

COMMUNITY HEALTHCARE PARTNERS

Working Together To Grow A Healthier Community



**Reliance Medical Group
Internal Medicine & OB/GYN**

Trenton Pharmacy

**Aims Diagnostics
Radiology**

**Mercy Diagnostics
Laboratory**

Jesse O. Kurtz

Angelic Hospice and Palliative Care

**Dr. David Bauer
CAREcenter of South Jersey
Chiropractic and Rehabilitation**

Dr. Alfred Iezzi / Podiatrist

Aetna Better Health of New Jersey

Clover Health

4401 Ventnor Avenue - Atlantic City, NJ



COMMUNITY HEALTHCARE PARTNERS

4401 Ventnor Avenue * Atlantic City, NJ 08401
(215) 530-9104

Working Together To Grow A Healthier Community

INTRODUCTION

Vince Papaccio, COO/Vice President of Reliance Medical Group, introduces "COMMUNITY HEALTHCARE PARTNERS," a group of health-minded individuals and businesses that have joined together with the primary purpose of improving the quality of care throughout local communities, specifically those in Atlantic City, New Jersey and its surrounding shore areas.

In developing COMMUNITY HEALTHCARE PARTNERS, Vince has adopted the concept that he experienced while serving as Board Chairman of the non-profit organization, Camden Coalition of Healthcare Providers (www.camdenhealth.org), and in his work with Camden Coalition's founder, Dr. Jeffrey Brenner. The Camden Coalition is a group of Camden (New Jersey) healthcare providers, community partners and advocates joined together in a commitment to elevate quality of care while decreasing costs to the patients and healthcare delivery system. Additionally, Camden Coalition's mission is to spark a field and movement that unites communities of caregivers to improve the wellbeing of individuals with complex health and social needs. Further, Camden Coalition's vision is a transformed healthcare system that ensures every individual receives whole-person care rooted in authentic healing relationships. Accordingly, the Camden Coalition innovates and tests healthcare delivery models to improve patient outcomes and reduce the cost of their care using data driven, human-centered practices.

Collectively, the members of COMMUNITY HEALTHCARE PARTNERS maintain a vast level of experience in several individualized arenas that enable them to address various important healthcare and social issues that affect residents and patients. In doing so, the members of COMMUNITY HEALTHCARE PARTNERS exchange ideas and information regarding pertinent topics, and provide assistance in producing positive results for residents and patients.

In addition to healthcare providers, business executives and medical organizations, COMMUNITY HEALTHCARE PARTNERS also encourages patients to participate in its discussions to ensure that all of the issues that affect the wellbeing of the surrounding community are heard and properly addressed.

COMMUNITY HEALTHCARE PARTNERS held its first meeting on July 19, 2018 at 4401 Ventnor Avenue, Atlantic City {where Reliance Medical Group maintains Internal Medicine & Ob/Gyn medical offices, and Aims Diagnostics (Radiology) and Mercy Diagnostics (Laboratory) are located}. Members who participated at the meeting included representatives from Reliance Medical Group, Trenton Avenue Pharmacy, Aims Diagnostics and Angelic Hospice, as well as Dr. David Bauer and Dr. Alfred Iezzi. Other members unable to attend the meeting included representatives from Mercy Diagnostics, Aetna Better Health and Clover Medicare Advantage Plan.

Some of the goals of COMMUNITY HEALTHCARE PARTNERS involve increasing awareness of the medical services available within the community; working closely with sponsorship groups or cultural agencies; sharing patient satisfaction results and improving customer/patient relations.

Special attention is being paid to how COMMUNITY HEALTHCARE PARTNERS may play a role in reducing Obesity, Addiction and Infant Mortality in Atlantic City.

COMMUNITY HEALTHCARE PARTNERS believes that its efforts will not only positively impact the population of the Atlantic City shore area, but that its mission may also be used as a model that can benefit various regions within the State and even nationwide.

Although COMMUNITY HEALTHCARE PARTNERS is newly formed, it continues to gain momentum and membership, as well as increase its presence at community events. In doing so, COMMUNITY HEALTHCARE PARTNERS solidifies its attention and efforts to ensure that its founding vision and initiatives are realized, and that its primary focus is the health and welfare of local residents.

Anyone interested in becoming a member of CHP is invited to contact Vince Papaccio (vpapaccio.reliance@gmail.com -or- 215-530-9104).



