



Eleventh Annual IMPACT Awards (US)

*Recognizing Excellence in
Community Healthcare*



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Key Facts

- 1 GlaxoSmithKline (GSK) is one of the world's leading pharmaceutical and healthcare companies. It is committed to improving the quality of human life by enabling people to do more, feel better and live longer.
- 1 GSK's community investment programs represent a commitment that, as the company builds upon its successes and grows, it will continue to recognize the responsibility of leadership and the strength of partnership.
- 1 The annual GSK IMPACT Awards, held in the Greater Philadelphia region of the United States and in the United Kingdom, recognize the efforts of nonprofit organizations working in community healthcare.

Overview

GSK is committed to promoting health and well-being in the communities in which it operates. The GSK IMPACT Awards are designed to recognize and promote the work of nonprofit organizations with a proven track record in the challenging and demanding area of access to community healthcare for underserved populations.

In this, the eleventh year of the program, eight awards of \$40,000 each have been made to small and medium sized nonprofit organizations in the Greater Philadelphia region, where GSK has one of its operational headquarters.

Awards are given for existing work rather than new programs and an impressive number of strong applications were received. Applicants were assessed against the IMPACT criteria (shown opposite) and 16 were shortlisted for review by the judging panel (see page 13).



Awards Criteria



- I**nnovation
- M**anagement
- P**artnership
- A**chievement
- C**ommunity focus
- T**argeting needs

This brochure describes the winning organizations. The breadth of their work benefits a wide range of different people with diverse needs. Each group represents a model of good practice in its particular field.

All the winners and the organizations that are commended have succeeded in making a real difference to the health of their communities, often working with very modest resources. The GSK IMPACT Awards are designed to reward the considerable achievements of these organizations and recognize the importance of the work they do.

There are eight Greater Philadelphia regional winners of the GSK Eleventh Annual IMPACT Awards. Each organization has received an award of \$40,000 in recognition of their work and its positive impact on the health of local communities.

IMPACT Winners

- Center For Families and Relationships
- Clinic for Special Children, Inc.
- Community Medical and Dental Center
- Health Quality Partners
- Hepatitis B Foundation
- Linda Creed Epstein Foundation
d/b/a Linda Creed Breast Cancer Foundation
- Supportive Older Women's Network
- Western Berks Free Medical Clinic, Inc.

The following organizations each received a Commended award of \$2,500 recognizing the quality of the applicants:

Commended

- Lafayette Ambulance and Rescue Squad, Inc.
- Prevention Point Philadelphia, Inc.
- Women's Center of Montgomery County

WINNER

Center For Families and Relationships

1600 Magee Avenue
Philadelphia, PA 19149
Phone: 215-537-5367
Fax: 215-288-4285
Email: cfar@cfarcounseling.org
Web: www.cfarcounseling.org

Executive Director: Maryann C. Volk

Founded: 1994

Mission: To serve the needs of single parents, children at risk, couples, families and individuals through comprehensive family and art therapy services.



Maryann Volk founded the Center For Families and Relationships (CFAR) in Philadelphia in 1994 to help alleviate the observed disparity that exists with single parents struggling in terms of needed emotional support regarding issues of distress, trauma, parenting behaviorally-challenged kids by themselves and relational isolation. The Center strives to provide

support for these issues as well as a host of other mental health issues. The organization works through comprehensive family and art therapy treatment proven to create positive change for children, parents and families. Their warm and welcoming setting in Northeast Philadelphia provides a safe place where troubled families can feel at home.

Many families in the community struggle to cope

with and live in the context of loss and trauma. These families' problems are compounded by the many social ills facing the lower economic strata. The Center provides a system of support for these families through therapy and provides psychoeducation interventions to individuals and the community.

The Center's therapists work primarily from a systemic theoretical background

recognizing the problems in families which often persist from generation to generation. With this in mind, the Center's professionals work through a unique therapeutic perspective that understands the individual and addresses the way individuals are affected in the family system and in the complex dynamics of family relationships. CFAR believes that through family therapy, psychoeducation and creating supportive networks in the community, clients have the best chance of permanent and positive change.

