

Report to the Community 2013



mission in

motion



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# Mission in Motion

The next time you visit Good Shepherd's Health & Technology Center (H&TC) in Allentown, take a minute, sit down at a table in the café and watch the bustling activity. You are sure to see Good Shepherd's mission in motion.

You will see:

- Mothers and fathers, with children in tow, rushing to appointments with the developmental pediatrician
- A man with lower leg paralysis walking the halls with the help of a robotic exoskeleton
- An animated group of men and women leaving a support group meeting
- Athletes and weekend warriors heading to physical therapy in the hopes of getting back to the sports they love
- Stroke survivors in route to outpatient neurorehabilitation to improve their balance and vision deficits
- Long-term care residents enjoying the serenity of Good Shepherd's healing gardens, located just outside the H&TC's wall of windows

Similar scenarios are in play every day at 36 inpatient, outpatient and long-term care locations throughout the network. With compassionate care, expertise and leading-edge technology, Good Shepherd associates are helping patients and residents enhance their lives and maximize function.

Good Shepherd's mission has been in motion since 1908 when the Rev. John and Estella Raker founded the organization. Since then only five leaders have been charged with shepherding the mission forward. This year, we added a sixth.

In July 2013, long-time President & CEO Sally Gammon retired after more than 16 years with the organization. Sally led Good Shepherd's transformation from a local rehabilitation provider and home for the disabled to a nationally recognized post-acute care health system. You can read more about her accomplishments on page 3.

Sally's successor is John Kristel, MBA, MPT, whose experience leading health-care organizations and taking on the challenges of health-care reform made him an ideal candidate to lead Good Shepherd into the future. He will help build on Good Shepherd's commitment to innovation and to compassionate, quality post-acute care.

Thank you to Good Shepherd's dedicated Board of Trustees, staff, donors and volunteers and to our amazing patients and residents. Your strength and determination drive us to be ever innovative – ever forward-thinking.

David DeCampi  
Chair, Board of Trustees

# Good Shepherd Welcomes

## New President & CEO

The Good Shepherd Rehabilitation Network Board of Trustees named John Kristel, MBA, MPT, as the organization's President & CEO. He assumed the position on June 1, 2013.

John previously served as Chief Executive Officer of Carlisle Regional Medical Center in Carlisle, Pennsylvania, and as Vice President, Operations, for the Atlantic Division of Health Management Associates. He began his career as a physical therapist.

John has more than 10 years of experience in senior leadership health-care roles. Prior to joining Carlisle Regional Medical Center as CEO in 2009, he served as CEO of Berwick Hospital Center in Berwick, Pennsylvania, and as Associate CEO of Pottstown Memorial Medical Center in Pottstown, Pennsylvania. From 1998 to 2006, he worked for Tenet Health System in increasingly responsible roles: Chief Operating Officer of Graduate Hospital and Director of Operations, Director of Rehabilitation and the Medicine Clinic and Manager of Physical Therapy, all at Hahnemann University Hospital.

A Bucks County native, John earned an MBA from Temple University Fox School of Business in Philadelphia and a master's degree in physical therapy from Drexel University in Philadelphia. He received his bachelor's degree from Temple University. He was named Health Management Associates' "CEO of the Year" in 2011.

Follow John on Twitter  
[@GoodShepherdCEO](#)



## From the President & CEO

Accepting the position of President & CEO at Good Shepherd Rehabilitation Network (GSRN) is one of my proudest accomplishments. I learned about GSRN while working as Director of Operations at Hahnemann University Hospital and have been following Good Shepherd ever since. When I heard the President & CEO position was open, I actively pursued it.

I was attracted to Good Shepherd's mission and vision and the Raker legacy. The mission is the foundation from which every decision is made. The organization's core values – compassionate care, excellent service and community partnership – reflect my own.

Good Shepherd has a stellar reputation as a provider of post-acute care for both adults and children. Our expertise in the rehabilitation of stroke, brain injury, spinal cord injury and orthopedics is unsurpassed regionally and is among the best nationally. GSRN is recognized as a leader in the innovative use of rehabilitation and assistive technologies.

Good Shepherd has positioned itself well for health-care reform. Our successful partnership with Penn Medicine shows that Good Shepherd has delivered outstanding post-acute care services to an organization that is world renowned for its quality care and research. I believe that Good Shepherd is well positioned to partner with other health-care systems in the future.

Good Shepherd's trademark "compassionate care" began in a farmhouse more than a century ago and still has a stronghold within the organization's culture. That kind of mission-focus is hard to resist. It's what will continue to propel the organization forward, and I am grateful for the opportunity to be a part of Good Shepherd's next chapter.

  
John Kristel, MBA, MPT  
President & CEO

## Tribute to Sally Gammon

Sally Gammon, FACHE, joined Good Shepherd as President & CEO in May 1997 and provided vision and leadership until her retirement in July 2013.

Under Sally's leadership, Good Shepherd quadrupled in size, scope of services and budget, going from a \$45 million to a \$201 million organization. Good Shepherd added inpatient and outpatient facilities and new services as well as took on rehabilitation management contracts at other hospitals and assisted living centers.

Since 2008, GSRN has been majority owner of Good Shepherd Penn Partners, a joint venture with Penn Medicine in Philadelphia – a partnership that was spearheaded by Sally. When you combine the Allentown operation with the Philadelphia operation, GSRN has 417 inpatient beds, 39 outpatient sites and more than 2,000 employees.