COMMUNITY HEALTHCARE PARTNERS

4401 Ventnor Avenue * Atlantic City, NJ 08401
(215) 530-9104

Working Together To Grow A Healthier Community

BUSINESS STRATEGY

The Business Strategy of Community Healthcare Partners ("CHP") is to develop a business relationship strategy of medical service providers to better serve current patients as well as to attract new patients.

Traditionally, the best marketing strategy has been word-of-mouth based upon a patient's experience. In forming a community health provider partnership, we can leverage all of our relationships to enhance patient relationships by sharing positive and negative patient comments in order to improve our customer satisfaction.

Further, by meeting on a regular basis, we can share pertinent and beneficial information regarding our community events, changes and population.

We believe in a community-based provider concept. In such regard, as a result of our willingness to work together, we can effectively utilize the strength of a larger group's influence.

It is not unrealistic to think that we can create products and services that can benefit each of our businesses and our patients, yet that it be provided through a collaborative group moniker.

MARKETING PLAN

The Marketing Plan of Community Healthcare Partners ("CHP") is as follows:

- introduce the concept through the AC Times
- create an editorial section in the AC Times (free of charge)
- meet with sponsorship groups, non-profit organizations, cultural societies, etc. to determine what, if anything, we can do to foster our businesses through a co-op concept
- sponsor health events (i.e., 48 Blocks)
- support school and educational events
- engage in an "Adopt-A-School" program (i.e., Texas Avenue School, Sovereign Avenue School, Richmond Avenue School, Brighton Avenue School, Chelsea Heights School)

TARGET AREAS

The primary Target Area for Community Healthcare Partners ("CHP") is as follows:

- Atlantic City
- Brigantine
- Down Beach (i.e., Ventnor, Margate & Longport)

The group will address of the needs of interests of all age groups.



COMMUNITY HEALTHCARE PARTNERS

4401 Ventnor Avenue * Atlantic City, NJ 08401
(215) 530-9104

Working Together To Grow A Healthier Community

ADOPT A SCHOOL/PARTNER RELATIONSHIP

A partner is an organization or group that is committed to work with adopted school to make sustainable impact on a shared goal around student success.

PROGRAM SUPPORT

- Designate 2 people from the school and partner to serve as the Program Liaison to lead efforts throughout the year
- Jointly submit a year-long partnership plan
- The partner supports or hosts at least 3 school-based activities
- The partner contributes at least one donation to support the school community
- The "Adopt-A-School Launch Kickoff Event" and "End of Year Celebration"

PROGRAM BENEFITS

The entire school community, in particular the students, gain from the additional resources and experience offered by corporate and community partners. Partners can have a direct impact on the school community and have an opportunity to form quality relationships with one school. Engagement activities between the school and partner are tailored toward the school and partner's needs, and go beyond a one-time, transactional experience.

ADOPT-A-SCHOOL PARTNER ACTIVITIES

There are endless ways for partners to support students and schools. We strongly encourage partners start with their strengths and organizational philanthropic priorities, and then work collaboratively with the school to develop a shared vision grounded in serving students and the school community. Below is a list of possible activities:

- Serve as judge for fairs and competitions
- Support school events including career fairs, field days or teacher appreciation week
- Donate school supplies and equipment

ADOPT-A-SCHOOL PARTNER SUPPORT/DONATIONS

- Volunteer for school beautification projects
- School supplies (pens, pencils, notebooks, crayons, and glue)
- Small portable white boards and dry erase markers
- Art supplies (paper, brushes, assorted paint, chalks)
- New books (for school libraries, class libraries and students' personal libraries)
- Books on tape
- Globes and maps
- Calculators, geometry tools, graph paper, and math manipulatives
- Interactive white boards
- Sports equipment
- Cameras (digital and disposable)
- Flash Drives
- Computers



COMMUNITY HEALTHCARE PARTNERS

*4401 Ventnor Avenue * Atlantic City, NJ 08401
(215) 530-9104*

Working Together To Grow A Healthier Community

FOR YOUR GOOD HEALTH

The goal of the Community Healthcare Partners campaign is to strengthen industry partnerships and alliances to improve health of our community and provide quality care at reasonable cost.

