



## Love a Doctor

The following Providers freely donate their time to VIM—next time you see them, please say **THANK YOU!**

### Primary Care:

Ken Cramer, MD  
Lynn Helmer, MD

Ray Marotta, MD  
Gita Ponnappan, MD  
Jerry Weisberg, MD

Gina Maloney, APN  
Ruth Hallowell, APN  
Dave Perry, PA

### Specialists:

Dennis Cardillo, OD  
(Optometry)

Martin Carey, DPM  
(Podiatry)

Chris Chase, DC  
(Chiropractor)

Jong Choi, MD  
(Acupuncture)

Tom Dierkes, DO  
(Pediatrics)

Stephen Kornberg, MD  
(Cardiology)

Divo Messori, MD  
(Gastroenterology)

Melind Pandya, MD  
(Nephrology)

Joseph Salvatore, MD  
(Orthopedics)

James Dougherty  
(Massage Therapy)

## REIMBURSEMENT versus REWARD

By Elizabeth Crowley, MD

A 2012 Medscape Physician Compensation Survey showed that only 53% of physicians would choose medicine as a career.

Docs reported concerns about declining income and defensive medicine. And they said that administrative demands have 'taken the joy out of medicine.'

It seems like the things that make medicine rewarding, have been tainted by the ever looming hassle of reimbursement.

When I talk to doctors about volunteering, I often hear "All of my payment rates are being cut. I'm practically giving free care already." I can't argue with that. Payment cuts are a very real concern.

But when I talk to doctors who volunteer, I hear "It reminds me of why I went into this job" and "It makes medicine fun again." It is so freeing to be able to see patients without the administrative hassles of insurance based care.

### Dr. Divo Messori honored as Volunteer Physician of the Year

Dr. Divo Messori is a much beloved doctor by staff, volunteers and patients alike. He always has a twinkle in his eye and a smile on his face. When considering the 2012 Volunteer Physician of the Year, the Board and Staff of VIM unanimously agreed that Divo exemplifies the true spirit of VIM- neighbors caring for neighbors!

Semi-retired, Divo Messori, MD, 79, practices in Flourtown, Pa. He voluntarily obtained his New Jersey medical license just so he could volunteer at VIM.

It turns out, if you don't have to worry about reimbursement, the practice of medicine, especially for patients most in need, is its own reward.

In fact, in Medscape's Family Physician Lifestyle Report 2012, physicians that did any type of volunteer work had a higher overall happiness rating. In a 2000 report in the Archives of Family Medicine, physicians who



viewed benevolence as a guiding principle in their lives reported a higher level of professional satisfaction. (Personal Values of Family Physicians, Practice Satisfaction, and Service to the Underserved B. Clair Eliason, MD; Clare Guse, MS; Mark S. Gottlieb, PhD, Arch Fam

Med. 2000;9:228-232.)

Our team of volunteer providers (listed on the left) is growing. I am so grateful to these wonderful, caring doctors and providers and to all our volunteers who give freely of their time and talent.

As the economy continues to pinch, consider your neighbors without access to healthcare. They need us. And we need them, too. To remind us why we do this job.

Jack McConnell, the founder of the original VIM in Hilton Head, said it best:

*"May we have eyes to see those who are rendered invisible and excluded, Open arms and hearts to reach out and include them, Healing hands to touch their lives with love, And in the process heal ourselves."*

\$20,000 for VIM. Plans are already underway for Gala 2013.



Acknowledging his award, Dr. Messori spoke on the value importance of Volunteering and Giving Back

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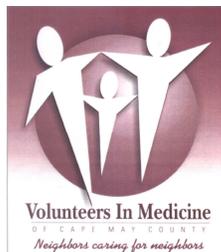
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Medical Director

Barbara Harvey, RN  
Director of Nursing  
and Clinic Operations

Marge Carter  
Volunteer Coordinator

"Caring Neighbors is a publication of Volunteers in Medicine of Cape May County, a 501©(3) non-profit.

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**Dear Friend,**

2012 marked VIM's tenth year of Neighbors Caring for Neighbors. Now more than ever, VIM is the cornerstone of health care for many in our community. As our politicians continue to debate the future of health care, at VIM we are business as usual – with ever increasing demand!

VIM does more than just deliver personal treatment; we provide proactive health support to ensure the continued wellbeing of those that we touch. As long as there are members of our community with no access to health care, VIM will continue to provide the health support they need to be vital contributors of this beautiful County and to ensure they are able to live productive lives.