In partnership with the Good Shepherd Board of Trustees, in June 2000, Sally initiated a \$40-million capital campaign, which achieved its goal 18 months ahead of schedule and raised \$51 million. The campaign supported the multi-year transformation of Good Shepherd's south Allentown campus. The campus was dedicated in 2006 and encompasses a high technology apartment building for people with disabilities, healing gardens and the Good Shepherd Health & Technology Center.



**Thank you, Sally!**

# Neurorehabilitation

## Making Headlines with Robotic Technology

Good Shepherd and California-based Ekso Bionics made headlines this year while promoting significant upgrades to the Ekso bionic exoskeleton, a revolutionary, battery-powered device that allows patients with lower limb paralysis or weakness to stand and walk.

Good Shepherd became the first rehabilitation facility in the nation to be trained in Ekso ProStep™. The advancement allows patients to gain greater independence by controlling the movement of the suit instead of relying on a therapist to advance the motion.

Good Shepherd also became the first health-care facility in North America to receive Ekso with Variable Assist – a software upgrade intended for patients who have had a stroke or other neurological conditions. By augmenting strength on a patient's weak side, the device can help the patient regain function more quickly.

Ekso is now available for outpatient use at Good Shepherd's Health & Technology Center. A second exoskeleton is available for inpatient use at the Good Shepherd Rehabilitation Hospital.

## Helping People with Chronic Headaches

Up to 50 million Americans suffer from persistent headaches, but help is available thanks to Good Shepherd's Headache Program.

The program offers help to those who have been unresponsive to traditional headache or migraine care. Good Shepherd's physicians and headache specialists work closely with each patient's medical provider to offer effective, evidence-based therapy at more than 15 convenient outpatient sites in the region.



# Progress Report: Kevin Oldt

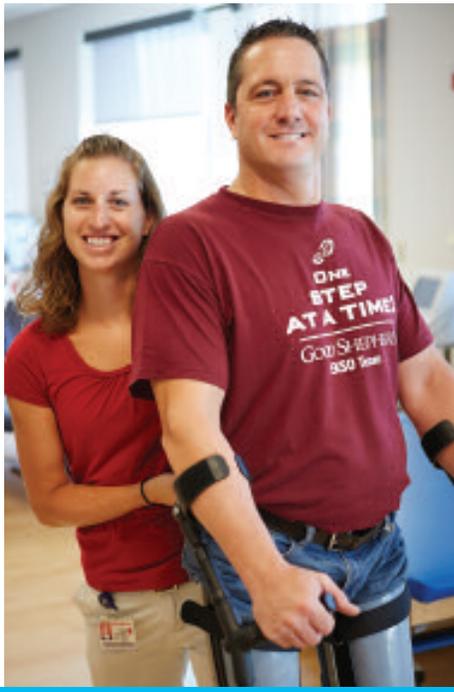
Twelve years ago, Kevin Oldt suffered a spinal cord injury and was told that he would never walk again. He worked hard in therapy and became one of the first participants with lower-extremity paralysis to test the Ekso Bionics' exoskeleton when it arrived at Good Shepherd during clinical trials in 2011.

When the exoskeleton arrived at Good Shepherd for regular use in 2012, Kevin continued by using the device for maintenance therapy about three times a week.

Since then, he has logged nearly 100,000 steps in the Ekso and become a super user of the device.

After a year using the Ekso, Kevin found it was becoming too easy. He was gaining feeling and building muscle in his legs and hips and had improved balance and posture.

Now, thanks to a lot of hard, repetitive work, Kevin is walking without the assistance of an exoskeleton – under his own manpower – with leg braces and crutches.



“Eleven years ago, there was no thought of walking,” says Kevin. “Today, believe me, there is a possibility.”



# Pediatrics



## Growing for Good

Like the children we serve, Good Shepherd Pediatrics continues to grow.

This year, we added four private rooms to the inpatient unit to accommodate the increasing number of patients with complex medical conditions – like ventilator dependency – who are being cared for at the 20-bed unit in Bethlehem.

Good Shepherd Pediatrics is the only pediatric, post-acute provider in the region offering inpatient rehabilitation and specialized programs to treat children with complex medical conditions. From tiny NICU babies to teenagers with chronic conditions, such as cerebral palsy, spina bifida and developmental disabilities, inpatient care is available to help children gain strength and foster independence.



Good Shepherd Pediatrics expanded outpatient therapy services as well. Outpatient therapy is now available at 10 satellite locations from Hamburg to East Greenville to Easton – making Good Shepherd the largest pediatric therapy provider in the region. More than 40,000 physical, occupational and speech therapy sessions were conducted during the 2013 fiscal year.



# Progress Report: Anna Faura

At just 9 years old, Anna Faura has faced many obstacles in her young life. She was diagnosed with viral encephalitis at 3 days old and as a result has cerebral palsy, a seizure disorder, a visual impairment and developmental delays.

A Good Shepherd Pediatrics outpatient since the age of 3, Anna captured the hearts of her therapists with her big smile and happy disposition. She loves to listen to music, ride horses, swim and pick vegetables from the family garden.