At CFAR kids, families, individuals, couples, parents and extended family networks find a warm, safe and respectful therapeutic environment of support and healing. It is the Center's goal to reduce risk to children, empower parents and identify resources in individuals, family and the community to support healthy growth. CFAR helps all family members make permanent and positive changes toward becoming productive members of their family and of society.



WINNER

Clinic for Special Children, Inc.

535 Bunker Hill Road

P.O. Box 128

Strasburg, PA 17579

Phone: 717-687-9407

Fax: 717-687-9237

Email: cmorton@clinicforspecialchildren.org

Web: www.clinicforspecialchildren.org

Executive Director: Caroline S. Morton

Founded: 1989

Mission: To provide the Amish and Mennonite communities with medical services for children with genetic disorders including diagnoses, comprehensive medical care and education about heritable diseases.



The Clinic for Special Children, located in Strasburg, Pennsylvania, provides specialized medical care in Lancaster County,

Pennsylvania for Amish and Mennonite children with more than 100 different genetic disorders. The Clinic is considered one of the nation's

leading medical centers for children with certain genetic disorders, such as glutaric aciduria type1 (GA1), maple syrup urine disease (MSUD) and Crigler-Najjar syndrome. The Clinic integrates modern molecular science with the everyday practice of medicine to bring affordable, cutting-edge technology and pediatric care to its patients.

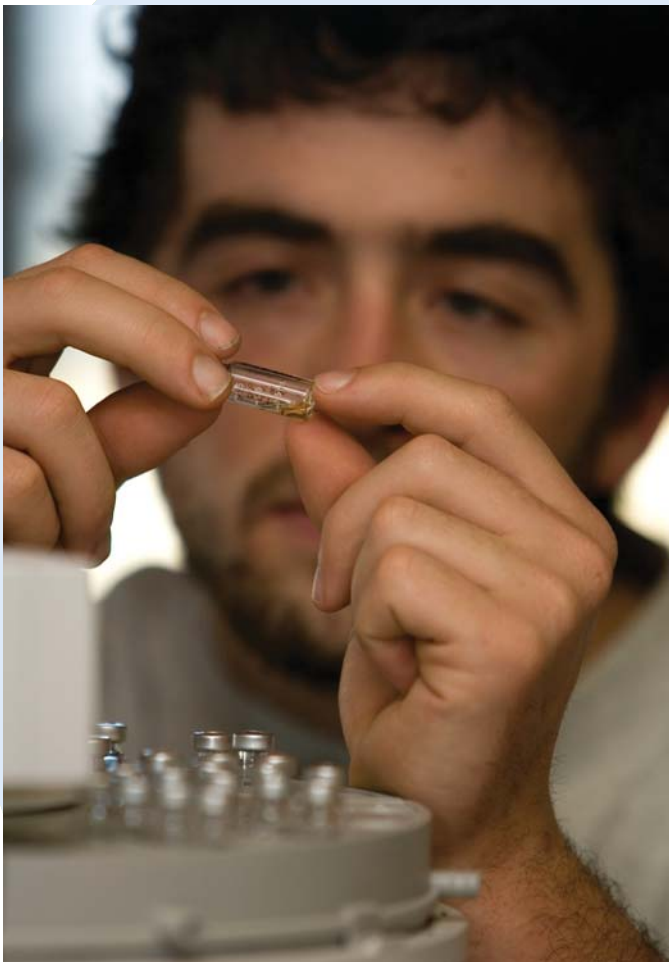
The Clinic's goals are: to make medical care for special children accessible, affordable and culturally acceptable; to identify genetic causes of childhood disability and death within the Amish and Mennonite communities; to use state-of-the-art technologies to improve accuracy and decrease the cost of diagnosis; and to use pre-symptomatic diagnosis and preventative therapy to limit disease and reduce medical costs.

For the last two years, the Clinic has identified and mapped several "new" disorders in families who have sought help. The organization is one of the few clinics in the world with the appropriate technology and clinical experience to translate new genetic information, which

is now available for the immediate benefit of Clinic patients. Their laboratory can detect more than 65 different gene mutations found in the Amish and Mennonite populations of Pennsylvania.