Please join us in being a caring neighbor by supporting a VIM event, shopping or donating to our new thrift store "VIMspirations" in West Cape May, volunteering, or with a personal donation. All monies contributed to VIM stay locally and more than 85% go direct to patient care. What better way to start the New Year 2013 than by helping your neighbors—in the process be prepared to see just how little it takes for one person to make a significant difference.

Thank you for being a friend of VIM. On behalf of my fellow Trustees, our Patients, Staff and Volunteers, please accept my heartfelt wishes for a Happy and Healthy New Year!

*Sandy*  
Sandra Gott

**VIM Installs New Trustees**

The VIM Board of Trustees and Staff met for their Annual Dinner on September 25, 2012. Micki Goldberg, who had so graciously served the Clinic for more than ten years was honored on her retirement. Executive Director, Jackie Meiluta had a tear in her eye as she thanked Micki for mentoring and guiding her these past few years. Chairman Sandy Gott commented that Micki's

passion and enthusiasm would be sorely missed at future Board Meetings.

County Clerk, Rita Fulginitti was also honored. Rita will continue to be a friend to VIM and it is hoped she will re-join the Board in the future as her schedule permits.

Two new Trustees were welcomed: Mr. Joseph B. Fahy, LSW

and Mr. Louis Altobelli. Joe is recently retired from the Department of Health and Human Services and is the owner of All Irish Imports in Cape May. Lou is a local entrepreneur who owns Rio Auto Body. Both gentlemen bring a wealth of experience, new ideas and commitment to VIM's mission of providing healthcare for the uninsured in Cape May County.



Pictured in Front Row: Anne Marie Jackson, Noreen Sisko, Micki Goldberg (with award) Sandy Gott, Karin Wren, Marilyn Sweeney, Cynthia Harrison, Marge Carter Peeking behind the front row :Patty Nesbitt, Joe Fahy, Barbara Harvey, Violet Rixey, Barry Cohen, Jackie Meiluta, Elizabeth Crowley

## VIM is awarded \$7,109 from the American Medical Association Foundation

VIM was awarded a grant from the AMA Foundation's Healthy Communities Healthy America program. VIM was one of only 15 free clinics that received such a distinction this year.

VIM's requested funds to assist patients suffering from Diabetes and Obesity. Too often, patients come to VIM lacking knowledge about the proactive changes they can make to their lifestyles in order to prevent or better

manage diabetes. Patients also lack the resources to put this knowledge into action. Funding from the AMA will be used to develop a training program for VIM volunteers to assist and educate patients and development of a clinic focused on nutrition and fitness.

In addition, thanks to the AMA and a partnership with Miracles Fitness of Cape May County, 20 dedicated VIM patients will receive a 6

month gym membership at no cost to the patient.

"These free clinics and their grant projects provide a unique and critical pathway to assist the most vulnerable populations, targeting low-income individuals, patients affected by racial and ethnic disparities or those living in geographic isolation," said Clarence Chou, MD, AMA Foundation President.



Elizabeth Crowley, MD and Dottie Drake, RN of Miracle Fitness

## VIM and the Affordable Care Act

Now that the election is over, many are wondering about the Affordable Care Act (ACA) and VIM. Experts agree that even when millions of people are able to purchase affordable insurance as a result of the provisions in the ACA, there will still be millions of people who do not qualify for, or are excluded from applying for subsidized insurance.

These people will continue to rely on Volunteers in Medicine for their health care.

According to the Congressional Budget Office, signs indicate that some 23 million Americans will STILL lack insurance in 2019 after key provisions in the law have been in effect for as long as 5 or 6 years.

The medically underserved in our community struggle daily with the tough choices such as putting food on the table or paying for health care. The staff and volunteers at VIM remain committed to making this choice a little easier.



Cindy Kraemer, BSN, CDE, PRNC, Tac Crowley, MD and Barbara Harvey, RN collaborate on VIM's Diabetes Initiative

## Who are VIM patients?

VIM accepts patients who reside in Cape May County, have no access to health insurance and earn no more than 250% of the Federal Poverty Guidelines (about \$28,000/year for a single or \$38,000/year for a couple).

VIM patients do not fit any one general demographic profile. Most work part-time or seasonal

jobs that typically do not offer health insurance. They come from every municipality in Cape May County.