After orthopedic surgery in March, Anna spent 2 ½ months in the inpatient Pediatric Unit, where staff members “fostered her independence,” says Anna’s mom, Melissa.

Today, Anna continues outpatient physical, occupational and speech therapy on Good Shepherd’s south Allentown campus and is working toward goals like dressing herself and walking short distances without a walker.



# Cardiopulmonary-Complex Medical



## Regional Growth for Long-Term Acute Care

Thanks to our compassionate care and proven outcomes, patients are choosing to come to Good Shepherd Specialty Hospital (GSSH) in Bethlehem from nearby regions such as Philadelphia and western New Jersey.

The biggest draw for patients is GSSH's expertise in liberating patients from ventilators. The vent weaning success rate at GSSH is more than 10 percent better than similar facilities in the region and the nation.

During the 2013 fiscal year, GSSH more than doubled the number of patients who were admitted from hospitals outside of the Lehigh Valley. Outlier growth is a necessity in order for us to successfully navigate the "25 Percent Rule" of the federal Center for Medicare and Medicaid Services. According to the rule, no more than 25 percent of patients can be admitted from any one licensed referral source, limiting the number of patients we can admit from hospitals that are close to home.

# Progress Report: Dan Slegal

Dan Slegal, 71, and his wife, Judy, are enjoying a dream retirement in their Schuylkill County home, which is just steps away from a lake where they can swim, boat, fish or relax.

Last January, their idyllic lifestyle was interrupted when Dan's life was threatened by an unexpected bout of pneumonia that led to respiratory distress syndrome. When Dan's condition stabilized at an acute-care hospital, his doctors recommended Good Shepherd Specialty Hospital for the next stage of his recovery.

"We knew the Specialty Hospital was the best place for Dan," says Judy. "The staff are experts in ventilator weaning and taking care of patients with complex medical conditions."

Upon admission, Dan immediately began physical therapy to get back on his feet with a walker. After he was successfully weaned from the ventilator, Dan received speech therapy to address swallowing problems caused by the device. Soon he was ready to move to the Good Shepherd Rehabilitation Hospital in Allentown, where he rapidly progressed to walking with a cane.

Today, he's walking up to two miles a day and enjoying daily activities like visiting the lake, cooking and spending time with his grandchildren.

"We knew the Specialty Hospital was the best place for Dan," says Judy Slegal.



