

Direct Relief honored at 30+1 anniversary

Zufall praised as 'top of the top'

More than 100 guests helped Zufall Health celebrate three decades of service and honor Direct Relief for its steadfast commitment to community health centers. The outdoor event at Brooklake Country Club was postponed from last year due to the COVID-19 pandemic.

"Your support is making an enormous impact on reducing health disparities and improving access to care for millions of medically underserved patients worldwide," Zufall president and chief executive officer Eva Turbiner told Thomas Tighe, president

and chief executive officer of the international aid organization.

Following his acceptance of a painting created by Denville artist Laurie Harden, Tighe praised Zufall and the innovative programs Direct Relief and its partners have supported over the last decade.

"I've visited nearly a thousand health centers during my tenure ... and Zufall is at the top of the top in all things that matter," he said. "The best case for private philanthropy today in the United States are community health centers broadly, and Zufall in particular."



30+1 Sponsors

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Posthumous honor for chairman emeritus

Paul Nusbaum given Founders Award

Earlier this year, Zufall Health was saddened by the passing of Paul Nusbaum, our Board of Directors chairman emeritus. To honor his longtime service, Eva Turbiner, Zufall's president and chief executive officer, and the Zufall Board, recognized Paul with the Founders Award, presented to his widow, Meredith, at our 30+1 Anniversary event.

The Founders Award cites the outstanding accomplishments of an individual or organization who has demonstrated a significant and continuing commitment to advancing the mission and success of Zufall Health. It is presented in the name of the founders to perpetuate their memory and recognize those whose service embodies the vision, dedication, compassion, and determination of the Zufalls.

As the Board of Directors first chairman and Zufall's cheerleader-in-chief, Paul worked tirelessly over three decades to ensure the health center's long-term viability. A gifted attorney, he was instrumental in organizing the board, hiring the right staff, and applying his legal talents to the oversight of finance, acquisitions, and operations.

Before his death, Paul asked that we create the Paul Nusbaum Memorial Fund



within the Zufall Health Foundation. Those who wish to honor his memory are encouraged to mail a check made out to the Zufall Health Foundation to Shade Cronan, Foundation Director, at 18 West Blackwell Street, Dover, NJ 07801 or donate online at zufallhealthfoundation.org.

Meredith Nusbaum (center) accepts Zufall's Founders Award on behalf of her late husband, Paul, from Bill Shuler, Zufall's Board chairman, and Eva Turbiner, president and CEO.



DIRECTOR'S MESSAGE

Looking ahead to more activities and a better 2022

As our foundation approaches the end of our first year of operation, we are grateful for all the support we have received from our donors. During a year unlike any other we've experienced, your contributions were critical to helping Zufall Health meet the challenges of continuing to take care of our patients in a safe environment.

While it is hard to predict anything these days, we are hopeful that we will see significant improvement in the state

of the pandemic in 2022 and that our foundation will be able to resume more normal activities. We expect to continue to build our Board of Directors along with holding some small, in-person, donor-cultivation events that will give us the opportunity to share our story with new audiences in a personal way.

The health center also looks forward to exciting plans for 2022. We will soon be opening a new Zufall site at the Richard Hall Community Mental Health Center in Bridgewater, will be making many building improvements

at our other locations, and will be completing construction on our new West Orange site. In addition, we will continue to expand and refine telemedicine so that virtual visits will be further integrated into patient care.

In the coming months, we'll be sharing more of our plans for the foundation's future. We thank you again for your support and wish you a happy, healthy new year.

Be Well!

Shade Cronan

Why I Give

Philanthropist Gary Cohen supports Zufall for doing ‘all the right things’

Making the inaugural donation that helped launch the Zufall Health Foundation was an easy decision for philanthropist Gary Cohen whose work addressing unmet health needs has taken him all over the world.

“During the last four decades, I’ve traveled to 70 countries and seen all manner of health care from the most sophisticated, high-tech settings in America, to the most basic, under-resourced village clinics in Africa,” said the former medical industry executive. “Zufall left me with the strongest positive impression of them all.”

“It is exactly what comprehensive, holistic, primary health care should be, needs to be, and mostly isn’t,” he added.

