Annual Report 2010

Live well. Stay well.
Contents

- Letter from the President/CEO and Chairman of the Board .............................................. 3
- Summit Medical Group by the Numbers ............... 4
- Live well. Stay well.
  Our Partners.......................................................... 6
  Our New Physicians.................................................. 7
  Our Board & Senior Managers................................. 8
- 2010 Highlights
  2010 Key Milestones.............................................. 9
  Clinical Advancements......................................... 10
  Operational Enhancements................................. 11
  Community Support........................................... 14
"A pessimist sees difficulty in every opportunity and an optimist sees the opportunity in every difficulty."

- Winston Churchill
Dear Colleagues,

Welcome to Summit Medical Group's 2010 Annual Report.

For more than eighty years, Summit Medical Group has been part of a healthcare community that continues to present new challenges. We are proud to share the values and principles that supported us thus far and that will guide us through these challenges. By highlighting examples of our achievements, we demonstrate that our commitment to these values is backed by actions that have made, and continue to make, a difference.

This report celebrates the collective efforts that have shaped Summit Medical Group's commitment to providing our patients with convenient, coordinated, high quality medical care.

We thank our physicians and our employees for their energy and dedication to making Summit Medical Group's presence in our community what it is today.

Simon J. Samaha, MD
President and CEO

Jeffrey LeBenger, MD
Chairman of the Board of Directors
Summit Medical Group by the Numbers
Live well. Stay well.

Founded in 1929 and listed among NJ’s “50 Fastest Growing Companies” by NJ Biz Magazine since 2008, Summit Medical Group has a long-standing tradition of excellence while keeping pace with today's rapidly changing health care environment.

- 170 physicians treating more than 55,000 patients/month
- 250,000 sq. ft. main campus on 42 acres in Berkeley Heights; 11 area satellites in Bayonne, Berkeley Heights, Millburn, Morristown, Short Hills, Summit, Warren, and Westfield

Services and Specialties:

Primary Care: Internal and Family Medicine, Obstetrics-Gynecology, Pediatrics and Adolescent Medicine

Specialties: Allergy, Aviation Medicine, Behavioral Health, Breast Surgery, Cardiology, Chiropractic Medicine, Colorectal Surgery, Dermatology, ENT, Endocrinology, Family Medicine, Gastroenterology, General Surgery, Hematology, Immunology, Infectious Diseases, Integrative Medicine, Mohs Micrographic Surgery, Nephrology, Neurology, Neurosurgery, Neurotology, Oncology, Ophthalmology, Orthopedics and Orthopedic Surgery, Otology, Podiatry, Plastic Surgery, Preventive Medicine, Pulmonology, Rheumatology, Spine Surgery, Sports Medicine, Surgical Oncology, Travel Medicine, Urology, Vascular Surgery

Ambulatory Surgery Center: Onsite ASC, NJ licensed, Medicare certified, AAAHC accredited with 6 operating suites; 650 cases monthly (20% pediatric; 50% endoscopic)

Diagnostics:

- Onsite all digital imaging center with high-field open and closed MRI, multislice CT, CT angiography, digital mammography, bone densitometry, ultrasound and fluoroscopy
- 3D-echocardiograms, nuclear stress testing, and accredited non-invasive vascular lab
- COLA-approved, CLIA’88-accredited, full service onsite clinical anatomic pathology laboratory, recognized as an Advanced Sentinel Laboratory by the NJHSS
Electronic Health Record: Shared EHR with e-prescribing, pharmacy prescription downloads, integrated PACS, laboratory reporting and local hospital records.

Breast Care Center: Located on the main campus in Berkeley Heights, the Breast Care Center is the only breast center in New Jersey to be designated a **Certified Quality Breast Center of Excellence** by the National Consortium of Breast Centers. It is one of only 8 such centers in the United States. For patients from the New Jersey/New York area, SMG’s Breast Care Center offers comprehensive diagnosis and treatment of benign and malignant breast conditions. The Breast Care Center welcomes newly diagnosed patients as well as those with recurrent disease.

