designated as **Bariatric Surgery Center of Excellence®** by the American Society for Metabolic and Bariatric Surgery.
- **"Top Performer Recognition for Key Quality Measures Outcomes"** for the 3rd year from The Joint Commission.
- **Blue Distinction® Center+** designation for cardiac care.
- **Society of Thoracic Surgeons "3 Star Rating"** Aortic Valve Replacement Surgery (AVRS) and Coronary Artery Bypass Grafting (CABG) Surgery.
- **Leapfrog Designation for Pancreatic Surgery.**
- American Heart Association/American Stroke Association's Get With The Guidelines® – **Stroke Gold Plus Quality Achievement Award** with **Target: StrokeSM Honor Roll.**
- Upgrade of the Health System's **bond rating status from Baa to Baa1 by Moody's.**

Physician Recognition



R. Phillip Dellinger, MD, received a Lifetime Achievement Award from the Society of Critical Care Medicine (SCCM). The award honors an SCCM member who has demonstrated meritorious contributions to the field of critical care through the advancement of medical science, medical

education, or medical care. Dr. Dellinger is one of only 15 recipients of the Lifetime Achievement Award in the 45-year history of SCCM.



Jeffrey C. Brenner, MD, medical director of Cooper's Urban Health Institute and executive director of the Camden Coalition of Healthcare Providers, was honored as Humanitarian of the Year by the Philadelphia Business

Journal. The Camden Coalition has partnered with United Healthcare to develop, test, and scale new models of patient care.

Major Milestones

2016 was another year of major accomplishments. Some of the most notable highlights include:

Five New Operating Rooms Unveiled

Due to new care delivery treatment implementation and patient growth, five new operating rooms opened in 2016, increasing Cooper's total number of operating rooms to 23. Two of the operating rooms are specifically designed for robotic surgery, with fully integrated computers built into the architecture and design. The operating rooms will allow Cooper surgeons to perform the most advanced types of surgery. The third is a hybrid operating

room, which combines cutting-edge surgical technology with the most sophisticated imaging capabilities.

New Cardiac Catheterization Laboratory

Due to a 10 percent growth in cardiac catheterizations and related procedures, the Cooper Heart Institute expanded the cardiac catheterization laboratory, increasing the number of suites from three to four. It is equipped with the most technologically advanced

equipment available to offer faster, more precise imaging and treatment.

New Child-Friendly Playroom

A newly renovated playroom in the Surgical Access Center opened, giving children a place of their own to wait for their loved one during surgery. The playroom features a tree-shaped bookshelf and a leaf-shaped table, a floor-to-ceiling glass wall that also serves as a marker board for creative play, a television, and colorful ottomans.



New operating room.



New Cardiac Catheterization Laboratory.

Enterprise Epic Upgrade

Cooper successfully completed the organization-wide upgrade to Epic, a new electronic health records (EHR) system that offers more coordinated patient care. Epic creates one universal medical record for each patient that can be accessed by health care teams throughout Cooper's inpatient and outpatient network. The project merged Cooper's radiology archiving and communications system (PACS) with Epic, giving clinicians quick and easy access to patient radiology tests and images,

as well as the adoption of a radiology information system (RIS) that makes the patient's clinical information more accessible to radiologists. The Clintegrity 360™ Computer Assisted Coding program was also integrated into the system to help improve insurance coding productivity.

Cooper also added a document management solution, which serves as a repository for all clinical documentation, including those manually scanned into the system, and one simplified analytical health

care database, the Epic Data Warehouse. This database stores data collected from Epic EHR and non-Epic platforms in one place, making it easier to create reports about the entire organization.

Neurointerventional Surgery Program

In conjunction with the Cooper Primary Stroke Center, the Neurointerventional Surgery Program continued to grow in 2016. A Neurocritical Care Unit was established for advanced inpatient stroke care. The American Heart Association recognized the program as a top performer with the 2016 "Get with Guidelines" Gold Plus Award.

Radiology Improvements at Three Cooper Plaza

The Radiology and Laboratory Services waiting rooms were redesigned in 2016 with separate registration areas. This change significantly improved throughput for patients. In addition, a third digital X-ray and 3-D Mammography was added to meet increasing demand for these services.