Through early diagnosis and a system of comprehensive care, the Clinic seeks to prevent problems like mental retardation, brain degeneration, lethal infections and untimely death. Their clinical approach provides a model of effective and economical medical care based on the needs of its community. This approach also allows the Clinic to study and understand relationships among genes, environment and disease.

Problems solved for patients at the Clinic and the questions that are answered have been useful in helping children across the country and around the world, far beyond the fields of Lancaster County.



Community Medical and Dental Center

309 Gravel Pike
Rahns, PA 19426
Phone: 610-489-1313
Fax: 610-489-5859
Email: cmdc309@att.net

Executive Director: Mary Patricia Davidson

Founded: 1994

Mission: To address the dental needs at low cost for low-income, underinsured and uninsured residents of Montgomery County, Pennsylvania, and the surrounding areas.



When the Community Medical and Dental Center (CMDC) first opened its facility in Collegeville, Pennsylvania in 1994, the primary focus was to provide low cost medical care. It soon became apparent there was an even greater unmet need for low cost dental care in the organization's local communities. CMDC changed its primary focus to providing comprehensive dental care to low income and uninsured service area population. However, the Center continues to provide limited medical care for uninsured individuals and families, including physicals that are provided one day a week by an on-call medical doctor.

Dental hygiene and dental appointments are offered four to five days a week. Two part-time dentists have provided comprehensive dental care to more than 1,400 patients in the last year, with many of the patients requiring multiple appointments. On any given day, the Center may see one to five emergency cases and 14 to 30 scheduled patients.

CMDC has become a dental resource for many organizations, especially those caring for the most vulnerable population — the physically and mentally challenged. There is also a great need for low cost dental specialists, especially endodontists and oral surgeons, and CMDC strives to fill this void by having a dentist on site who is experienced in extractions and root canals. The Center provides across-the-board discounted prices, making dental care more accessible and affordable when families lose their dental insurance or are uninsured.

During every visit, CMDC educates patients in preventative dental care and encourages them to have regular six month visits to diagnose and treat problems as they arise. This is the most cost effective manner in preventing expensive dental restorations. The CMDC staff may wear multiple "hats" to achieve successful outcomes. The Center is and will continue to be a valuable, cost-effective community dental resource.



WINNER

Health Quality Partners

875 N. Easton Road
Doylestown, PA 18902
Phone: 267-880-1733
Fax: 267-880-1739
Web: www.hqp.org

President & CEO: Kenneth D. Coburn, MD

Founded: 2000

Mission: To improve the quality and experience of healthcare for patients, their families and healthcare providers in the Eastern Pennsylvania region.



Health Quality Partners (HQP) is dedicated to the collaborative process for the design, implementation and improvement of new and existing care models in healthcare. Headquartered in Doylestown, Pennsylvania, HQP aims to improve health outcomes, quality of care and life, patient experience and costs. HQP is a direct provider of care coordination to the chronically ill and medically complex Medicare beneficiaries. The HQP program incorporates

evidence-based guidelines to manage common geriatric conditions and chronic diseases in collaboration with patients, their families and physicians.

Since 2002, HQP has participated in the Medicare Coordinated Care Demonstration with the Centers for Medicare & Medicaid Services (CMS). The first prospective randomized control trials were designed to test whether care coordination can improve the quality of care and reduce avoidable hospital admissions for chronically ill

Medicare beneficiaries without increasing program costs for CMS. HQP is one of only two sites nationally recognized for demonstrating strong evidence of both the economic and clinical impact on this population.

HQP serves more than 882 patients working in close collaboration with 55 physician office practices and health systems in its region. Patients may self-refer or be referred by a healthcare or social service provider. Patients are risk assessed, stratified and receive

further geriatric and disease-specific assessments to identify and prioritize their medical, functional, educational, psychological and social needs. HQP offers a wide range of programs and services which are based on individual needs and can be provided in the patient's home, in the physician's/HQP office or in a community group setting.