They earn "too much" to qualify for Medicaid but not enough to afford needed health care.

Our current patients can be summarized as: 57% Female and 43% male; 74% are between the

ages of 26 –60. 76% are White, 12% Latino, 7% African-American.

They are our fishermen, our construction workers, chamber maids and bartenders. They are our waiters and waitresses.

**They are our neighbors and friends.**



Nurse Dot Lowry takes a patient's vitals



### Tis the 'SEA'son of Giving

VIM spends approximately \$495 per patient per year (about \$75 per patient visit.) Imagine what you spend per month on health insurance, co-pays and prescription medicines. We are able to do what we do thanks to the dedication of our volunteers and donors and our stewardship of their gifts...but the need for VIM's services continues to grow.

It's year end... and tis the 'sea'son for giving. VIM relies on this annual appeal to generate much needed funds for the coming year.

How many sweaters, ties and fruit baskets do you really need? Why not ask your children, friends and vendors to give a gift to VIM in your name. It'll save shopping and give them a tax deduction.

Other ways you can help:

- Don't forget about Matching Funds—double the power of your donation
- Donate your services
- Remember VIM in your funeral planning
- Support our thrift shop with your donations and purchases
- Organize fund-raiser with your group for VIM
- Support VIM events listed on these pages
- Direct your United Way contributions to VIM



#### Mark your calendars!

**March 10, 2013**

Celebrate the 11th Anniversary of our Grand Opening at a lovely Sunday brunch at the Avalon Country Club.

Tix are \$50/pp

Sponsorships are available

Last year, Freeholders Gabor and Thornton presented VIM with a special award in honor of VIM's 10th Anniversary.



VIM is a 501©(3) nonprofit and your donations are tax deductible as allowed by law.



#### GIVE WITHOUT SPENDING A DIME –VIM TD BANK AFFINITY PROGRAM

Declare you are a friend of VIM to TD Bank and they will make an annual contribution to VIM based on the average balance of all enrolled members accounts. Checking, savings, money market, CD and retirement accounts can all be included. Your account is not affected in any way by the contribution. Call 609-463-3685 to enroll.

Pictured are Trustees Micki Goldberg and Joan Jackson with TD Branch Manager Scott Campbell.



Last Christmas, VIM's computer guy, Alec Vint of SIC PC's wrote to all his customers asking them to chip in for new computers for VIM. The response was overwhelming—almost \$3,500 was donated and 7 brand new PC's were purchased and installed.

## SPRING FOR VIM SPEEDS UP A Crazy Fun Golf Tournament to Benefit VIM Friday May 17, 2013 at 1PM Cape May Par 3

VIM Chairman, Sandy and her husband Jeff Gott are speeding up the Spring for VIM Golf Tournament with an all new format and location: Speed Golf is a modified scramble-like game. Winning score will be a combination of score and time. Strokes will either be added or subtracted from the golf score depending upon the time required to play 18 holes.

There will be a Shotgun Start with a foursome starting at every hole: 3 of the 4 will play each hole with the fourth player being the timekeeper for the hole. The timekeeper role must rotate through the foursome so each member is timekeeper 4 times and 2 of the foursome will be timekeeper 5 times.

It is alternating shot until the ball is holed. The timekeeper will time the duration of play of each hole from the time the ball is struck off the tee continuing until the flagstick is returned to the hole. Team-mates can not leave the tee box until the ball is struck.

Sound confusing? Sounds like fun! We anticipate crazy antics and lots of laughs, as well as a good day of golf. The day will end with a barbeque feast.



**Jeff and Sandy  
Gott at VIM's 5K  
and Fun Walk**

### PRESENTING SPONSOR \$3,000

- Foursome
- Name of Company prominently displayed in all advertising, public service announcements, promotions and signage, including Care of the Week
- Hole signs on first tee and eighth tee
- Name on tournament format sheet
- Opportunity for a display table at the event
- Opportunity to include a giveaway in golfer welcome bag

### DIAMOND SPONSOR \$2,500

- Foursome
- Hole signs on putting green and designated tee
- Name displayed at Barbecue
- Recognition in publicity, including *Care of the Week*
- Opportunity to include a giveaway in golfer welcome bag