# Musculoskeletal-Orthopedic

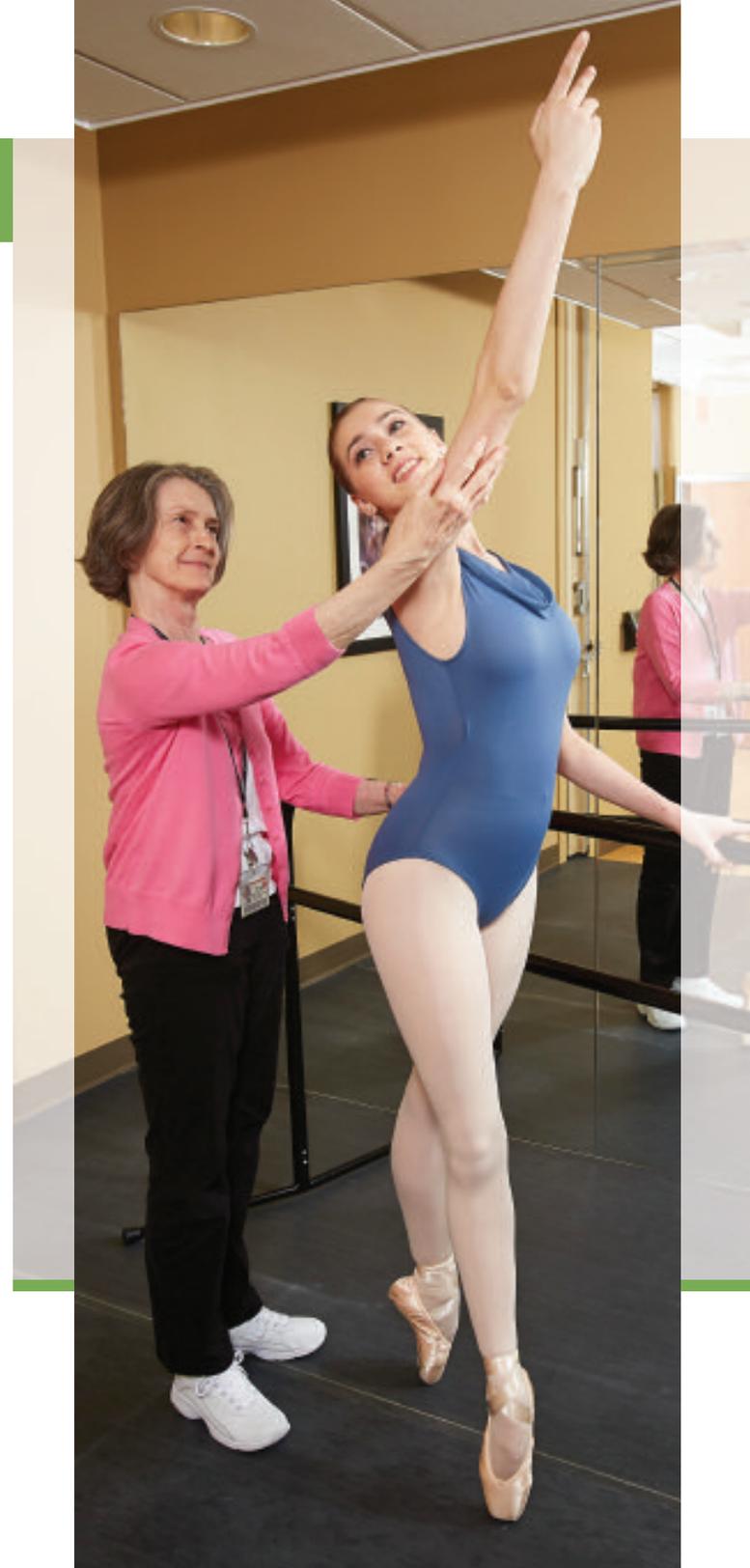
## Getting Dancers Back on Their Toes

Responding to the needs of a niche market, the Good Shepherd Physical Therapy – Bethlehem/Performing Arts Rehabilitation Center opened in February 2013. The outpatient facility is dedicated to meeting the unique rehabilitation needs of dancers, musicians and other performing artists. The facility boasts spacious treatment rooms, a professional dance floor – complete with a ballet barre and full length mirrors – a piano and a soundproof music room. Physical therapy for the general public also is offered at the site.

## Helping Seniors Stay Strong

For decades, Medicare beneficiaries – particularly those with long-term or debilitating conditions – were denied therapy if their condition was not likely to improve. That recently changed, and maintenance therapy is now covered by Medicare.

As a result, Good Shepherd is helping seniors and other Medicare beneficiaries maintain their condition through the Stay Strong Program. Licensed therapists work with patients to maintain function and prevent decline from conditions such as arthritis, physical decline from age and degenerative joint disease.



## Progress Report: Bets Clapper

Elizabeth “Bets” Clapper, 88, gets around; she has been on more than 20 cruises, braved the cold of Antarctica and lived in Puerto Rico when her husband was an Army officer. Now a widower, she still leads an active lifestyle, though these days her outings are a little closer to home.

Despite exercising regularly, Bets noticed recently that she was having some balance problems and a little trouble walking. She received an evaluation and began receiving maintenance therapy through the Stay Strong Program at Good Shepherd Physical Therapy – Hamburg.

“Physical therapy can help seniors like Bets to remain active,” says Donna Kelley, DPT, Hamburg site manager. “We’re working with her on both balance and conditioning. She’s such a dynamic lady – and we’re happy to be able to help her maintain her independence to do the things she loves – like going to the theater and going out to lunch with her friends.”

“Physical therapy can help seniors like Bets to remain active,” says Donna Kelley, DPT, Hamburg site manager.



# Good Shepherd by the Numbers



**2,057**

## Number of Employees

Good Shepherd Rehabilitation Network employs **1,372 people** in the greater Lehigh Valley and **685** at Good Shepherd Penn Partners in Philadelphia.



# 56 Locations

Good Shepherd provides inpatient and outpatient care at **56 locations** in eastern Pennsylvania and southern New Jersey. This includes 36 locations in the greater Lehigh Valley and 20 at Good Shepherd Penn Partners locations in the greater Philadelphia area.

Last year, **59,842 people** received care at Good Shepherd Rehabilitation Network. This included 40,687 people in the greater Lehigh Valley and 19,155 people in the greater Philadelphia area.

**59,842**

**People Served**



\*This does not include the care provided by the Good Shepherd Penn Partners staff at Penn Medicine's three acute-care hospitals.



Good Shepherd  
Outpatient Physical  
Therapy's customer  
service is  
better than

**97%**

of similar  
facilities  
nationally

Good Shepherd measures its patient satisfaction using Press Ganey®, an independent research tool. Press Ganey data: July 1, 2012 – June 30, 2013

# Partnerships



Now, in its sixth year of operation, Good Shepherd Penn Partners (GSPP) continues to grow and excel. Some highlights from the 2013 fiscal year, include:

- The Pennsylvania Department of Health awarded GSPP the “Excellence in Health Care Compliance” award, recognizing no health citations during the last state licensure survey and no major life safety code deficiencies on the last building inspection.
- Two new outpatient sites were added: Oncology rehabilitation is offered at Penn Medicine’s Perelman Center in Philadelphia and a new outpatient site became operational in July in Jenkintown.
- The American Physical Therapy Association and the American Board of Physical Therapy Residency and Fellowship Education credentialed two outpatient

therapy residency programs for five years – orthopedics and women’s health. The women’s health program is only the seventh such program in the entire nation to meet the high standards of the APTA. The credentialing reaffirms the quality education that program participants receive.



## Partnerships Benefit Regional Communities

In the new era of health care, the objective for every provider is to control costs while providing the best possible outcomes for patients. Collaboration between strong partners is becoming increasingly important.

Since 2003, Good Shepherd has provided post-acute services for acute-care organizations that want to offer their patients expert inpatient and outpatient rehabilitation close to home.

We continue to have strong partnerships with Wayne Memorial Hospital, Pocono Medical Center and Easton Hospital. The agreement with each organization is unique – catering to the rehabilitation needs of the health-care organization and communities served.