Now the chief revenue officer for

AeroFarms, an indoor farming technology pioneer, Cohen first learned about Zufall when he visited the Dover site in 2013 as executive vice president of BD (Becton, Dickinson and Company), a global medical technology company.

“The way patients are cared for –the comprehensiveness and thoughtfulness – blew me away,” he said. “The underlying motivation of every staff member I met completely aligns with the well-being of the patient. The whole organization truly cares about whoever walks through the door and wants to do the best for them.”

Cohen’s giving is also motivated by Zufall’s effective use of contributions.

“My donation goes directly to people who need help and I’m confident not a dollar, not a penny



will ever be misused,” he noted.

“This is an organization that is doing all the right things and I’m very comfortable investing in it and encouraging others to do the same.”

Gary Cohen has collaborated with international agencies, governments, and non-government organizations to advance global health. Among his current responsibilities, he serves as chair of the Corporate /CDC Roundtable on Global Health Threats, founder and board chair of Together for Girls, board co-chair of GBCHealth, and board director of UNICEF USA and the Global Partnership to End Violence Against Children.

YOUR DONATION AT WORK

A new approach improves diabetes treatment

A new program funded by a \$150,000 Innovations in Care Award is transforming the way Zufall treats many high-risk, uncontrolled diabetic patients served in Dover, Morristown, and West Orange.

Zufall was one of six community health centers in the U.S. receiving the grant. Awarded through the BD Helping Build Healthy Communities Initiative, it is funded by BD and implemented by Direct Relief and the National Association of Community Health Centers.

“Managing a patient’s diabetes care, which often requires frequent office visits, can be especially challenging when treating low-income, uninsured patients who often lack transportation, paid-time off, and childcare,” explained Zufall Chief Medical Officer Rina Ramirez, M.D. “We’ve devised new services that augment in-person physician

visits and help patients improve the self-management of their disease.”

Key to the program is the expansion of home monitoring through telemedicine visits which have become a well-accepted model of care during the pandemic. Patients are also provided at-home diagnostic equipment kits so they can collect important health data to share with their provider remotely.

The funding is also being used to deploy a dedicated care team that utilizes pharmacists and social workers to help tailor clinical interventions to meet a patient’s individual needs. They provide education on diet, nutrition, and exercise and regularly review progress toward the patient’s self-management goals.

“We’re really excited about adopting this approach to diabetes care,” said Ramirez. “By enhancing patient responsibility and engagement in

their own health care journey we are already seeing improvement in treatment adherence and outcomes.”



Clinical Pharmacist Julie Valdes shows a patient how to use a glucometer to help him monitor his glucose level.



Eva Turbiner, president and CEO of Zufall Health and James Demetriades, CEO of Penn Medicine Princeton Health, (foreground) cut the ribbon to open Zufall Health—Plainsboro.

Plainsboro opening expands access

Zufall Health has partnered with Penn Medicine Princeton Health to take over its health center on the campus of Penn Medicine Princeton Medical Center in Plainsboro. The collaboration is expected to result in increased access and improved health outcomes for the most vulnerable members of the central New Jersey community.

Re-named Zufall Health – Plainsboro, the site has 21 exam rooms and provides primary care and specialty services to nearly 4,000 underserved residents in Mercer and Middlesex counties.

In the coming months, Zufall will be offering podiatry services in Plainsboro and expects to eventually be adding affordable dental care at the site.

Make a difference with a year-end gift

During this gift-giving season, we hope we can count on your year-end contribution to help Zufall Health continue providing affordable, quality care to New Jersey's medically underserved.

You can show your support by:

- Making a secure, one-time or monthly, tax-deductible contribution online at zufallhealthfoundation.org/donate
- Mailing a check to:
Zufall Health Foundation,
18 West Blackwell St.,
Dover, N.J. 07801

You can also donate to Zufall year-round by shopping through AmazonSmile. Amazon will donate 0.5% of your eligible purchase to Zufall at no cost to you. AmazonSmile is available at smile.amazon.com on your web browser and can be activated in the Amazon Shopping app for iOS and Android phones. Just log on to AmazonSmile using your Amazon account information and designate Zufall Health Center as your charity of choice.



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