### BEVERAGE CART SPONSOR \$750

**BARBECUE SPONSOR \$500**  
**HOLE SPONSOR \$50**  
**FOURSOME \$220**  
**INDIVIDUAL GOLFER \$60**  
**BBQ Only \$45**

For more information, call 609-463-2846 or email [jmeiluta@vimcmc.org](mailto:jmeiluta@vimcmc.org)

### GOLD SPONSOR \$2,000

- Foursome
- Hole sign at designated tee
- Name displayed at Barbecue
- Recognition in publicity

### SILVER SPONSOR \$1,000

- Foursome
- Hole sign on designated tee
- Recognition in publicity

VIM is also planning a

**RUN FOR HEALTH  
VIM Second Annual  
5k and 2 mile Fun Walk**

If you are interested in helping plan/organize this event, please call. Runners stay tuned!



Spring For VIM Founder, Francey Burke with sons Ryan and (VIM Trustee) Doug Burke after the 5K of 2012



### Care of the Week

The Care of the Week Program honors contributors at the \$100 or higher level in donated ad space in the Cape May County Herald, the Gazette and Ocean City Sentinel. Donor contributions are critical in sustaining VIM services. Every dollar donated stays in Cape May County.



### Received from a patient :



**Nurse Jan Coleman is thrilled to share a diabetic patient's blood sugar results.**

**“Although the world is full of suffering, it is also full of overcoming it.”  
- Helen Keller**

*Please allow me a few moments of your valuable time to express my sincere and deepest gratitude. In the hustle and bustle of everyday life people get wrapped up in their own world and forget to give much needed kudos and recognition where needed. Because of your caring staff, their knowledge and ability to go above and beyond I truly believe I am alive today.*

*I did not want to believe diabetes was a serious illness, thinking I was invincible and therefore ignored my health for a long time. Your staff not only got me under control but suggested I take classes with Cindy Kramer, at CRMC, which was invaluable.*

*From my eye care (Dr. Cardillo) to my heart condition (Dr. Kornberg) your staff has just been amazing. For a long time my vision of a clinic was poor service with unfriendly people. I soon found out this was not the case as I met extremely friendly and caring people. It is very humbling and comforting knowing there are people out there who really care about us people who are less fortunate.*



### Open Letter to All Providers—Active or Retired

*Dear reader—if you are not a doc, please pass along to someone you know who is a medical professional:*

Dear Doctor,

Our mission at Volunteers in Medicine is to provide quality comprehensive care to our patients. Patients at VIM are eligible for charity care, and for many patient assistance programs through pharmaceutical companies. We have a caring team of Nurses and Administrative professionals; we work with the hospital for nutrition and other ancillary services.

#### The missing piece is YOU.

Maybe you have considered volunteering but were not sure what it entailed. It's easy - we work with your scheduling requirements – one 4 hour clinic per week or 1-2 per month. You name the time/day and we will put together a team of nurses and admin volunteers to support you. We are grateful for whatever time you are willing and able to give. If you are a specialist, perhaps you could see one VIM patient per month or quarter at no charge.

By the way, VIM provides full mal-practice coverage for all volunteer providers and health care professionals. Need a few more reasons:

- It's good medicine. We all know the benefit of managing diseases proactively instead of reactively. If not addressed, these patients will end up in the hospital or ER.
- Eventually, these folks will end up with insurance or Medicare and they will already know you.
- Helping people feels good!

I realize that this is a difficult time in medicine in New Jersey right now, but it is also a time of great need for the working poor who rely on VIM for healthcare. Call Jackie, Tac or Barbara at the Clinic—609-463-2846 or shoot us an email [info@vimcmc.org](mailto:info@vimcmc.org). We would love to have you!



**Dr. Kornberg of Penn Cardiology and Barbara Harvey at a recent VIM Cardiology clinic.**

## VIM Awards 10 Year Service Pins

In 2012, VIM awarded 10 year service pins to the following volunteers:

Pat Burke  
 Martin Carey, MD  
 Fran Cleary  
 Evelyn Coleman  
 Jan Coleman  
 Helen Crawford  
 Tom Dierkes, DO  
 Carol Donovan  
 Suzi Gallagher  
 Micki Goldberg  
 Pat McAnany  
 Chris Nicolau  
 Anne Salvatore  
 Joe Salvatore, MD  
 Bob Swartz

Elsie Swartz  
 Maryann Thomas

All the volunteers at VIM go above and beyond for our patients. It is truly amazing to see the heartfelt passion of these neighbors caring for neighbors.