One-on-one interactive sessions between the Nurse Care Manager and the patient focus on disease processes and complications, medications, treatment, skill building for healthy eating, etc. Lifestyle behavior changing programs focus on weight loss, increasing physical activity and balance and mobility training. Patients with complex issues receive a comprehensive, multidimensional in-home evaluation with a focus on new or ongoing geriatric health issues including pain, depression, falls, poor sleep and activities of daily living. Nurse Care Managers collaborate with the patients' physicians and family to develop and implement a care plan to address each problem and monitor the patient over time.



Hepatitis B Foundation

3805 Old Easton Road
Doylestown, PA 18902
Phone: 215-489-4900
Fax: 215-489-4920
Email: info@hepb.org
Web: www.hepb.org

Executive Director: Joan M. Block

Founded: 1991

Mission: To find a cure and improve the quality of life for those affected by hepatitis B worldwide through research, education and patient advocacy.



The Hepatitis B Foundation (HBF) is characterized by scientific excellence rooted in human compassion. The Foundation was started in 1991 by two couples deeply moved by the plight of a young family affected by hepatitis B. Headquartered in Doylestown, Pennsylvania, the Hepatitis B Foundation has successfully grown from a grassroots effort into a professional organization with a global reach and impact.

The Foundation's commitment includes funding focused

research, promoting disease awareness, and supporting immunization and treatment initiatives. It also serves as the primary source of information for patients and their families, the medical and scientific community, and the general public.

Hepatitis B is the world's most common serious liver infection; it is transmitted through infected blood, not by casual contact. Two billion people (one out of three individuals) have been infected with the hepatitis B virus. Currently, there are 400 million

people who are chronically infected worldwide and one million deaths annually due to hepatitis B. In the U.S. alone, one out of 20 Americans has been infected, up to two million are chronically infected and an estimated 5,000 will die each year.

The importance of the Foundation's mission is affirmed every day as its members listen and respond to the personal stories of those contacting them for help via phone, mail and the Internet. They provide information and support to individuals and

families through their dedicated web site, their print and online newsletters and literature which is distributed free of charge. Patients gain valuable access to the care they need through community-based screening and vaccination programs and a national directory of liver specialists. In addition, patient conferences allow affected individuals and families to learn in a caring and supportive environment.

The Foundation brings hope by funding research to find a cure; by hosting national and international scientific meetings focused on hepatitis B therapeutics; by awarding research fellowships and scholarships to recruit and retain promising scientists; and by sponsoring high school and college summer research internships to help build the ranks of future scientists. There is, however, more work to be done — a cure must still be found for the 400 million people who suffer from chronic hepatitis B worldwide.



WINNER

Linda Creed Epstein Foundation d/b/a Linda Creed Breast Cancer Foundation

1601 Walnut Street, Suite 1418
Philadelphia, PA 19102
Phone: 215-564-3700
Hotline: 877-992-7333
Fax: 215-564-3777
Email: contact@lindacreed.org
Web: www.lindacreed.org

CEO/Executive Director: Donna Duncan

Founded: 1987

Mission: To promote breast health, foster the healing process and establish a public agenda for the prevention and cure of breast cancer.

The Linda Creed Epstein Foundation (d/b/a Linda Creed Breast Cancer Foundation — LCBCF) was founded in 1987 and named in honor of Philadelphian and world-renowned songwriter, Linda Creed Epstein. The Foundation was the first free-standing breast cancer organization in Pennsylvania. Dedicated to the early detection and treatment of breast cancer, with the goal of reducing unnecessary suffering and death associated with this disease, the organization identified a strong, unmet community

need – free mammography screenings for women who were uninsured or underinsured.

In partnership with area hospitals, the Foundation has provided twice-yearly free screenings in accordance with the American Medical Association's guidelines to more than 8,000 women since its founding. LCBCF also provides diagnostic tests to women of all ages who are experiencing a symptom that requires immediate diagnosis.

Another important aspect of the Foundation's mission is breast health education.