## Notable Community Partnerships

Good Shepherd is proud to play a significant role in organizations that have a positive impact on our community, including:

- **Children's Care Alliance:** A collaborative effort among area hospitals, including Good Shepherd, and the Allentown and Bethlehem Area school districts. The CCA is forming a Virtual Health Village to allow seamless exchange of students' electronic health records.
- **Health Care Council of the Lehigh Valley:** A partnership among the area's not-for-profit health-care systems to measure and improve the health of citizens in the Lehigh Valley.
- **The Partnership for a Disability Friendly Community:** A community collaboration dedicated to improving the lives of people with disabilities in the Lehigh Valley through information sharing, education and community action.



## Positive Outcomes

In the 2013 Fiscal Year, all three Good Shepherd contract sites ranked above the national average (76.2 percent) for percent of patients discharged home.

**Easton Hospital: 83.3%**

**Pocono Medical Center: 81.9%**

**Wayne Memorial Hospital: 84.7%**

# News Briefs



- The Commission on Accreditation of Rehabilitation Facilities (CARF) accredited Good Shepherd Rehabilitation Hospital, including its unit at Pocono Medical Center and the Pediatric Unit in Bethlehem, for a period of three years.
- Ali Ahsen Shah, M.D., joined the Good Shepherd Physician Group. Dr. Shah (left) specializes in Physical Medicine & Rehabilitation and sees outpatients at the Spine & Joint Center and Good Shepherd Rehabilitation – CedarPointe, both in Allentown, and Good Shepherd Physical Therapy – East Greenville.
- Fifteen nurses received their certification in rehabilitation nursing (CRRN) from the Rehabilitation Nursing Certification Board. Good Shepherd has a total of 35 nurses who are certified in rehabilitation – the largest number of any facility in the region.
- With more than 40 nurses and therapists certified as Brain Injury Specialists (CBIS), Good Shepherd has the largest number of staff members with this certification in the region. CBIS certification demonstrates that our staff has the expertise to provide high quality care for patients with brain injuries.

**35  
nurses  
are certified in  
rehabilitation**

**15  
nurses  
certified in  
FY13**



- The Good Shepherd Rehabilitation Hospital welcomed three physicians to its medical staff as hospitalists: Clinton Holumzer, M.D., Larry Levin, M.D. (above) and Michael Zager, M.D. They are all internal medicine physicians who address the needs of inpatients with complex medical conditions in order to decrease returns to acute-care hospitals.
- The Good Shepherd Home at Conrad W. Raker Center and the Good Shepherd Home – Bethlehem received a five-star rating from U.S. News & World Report’s Best Nursing Homes for the third year in a row.

# Good Shepherd Financial Highlights Fiscal Year 2013

## Patient Utilization

|                                    | 2013    | 2012    | %Change |
|------------------------------------|---------|---------|---------|
| Rehabilitation Hospital Admissions | 1,940   | 1,895   | 2%      |
| Specialty Hospital Admissions      | 387     | 403     | -4%     |
| Outpatient Visits                  | 218,418 | 221,816 | -2%     |
| Long-Term Care Occupancy Rates     | 99.4%   | 99.6%   | 0%      |

## Financial Performance

(dollars in thousands)

### Unrestricted Revenues, Gains and Other Support

|   |                |                |            |
|---|----------------|----------------|------------|
| Patient Service Revenues,<br>net of doubtful collections        | \$111,385      | \$110,825      | 1%         |
| Less: Charges Provided as Free Care                             | 2,679          | 2,014          | 33%        |
| <b>Net Patient Service Revenues</b>                             | <b>108,706</b> | <b>108,811</b> | <b>0%</b>  |
| Other Operating Revenues  | 3,016          | 5,367          | -44%       |
| Professional Service Revenue                                    | 5,683          | 5,391          | 5%         |
| Contributions   | 2,694          | 2,873          | -6%        |
| Income on Investment in<br>Unconsolidated Subsidiary            | 6,927          | 4,692          | 48%        |
| Gain (Loss) on Disposal of Equipment                            | (7)            | 1,102          | -101%      |
| Net Assets Released from Restrictions                           | 1,750          | 1,735          | 1%         |
| <b>Total Unrestricted Revenues,<br/>Gains and Other Support</b> | <b>128,769</b> | <b>129,971</b> | <b>-1%</b> |

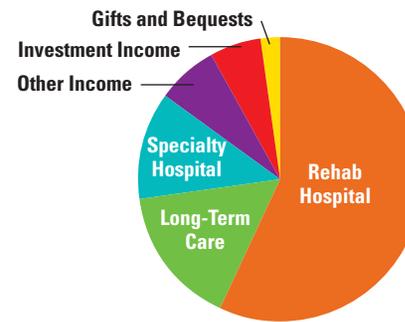
### Expenses

|  |                |                |            |
|--|----------------|----------------|------------|
| Salaries and Wages                         | 62,561         | 63,057         | -1%        |
| Employee Benefits                          | 18,189         | 16,015         | 14%        |
| Interest                                   | 5,362          | 5,686          | -6%        |
| Depreciation and Amortization              | 8,089          | 8,417          | -4%        |
| Supplies and Other Expenses                | 28,021         | 32,626         | -14%       |
| <b>Total Expenses</b>                      | <b>122,222</b> | <b>125,801</b> | <b>-3%</b> |
| <b>Operating Income</b>                    | <b>6,547</b>   | <b>4,169</b>   | <b>57%</b> |
| Investment Income and Other Gains (Losses) | 8,799          | 1,132          | 677%       |
| Other                                      | (3,685)        | (376)          | 880%       |