The clinic relies on doctors and nurses and administrative professionals—all ages and skill levels who volunteer their time.

Volunteer Coordinator Marge Carter is always on the lookout for new volunteers.

Please call her at the Clinic (463-2846) or send her an email (mcarter@vimcmc.org) if you are interested in volunteering or want more information. Better yet, stop by the Clinic and check us out!



Pictured: Back row: Dr. Crowley, Bob Swartz, Fran Cleary, Jan Coleman, Dr. Salvatore, Jackie Meiluta. Front Row: Helen Crawford, Evelyn Coleman, Elsie Swartz and Anne Salvatore.

## Cape Island Masons donate a new kitchen to VIM



The kitchen in the VIM clinic was in desperate need of renovations. Dave Perry, Jr member

of the Cape Island Masonic Lodge # 30 and VIM volunteer provider, made a proposal for the Lodge to do these repairs.

Last fall the Lodge voted unanimously to do this work and started the project.

Plumbing and electrical work was provided by Lodge members Sundstrom Plumbing and Marsden Electric. The project was coordinated with the assistance of Lodge Brothers Robert Keith, Tony Fazio and Bruce Graham. The old kitchen was completely gutted, new flooring, cabinets, counters and sink were installed. VIM volunteer Maricella Sluberski donated a new dishwasher, which the guys happily installed.

Volunteers rely on the kitchen for coffee and sustenance during their shifts. They were absolutely thrilled with this gift.

If your organization is looking to give back, call Jackie Meiluta at 609-463-2846. She has lots of projects that need a sponsor.

## VIM needs new Board Members

Volunteers in Medicine of Cape May County is an independent, not-for-profit organization governed by a volunteer Board of Trustees comprised of clergy, medical professionals and community members. Trustees are essential to the well-being and effectiveness of any non-profit. A strong Board en-

sures a successful operation. VIM Trustees set the strategic direction, provide financial oversight and are responsible for resources. Trustees serve a three year term, beginning in October. Time commitments vary but typically our working Board commits to about 6 hours per month. VIM Trustees participate in

committees and events. In addition, they represent VIM within the Community. If you are interested, please contact the Nominating Committee at [board@vimcmc.org](mailto:board@vimcmc.org).



Trustee Noreen Sisko (center) with Volunteers Paul and Maricella Sluberski

## Volunteers in Medicine of Cape May County

423 N. Route 9  
Cape May Court House, NJ 08210  
Phone: 609-463-2846  
Fax: 609-463-2830  
Email: info@vimcmc.org

Type address here or use Mail Merge  
to automatically address this  
publication to multiple recipients.

### Neighbors Caring for Neighbors



Have a holiday family outing and support VIM—Cape Island Theatre Co. presents “Carl’s Kris Kringle” Sat and Sun’s- Dec 1-16. Performances are free, donations to VIM are encouraged. For info call 609-408-6595.

# VIMspirations

*A Thrift Shop Supporting Volunteers in Medicine*

600 Park Blvd, St. 2, West Cape May, NJ



**West Cape May Mayor Pam Kaithern cuts the ribbon, while Store Manager Anne Marie Jackson and Board Chair Sandy Gott cheer on the Grand Opening.**

Now in its tenth year, VIM has treated more than 4,000 patients with 24,000 cumulative visits, all at no charge. The need for VIM’s services continues to grow. Every day more and more people reach out to VIM for much needed health care.

Raising the funds necessary to operate the Clinic continues to be a challenge as the County struggles with the pinch of the economy. Recognizing the need for a steady source of income, the Board of Trustees au-

thorized a Thrift Store; 100% of the net proceeds to be dedicated to the Clinic.

After a year of planning, VIMspirations opened for business on a sunny Saturday in October. The thrift store carries the usual eclectic mix of clothing, housewares, jewelry, small furnishings, and other funky stuff.

**VIMspirations is open from 10AM to 6PM Tuesday thru Saturday and 11AM to 3PM Sundays.**



Volunteer Penelope Cake, shown above, is the artist in residence. She creatively gives new life and meaning to donated items and gladly teaches shoppers how to make many of her one of a kind hand-crafts.

Volunteers are needed to help sort and price items, run the cash register, greet customers and man the store. Donations are gratefully accepted during store hours.

Stop by and check out the bargains, knowing your purchases will support the Clinic.