(Continues on page 6)



Newly renovated, child-friendly playroom in the Surgical Access Center.

Major Milestones (Continued from page 5)

Kelemen Inpatient Pharmacy Expansion

To support the tremendous growth in patient volumes while improving medication administration safety and efficiency, Cooper expanded the Kelemen inpatient pharmacy. The newly renovated and expanded 11,000-square-foot space includes an innovative automated carousel storage and dispensing system. This technology helps the pharmacy team better organize, manage, and track medications, as well as reduce the time it takes to respond to incoming orders.

Clinical Research and Publications

\$10.5 million in extramural funding was received (2015-2016 academic year), an increase of 14 percent over the prior year, for 186 competitive research and programmatic service grants and industry-sponsored clinical trials led by 69 attending faculty.

Waste Wall

Waste Wall, an expense reduction program, was implemented through a fun, competitive "Cooper Voice", where employee teams were challenged to make

recommendations for expense reduction. The anticipated annual savings is \$2 to \$3 million.



Employees participated in the Cooper Waste Wall competition.

2016 RED HOT GALA

The Cooper Foundation raised more than \$1.6 million at its sixth annual **Cooper Red Hot Gala**, a record-breaking event which benefited the Children's Regional Hospital at Cooper. More than 1,000 people attended the Gala, which is one of the largest charitable fundraisers in the region, raising a total of \$8 million since 2011. The event honored Michael H. Goodman, MD, chairman and chief of Children's Regional Hospital at Cooper (second from left), and William G. Sharrar, MD, chief emeritus of Children's Regional Hospital at Cooper (second from right). The event was hosted by Cooper Board of Trustees Chairman George E. Norcross III (center) and his wife, Sandy (third from left). Also pictured is Cooper Foundation President and CEO Susan Bass Levin (third from right).



Employee Engagement

Through enterprise efforts, employee and physician engagement scores increased by 22 percentile points each between 2014 and 2016.

Transfer Center

Cooper is now a tertiary partner for 21 hospitals in the seven-county area who transfer their critically ill and injured patients to Cooper.

Cooper's Women's and Children's Institute Expansion

Cooper's Women's and Children's Institute expanded its facility in Washington Township to provide additional exam rooms and meeting space for patients and staff.

New Family Medicine Office

A new Cooper Family Medicine office opened on the Blackwood campus of Camden County College, offering welcoming access to students and the community alike. Those seeking care are greeted with a modern and well-lit reception and waiting area and spacious exam rooms. Behavioral health services are provided in a separate area designed for private consultation as well as group dynamics.

Bone and Joint Institute Expands Outpatient Network

To make Cooper orthopaedic surgeons and specialists accessible to more patients,

the Bone and Joint Institute added two new locations: in Marlton and Cherry Hill.

Expanded Health Care Services in Egg Harbor Township

A new Cooper multispecialty office opened in Egg Harbor Township, offering state-of-the-art services in breast surgery, gynecologic oncology, cardiology, and vascular surgery. The collaborative teams of physicians and clinical staff work together, offering the latest equipment and technology, to ensure quality medical care to the shore region.

Cooper Camden Business Office

Throughout 2016, Cooper delivered on its commitment to the City of Camden by adding more business units to the Cooper Camden Business Office (CCBO) at the Camden waterfront. The CCBO is now home to 600+ employees that includes finance, human resources, patient billing, and many other departments. An employee shuttle system was

also implemented to transport employees to and from the CCBO, the hospital, and the waterfront parking garage with a mobile App to track the shuttle locations.

Cooper Company Store Debuts

The online Cooper Company Store debuted with branded apparel from Cooper, MD Anderson Cancer Center at Cooper, and, coming soon, Cooper Medical School at Rowan University. Items available include jackets, hats, bags, coffee mugs, computer briefcases, and much more. The online Cooper Company Store is open to anyone wishing to show their Cooper pride.

Emergency Solar Panels Installed

Cooper installed 262 solar panels on the roof of Three Cooper Plaza. A joint venture between PSEG, Johnson Controls, and Cooper, this project is designed to provide power to the electrical grid and, in the event of an emergency, will provide basic life safety lighting during a power outage.