Through dedicated volunteers, the Foundation educates women and their families about the importance of getting a mammogram, the tenets of good breast health and demonstrates how a lump or anomaly feels. Through the Foundation's Circle Programs, African-American and lesbian women are given the same information in a sensitive and culturally relevant manner, helping break down barriers preventing these underserved populations from seeking quality medical care.

Through the Patient

Assistance Fund, the Foundation extends a helping hand to women who are undergoing treatment. Based on need, this Fund helps women with short-term assistance until they are able to start working again, or bridges the gap between short-term assistance and long-term services. The Foundation also maintains a referral guide that lists relevant government and civic services, chemotherapy transportation, food services and more.

The Foundation keeps an eye on the future of breast cancer through advocacy. LCBCF was the first organization to travel to Washington, DC as a coalition on behalf of the state of Pennsylvania to lobby for increased federal and state dollars for breast cancer detection, research and treatment. The Foundation is the Pennsylvania grassroots advocacy coordinator for the National Breast Cancer Coalition, holding a board seat. LCBCF is affiliated with the Philadelphia Health Management Corporation family, which seeks to improve services and assist future growth.





Supportive Older Women’s Network

2805 N. 47th Street
Philadelphia, PA 19131
Phone: 215-477-6000
Fax: 215-477-6555
Email: merledrake@sown.org
Web: www.sown.org

Executive Director: Merle Drake

Founded: 1982

Mission: To help women over the age of 60 survive and manage the complex issues associated with aging in order to improve their quality of life and enhance their ability to live independently.



The Supportive Older Women’s Network (SOWN) is one of the only agencies in the country that exclusively addresses the special needs of older women. Since 1982, SOWN has provided support services to enhance the ability of frail, elderly women to live independently. Each year, SOWN impacts the lives of more than 1,000 older women in the Philadelphia area. A multi-faceted service agency, SOWN provides community-based, telephone and caregiver support groups, individual counseling and information/referrals.

SOWN has pioneered a unique network of mutual support groups facilitated by trained professionals that has become a national model. These support networks help to decrease isolation and depression and increase social connectedness of older women living in the community. SOWN provides a crucial safety net that enables these women to cope with their physical and emotional health issues, in order to live with dignity.

SOWN’s target population is women over 60 with chronic health conditions who live alone. A majority of these women are minority and low income, suffering from diseases including diabetes, heart disease and arthritis. SOWN creates support groups in community-based locations such as senior centers, apartment buildings and community centers. For those unable to leave their homes due to the severity of chronic health conditions, or caring for a

loved one with Alzheimer’s or related illnesses, SOWN reaches out and connects with them through telephone support groups. Weekly support groups make a dramatic difference, connecting on a personal level regardless of disabilities and challenges.

SOWN also provides support groups, individual counseling and referral services to grandparents raising their grandchildren. SOWN provides this emerging population with the skills, resources and

information they need to gain strength, advocate for children in their care and support one another. In 2006, SOWN established the Grand Family Resource Center (GFRC), an innovative project providing a network of health, education and social support services for grandparent-headed families. The GFRC links aging services with a youth-serving organization well integrated in a targeted high-need community to provide a comprehensive, “one-stop” center.



WINNER

Western Berks Free Medical Clinic, Inc.

480 Big Spring Road
Robesonia, PA 19551
Phone: 610-693-6207
Fax: 610-693-8078
Email: Lsmall45@comcast.net
Web: www.stdaniels.com

Co-Administrators: Loreen Small and Barbara Davis

Founded: 2002

Mission: To meet the minor acute needs of individuals of Western Berks County, Pennsylvania, who do not have access to the healthcare system.



The Western Berks Free Medical Clinic (WBFMC), housed at St. Daniel's Lutheran Church in Robesonia, Pennsylvania, was established in 2002 by Rev. Dr. Wayne A. Heintzelman because he believed that high-quality healthcare is the right of all individuals. WBFMC is the only free clinic in the county serving uninsured and underinsured patients within the community.

The Clinic is open every Wednesday evening and has seen more than 3,000 patients since its creation. All services are free to the patient and insurance is not accepted. Generally, Clinic patients are unemployed or have jobs without medical benefits.