Three dedicated breast surgeons head a multidisciplinary treatment team that includes:

- Breast health nurse navigators
- Breast radiologists
- Surgical oncologists
- Medical oncologists
- Plastic and reconstructive surgeons
- Pathologists
- Radiation oncology referrals
- Counselors for nutrition, genetics, and cognitive therapy

Patient services feature on-site diagnostics such as digital mammography, ultrasound, MRI, minimally invasive ultrasound-guided core biopsies, stereotactic mammotome biopsies, and open surgical biopsies.

Urgent Care Center: 10 beds with onsite imaging; coverage by board certified ER physicians

Other Services and Centers: Acupuncture, Audiology, Chemo Infusion Suite, Clinical Trials, Ear Specialty Center, Evening Primary Care, Executive Health, Genetic Counseling, Hospitalists, Nutrition Services, Occupational Health, Optical Shop, Pediatric Speech Therapy, Physical Therapy, Sleep Disorders Center, Vascular Screening and Vein Center
Our Partners
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Marla L. Abramson, MD
Lloyd H. Alterman, MD, FACP
Joseph A. Barresi, MD, FACOG
Adam F. Barrison, MD
Jon L. Bass, MD
Jeffrey Bauman, MD
Andrew D. Beamer, MD, FACC
Joseph A. Belladonna, MD
Michelle Bender, MD, FAAP
Howard S. Blaustein, MD
David D. Bullek, MD
Richard M. Camacho, MD
Deborah Cheung, MD
Eric R. Cohen, DO
Peter M. Colucio, MD
Lisa M. Coohill, MD
David M. Cooper, MD
Joseph T. Corona, MD
John D. Cunningham, MD
Julio C. Diaz, MD, FAAP
John H. Dokko, DO
Ghitta Eibshutz, MD, FAAP
Craig H. Feinberg, MD
Matthew J. Garberina, MD
Charles M. Gelber, MD
Alice B. Gibbons, MD, FACOG
J. Scott Gillin, MD, FACP
Alexander R. Gnoy, MD
Andrew C. Greene, MD, FACC
Gabriel G. Gruber, MD
Eric B. Gurwin, MD
Kathleen A. Heffernan, MD, FACOG
Daniel E. Hermann, MD, MPH
Linda Hsueh, MD
John Hurley, MD
Peter Hyans, MD, FACS
Alexa C. Kemeny, MD, FAAP
Kevin Kennedy, MD, FACEP
Monica B. Khalil, MD
Eileen C. Klein, MD, FACP
Howard Kornfeld, MD, FAAP
Avinash A. Kothavale, MD, FACC
Jed A. Kwassert, MD
Jeffrey D. LeBenger, MD
Kerry S. LeBenger, MD, FAAAAI, FACAAI
Linda K. Lee, MD
Richard J. Lesko, MD, FACEP, FACP
James Levey, MD, FACOG
Eric S. Lieberman, MD
JerrolD. Lozner, MD, MHA, FACS
Donna L. Lupski, MD, FAAP
Christine Masterson, MD, FACOG
Redentor S. Mendiola, Jr., MD
Ida A. Miguelino, MD, FAAP
Lisa A. Mills, MD
Eric C. Mirsky, MD
Reza Momeni, MD, FACS
Komal D. Naik, DO
Lawrence J. Nastro, MD
Richard O. Nelson, MD
Richard S. Nitzberg, MD
Rohit Oza, MD
Scott Pacific, MD
Michael A. Parziale, MD
Robert L. Rosenbaum, MD, FACP, FACE
Douglas M. Roth, DO
R. Gregory Sachs, MD, FACOG
David M. Schreck, MD
Daniel R. Schwartz, MD, FACC, FACEP
Henry P. Sendyk, MD
Marcia Sherman, MD
John D. Siegal, MD
Beth Singer, MD, FAAP
Robert D. Slama, MD, FACC
Geraldine M. Summa, MD, FAAP
William A. Tansey, III, MD, FACC
Alan E. Thomas, MD, FAAP
Albert B. Thrower, MD
Michael A. Volpe, MD
Michael B. Wax, MD
Judith E. Weisfuse, MD
Maureen P. Whalen, MD, FACOG
Hendricks H. Whitman, III, MD, FAC, FACR
Charles J. Wittmann, MD
Nicholas D. Yatrakis, MD
Laura S. Zimmermann, MD, FACOG
Monib A. Zirvi, PhD, MD
Our New Physicians
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Summit Medical Group welcomed the following new physicians in 2010:

Flores Alfonso, MD, Pathology
Fred M. Aueron, MD, FACC, FSCAI, Cardiology
Robert H. Charney, MD, FACC, Cardiology
Renee Schreiber Chervenak, MD, Internal Medicine
Kenneth B. Gantz, MD, FACC, FSCAI, Cardiology
Andrew A. Gumbs, MD, Surgical Oncology
Ilya Kupershtein, MD, Spine Surgery
Geraldine O. Mercer, MD, Pathology
Hari Nadiminti, MD, Dermatology
Prabha Pai, MD, Pathology
Rafael Pajaro, MD, Hospitalist Medicine
Winnie M. Polen, DO, Breast Surgery
Bernard A. Rawlins, MD, Spine Surgery
Jennifer G. Reeder, MD, Oncology/Hematology
Roy B. Sauberman, MD, FACC, Cardiology
Susan L. Simandl, MD, FACC, Cardiology
Stacey C. Tavel, MD, Pediatrics
Allison Gurey Wasserstein, MD, Pediatrics
Our Board & Leadership Team
Live well. Stay well.

Summit Medical Group
Board of Directors 2009-2010

Lloyd H. Alterman, MD, FACP (Secretary)
Adam F. Barrison, MD
Andrew D. Beamer, MD, FACC
Eileen C. Klein, MD, FACP
Mark D. Larner, Esq
Jeffrey D. LeBenger, MD (Chair)
Jerrold S. Lozner, MD, MHA, FACS
Eric C. Mirsky, MD
Scott Pacific, MD
Laura S. Zimmerman, MD, FACOG

Leadership Team

Robert W. Brenner, MD, MMM, Chief Medical Officer
R. Robert Booth, CPA, CPC, Chief of Finance
Karen Graham, Chief of Operations
Simon J. Samaha, MD, President and CEO

Elena Andrews, Director, Nursing
Bernadette Bogden, Director, Human Resources
John Chiappinelli, Legal Counsel
Michael Dugan, Director, Business Office
Craig Edwards, Director, Information Services
Thomas Frangione, Director, Accounting and Finance
Eileen O'Shaughnessy, Director, Marketing and New Media
Highlights

- For the first time in Summit Medical Group history, we passed the 200 million dollar threshold in net revenue.

- More than 825,000 patient visits were completed (including office visits and ancillary services), a 3.4% increase over 2000.

- Close to 18,000 new patients joined the Group.

- Staff retention rate continues to be above average, at 9.06%.

- Two new patient care satellite offices were opened, in Bayonne and Millburn.

- Imaging services continues operations 365 days a year, including holidays.

- The Ambulatory Surgery Center continued to operate at full capacity, and expanded surgery hours now include Saturdays. Close to 10,000 patients were treated in 2010, a 4% increase over 2009.

- Our anatomic pathology laboratory received a perfect score from COLA on our bi-annual CLIA Lab inspection. The lab reported 1,644,901 test results in 2010 compared to 1,451,005 test results in 2009.

- The SMG telephone operators handled more than 600,000 incoming calls during 2010. Abandon calls consistently under 4% - industry standard is 5%.

Awards

- For the third consecutive year, Summit Medical Group was named one of NJ’s “50 Fastest Growing Companies” by NJ Biz magazine.

- Approximately 25% of our physicians were mentioned as a “Top Doc” in numerous national, statewide and regional rankings.

- Our Chief Medical Officer, Robert W. Brenner, MD, MMM, received the 2010 Dorland Health People Award, which recognizes health care professionals who improve care to the patient, their organization, the community, and the health care industry as a whole.
Clinical Advancements
Live well. Stay well.