The New Cooper 1, air medical transport helicopter is an integral part of the Cooper Transfer Center.

Exceptional Cancer Care Focused on You

With advances in early detection, personalized treatment options, innovative research, and our partnership with the nation's number one cancer center, MD Anderson Cancer Center at Cooper made remarkable strides in 2016 by providing increased patient access to extraordinary cancer care, research, and support services. As a result, MD Anderson Cooper continued to see a substantial increase in patient volumes. The most recent available data demonstrates that MD Anderson Cooper now holds the number one position in market share for cancer services (inpatient data).

Several notable accomplishments for MD Anderson Cooper in 2016 included:

- **Cancer Genetics Program** received a \$2 million grant from the William G. Rohrer Charitable Foundation to expand patient access to genetic testing, counseling, and new targeted drug therapies.
- **Inpatient Oncology Unit** at Cooper University Hospital opened on the 5th floor of the Roberts Pavilion, featuring 30 all-private rooms, contemporary decor, and a family-style living room with a fireplace.
- **Infusion Center** expansion debuted on the 3rd floor of MD Anderson Cooper in Camden, nearly doubling the patient treatment area to 32 bays and four private rooms.



At the MD Anderson Cooper new inpatient unit opening are Stephanie D. Conners, Senior Executive Vice President, Hospital COO and CNO; Adrienne Kirby, President and Chief Executive Officer; Frances R. Spitz, MD, Vice Chief of the Department of Surgery and the Deputy Director of MD Anderson Cancer Center; and Generosa Grana, MD, Director, MD Anderson Cancer Center at Cooper.

- Janet Knowles Breast Cancer Center received accreditation from the American College of Surgeons **National Accreditation Program for Breast Center**.
- Number one in the state of New Jersey for safety according to **Leapfrog® Group for Pancreatic Surgery**.

- **Breast Consultation Clinic** opened as a resource for women with breast concerns or inconclusive mammograms to find quick and definitive answers.
- **Dense Breast Clinic** was launched as a new resource.
- **MD Anderson Cooper opened an office in Egg Harbor Township** to expand access to breast and gynecologic cancer care.

(Continues on page 10)



Enjoying the Sixth Annual Jim Fifi's Lung Cancer Research Fund Benefit are Adrienne Kirby, President and Chief Executive Officer; Violetta Fifi's; and Elias A. Illadis, MD, Medical Director, Noninvasive Vascular Lab, Director, Vascular Intervention Program, Clinical Cardiologist.

**GENETIC
TESTING
SAVED MY
LIFE**

PATIENT ILENE GROSSMAN

Ilene Grossman of Voorhees, NJ, was devastated to learn that her middle sister, Laura, was diagnosed with breast cancer at age 44. Because of her age and Ashkenazi Jewish ancestry, Laura's doctors suspected that she may be carrying a gene mutation, making her more susceptible to breast and ovarian cancer. Genetic testing confirmed that Laura carried a BRCA gene mutation. Her doctors recommended Ilene and her youngest sister, Deena, consider genetic testing, to see if they, too, were at increased risk.

Ilene and Deena met with the genetics counselors at the William G. Rohrer Cancer Genetics Program at MD Anderson Cooper. They both decided to undergo genetic testing. There was good news and bad. Deena's results showed that she was negative for the BRCA gene, but Ilene was positive.

Because she carried this gene mutation, Ilene now knew that she was at significantly increased risk for breast and ovarian cancer. Armed with this information, Ilene was able to make informed decisions about the steps she could take to reduce her risk.

Her first step was to have her ovaries removed. "Research has shown that removal of the ovaries reduces the risk of ovarian cancer by 90 percent and breast cancer by up to 50 percent," said David P. Warshal, MD, head of the Division of Gynecologic Oncology and director of the Gynecologic Cancer Center at MD Anderson Cooper. Two weeks after her surgery, Ilene received devastating news: the tissue removed during her surgery showed she already had ovarian cancer.

Fortunately for Ilene, the cancer was discovered early. "Ovarian cancer is difficult to detect in the early, most treatable stages because signs and symptoms are subtle and are often ignored or attributed to other minor conditions and left unexplored," said Dr. Warshal.