**Revenues in Excess of Expenses \$11,661 \$4,925 137%**

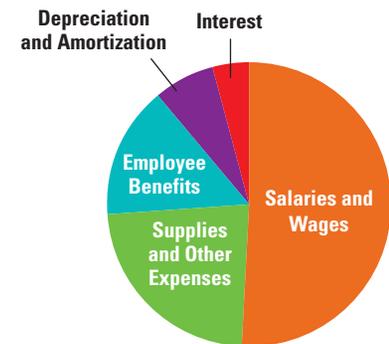
## Revenue Composition by Business Line

|                               |     |
|-------------------------------|-----|
| Rehab Hospital <sup>(1)</sup> | 57% |
| Long-Term Care                | 16% |
| Specialty Hospital            | 12% |
| Other Income                  | 7%  |
| Investment Income             | 6%  |
| Gifts and Bequests            | 2%  |

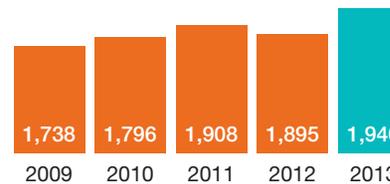


## Expense Breakdown

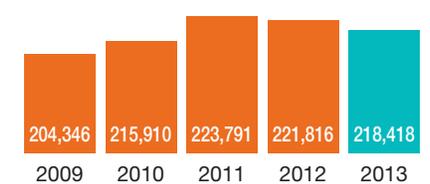
|                               |     |
|-------------------------------|-----|
| Salaries and Wages            | 51% |
| Supplies and Other Expenses   | 23% |
| Employee Benefits             | 15% |
| Depreciation and Amortization | 7%  |
| Interest                      | 4%  |



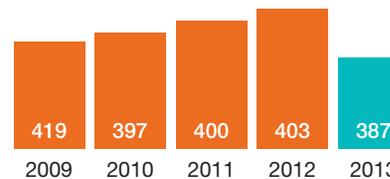
## Rehab Hospital Admissions



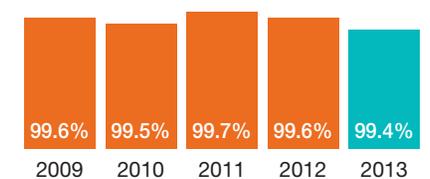
## Outpatient Visits



## Specialty Hospital Admissions



## Long-Term Care Occupancy Rates



<sup>(1)</sup> This item includes the revenues generated by Good Shepherd's inpatient rehabilitation units and its outpatient programs and services.

# Good Shepherd Endowment Fund

Good Shepherd is deeply appreciative of the community and individual support towards the growth of its endowment funds. Endowments are received from donors with the requirement that the principal remain intact in perpetuity. Income is allocated based on the purpose of the fund.

## Good Shepherd Endowment Funds – Investment Objective and Spending Policy

The Investment Committee, which is a subcommittee of the Finance Committee, is responsible for the management and oversight of all temporarily and permanently restricted, operating and pension investments. The Committee is governed by an investment policy, which is applied universally to all of these assets.

Good Shepherd also has an endowment spending policy that is overseen by the Finance Committee and the Board of Trustees. Under this policy, the annual distribution from each endowment account will be five percent of the three-year rolling average fair market value.

Following is a summary of the existing endowment funds at the end of FY13.

## Endowment and Income Use

**Unrestricted** – Used towards general operations of the entities within Good Shepherd.

**Conrad W. Raker Educational Endowment** – Used as a funding mechanism for the education and training of Good Shepherd employees.

**The Linny and Beall Fowler Endowment for Pediatrics** – Provides a perpetual source of funding to benefit all the children served by Good Shepherd's Pediatrics Program.

**The Joseph and Marjorie Correll Pediatric Chair** – Used as a perpetual funding mechanism for Good Shepherd's developmental pediatrician.

**The Howard W. and Ester M. Dornsife Perpetual Fund** – Used on an annual basis to support the Dornsife Pediatric Center.

**Donley Family Pediatrics Endowment** – Used towards supporting operating expenses associated with the Developmental Pediatrics Program.

**Romig-DeYoung Community Access** – Used for the psychosocial and recreational enrichment of residents through community outings as well as interstate trips including, but not limited to concerts, restaurants, sporting events, amusement parks and recreational areas. Monies from this fund also will be used to purchase transportation vehicles and equipment for community access by residents.

**Pediatric Endowment**– Used to support Good Shepherd's Pediatric Program.

**Walter W. and Jacqueline G. Mock Fund for Pediatrics** – Provides income in perpetuity to support charitable care, staff education and training, salaries, equipment, technology, research and other expenses of the Pediatrics Program.

**Long-Term Care Endowment** – Directed towards operating needs associated with the Conrad W. Raker Center and Good Shepherd Home – Bethlehem.

**Rehabilitation Hospital Endowment** – Directed towards operating needs associated with the rehabilitation hospitals.

**Jaindl Family Neurologic Endowment** – Used towards operating costs associated with the Neurorehabilitation Program at Good Shepherd Rehabilitation Hospital. This includes patients with stroke, as well as brain or spinal cord injury.