- New Proactive Pediatric Immunization Alert Program achieved an 87% completion rate, which exceeded the national average of 66% for all 7 childhood immunizations.

- Via our expanded diabetes Live Well Program, patients with high and moderate diabetes are tracked and contacted for follow up and physicians are routinely alerted to most recent lab results.

- The Mammogram Outreach Program achieved a 90% show rate for all patients contacted.

- The Preventive Medicine Live Well Program outreach calls were started for colon cancer screenings (male, female), physical exams, GYN exams and diabetic eye exams. The diabetic eye exam achieved a 90% show rate for all patients contacted.

- The SMG Hospitalist Program was enhanced with a new director and case manager, and has been able to reduce hospital lengths of stay, readmission rates, and improve patient satisfaction.

- Individual with egg allergies were able to receive the H1N1 flu vaccine due to the coordinated, multidisciplinary efforts of our clinical services and allergy/immunology department.

- All nurses and medical assistants completed a skill refresher to ensure accurate, consistent standards for reading blood pressures, a leading health indicator.

- Our echocardiography laboratory was re-accreditation by the Intersocietal Commission for the Accreditation of Echocardiography Laboratories (ICAEL) at the highest level, for 3 years.
Operational Enhancements

Live well. Stay well.

• We implemented a standard telephone menu for all departments, resulting in more consistent call treatment for patients.

• The Group’s Employee Benefits Program underwent a comprehensive review and healthcare benefits were redesigned and implemented.

• The Physician Peer Review Policy was evaluated and the 360 survey process was revamped. In addition, 100% of physicians selected individual PQRI and HEDIS Quality Measures.

• Visits to our website, www.summitmedicalgroup.com, grew to just over 600,000 during 2010, an 80% increase over 2009.

• Community Education Lectures continued: 25 free lectures were offered to more than 1,000 individuals; 30% were non-SMG patients.

• Press coverage/earned media among local and regional print, broadcast and online media was valued at more than $200,000.

• Summit Medical Group’s Facebook page was launched and Twitter feed continued.

• To assist in cultivating current and future Group leaders, physicians and administrative staff participated in NYU Stern’s Executive Education Program, a year-long curriculum of topics such as healthcare economics, ethics/professional responsibility, and leadership.
New Programs and Services

- Evening and weekend appointments are now available for most specialties at all SMG satellites.
- Moh's micrographic surgery and laser treatments are now available via expansion of our dermatology specialty services.
- A new spine surgery program is now available, via two new orthopedic spinal surgeons.
- Summit Medical Group’s Breast Care Center was opened.
- Cardiac electrophysiology services were made available internally to SMG patients.
- As a result of our collaboration with Memorial Sloan-Kettering Cancer Center, individuals with cancer who have concluded their cancer treatment but need ongoing medical care are referred to Summit Medical Group for coordinated follow-up care.
- Complimentary counseling is now available weekly to oncology patients in the chemotherapy room.
- New weight loss group(s) were run with physical therapy and nutrition, including ongoing relapse prevention groups.
- Pediatric behavioral health services were added, including pediatric anger management.
- New “Gift of Health” cards were introduced, providing a unique gift idea for out of pocket medical expenses such as deductibles, copays and retail services such as calcium scoring or cosmetic procedures.
- Patients now routinely receive phone call reminders for all medical appointments, including lab and imaging appointments.
- In addition to our current cardiologist presence at Morristown Memorial Hospital and Overlook Hospital, SMG cardiologists are now available at St. Barnabas Medical Center, Newark Beth Israel Medical Center, and Bayonne Medical Center. (Most other SMG physicians admit exclusively to Overlook Hospital.)
- Public Wi-Fi access is now available in Café and oncology suite.
- New business functionality was achieved through the enhancement of existing tools, including:
  - Upgraded EHR operating system Misys to v9.10
  - Upgraded CQS to support CMS PQRI Incentive program.
- Further integration of automatic reports into EHR including bone density studies, vascular studies, mammo studies and urgent care visits.
Live Well Sports and Health Festival
Sunday, October 3

The first annual “Live Well Sports and Health Festival” was held, attracting attendees to a family fun day of information and opportunities to keep active; 21% were non-SMG patients.

