

DIRECTIONS

SPRING

2006

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A Publication of Philadelphia Health Management Corporation

PHMC TAKES LEAD IN GUN VIOLENCE INTERVENTION

Last year, Philadelphia experienced a sharp increase in the number of homicides across the City, and young black men were particularly vulnerable. Often, young gun violence victims in urban settings struggle with problems that make it difficult for them to break from a cycle of violence. Many live in poverty, don't feel safe in their neighborhoods, don't trust the police, feel the need to retaliate in order to gain respect, and may use drugs or alcohol to cope with the high level of stress in their lives.¹

Under the leadership of the Pennsylvania Department of Health and the Philadelphia Department of Public Health, PHMC is part of an innovative public health intervention designed to help young gun victims and their families break the cycle of violence in their lives.

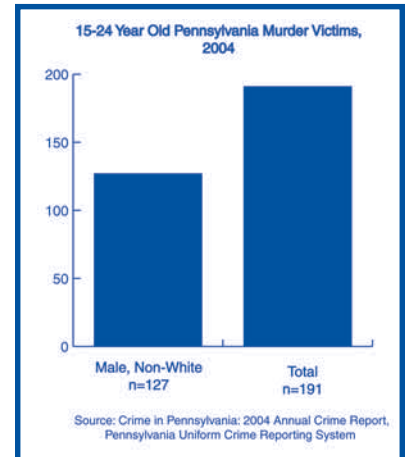
Called the Pennsylvania Injury Reporting and Intervention System (PIRIS), this intervention targets 15 to 24-year old victims of gun violence who seek medical care at the University of Pennsylvania Medical Center, Temple University Hospital System, and Albert Einstein Medical Center. PHMC social workers play a vital role in PIRIS by working with the clients and their families to address the stressors in their lives that make the recurrence of gun violence so common. Other PIRIS partners include the Pennsylvania Trauma Systems Foundation, the Firearm & Injury Center at the University of Pennsylvania (FICAP), the Philadelphia Anti-Drug/Anti-Violence Network (PAAN), and other community partners.

What's unique about PIRIS is its surveillance system that tracks information about gun-related injuries as they happen. "PIRIS is the first program of its kind in the country to combine data collection and intervention," said Pennsylvania's Secretary of Health, Dr. Calvin Johnson. "Implementing this public health approach will serve to complement existing activities to help stop violence and prevent its reoccurrence."

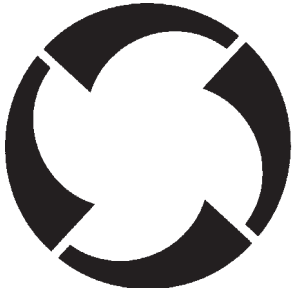
PIRIS is part of an overall effort by the City of Philadelphia to reduce violence through Blueprint for a Healthier Philadelphia, a 10-year community-based violence prevention initiative established with the goal of eliminating all youth homicide in Philadelphia by the year 2016.

"PIRIS is a pivotal component of our violence reduction strategy, because it enables us both to acquire data and link that data to appropriate interventions," said Carmen I. Paris, M.P.H., Interim Health Commissioner for the City of Philadelphia.

PHMC's role will continue to evolve as PIRIS outcomes are identified and, if successful, the pilot is expanded statewide. For more information on PIRIS, contact **Amy Friedlander** at **215.985.2512** or **amyf@phmc.org**.



¹ Rich J and Grey C, Pathways to Recurrent Trauma Among Young Black Men: Traumatic Stress, Substance Use, and the "Code of the Street," *American Journal of Public Health*. May 2005, Vol 95, No. 5. 816-824.



NEW PHMC PROGRAMS!

PHMC welcomes **PHMC Health Connection** (formerly Temple Health Connection) to its growing network of nurse-managed primary care centers.

For more information, contact **Elaine Fox** at **215.985.2553** or **Elaine@phmc.org**

This July, PHMC will begin managing the **Westhaven Long Term Structured Residence Program**, which serves 16 adults with serious mental illness in a home-like setting.

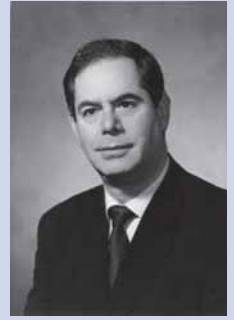
This Fall, PHMC expects to begin operating its new **GirlSpace** program, which will provide residential treatment to 30 girls with mental health and substance abuse problems.