**John Raker Hudders Endowment** – Provides funding for continuing education of staff working with patients recovering from brain injury.

**Fleming Family Endowment** – Used to support the Assistive Technology and Research programs at Good Shepherd.

**Walter W. Mock, Sr., Ph.D., and Marie S. Mock Fund for Research and Technology** – Used to support technology and research programs at Good Shepherd.

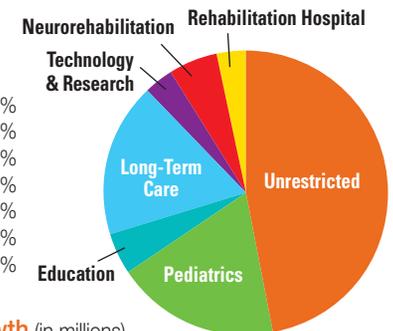
**Oberly-Allen Nursing Scholarship Endowment** – Used as a funding mechanism for the education and training of Good Shepherd nurses.

## Good Shepherd Endowment Summary – June 30, 2013 (dollars in thousands)

| Permanent Endowments   | Principal       | Market          |
|--|-----------------|-----------------|
| Unrestricted   | \$7,151         | \$8,556         |
| Conrad W. Raker Educational Endowment  | 831             | 840             |
| The Linny and Beall Fowler Endowment for Pediatrics                            | 242             | 245             |
| The Joseph and Marjorie Correll Pediatric Chair                                | 255             | 261             |
| The Howard W. and Ester M. Dornsife Perpetual Fund                             | 100             | 126             |
| Donley Family Pediatrics Endowment   | 1,000           | 974             |
| Romig-DeYoung Community Access   | 1,129           | 1,426           |
| Pediatric Endowment  | 1,515           | 1,556           |
| Walter W. and Jacqueline G. Mock Fund for Pediatrics                           | 255             | 238             |
| Long-Term Care Endowment   | 1,467           | 1,813           |
| Rehabilitation Hospital Endowment  | 536             | 557             |
| Jaindl Family Neurologic Endowment   | 1,005           | 1,036           |
| John Raker Hudders Endowment   | 105             | 109             |
| Fleming Family Endowment   | 384             | 362             |
| Walter W. Mock, Sr., Ph.D., and Marie S. Mock Fund for Research and Technology | 254             | 265             |
| Oberly-Allen Nursing Scholarship Endowment                                     | 6               | 6               |
| <b>Total Endowments</b>  | <b>\$16,235</b> | <b>\$18,370</b> |

## Endowment Funds by Purpose

|                         |       |
|-------------------------|-------|
| Unrestricted            | 46.6% |
| Pediatrics              | 18.5% |
| Education               | 5.2%  |
| Long-Term Care          | 17.6% |
| Technology & Research   | 3.4%  |
| Neurorehabilitation     | 5.6%  |
| Rehabilitation Hospital | 3.1%  |



## Endowment Funds Growth (in millions) (Fiscal year Ends June 30)



# Good Shepherd Charity Care and Community Benefits



Good Shepherd staff members donated more than 300 backpacks filled with school supplies, toiletries and other personal care items to students at the Roosevelt School in the Allentown School District. Good Shepherd and the school were paired up through the United Way's COMPASS Community Schools program.

Consistent with our mission, Good Shepherd provides certain services without the expectation of reimbursement or at reimbursement levels below the cost of providing such services, as summarized below:

| (dollars in thousands)   | 2013             | 2012             |
|--|------------------|------------------|
| <b>Benefits for Individuals Living in Poverty</b>                    |                  |                  |
| Charity Care at Cost   | \$862            | \$771            |
| <b>Unreimbursed Costs of Public Programs</b>                         |                  |                  |
| Medicaid   | 1,399            | 667              |
| Subsidized Health Services   | 2,017            | 3,129            |
| <b>Total Quantifiable Benefits for Individuals Living in Poverty</b> | <b>4,278</b>     | <b>4,567</b>     |
| <b>Benefits to the Broader Community*</b>                            |                  |                  |
| Community Health Improvement Services                                | 34               | 26               |
| Health Professions Education   | 2,491            | 2,612            |
| Subsidized Health Services   | 3                | 1                |
| Financial and In-kind Contributions to Other Community Groups        | 59               | 44               |
| Community-building Activities  | 15               | 18               |
| Community Benefit Operations   | 2                | 1                |
| <b>Total Quantifiable Benefits to the Broader Community</b>          | <b>2,604</b>     | <b>2,702</b>     |
| <b>Total Quantifiable Community Benefits</b>                         | <b>\$6,882</b>   | <b>\$7,269</b>   |
| <b>Total Expenses</b>  | <b>\$122,222</b> | <b>\$125,801</b> |
| <b>Community Benefits as a Percentage of Total Expenses</b>          | <b>5.6%</b>      | <b>5.8%</b>      |

\*This category represents those community benefit activities that are undertaken by Good Shepherd employees. They include the hosting of community health screenings and educational sessions, educational opportunities for aspiring health-care professionals and community-building activities.

When calculating the benefits that it provides to the community, Good Shepherd conforms to the conservative standards set by the Catholic Health Association (CHA). For more information on the CHA standards, visit [www.chausa.org](http://www.chausa.org).