The main diseases treated at the Clinic are diabetes, hypertension, asthma, heart problems, sore throat, bronchitis,

gastrointestinal distress and viral infections. The Western Berks Free Medical Clinic also provides physicals required for jobs, licenses and school admission. With the help of Reading Hospital Medical Center, the Clinic is also able to offer additional services including lab work, X-rays and MRI's.

Prescription medications are provided to patients at no cost.

This is made possible through a collaborative partnership with a local pharmacy that allows the Clinic to purchase medication at cost. Volunteers research Indigent Drug Programs to help patients with ongoing, life threatening illnesses obtain medications. A volunteer social worker is also available to assist patients who are not familiar with the Welfare System and who need help completing appropriate forms for Medicaid or prescription assistance programs. A Spanish speaking interpreter and a dietitian are also available.

The Western Berks Free Medical Clinic is operated exclusively by considerate and caring volunteers including seven physicians, a nurse practitioner, 20 nurses and five administrators who volunteer at the Clinic. Enthusiasm for the Clinic has spread to other service organizations, church groups and professional societies. Many fundraisers have been conducted by various organizations to benefit the Clinic, which has also received donations from private and corporate sources.



The Panel of Judges

The panel of Judges was chaired by Ms. Mary Linda Andrews, GlaxoSmithKline

External Judges

Dr. Carolyn Asbury
Mr. Calvin Bland
Dr. Gail Morrison
Dr. Stephen A. Somers

GlaxoSmithKline Judges

Ms. Minne Iwamoto
Dr. James Palmier
Mr. Donald F. Parman
Ms. Kimberly A. Williams





Applications

Applications for GSK's IMPACT Awards are normally accepted during the summer months; please visit the Our work with communities section of <http://www.gsk-us.com> for more information.



Past Winners



GSK 10TH ANNUAL IMPACT AWARDS:

Domestic Violence Center
of Chester County
The Free Clinic of Doylestown
Institute for Safe Families
The Letitia Fifer House d/b/a The Clinic
Pennsylvania Breast Cancer Coalition
Pennsylvania Health Law Project
Samaritan Counseling Center
Water Street Rescue Mission Medical Clinic

GSK 9TH ANNUAL IMPACT AWARDS:

AIDS Services in Asian Communities
Domestic Abuse Project of
Delaware County, Inc.
Family Guidance Center
Fresh Start Foundation
Gilda's Club Delaware Valley
Lancaster Cleft Palate Clinic
Philip Jaisohn Memorial Foundation
Support Center for Child Advocates

GSK 8TH ANNUAL IMPACT AWARDS:

Berks Counseling Center
Bucks County Health Improvement
Partnership
CARIE, Center for Advocacy for the Rights
and Interests of the Elderly
Eagles Youth Partnership
Family Service of Chester County
HealthLink Medical Center
Maternal and Child Health Consortium
National Nursing Centers Consortium
Victim Services Center of Montgomery
County, Inc.
Women's Therapy Center

GSK 7TH ANNUAL IMPACT AWARDS:

A Woman's Place
Anti-Violence Partnership of Philadelphia
Calcutta House
Community Volunteers in Medicine
Face to Face, Inc.
Family Support Line
HOPE *worldwide* Pennsylvania
Kids Smiles
Philadelphia Physicians for Social
Responsibility
Women in Transition

GSK 6TH ANNUAL IMPACT AWARDS:

Child Abuse Prevention Effort
Education Law Center
Esperanza Health Center
Kelly Anne Dolan Memorial Fund
Living Beyond Breast Cancer
Philadelphia Citizens for Children and Youth
Planned Parenthood of Southern New Jersey
Prevention Point Philadelphia
Saint John's Hospice



Countries

The GSK Annual IMPACT Awards are held in the Greater Philadelphia region of the United States and in the United Kingdom.

Website

Please visit the Our work with communities section of <http://www.gsk-us.com> for more information.

Contact

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Philadelphia, PA 19101-7929

E-mail: community.partnership@gsk.com (with 'US IMPACT' in the subject field)