For more information, contact **Randy Baird** at **215.731.2037** or **rbaird@phmc.org**.

PHMC'S PARTNERSHIPS WITH GOVERNMENT KEY TO MISSION

A Message from Richard J. Cohen, Ph.D., FACHE

Since spring is a time of new beginnings, it's a fitting time to highlight new government partnerships at PHMC that help us reach more people in need. We're thrilled to be a part of the Pennsylvania Injury Reporting and Intervention System (PIRIS), a new public health initiative designed by the Pennsylvania Department of Health to stop the vicious cycle of violence among at-risk youth (cover story). We've expanded our work in the area of HIV/AIDS through two new Federal grants (page 3), and we look forward to two new behavioral health programs that are supported by the Philadelphia Department of Behavioral Health (page 2). We've also been hard at work creating a new software system designed to reduce the paperwork burdens of Pennsylvania child care centers, including those whose clients receive government subsidies (page 7). Finally, we are honored to have been a part of the City of Philadelphia's efforts to help Katrina evacuees who moved to Philadelphia last fall (page 3).



Spring is also a time when fruit and vegetables start to appear more frequently in some, but not all, of our lives, according to a joint report by PHMC and The Food Trust (pages 4-5). The report, based on data from PHMC's 2004 Southeastern Pennsylvania Household Health Survey, shows that access to fresh, high quality food is not equitable throughout the region, and this inequality has profound public health implications.

I wish you a happy and healthy spring, and I look forward to continuing our work together this year.

Warmest Regards,

Richard J. Cohen, Ph.D., FACHE is President and CEO of the Philadelphia Health Management Corporation.

ASTHMA LINK LINE IS RECOGNIZED IN NATIONAL COMPETITION

The Child Asthma Link Line, a program of PHMC affiliates Health Promotion Council and Healthier Futures, Inc. that helps families affected by childhood asthma, was one of four national finalists in the 2006 Monroe E. Trout Premier Cares Award competition. Premier, an alliance of nonprofit hospitals, receives 100 to 200 applications annually for this prestigious award, which recognizes exemplary efforts by nonprofits that improve access to healthcare for the underserved.



Pictured above, from left to right: **Marla Vega, Asthma Call Coordinator; Kathy Lupton, Project Director; and Barbara Washington, Asthma Call Coordinator, receive Premier Cares Finalist Award.**

PHMC PLAYS KEY ROLE IN PHILADELPHIA KATRINA RELIEF

Soon after Hurricane Katrina hit, Elaine Fox, PHMC's Vice President of Specialized Health Services, received a call from Rob Hess, Director of Philadelphia's Office of Adult Services, and Mary Scullion, Executive Director of Project H.O.M.E. At that time, service providers for Philadelphia's homeless community had quickly pulled resources together to create a supportive environment for Katrina evacuees



Pictured above: PHMC staff at the Wanamaker Building.

expected to arrive in Philadelphia over Labor Day weekend. Although fewer people arrived than expected, it became apparent they needed far more than a place to rest and food to eat. Both Hess and Scullion felt the evacuees needed a group with a proven track record of successful case management who could navigate the social service system and handle complicated challenges. With fifteen years of case management experience and longstanding relationships with the region's social service providers, PHMC was ideally suited for the task.

For the next three months, Deborah McMillan, Assistant Vice President for Specialized Health Services, Vanessa Harper-Simpson, SHS Case Manager, Rachel Kirzner, Director of Social Services, and other PHMC employees, including Julian Dogan, Veronica Cobia-Taylor and Fredina Scott-Graham, managed the needs of Katrina evacuees.

At the same time, employees from PHMC and its affiliates came together and donated \$1,426 to Habitat for Humanity International; \$1,283 to the American Red Cross Disaster Relief Fund; \$694 to the National Health Care for the Homeless Council Disaster Relief Fund; and \$848 to the Humane Society of the United States Disaster Relief Fund.

The people who lived at the shelter were the ones with the greatest need, according to Harper-Simpson. Those that cycled through on a daily basis for help typically had other support systems to fall back on. According to Kirzner, the biggest challenge at the Wanamaker shelter was to get the evacuees back to Louisiana or to find them housing.

"It was so powerful to see someone standing at the door holding their bags, waiting for the bus to come and take them to their new home," she said.

Yet it wasn't only the lives of the evacuees that changed during this experience. Harper-Simpson was so moved by the experience that she decided to apply to graduate school after 25 years as a social worker.