Special emphasis in Atlantic City is placed on the following:

Infant Mortality

Obesity

Addiction



COMMUNITY HEALTHCARE PARTNERS

4401 Ventnor Avenue * Atlantic City, NJ 08401
(215) 530-9104

Working Together To Grow A Healthier Community

BENEFITS

The benefits of unifying our professional services and working together as a group:

- Data share
- Training & Education
- Adopt-A-School Program Participation
- Community Event Participation



COMMUNITY HEALTHCARE PARTNERS

4401 Ventnor Avenue * Atlantic City, NJ 08401
(215) 530-9104

Working Together To Grow A Healthier Community

PARTICIPATING MEMBERS

Below are various community healthcare and other business entities and owners, City Council Members, Civic Association Members, and/or the members of the general population who actively participate in Community Healthcare Partners activities, as well as exchange ideas and establish programs that address the acute healthcare needs within the surrounding community:

ESTABLISHED MEMBERS

<u>NAME</u>	<u>ORGANIZATION/SERVICE</u>
ERIN LUDY	AETNA BETTER HEALTH OF NEW JERSEY
ROMESHA RUTHNASWAMY	AIMS DIAGNOSTICS IMAGING SERVICES
SHARON ALOI	CHELSEA NEIGHBORHOOD ASSOCIATION
JESSE KURTZ	ATLANTIC CITY 6 TH WARD COUNCIL MEMBER
BARBARA GRANDY, RN - TEXAS AVENUE SCHOOL	ATLANTIC CITY SCHOOL DISTRICT
MARK PUKENAS, DMD	ATLANTIC SMILES FAMILY & COSMETIC DENTISTRY
RANDI MACDOWELL	ANGELIC HOSPICE & PALLIATIVE CARE
DAVID C. BAUER, DC	CARE CTR. OF S. JERSEY (CHIROPRACTIC/REHABILITATIVE EXERCISE)
MARGARET TESTERMAN	CLOVER HEALTH
CYNDI ZUHIA	EASTERN PINES REHABILITATION & NURSING CENTER
ALFRED J. IEZZI, JR., DPM	PODIATRY
REPRESENTATIVE	QUEST DIAGNOSTICS
JON M. REGIS, M.D. / VINCE PAPACCIO	RELIANCE MEDICAL GROUP
GRISEL PAPACCIO / GLADYS MADRID DINAH ABAD	RELIANCE MEDICAL GROUP
DAVID J. SMITH, M.D.	EYE PHYSICIAN & SURGEON
SITA MURRIA / CHINTAN SHAH	TRENTON PHARMACY
PAT LAYCHOCK	VISITING ANGELS HOMECARE
MISCELLANEOUS PATIENT REPRESENTATIVES	VINCENTE YAP / JOYCE LANIER



PROPOSED AND/OR INTERESED PARTIES

<u>NAME</u>	<u>ORGANIZATION/SERVICE</u>
AARON RANDOLPH	ATLANTIC CITY 1 ST WARD COUNCIL MEMBER
MARTY SMALL	ATLANTIC CITY 2 ND WARD COUNCIL MEMBER & COUNCIL PRESIDENT
KALEEM SHABAZZ	ATLANTIC CITY 3 RD WARD COUNCIL MEMBER
MICHAEL EPPS	ATLANTIC CITY INITIATIVES PROJECT
JERRY DELROSSO	ATLANTIC COUNTY ADMINISTRATOR
DENNIS LEVINSON	ATLANTIC COUNTY EXECUTIVE
AUDREY HEIST	ATLANTICARE REGIONAL MEDICAL CENTER
CARLA THOMAS / LATOYA DUNSTON	GATEWAY COMMUNITY ACTION PARTNERSHIP
ROY LEITSTEIN	LEGACY TREATMENT SERVICES
PETER KUPONIYI, M.D.	INTERNAL MEDICINE & ADDICTION MEDICINE
LINDA FLAKE	SOUTHERN JERSEY FAMILY MEDICAL CENTERS
MICHELLE MCDONALD	STOCKTON UNIVERSITY



COMMUNITY HEALTHCARE PARTNERS

*4401 Ventnor Avenue * Atlantic City, NJ 08401
(215) 530-9104*

Working Together To Grow A Healthier Community

COMMUNITY EVENTS, ETC.

Attached please find materials that will illustrate community functions, events and activities in which Community Health Partners participated or has been a sponsor.