Today, after a treatment of hard-hitting intraperitoneal chemotherapy and tremendous support from her family and friends, Ilene is cancer-free. Laura is doing well, too.

"If I hadn't undergone genetic testing, the ovarian cancer would have continued to grow and spread. I probably wouldn't have known about it until it was in advanced stages," says Ilene. "Cancer genetic testing saved my life."

Ilene (right) celebrates her cancer survivorship with David P. Warshal, MD, FACOG, Director of Gynecologic Oncology at MD Anderson Cancer Center at Cooper, and her sister Deena (center).





Breast cancer survivor Arlene Munoz shared her inspiring story in the 2016 MD Anderson Cooper patient testimonial advertising campaign.

(Continued from page 8)

- **Seventh Annual Pink Roses Teal Magnolias Brunch** raised more than \$800,000 – the most ever – for breast and gynecologic cancer research and clinical programs. More than 1,000 people attended this successful event.
- **MD Anderson Cooper/ Summit Medical Group** partnered to bring world-class cancer services to patients in northern New Jersey. This was the first collaboration of a national cancer center and a multispecialty physician group within the MD Anderson Network.



After surgery, chemotherapy, and radiation treatment, Josh Handzlik, a student at Cairn University and a resident of Jamison, PA, celebrates being cancer-free with his parents, Laurie and Mark.



Three of the 2016 Pink Roses Teal Magnolias Brunch honorees (L to R): A. Leilani Fahey, MD, Plastic and Reconstructive Surgeon; Helen Nichter, APN, Breast Surgery Nurse Practitioner; and Robin Wilson Smith, DO, Gynecologic Oncologist.



Summit Medical Group/MD Anderson Cooper partners for a new cancer center in Florham Park, NJ.

- **MD Anderson Cooper** received funding from various sources, including the Avon-Pfizer Metastatic Breast Cancer Grants Program: Identify-Amplify-Unify to support and educate metastatic breast cancer

patients, their caregivers, and their communities.

- **Sixth Annual Jim Ffis Lung Cancer Research Fund Benefit** event at Ponzio's Diner in Cherry Hill raised more than \$150,000 for the lung cancer

program. This community event was hosted by the Ffis family, owners of Ponzio's Diner.

- **Construction Excellence Award** from the General Building Contractors Association for Cooper's inpatient oncology unit on the 5th floor of the Roberts Pavilion.
- Selected to take part in the **Centers for Medicare and Medicaid Services Oncology Care Model** initiative designed to develop new payment and delivery models to improve effectiveness and efficiency of cancer specialty care.

Spotlight on Nursing

Throughout 2016, the nursing staff remained focused on improving quality care and patient safety, resulting in a reduction of hospital-acquired infections by more than 50 percent.

Some of the initiatives that helped set the stage for excellence included:

- **Implemented life-saving sepsis detection protocols**, sharing results and learning experiences, as part of the New Jersey Hospital Association's Sepsis Learning and Action Collaborative.
- **Presented the "6-hour bundle" of sepsis best practices along with updates from the Sepsis Learning and Action Collaborative** at a quarterly learning webinar led by R. Phillip Dellinger, MD, FCCM, FCCP, chair and chief, Department of Medicine, and Christa Schorr, RN, clinical nurse scientist with Cooper Research Institute-Critical Care.
- **Unlocked automated alert process in Cooper's electronic medical record system that alerts nurses of a change in a patient's condition.**
- **Launched the Behavioral Rapid Response Team** to respond to behavioral health emergencies involving staff, family, and patients.
- **Enhanced the Rapid Response Team Process** to identify warning signs, document, and intervene before a life-threatening event occurs.



The 2016 Nursing Excellence Awards honored staff members for their outstanding contributions to excellence in patient care.