"This experience made me want to go back to graduate school. As a case manager, I couldn't make policy decisions. I felt that if I can work in this situation, I can get my Master's Degree. I am going back for my Master's of Social Service and my Master's of Social Policy and Law."

Despite the fact that the shelter has closed its doors, the staff still receives calls from the people they helped, thanking them and asking for help with further referrals. Just the other day, Harper-Simpson got a call from an evacuee who had just flown back to Philadelphia after attending Mardi Gras. She just wanted to let Vanessa know that "it was good to be home."

NEW FEDERAL GRANTS

PHMC received two new Federal grants to reduce HIV/AIDS in the region:

AIDS Collaborative of Excellence (ACE Philadelphia)

funded by the U.S. Office of Minority Health, is a partnership with the Philadelphia Department of Public Health's AIDS Activities Coordinating Office to provide technical assistance to community-based groups that provide HIV services primarily to minority populations.

For more information, contact **Kathy Lupton** at **215.731.2669** or **kathyl@phmc.org**.

Addressing Young Men's Substance Use and HIV Risk,

funded by the National Institute on Drug Abuse, is a community-level intervention aimed at reducing HIV risk among young men who have sex with men.

A large-scale evaluation is an integral part of this five-year project.

For more information, contact

Jennifer Lauby, Ph.D., at **215.985.2556** or **jennifer@phmc.org**.

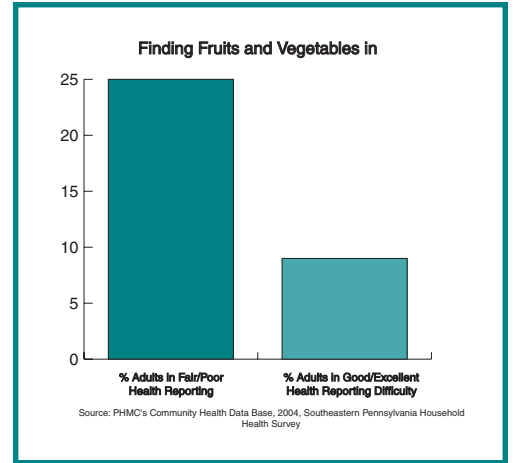


NEW REPORT SHOWS NEIGHBORHOODS' ROLE IN NUTRITION

In order to investigate how access to food contributes to health disparities in Philadelphia, PHMC partnered with The Food Trust, an affiliate of PHMC's Community Health Data Base, to examine how access to food impacts people's behavior around nutrition. By using data from PHMC's 2004 Southeastern Pennsylvania Household Health Survey, PHMC and the Food Trust were able to demonstrate how unequal access to food in Philadelphia neighborhoods has real life consequences in the health of the region. This article is an excerpt from *Food Geography: How Food Access Affects Diet and Health*, which can be downloaded at www.phmc.org/chdb/foodaccess.

Introduction

In the United States, nutrition-related health problems are reaching epidemic levels. Reports from the Surgeon General indicate that the number of adults and children who are obese or at-risk for obesity has increased dramatically during the past decade. Furthermore, low-income and minority communities are by far the hardest hit as obesity and diet-related disease skyrocket across America.¹ Health disparities among US population groups are related to inequalities in socioeconomic status²—disparities which may be exacerbated by unequal access to healthy food.^{3,4} Emerging evidence suggests that access to healthy food in neighborhoods is associated with a health-promoting diet^{5,6} and that poor access is associated with poor health outcomes.⁷



Mirroring national trends, in Philadelphia many low-income and minority residents suffer from diet-related health problems at rates significantly higher than those of the City's population as a whole.^{8,9} With the second lowest number of supermarkets per capita in the United States, Philadelphia and its residents struggle with the economic, social, and health impact of food retail disinvestments from urban communities. In many neighborhoods in Philadelphia, individuals and families struggle to maintain a healthy diet due to limited access to healthy food in their communities.

Quality of Groceries

In Philadelphia, nearly 228,000 residents believe that the quality of the groceries in their neighborhood is "fair or poor," compared to "good or excellent." Certain population subgroups, such as the poor and some minority groups, are more likely to report poor quality of their groceries. For example:

- One in three poor adults in Philadelphia—approximately 66,700 residents—have fair or poor quality of groceries in their neighborhoods, compared to 17.8% of non-poor adults.
- Adults in Upper North (40%), Southwest (38%), and Lower North Philadelphia (33%) are more likely to characterize the quality of groceries in their neighborhoods as fair or poor.
- Black adults (31%) are more likely to report having fair or poor quality groceries in their neighborhoods than Latino (24%), Asian (15%), and White (11%) adults.