Olympic gold medal gymnast, Shannon Miller, silver medal fencer Tim Morehouse, and members of the U.S. Rowing Team greeted guests and shared tips on healthy, active lifestyles. A wide variety of family activities at the event included:

- Golf Simulator and Putting Challenge
- Rock Climbing Wall
- Makoto Fitness Training
- Table Tennis
- Tai Chi Instruction
- Exercise and Nutrition Information
- Hay Maze

SMG orthopedists and sports medicine specialists gave informative talks on sports injury prevention and recovery:

- Treating Common Shoulder Problems in Athletes - David Bullek, MD
- Arthritis Knee in the Weekend Warrior - Eric Mirsky, MD
- Tips for Maintaining a Healthy Back - Ilya Kupershtein, MD
- Avoiding Elbow and Wrist Injuries - Matthew Garberina, MD
- Preventing ACL Injuries in the Female Athlete - John Hurley, MD
Community Support
Live well. Stay well.

Summit Medical Group’s employees organize and participate in food drives, toy drives, and community events that support a wide range of charitable organizations.

American Heart Association

AHA’s mission is to build healthier lives, free of cardiovascular diseases and stroke. The Summit Medical Group Team participates annually in AHA’s “Heart Walk,” helping to raise funds and save lives from heart disease and stroke.

American Red Cross

Summit Medical Group’s long-standing partnership with the American Red Cross Colonial Crossroads Chapter has brought many Red Cross programs to area residents, including Be Red Cross Ready: Introduction to First Aid and CPR, Emergency and Disaster Planning, Basic Aid Training, and Keeping Your Baby Safe. Babysitter’s Training Camp & CPR Certification showed prospective babysitters how to care for children, gain confidence, make smart decisions, and stay safe in any babysitting situation. Classes in Pet First Aid for Dogs and Cats taught caregivers symptoms and care for common pet ailments and emergencies, and how to provide guidance in emergency situations until veterinary care is available.

American Medicine Chest Challenge

The American Medicine Chest Challenge is a community based public health initiative, with law enforcement partnership, designed to raise awareness about the dangers of prescription drug abuse and provide a nationwide day of disposal – at a collection site or in the home - of unused, unwanted, and expired medicine in communities across the country. Summit Medical Group was a 2010 collection site and with the support of the Berkeley Heights Police Department, the event at SMG collected 250 pounds of expired and unused medications from area residents.
Community Food Bank of New Jersey

The Community Food Bank of New Jersey is the leader in raising awareness of hunger and poverty in New Jersey and is member of Feeding America, the nation’s largest network of food banks. SMG employees organize an annual food drive, collecting more than 2,000 pounds of food from colleagues, family and friends. They also serve at a local CFB facility, packing food for agencies to distribute to families. An annual gift is also given by SMG’s physicians in support of CFB’s mission.

Mountain Park School

The Mountain Park School in Berkeley Heights provides its students with a broad range of learning activities in the sciences. To assist in their science program, Summit Medical Group donated lab coats to fifth grade students of teacher Carla Pastore. The students thanked Summit Medical Group with a signed paper labcoat and photos of them wearing the coats during a science project.

Berkeley Heights Recreation Commission

The Berkeley Heights Recreation Commission sponsors an annual toy drive to benefit homeless children in areas such as Newark, Irvington, and Elizabeth. Summit Medical Group physicians and staff donated more than 300 toys of all varieties during November and December, delivered to the BHRC to distribute just in time for Christmas.
A Road to Health in Haiti

On April 2, 2010, at the end of his first day in Haiti, Summit Medical Group Chief Medical Officer Robert W. Brenner, MD, MMM, sent a text message to his wife:

“Today was indescribable. They had no water for days. We delivered a baby onto cardboard. The people are starving, infected, and sick, yet happy. It’s utter chaos. It was an unfathomable day.”