- **Established "pull culture" approaches** to improve patient flow from the emergency department to other hospital departments or floors.
- **Improved multidisciplinary patient rounding efforts** by interacting with patients and families consistently and asking questions about overall care before problems arise.
- **Introduced nursing externship eight-week summer program** for senior year nursing students at Rutgers University and Villanova University.
- **Improved inpatient experience scores by nine percent** (Hospital Consumer Assessment of Healthcare Providers and Systems) for Rate the Hospital.
- **Statistical significant improvement in employee engagement for nursing.**
- **Introduced back-to-basics nursing education with Foley catheters and central venous catheters** to support reduction of CLABSI and CAUTI, which resulted in a 30 percent reduction.
- **2016 publications:** Creating a Community of Transformation, Jane Greene-Ryan, PhD, RN; Laphan-Morad, Lisa MSN, APN; Catherine Cristofalo, MSN, APN, ACNP-BC, NEA-BC; William Smith, MBA; Stephanie Conners, MBA, BSN; and Nursing Management: May 2016, Volume 47, Issue 5, p 18-21.
- **Nursing Award Celebration May 2016** recognizing 23 nurses, non-nurses, and physician excellence.

**2016
Cooper
Nurse of
the Year**

Jeanette A. Trotman, RN, BSN

Jeanette "Nettie" A. Trotman, RN, BSN, nurse coordinator, Cooper Urgent Care Center in Audubon, was named the 2016 Cooper Nurse of the Year. With over 25 years nursing experience, Nettie joined Cooper in 2013 and has been instrumental in driving the urgent care services scores to over the 97th percentile. She received the award, along with the Women's Board Award for Excellence in Ambulatory Nursing, during the 2016 Nursing Excellence Awards hosted by The Cooper Foundation and Cooper University Health Care.

"In addition to providing exceptional nursing care, Nettie is the go-to person for every issue and any circumstance that may occur in the urgent care environment," said Stephanie D. Conners, hospital chief operating officer and chief nursing officer.

The 2016 Nursing Excellence Awards honored 21 nurses for their outstanding contributions to excellence in patient care. Award winners were nominated by their colleagues for their commitment to upholding the Cooper mission to serve, to heal, to educate.

"The Nursing Excellence Awards are supported by generous donations to The Cooper Foundation to assist our phenomenal winners with education and training," said Susan Bass Levin, President and CEO, The Cooper Foundation. "We are thankful to our donors for their contributions and for recognizing the important role of nurses in delivering high quality, compassionate care each and every day."

The Nursing Excellence Awards recognize exceptional professional nurses and advanced practice nurses in the ambulatory care and inpatient setting at any Cooper location, as well as members of the collaborative care teams that support nursing.

Stephanie D. Conners, Senior Executive Vice President, Hospital Operating Office and Chief Nursing Officer (left); along with Lisa C. Laphan-Morad, Vice President of Patient Care Services and Associate Chief Nursing Officer (right); are shown with 2016 Cooper Nurse of the Year Jeanette "Nettie" A. Trotman at the Annual Nursing Excellence Awards.



DAISY Award Winners

In 2016, Cooper presented The DAISY Award, which recognizes nurses for extraordinary clinical skill and compassionate care, to:

- **Brittany Abele, RN** Intensive Care Unit
- **Deborah Cannon, RN** Intensive Care Unit
- **Susan Deeney, RN** MD Anderson Cooper University Hospital
- **Jacqueline Engle, RN** Postpartum Unit
- **Alyson Karbach, RN** Cardiac Care
- **Rachel McCormick, RN** Pediatrics
- **Caitlin Oshea, RN** Progressive Care Unit
- **Sean VanBastelaar, RN** Intensive Care Unit

Serving Our Military Heroes

In 2016, Cooper continued to break down barriers to health care for Veterans and active military members. Throughout the year, our Veteran's VIP Program provided more than 700 Veterans with over 2,000 OB/GYN, behavioral health, and primary care appointments.

There were several other notable highlights in 2016, including:

- Partnered with Deborah Heart and Lung Center to establish **HeroCare Connect** to provide Veterans and active military with a dedicated "concierge" specialist to coordinate and manage their health care needs.
- Opened the **Cooper Behavioral Health Office** at Camden County College campus to expand access to specialized care.
- Established a **Cooper Military Committee** with members of our administration, Veterans, and active military employee leaders to ensure initiatives align and Advanced Care is provided for Veterans.
- Awarded a **\$2.1 million grant** from the New Jersey Department of Health to complete a needs assessment and to further enhance and expand the services Cooper has established.



DEBORAH + COOPER UNIVERSITY HEALTH CARE
JOINING FORCES TO SERVE YOU.

Veterans who attended Summerfest were offered a variety of health screenings.