NEWS
FROM THE
COMMUNITY
HEALTH
DATA BASE

PHMC'S PARTNERSHIP WITH THE FOOD TRUST

PHMC would like to thank The Food Trust for its collaboration on this report. To learn how your organization can work with PHMC's data, contact **Francine Axler** at **215.985.2521** or **francine@phmc.org**.

To learn about The Food Trust, go to **www.thefoodtrust.org**

Disparities in Access to Fruits and Vegetables

In Philadelphia, approximately 71,000 adults have difficulty finding fruits and vegetables in their neighborhood. More than eight out of ten of these adults do not consume the U.S. Government-recommended 5 daily servings of fruits and vegetables. Among adults who *do* follow U.S. guidelines, 82% report having good or excellent neighborhood groceries in their neighborhood.

Need for Travel Outside of the Neighborhood

In Philadelphia, more than 363,000 adults (32%) travel outside of their neighborhood to purchase groceries. There is a 50% greater need among poor adults to travel outside their neighborhood to a grocery store than among the non-poor; nearly half of poor adults (44%) travel outside of their neighborhood to a grocery store, compared to 30% of adults who don't live in poverty.

Notably, more than half (51.0%) of Lower North Philadelphia residents need to travel outside their neighborhood to access a supermarket.

Over 85% of adults in fair or poor health need to travel to a supermarket outside of their neighborhood, compared to 55% of adults in good or excellent health.

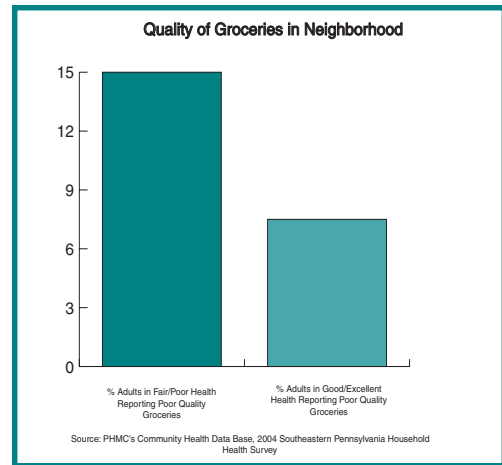
Consumption of Fast Food and/or Local Take-Out

In Philadelphia, more than 277,000 adults consume fast food and/or local take-out 3 or more times a week.

Adults living in Upper and Lower North Philadelphia are more likely to consume fast food and/or local take-out than residents of other areas of the city (29.8% and 33.4% respectively); On average, adults in these communities consume fast food and/or local take-out almost three times a week.

About one-third of adults who consume fast food and/or local take-out 3 or more times a week report traveling outside of their neighborhoods to a supermarket, representing over 37,000 adults in Philadelphia.

Black adults (30.0%) are most likely to consume fast food and/or local take-out 3 or more times a week, followed by Asian (28.3%) and Latino (25.1%) adults. White adults (18.8%) are least likely to consume fast food and/or local take-out 3 or more times a week.

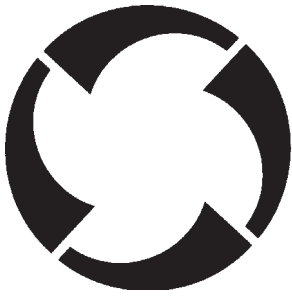


Conclusion

This report shows a strong association between poverty, poor health, and lack of access to fresh food through supermarkets. Furthermore, reduced supermarket access corresponds to higher levels of take-out food consumption and decreased fruit and vegetable consumption. Simply stated, access to fresh, high quality food is not equitable throughout the region, and this inequality has profound public health implications. Those with the fewest resources have the least access to essential components of a healthy diet. A concerted effort to improve access to fresh food for the most vulnerable populations could have an important effect on public health in the region.

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SAVE THE DATE!

On May 31, the **Joseph J. Peters Intitute (JPI)**, which has provided services in the area of sexual abuse for over 50 years, will host "Treating Sexually Aggressive Children & Adolescents," a one-day training geared toward social workers, case managers, probation officers, judges, therapists, mental health workers, child advocates, and educators. Continuing education credits will be available for conference participants.

