

SOUTH JERSEY

# Biz

Volume 5, Issue 6

Your Community, Your Business

**PLUS: The Economic Forecast**

What experts are saying mid-year about South Jersey's finances

**Business Spotlight:**  
Winslow Township



# Who's Who IN HEALTH CARE

men and women leading the way in South Jersey

PRSRD STD  
US POSTAGE  
PAID  
PERMIT 956  
HARRISBURG, PA

in cooperation with  
**Camden county**  
ADVANTAGE  
Living & Working in Camden County

# Who's Who

## IN HEALTH CARE

BY ERICA BAUWENS, MATT COSENTINO, AMANDA

member of the New Jersey Hospital Association Rehabilitation Advisory Committee, serves on the National Advisory Council for the Uniform Data System for Medical Rehabilitation, and is a former surveyor for the Commission on Accreditation of Rehabilitation Facilities and a survey coordinator for The Joint Commission. **HOPE FOR THE FUTURE:** "For continued initiatives to promote wellness and prevention, along with an increase in access to services locally in Southern New Jersey to build a healthier community."

**Madeline Bell**  
President and CEO, Children's Hospital of Philadelphia



Running a top-ranked children's hospital in the United States isn't easy. But Bell excels in the role. A native of the Philadelphia area, she began her career as a nurse in pediatrics and since joining CHOP in 1995, has taken on many different challenges, including developing an ambulatory network, which includes home care, physician practice acquisition and community hospital partnerships, the expansion of a 4-million-square-foot main campus, the implementation of electronic health records and the development of various clinical and family-centered care programs. From 2007 to 2015, she was COO of CHOP, managing more than 12,000 employees for the \$2-billion-a-year health system. She also serves on many boards, including the University City District, the Schuylkill River Development Corporation, the Delaware Valley Healthcare Council, The Health Alliance and the Children's Hospital Association, among others. **ITEM SHE CAN'T LEAVE HOME WITHOUT:** "Unfortunately, it would be my iPhone. I literally cannot function without it."

**Stephen K. Klasko, MD, MBA**  
President and CEO, Thomas Jefferson University and Jefferson Health System



Known for his unique background in academic and administrative medicine, health care business management and an entrepreneurial spirit, Klasko brought his talents to Jefferson in 2013 when he came home to Pennsylvania following a stint at the University of South Florida. Klasko is passionate about health care and information technology and has helped to unify Jefferson's academic and clinical missions through a merger with Abington Health last year. Jefferson now includes six colleges, five hospitals, the Sidney Kimmel Cancer Center and 13 outpatient and urgent care centers, with a strong presence in South Jersey. Klasko is looking to continue shaping Jefferson's future based on innovative methods, personalized care and strategic partnerships. **ITEM HE CAN'T LEAVE HOME WITHOUT:** "My sneakers and my Spotify playlist. Music pushes my creativity and decreases stress. Running allows me to let my mind relax and roam. Together, they represent the most relaxing part of my day."

**Jo Surpin**  
President, Applied Medical Software Inc.  
Throughout her career, Surpin has been an innovator in the areas of health care finance and reimbursement practices, and that work continues at AMS. The Collingswood-based company is a national leader in the pioneering "gainsharing"

**Jo Surpin**  
President, Applied Medical Software Inc.  
Throughout her career, Surpin has been an innovator in the areas of health care finance and reimbursement practices, and that work continues at AMS. The Collingswood-based company is a national leader in the pioneering "gainsharing"



initiative, which improves health care and reduces costs through better coordination and collaboration among hospitals and physicians. Surpin is responsible for the overall direction of the firm's activities and is actively involved in all projects. She also frequently writes and lectures about planning, reimbursement and aligning hospital and physician incentives.

**ON SOUTH JERSEY AS A HEALTH CARE HUB:** "There is great access to academic medical centers, research, health care institutions and industry, which all support one another and attract good people, so growth and concentration in the area is inevitable."

**Annette C. Reboli, MD**  
Vice Dean and Professor of Medicine, Cooper Medical School of Rowan University



As the Vice Dean of Cooper Medical School of Rowan University, Reboli oversees both undergraduate and graduate medical education and the development of hospital and ambulatory affiliations for the medical school. Board certified in internal medicine and infectious diseases, she has authored or co-authored more than 150 peer-reviewed papers, book chapters and abstracts. Her main research interests

are in candidemia and forms of invasive candidiasis, for which she has garnered over \$5 million in research support. She is a past recipient of the Robert Wood Johnson Medical Dean's Research Award in the faculty-clinical sciences category. Reboli also serves in the Candida Infections Guidelines Committee of the Infectious Diseases Society of America. **HOPE FOR THE FUTURE:** "Health care that will be high-quality, accessible and affordable for all, and a physician work force that is diverse, compassionate and well-prepared to meet the needs of our citizens and communities."

**Lisa Morina**  
Vice President of Marketing and External Affairs, Kennedy Health System



A lifelong South Jersey resident, Morina has always found it important to be an active member of her community. Since joining Kennedy's leadership team in 2013, she has used that mentality to build and strengthen the multi-hospital organization's relationships with a wide variety of external leaders in the area. Morina—who earned a bachelor's degree in communications from Rowan University and a master's degree in organizational leadership from Cabrini College—also plays a major role in Kennedy's strategic marketing. She was recently appointed chair of the board of directors of the Gloucester County Chamber of Commerce and is chairperson of the South Jersey Tech Park at Rowan. **ITEM SHE CAN'T LEAVE HOME WITHOUT:** "My car keys. It's a long walk to work, especially in high heels."



Transformation begins with strong leaders

**Congratulations to Who's Who in Health Care Winner, Susan McGinley MSN, CRNP**

With emerging leaders like Susan McGinley, Chief Transformation Officer, Continuum is recognized as a pioneer in population health management and is transforming the practice of medicine among its physician clients. For more information, call 856.782.3300 or visit us online at [challc.net](http://challc.net).

Population Health Management • Practice Management • Community Care Services



© 2015, Continuum Health Alliance, LLC.