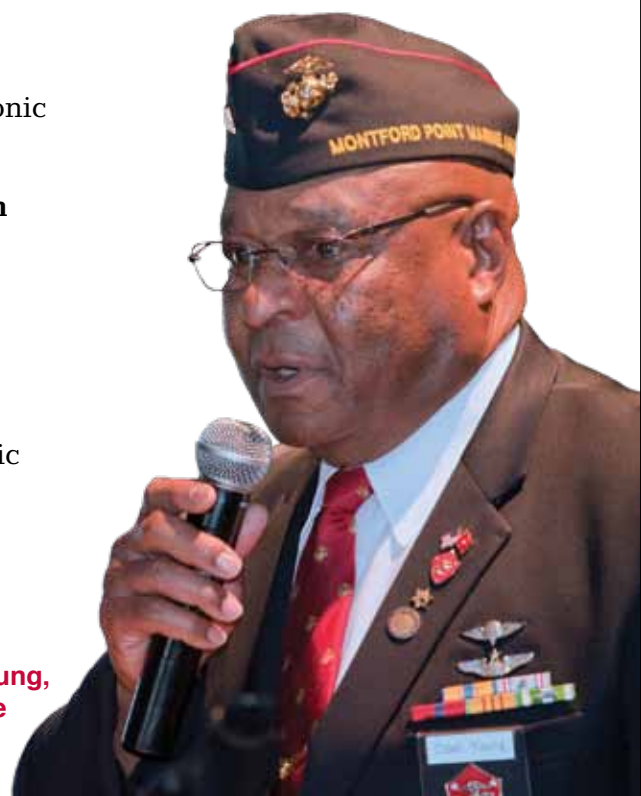


Cooper employees volunteered at the Veterans Summerfest held at Adventure Aquarium.

- Hosted Cooper's **Veterans VIP Summerfest** at the Camden Aquarium with over 800 in attendance.
- Implemented a **Veteran Health Plan Template** with protocols for ambulatory office staff to welcome and register Veterans.
- **Exceeded goals** for the number of guaranteed same-day primary care appointments for Veterans.
- Trained additional **Patient Access** staff who provide customer service for the Veteran's VIP Hotline.
- Developed an online **Behavioral Health Survey** to help Veterans learn if they would benefit from behavioral health and directing them to these services.
- Developed a "**Veteran Registry**" within the electronic health record system.
- Launched Cooper's **Veteran Integration Center** to help Veterans connect with community resources and other social service organizations.
- **Trained Veterans** as Chronic Disease Self-Management Peer Leaders to give them the opportunity to help

Veterans and others in the community with employment, legal, housing, and financial services.

One of three presenters at Summerfest, Odell Young, Retired United States Marine Corp, United States Air Force Sergeant-at-Arms, spoke of his 20 years of military service.





Transforming Education – Advancing Knowledge

In 2016, 43 medical students made history by becoming the very first physicians to earn their medical degrees from Cooper Medical School of Rowan University (CMSRU). More than 650 people, including New Jersey Governor Chris Christie, celebrated this milestone at an event held at the KIPP Cooper Norcross Academy in Camden, on the Cooper Health Sciences Campus.

Graduates were offered residency positions in adult and pediatric primary care and other surgical and medical specialties through the National Residency Matching Program.

Some of CMSRU's other notable achievements in 2016, included:

- Achieved the highest level of accreditation available to a medical school in the

United States by the Liaison Committee for Medical Education.

- 6,000 applications, 88 students were accepted, bringing total enrollment to 307 students.
- The Class of 2020 donned their white doctor-in-training jackets for the very first time at the annual White Coat Ceremony.

- Launched a Premedical Post-Baccalaureate Program to help students interested in applying to medical school complete prerequisites, gain clinical and research experience, and prepare for the MCAT exam.
- Annette C. Reboli, MD, was named Interim Dean of CMSRU.

ALUMNI SPOTLIGHT

Michael Coletta, MD

Michael Coletta, MD, was a college sophomore majoring in biochemistry at Rowan University in Glassboro when he learned about the new Cooper Medical School at Rowan University (CMSRU) in Camden.