## Giving Back: Community Benefit

Good Shepherd is committed to improving the health and function of the members of our community. When Good Shepherd provides free or significantly discounted care to under-insured or uninsured people, this is considered community benefit. Community benefit is defined as activities or initiatives that improve community health or the health needs of targeted individuals.

In FY13, Good Shepherd provided more than \$6.882 million in total quantifiable community benefit, or about 5.6 percent of revenues through initiatives such as:

- Educating nursing and therapy students and providing internships opportunities for people exploring health-care professions.
- Providing community health screenings, education and seminars.
- Providing care to men, women and children regardless of their ability to pay.



## Our Core Values

Compassionate Care  
Excellent Service  
Community Partnership

## 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.

We gratefully acknowledge all those who served on Good Shepherd's Board of Trustees, our facility medical directors and our administrators for fiscal year 2013.

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# Good Shepherd Locations



## INPATIENT REHABILITATION

### Allentown

#### Good Shepherd Rehabilitation Hospital

850 South 5th Street  
610-776-3100

### Bethlehem

#### Good Shepherd Rehabilitation Hospital Pediatric Unit

2855 Schoenersville Road  
610-807-4200

### Easton

#### Good Shepherd Rehabilitation at Easton Hospital\*

250 South 21st Street  
610-250-4218

### East Stroudsburg

#### Good Shepherd Rehabilitation at Pocono Medical Center

206 East Brown Street  
570-476-3410

### Honesdale

#### Good Shepherd-Wayne Memorial Inpatient Rehabilitation Center\*

601 Park Street  
570-253-8732

## LONG-TERM ACUTE CARE

### Bethlehem

#### Good Shepherd Specialty Hospital at Lehigh Valley Hospital—Muhlenberg

South Entrance, 3rd and 4th Floors  
2545 Schoenersville Road  
484-884-5000

## RESIDENTIAL FACILITIES

### Allentown

#### The Good Shepherd Home at Conrad W. Raker Center

601 St. John Street  
610-776-3199

### Allentown

#### Good Shepherd Supported Independent Living Apartments

909 South 6th Street  
610-841-4752

### Bethlehem

#### Good Shepherd Home – Bethlehem

2855 Schoenersville Road  
610-807-5600

## OUTPATIENT REHABILITATION/ PHYSICAL THERAPY

### Allentown

#### Good Shepherd Health & Technology Center

850 South 5th Street  
610-778-1000

### Allentown

1651 North Cedar Crest Boulevard,  
Suite 100  
484-788-0701

### Bangor (Slate Belt)

422 Blue Valley Drive  
610-863-6966

### Bethlehem

#### Performing Arts Rehabilitation Center

800 Eaton Avenue  
610-868-2805

### Bethlehem Township \*

Easton Hospital – Emrick  
2151 Emrick Boulevard  
610-867-3606

### Bethlehem Township

#### CORE PT

A Member of Good Shepherd Rehabilitation Network  
3201 Highfield Drive, Suite F  
610-882-9611

### Blandon

850 Golden Drive, Suites 13 & 14  
610-944-6504

### Center Valley

4883 Route 309  
610-797-0999

### Center Valley

Saucon Valley Medical Center\*  
4801 Saucon Creek Road  
610-625-9090

### Coopersburg

101 S. Main Street  
(entrance in back of building)  
610-282-1385

### East Greenville

622 Gravel Pike, Suite 110  
215-679-4105

### Easton

Easton Hospital\*  
250 South 21st Street  
610-250-4232

### Forks Township

Easton Hospital – Park Plaza\*  
1800 Sullivan Trail  
610-250-8799, ext. 5

### Hamburg

Hamburg Square  
500 Hawk Ridge Drive  
610-562-3523

### Kutztown

333 Normal Avenue  
610-683-5390

### Laurys Station

5649 Wynnewood Drive, Suite 103  
610-262-6773

### Macungie

6465 Village Lane, Suite 5  
484-519-3801

### Northampton

44 W. 21st Street  
610-261-4292

### Palmerton

3295 Forest Inn Road  
610-824-7440

### Quakertown

134 Mill Road, Suite 3  
215-536-2220

### Schnecksville

4110 Independence Drive (rear),  
Suite 200  
610-769-7299

### Souderton

4036 Bethlehem Pike  
215-721-1871

### Stroudsburg

1619 N. 9th Street  
Stroud Commons, Suite 4  
570-421-6110

\*Billing and medical records are handled by these providers, not Good Shepherd.



**Good Shepherd Rehabilitation Network**

850 S. Fifth Street, Allentown, PA 18103

[www.GoodShepherdRehab.org](http://www.GoodShepherdRehab.org)

1-888-44-REHAB

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*Good Shepherd serves persons with disabilities on the basis of need regardless of ethnicity, color, national origin, ancestry, age, sex or religious creed and is an equal opportunity employer. Good Shepherd shares in concerns for the environment by recycling and using recycled products. Good Shepherd Rehabilitation Network and its affiliates are tax-exempt organizations as provided by IRS regulations. Pennsylvania law requires us to inform you of the following: The official registration and financial information of Good Shepherd Rehabilitation Network may be obtained from the Pennsylvania Department of State by calling toll-free, within Pennsylvania, 1-800-732-0999. Registration does not imply endorsement.*