Between April 2 and 11, 2010, Dr. Brenner made his first trip to Haiti with the Church Outreach to Youth (COTY) Project, a nonprofit organization based in North Adams, Massachusetts. COTY runs the Haiti Plunge, which is focused on building a road and clinic for the people living in the impoverished Caberet region of Haiti. Together with his son Danny and Danny’s friend Jeremy Adelsheimer, Dr. Brenner traveled to a 9-village cooperative in a remote mountain area approximately 60 miles northwest of Port-Au-Prince. The trip was a medical mission to aid victims of the devastating earthquake on January 12, 2010.

Fellow physicians and staff of Summit Medical Group raised 30K+ for the relief efforts following the earthquake. Summit Medical Group and Walgreens pharmacy donated medical supplies for Dr. Brenner’s trip.

One year later, Dr. Brenner is taking a lead role with the COTY project to build a clinic/hospital to be named Fanmi La Sante Galgal, or Family Health Clinic at Galgal, Haiti. The facility will serve as many as 40,000 people who now have no health care. There is severely limited access to health care in the area, including virtually no acute care, prenatal care, or preventive care. The nearest hospital is so far away that many die en route.
Dr. Brenner’s progress has included the development of a mission, vision, scope of services, and some specific public health objectives for the new clinic. An architectural firm has created and presented preliminary designs for Fanmi La Sante Galgal. Equipped with administrative services, examination rooms, waiting and reception areas, an intake/triage room, a laboratory, radiology services, pharmacy services, a medical supply room, utility room, laundry, observation rooms, and a dormitory, the Clinic will offer:

- **Clinical programs**, including pediatric well care and pediatric disease screening, and adult chronic disease screening and treatment

- **Structural enhancements**, including a system for safe medical waste disposal, dental chair, and basic laboratory

- **System improvements**, including organized medical records, supply and inventory of pharmaceuticals, and registries for pregnancies, births, deaths, diseases, and morbidities

Dr. Brenner is heading back to Haiti on April 15-24, 2011, to deliver much-needed medical care in the remote mountain areas. He also will help ensure that work on the new clinic continues.
Here are just some of the organizations and events SMG has supported for 2010:

- American Cancer Society
- American Heart Association
- Arthritis Foundation
- Autism Speaks
- Basking Ridge Ridge Runners
- Berkeley Heights 5K Charity Run
- Berkeley Heights Boy Scouts
- Berkeley Heights PBA
- Berkeley Heights Rotary
- Berkeley Heights Rubber Ducky Festival
- Chatham United Soccer
- Chatham Senior Services
- Curemos (Breast Cancer)
- FDU Football
- Governor Livingston High School
- Joseph Enright Foundation
- Long Hill Chamber of Commerce
- Long Hill Township Community Day
- Lupus Foundation
- Lymphoma Research Foundation
- Maplewood/South Orange Recreation
- Millburn Recreation Dept
- Millburn-Short Hills Chamber of Commerce
- Millburn-Short Hills Youth Baseball
- New Providence Business & Professional Association
- New Providence Fire Department
- Reeves Reed Arboretum
- ScotchPlains/Fanwood High School Boosters
- Short Hills Chamber of Commerce
- Short Hills Education Foundation
- Short Hills Junior League
- Short Hills Wellness Gala
- Somerset County 4-H Association
- Somerset County United way
- Somerset County Women’s Initiative
- Somerset Patriots
- Sterling Volunteer Fire Dept
- Suburban Chamber of Commerce
- Summit Boosters
- Summit Junior Fortnightly Club
- Susan G. Koman Race For Cure
- Tri-Town Men’s Softball Assoc
- Union County College Foundation
- Union County Festival
- Union County Little League
- Union County Teen Arts Program
- Visiting Nurses Foundation
- Warren - Mt Horeb PTO
- Warren Lions Club EXPO
- Warren Township Volunteer Fire Dept
- Watchung Hills Elks Lodge
- Westfield Athletic Programs
- Westfield Booster Association
- Westfield Chamber of Commerce
- Westfield Education Fund
- Westfield Temple Emanu-El
- Westfield YMCA
- Wharton Music Center
- Young Survivors Coalition