"I was lucky enough to be in one of the first few interview rounds at the school," explains Coletta. "Once I found out I was accepted – about a week after the interview – I withdrew all my other applications. I knew CMSRU was the school for me. Everyone was so enthusiastic, and I liked the idea of being a member of a charter class."

Coletta wanted to follow in his father's footsteps by becoming an emergency medicine physician and decided to apply for emergency medicine residencies. He chose a position at Cooper University Hospital's emergency department, which he credits for saving his mother's life following a car accident.

In May 2016, Coletta traded in his short, white doctor-in-training jacket for a long white coat and black Cooper Emergency Medicine scrubs.

The best part about transitioning into the next phase of his training was "actually having the opportunity to directly impact patients, and being able to do what I've been learning and training to do for the past several years, explains Coletta."





Above: Cooper Medical School of Rowan University graduation procession. **Below:** 2016 Inaugural Graduating Class photographed in the lobby of the Roberts Pavilion of Cooper University Hospital.



CMSRU STUDENT BODY SNAPSHOT:

- From New Jersey – 69% • Under represented in medicine – 21%
- Attended a university designated “Most Competitive or Highly Competitive” – 72%
- Significant community service experience – 100% • Gender – 54% female/46% male
- Age range: 21 to 46 • Speaks a language in addition to English – 48%

Embracing the Community

Cooper's long-term commitment to provide quality, compassionate, accessible health care in the communities we serve extends far beyond the walls of our hospital. We do this as part of our mission to serve the most vulnerable and underserved in the community and to make Camden and its surrounding communities a healthier place to live and work.

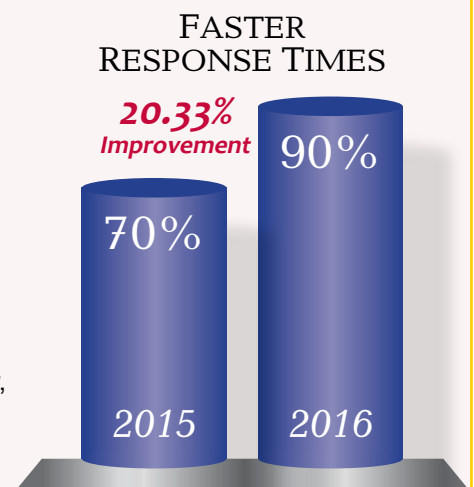
In 2016, Cooper hosted an array of community outreach programs, including free screenings, support groups, and clinics, as well as, educational seminars led by physicians and other experts.

- Cooper's **"Helping Our Heroes" program**, a joint effort with Camden County Freeholders, provided more than 100 free physicals to first responders in Collingswood, Merchantville, and Pennsauken. The comprehensive exams, performed by Cooper physicians and clinicians, included laboratory tests, EKG, pulmonary screening, and body mass index analysis. Cooper also provided health education, such as cooking

demonstrations and smoking cessation, to further improve the health of firefighters and emergency medical technicians.

Improved Emergency Medical Service (EMS) Response Time for Camden Residents

On January 2, 2016 Cooper launched basic (BLS) and advanced life support (ALS) Emergency Medical Service for the City of Camden with a promise it would improve response times, services, and community involvement. Cooper delivered on that promise: responding to 90 percent of the calls within an eight-minute benchmark; answering 26,920 unique dispatches, a 9.5 percent increase over the prior year, with a 20.33 percent improvement in response time.



- Cooper employees donated more than **900 backpacks** filled with school supplies to students at the KIPP Cooper Norcross Academy.
- Twenty city high school students participated in paid internships at Cooper as part of the **Camden Youth Internship and Career Exploration Program**.

Cooper EMS, a team of emergency medicine physicians, emergency medical technicians (EMTs), and paramedics provides basic and advanced care life support to the Camden community.



Camden Health and Athletic Association (CHAA), dedicated to creating comprehensive health and athletic programs for Camden youth, was formed with funding from The Cooper Foundation, Norcross Foundation, and AmeriHealth New Jersey. The Children's Regional Hospital at Cooper provided free physicals for young athletes participating in Camden youth soccer and basketball programs.