To register for the conference, contact **Dianna Williams** at **215.985.6890** or **dianna@phmc.org** or register online at **<http://www.phmc.org/conted/trainings.html>**

ANNOUNCEMENTS

Staff News

- PHMC welcomes **Tinesha Peterson, MPH**, as the **Health Promotion Council's** new Deputy Executive Director. Tinesha comes to HPC with over ten years of public health experience, with a focus on health literacy and social marketing.
- PHMC welcomes **Colette Green, MSS, LSW**, as the new Program Director of **CHANCES**. Colette comes to PHMC with over 16 years of experience in mental health and substance abuse treatment.
- PHMC welcomes **Beth Shuman, MSW, LCSW**, as **PHMC's** new Director of Training. Beth served as Program Director of **CHANCES** since 2003, and has more than 25 years experience in behavioral health and human services management and training in the public, non-profit, and private sectors.
- PHMC welcomes **Randy Baird, LSW, CCDP, Diplomate**, as Director of Clinical Services for Behavioral Health Services. Randy comes to PHMC with 17 years of experience working with individuals with mental health and substance abuse disorders, including those who are deaf or hard of hearing.
- PHMC welcomes **Dan Radich** as **PHMC's** Director of Administrative Services. Dan comes to PHMC with more than 20 years' of legal, administrative, non-profit and public policy experience, most recently as Campaign Manager at the United Way of Southeastern PA.

Awards

- Angie Alomar-Gilbert, Program Director of **Interim House West**, won the 2005 Mayor's Making a Difference Award, which recognizes leaders in the field of drug and alcohol treatment.

New Programs and Grants

- In November 2005, the **Health Promotion Council** was one of six organizations nationwide that was awarded the Merck Child Asthma Network Grant. HPC will work with Philadelphia Allies Against Asthma members to reduce the burden of asthma in Philadelphia through door-to-door asthma screenings, school-based interventions, and health education.
- **PHMC's Research and Evaluation Component** was selected by the Commonwealth of Pennsylvania to evaluate the state's Tobacco Control Program. The evaluation will look at forty-eight programs in sixty-seven counties across the state, as well as 6 statewide programs.

Publications and Findings

- **Jennifer Lauby, Ph.D., Lisa Bond, Ph.D., and Heather Batson**, employees of PHMC's Research and Evaluation Component, published "Decisional Balance, Perceived Risk and HIV Testing Practices" in the January 2006 issue of *AIDS and Behavior*.
- A Temple University study found that adolescent sexual offenders who received outpatient services exclusively at the **Joseph J. Peters Institute** were 51% less likely to re-offend while in the program than offenders treated in similar programs. They were also 46% less likely to commit a violent offense than adolescents in similar programs.

Presentations

- **Angelo Adson, MSS**, Clinical Director, and **Alana Lasseter**, Therapist, of **The Bridge**, presented "Evidence Based Approaches and the Engagement of African American Youth, Families and Subsystems" and "The Use of Animal Assisted Therapy with Adolescents in Substance Abuse and Co-occurring Treatments" at the 2006 Meeting on Adolescent Treatment Effectiveness in March.

- This April, **Deborah Schlater, MPA**, Assistant Vice President of Forensic Services, **Daniel Rivera**, Director of Forensic Intensive Recovery Reentry Services, and Amy Hirsch, Supervising Attorney at Community Legal Services, presented "Expediting Access to Medical Assistance for Prisoners Released to Behavioral Health Treatment Programs" at the U.S. Department of Justice's Interface of the Criminal Justice and Mental Health Systems Conference.

- This March, **Tom Haworth, Ph.D.**, Director of Child and Adolescent Programs at the **Joseph J. Peters Institute**, presented "Sexually Aggressive Children: Perpetrators or Victims," at the Pennsylvania Community Providers Association Children's Committee and the School District of Philadelphia's Annual Training Symposium for School Counselors.

Events

- In December 2005, **The Bridge** and **The Big Picture Alliance**, a nonprofit organization that teaches the art of filmmaking to at-risk youth, brought over 100 people to the New Freedom Theatre to premiere three videos written, acted and directed by Bridge students as part of therapy.
- In November, 2005, **Gené Burns**, Practice Director of the **Mary Howard Health Center**, co-chaired the Third Annual Pennsylvania Coalition of Nurse Practitioners Conference, a conference with over 300 attendees that focused on primary care and pediatrics best practices.