COMMUNITY HEALTHCARE PARTNERS

4401 Ventnor Avenue * Atlantic City, NJ 08401
(215) 530-9104

Working Together To Grow A Healthier Community

PRESENTATION TO ATLANTIC CITY SCHOOL DISTRICT

CHELSEA HEIGHTS SCHOOL (3/20/19)
RICHMOND AVENUE SCHOOL (3/19/19)
TEXAS AVENUE SCHOOL (12/18/18)

PRESENTED BY

VINCE PAPACCIO - COO
RELIANCE MEDICALGROUP

INTRODUCTION

PRIORITIES FOR THE CITY OF ATLANTIC CITY ON IMPROVING THE HEALTH
STATUS OF THE COMMUNITY

INFANT MORTALITY
OBESITY
ADDICTION

TODAY'S DISCUSSION

CHILDHOOD OBESITY

- I. OVERVIEW
- II. CHILDHOOD OBESITY & CHILD WELLBEING
- III. CHILDHOOD OBESITY FACTS
- IV. CAUSES & CONSEQUENCES OF CHILDHOOD OBESITY
- V. CALL TO ACTION - WHAT CAN BE DONE



RELIANCE

MEDICAL GROUP

Community Events



Your Family Is Our Family

RELIANCE COMMUNITY FUN FAIR

A Great Success!



June 23, Saturday

10am - 4pm

4401 Ventnor Ave



Reliance Medical Group and Atlantic City's 6th Ward Council member Jesse Kurtz put on the First Annual Community Fun Fair at our 4401 Ventnor Avenue location. Together with our industry partners, we showed support for our great neighborhood! As part of the **48 BLOCKS AC** celebration, our team enjoyed interacting with the Community, providing free blood pressure screenings and glucose and BMI testing.

June 22-24, 2018



Atlantic City

48 BLOCKS AC is a program of the **Atlantic City Arts Foundation**. The event was a celebration of arts, culture, and community throughout the 48 blocks of Atlantic City. This year's event boasted nearly 100 projects developed by local artists, community members, schools, businesses and organizations—from murals and music to yarn-bombing and yoga. The community experienced the arts in Atlantic City from a new perspective.





COMMUNITY HEALTHCARE PARTNERS

Working Together To Grow A Healthier Community



Richmond Avenue School received school supplies and backpacks as part of our adopt a school program with community healthcare partners.



Supporting Businesses

Reliance Medical Group

Dr. Alfred Iezzi / Podiatrist

Trenton Pharmacy

Aetna Better Health of New Jersey

Aims Diagnostics Radiology

Clover Health

Mercy Diagnostics Laboratory

Councilman Jesse O. Kurtz

Angelic Hospice and Palliative Care

Atlantic Smiles

Dr. David Bauer CAREcenter of South Jersey Chiropractic and Rehabilitation

David J. Smith, M.D.
Eye Physicians & Surgeons



COMMUNITY HEALTHCARE PARTNERS

Working Together To Grow A Healthier Community

On Friday November 16th and Monday November 19th Community Health Partners (CHP) members donated enough money to distribute over 100 free turkeys in Atlantic City and Atlantic County. On Friday the 16th over 50 turkeys were distributed to select families' Vince Papaccio said. We received helpful support by delivering approximately 20 turkeys to Richmond Elementary School and to Grace Family Church. Pastor Hargrove has adopted 30 families with children at the Chelsea Elementary School, most living in Busby Village to distribute.

Reliance Medical Group and other CHP members identified another group of families and approximately 10 turkeys were distributed out of the Reliance Pediatric offices on Tilton Road in Northfield and Pleasantville office on Black Horse Pike.

On Monday November 19th another approximately 60 turkeys were distributed at the Reliance office at 4401 Ventnor Avenue to select families identified from Local 54 and Our Lady Star of the Sea Church.

This effort was a chance to see Atlantic City at its Best with multiple agencies and businesses working together.

Community Health Partners (CHP) is a newly formed organization founded by Vince Papaccio, COO of Reliance Medical Group. Vince used his experience as the Board Chairman of the Camden Coalition of Health Care Providers and his tutelage under Dr. Jeffrey Brenner to form CHP as Atlantic City Health Indexes are some of the poorest in all of NJ evidenced by Infant Mortality rates being at or near the highest in the state. Councilman Jesse Kurtz of the 6th ward was also an early participant and some of the excellent efforts were in his 6th ward.

The purpose of CHP is to improve the quality of health care in Atlantic City increasing health preventative awareness and providing education, CHP is open to all healthcare providers to join as well as it has community individuals prominently involved.

You can contact Vince Papaccio at (215) 530-9104 or email: vpapaccio.reliance@gmail.com