- Fifty Camden children participated in the Cooper's Learning Center six-week **Summer Reading Institute** that helps grade school children stay academically connected during summer on.
- The Cooper Foundation partnered with the City of Camden and Mayor Dana Redd to create the **Camden Construction Career Initiative**, which will train Camden residents for construction jobs and connect current construction workers with employment opportunities.
- Hundreds of Camden residents attended the **Summer in the City Free Music Festivals** held at Sheila L. Roberts Park at 6th & Washington Streets. These family-centered events were organized by The Cooper Foundation in partnership with the City of Camden,

Cooper's Ferry Partnership, Cooper Lanning Civic Association, Lanning Square West Residents Association,

and the Garden State Discovery Museum with sponsorships from The Campbell Soup Company and Rowan University.



Kindergarteners from the KIPP Cooper Norcross Academy visited Cooper as part of the "Teddy Goes to Cooper" program designed to alleviate common fears of being in the hospital. Each child was given a stuffed bear to accompany through vaccinations, X-rays, stitches, and other procedures. They also toured Cooper's new ambulances and watched Cooper 1 air medical transport fly overhead.

Premier Institutes and Centers of Excellence

Premier Institutes

MD Anderson Cancer Center at Cooper, through a partnership with the nation's leading cancer center, offers advanced, multi-disciplinary cancer treatment, innovative technologies, cutting-edge clinical trials, and comprehensive supportive care services.

Surgical Services Institute offers cutting-edge surgical options in 12 specialty areas including ear, nose, and throat, pain management, oral and maxillofacial, thoracic, and vascular. It is also home to the Cooper Aortic Center, the Bariatric and Metabolic Surgery Center, the Level I Trauma Center, and the Level II Pediatric Trauma Center.

Adult Health Institute, providing coordinated care via Cooper's extensive network of primary and specialty care services including dermatology and dermatologic surgery, endocrinology, geriatric medicine, infectious diseases, internal medicine, nephrology, palliative care, and pulmonary medicine. It is also home to the Cooper Digestive Health Institute, South Jersey's largest free-standing endoscopic center, providing a full range of gastrointestinal services with satellite offices throughout the region.

Cooper Heart Institute, one of the most comprehensive cardiovascular programs in the region. Provides a full range of heart care from prevention and diagnosis to the most innovative, non-surgical

techniques and surgical treatments, including stenting procedures, heart surgery, and minimally invasive procedures.

Cooper Bone and Joint Institute offers the latest surgical and non-surgical treatments in orthopaedics, rheumatology, podiatry, and rehabilitation. Our partnership with Inspira Medical Center Woodbury provides residents of Gloucester County access to Cooper's expertise.

Cooper Neurological Institute (CNI) is fully dedicated to the diagnosis and treatment of neurological and neurosurgical issues including epilepsy, movement disorders, headache, trauma and brain, spine, and pituitary cancer. The CNI is recognized as a Primary Stroke Center by the Joint Commission.

Women's and Children's Institute is home to the Children's Regional Hospital at Cooper, South Jersey's only state-designated hospital for children, and The Ripa Center for Women's Health and Wellness at Cooper, which provides primary and multi-specialty care, radiology services, and wellness education.

Urban Health Institute is redesigning health care to meet the needs of an underserved population. The founding principle is to ensure that community residents have access to quality preventive care and the tools to manage complex medical conditions when needed. Included is Cooper Advanced Care Center

with primary care and medical and surgical specialties; and, the Camden Coalition of Healthcare Providers, whose key role is knowledge dissemination and communication among organizations in the City of Camden.

Centers of Excellence

Center for Population Health Services helps Cooper implement new patient care strategies to improve the patient experience and to reduce costs.

Center for Critical Care Services provides the highest level of life-saving inpatient care for the seriously ill and injured. The Center is staffed by physician experts in sepsis, cardiogenic shock and respiratory failure, among others, and serves as a major referral source for area hospitals.

Center for Urgent and Emergent Services provides 24/7 access to immediate care, whether through the Emergency Department, 911 Emergency Medical Services, Air Medical Services or the Transfer Center. Our Urgent Care Centers take the ED staffing out to the community and offer extended day, evening, and weekend hours for patients of all ages.

Center for Trauma Services includes our Level I Trauma Center, Level II Pediatric Trauma Center, and active community trauma prevention education.



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