Future Events

- The **National Nursing Centers Consortium** will hold *21st Century Solutions to Eliminating Health Disparities*, its Annual Best Practices Conference, from October 8-10 in Delray Beach, Florida. For more information, go to www.nncc.us

MANAGEMENT TAKE OUT

TArgeted Solutions

www.phmc.org/ta



Welcome to Management Take Out, a column designed to bring you useful non-profit management tidbits from PHMC's experienced staff.

In this issue, we'll discuss how PHMC, building on more than 25 years of direct service and information systems experience, has designed a software system that will change the lives of child care providers across the region. *ChildWare* is an important example of PHMC's ability to identify and support the needs of those who provide critical services to low-income populations.

If you'd like to learn more about how PHMC's TArgeted Solutions team can help you meet your organization's unique goals, feel free to contact me at 215.985.2512 or amyf@phmc.org.



Amy Friedlander, Assistant Vice President for Management Services and Special Initiatives at PHMC, heads up TArgeted Solutions. She holds an M.B.A. from New York University and has taught nonprofit management at the University of Delaware.

In today's child-care sector, most providers with a large proportion of subsidized clients are penalized by low reimbursement rates and funders' burdensome paperwork requirements.

In response to this problem, PHMC developed *ChildWare*, an affordable, easy-to-use software that will help Pennsylvania child care providers spend less time worrying about paperwork and more time doing what they do best: caring for Pennsylvania's children.

ChildWare is different from commercial child care management software in three crucial ways:

- **First, *ChildWare* was designed to reflect the needs of providers that serve low-income families.** PHMC incorporated extensive input and feedback from child care providers with clients who receive government subsidies into the software development process.
- **Second, *ChildWare* caters to the needs of Pennsylvania providers.** For example, *ChildWare* has the ability to print reports and forms related to local subsidy funders. It can also track performance indicators relevant to Keystone Stars, a state-funded child care initiative that reimburses child care providers that meet health and safety requirements.
- **Third, *ChildWare* is designed specifically for small to mid-size childcare providers, which makes it less expensive than commercial software geared towards large providers.** PHMC has designed a three-tiered pricing structure that accommodates a range of providers from smaller, home based agencies to larger childcare centers.

"*ChildWare* is a great tool that will improve quality of life for many busy child care providers across Pennsylvania," said Beth Baker, Family Services Director of Children's Village Child Care, who was extremely helpful in the development of the software. "By developing *ChildWare*, PHMC has proven once again that up front data entry can save valuable managerial time on the back end."

To date, PHMC has held a series of informational sessions on *ChildWare*, and plans to demonstrate *ChildWare* to Pennsylvania child care centers and home-based providers to share the benefits of using this new system. If you would like to find out more about *ChildWare* or any other PHMC TArgeted Solutions activities, please contact **Amy Friedlander** at **215.985.2512** or **amyf@phmc.org**.

Spring 2006

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PHMC RAISES \$106,000 TO SUPPORT THE UNITED WAY

As a long-time United Way member agency, PHMC is deeply committed to supporting the United Way's Annual Fundraising Campaign. This past year was no exception: PHMC and its affiliates donated \$106,000 through its 2005 United Way campaign, a 6% increase from the previous year. 2005 also marks the fifth year in a row that PHMC has been a leading donor among United Way agencies. In 2005, for example, PHMC made up 12.5% of the of the total dollar amount raised by United Way Member agencies.

One of the keys to PHMC's success is establishing a campaign committee, with representation from all PHMC components and affiliates, to help staff during the campaign. Another key to success is an annual campaign raffle, which gives employees who pledge at a minimum level the opportunity to win prizes donated by local businesses. Another crucial part of the campaign is the contribution made by leadership donors, who pledge at least \$1000 or more to the campaign. In 2005, 40 donors—employees and board members who come from all levels of PHMC and its affiliates—supported the campaign by donating at the leadership level. These donations made up over 50% of the total amount raised during the campaign.

"At PHMC, we value our relationship with the United Way and we are committed to the people served by the United Way network," said Richard Cohen, PHMC President and CEO. "I believe our campaign is evidence of the profound commitment our board and staff have to the unmet needs of so many people in our community."

In addition to raising funds for the campaign, PHMC supports the United Way by donating time and expertise to the campaign. In 2005, Cohen served as the Agency Division Co-Chair in the United Way Campaign Cabinet and PHMC Senior Vice President John Loeb served as an Account Executive and chaired the Leadership Campaign.

If you are interested in learning more about PHMC's United Way Campaign, please contact **Sarah Hall** at **267.765.2375** or via email at **shall@phmc.org**.

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