

With an eye on safety and economics, Rowan University is partnering with the FAA on pavement performance studies that explore the impact large aircraft have on runways.

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Virtua Health's new campus takes shape in Voorhees.

New, patient-friendly hospital buildings. Emergency room overhauls. New oncology units, outpatient facilities, and wellness centers. Even in this worrisome economic climate, hospitals and health-care systems in southern New Jersey are busy upgrading facilities and improving care.

"There's been a lot of recent construction in southern New Jersey to modernize facilities and make them more efficient, and to bring on board new services and amenities that patients expect," says Kerry McKean-Kelly, vice president of communications and member services for the New Jersey Hospital Association. "And that growth is continuing."

The bustling scene is encouraging, given that health care plays a vital role in the regional economy. "Hospitals are major employers," says Debra DiLorenzo, president and CEO of the Chamber of Commerce of Southern New Jersey. "They are integral to the success of our economy."

The seven counties of southern New Jersey are home to 20 acute care hospitals that provide more than 22,600 jobs and serve nearly 2.9 million patients annually.

Southern New Jersey's multi-hospital systems have been particularly busy. Marlton-based Virtua Health — the largest healthcare provider in South Jersey — will open a \$463 million, eight-story healthcare campus in Voorhees in 2011, including a state-of-the-art 376-bed hospital, and a \$120 million regional outpatient center that will be funded by developers.

Virtua currently employs 7,900 and has 1,800 affiliated physicians. At Voorhees alone, the company employs nearly 1,900. When the new campus is

Vital Signs

Healthcare facilities in the region are expanding, bringing high-tech care to campus and community.

by Karen Feldscher

complete, that number could jump to 2,800, possibly to 4,000 over time.

Virtua is also planning health and wellness centers in Washington Township and Moorestown.

Through a four-year relationship with GE Healthcare, Virtua has adopted performance improvement tools to streamline operations.

"In the future, technology — electronic medical records, automated pharmacy dispensing systems, and clinical record systems — will be what differentiates health care providers," says Richard Miller, Virtua president and CEO.

Cooper University Hospital in Camden, a teaching and research institution that provides comprehensive health services throughout the Delaware Valley, is also on the move. Cooper's new ten-story patient Pavilion opened in December 2008 and is the largest expansion to the Health Sciences Campus in over 30 years.

Cooper is the largest private

employer in Camden with a staff of nearly 5,300 and 550 physicians. Cooper has worked with local agencies on improving local streets and parks and has promoted home ownership among its employees. Board chairman George Norcross says the hospital is "a catalyst... Our vision was to make improvements on the health-care campus, but also make the community next to us a livable community."

The Kennedy Health System, with hospitals in Cherry Hill, Washington Township, and Stratford, employs a staff of 3,650 and more than 900 physicians. Over the past decade, Kennedy opened a new emergency department as well as a number of new medical units in Washington Township. In Voorhees, Kennedy opened a dialysis center; and in Stratford, Kennedy opened a sleep center, a hospice care unit, and began a \$25 million project to replace the hospital façade.

South Jersey Healthcare built a

new hospital four years ago. The SJH Regional Medical Center in Vineland consolidated three existing facilities in Bridgeton, Vineland, and Millville. The network also operates Elmer Hospital and health centers at the former hospital sites in Bridgeton and Vineland. South Jersey Healthcare is the largest employer in Cumberland County.

Another major health care provider in southern New Jersey, the Lourdes Health System, runs hospitals in Camden and Willingboro and a wellness center in Collingswood.

In 2005, Our Lady of Lourdes Medical Center, a 410-bed teaching hospital in Camden, opened a \$54 million expansion and a new home for the Our Lady of Lourdes School of Nursing. Lourdes also made \$40 million in capital improvements at its Willingboro medical center since 1999.

Underwood-Memorial Hospital in Woodbury launched a \$46 million redevelopment initiative in 2004.

useinwaysmag.com

Where to Eat

White House Sub Shop

From Sinatra to The Beatles, celebrities have flocked here for decades. Order the White House Special: extra salami, ham cappicola, and provolone towered generously on freshly baked Italian bread with hot peppers, lettuce, tomatoes, and onions. Bring an appetite — a full sub is about two feet long.

2301 Arctic Ave., Atlantic City
609-345-1564

Bácio Italian Cuisine

Start with crab-, spinach-, and artichoke-stuffed Italian crepes baked in gorgonzola cream sauce, and end with white chocolate-amaretto bread pudding. That sauce from the entrée you loved is yours to bring home after a stop in this Zagat-rated restaurant's own Italian market.

2806 Rt. 130 N., Cinnaminson
856-303-9100, baciorestaurant.com

Mastoris Diner

Order by number from the menu piled

with selections in true diner fashion. Each meal starts with a serving of Mastoris' legendary cheese bread and cinnamon bread. Try pork roll for breakfast — unique to New Jersey, it's ham, topped with egg, cheese, and ketchup, served on a hard roll.

U.S. 130 & 206, Bordentown
609-298-4650, mastoris.com

Braddock's Tavern

The legacy of this award-winning restaurant in the Historic Village of Medford reaches back to 1823. Enjoy the colonial atmosphere over Scallops Napoleon, a Braddock's favorite dressed in a sauce of Grand Marnier and mandarin oranges and served over a bed of warm spinach.

39 S. Main St., Medford
609-654-1604, braddocks.com

The Mad Batter Restaurant & Bar

Thick-sliced orange and almond French toast and award-winning buttermilk pancakes give the Mad Batter the best

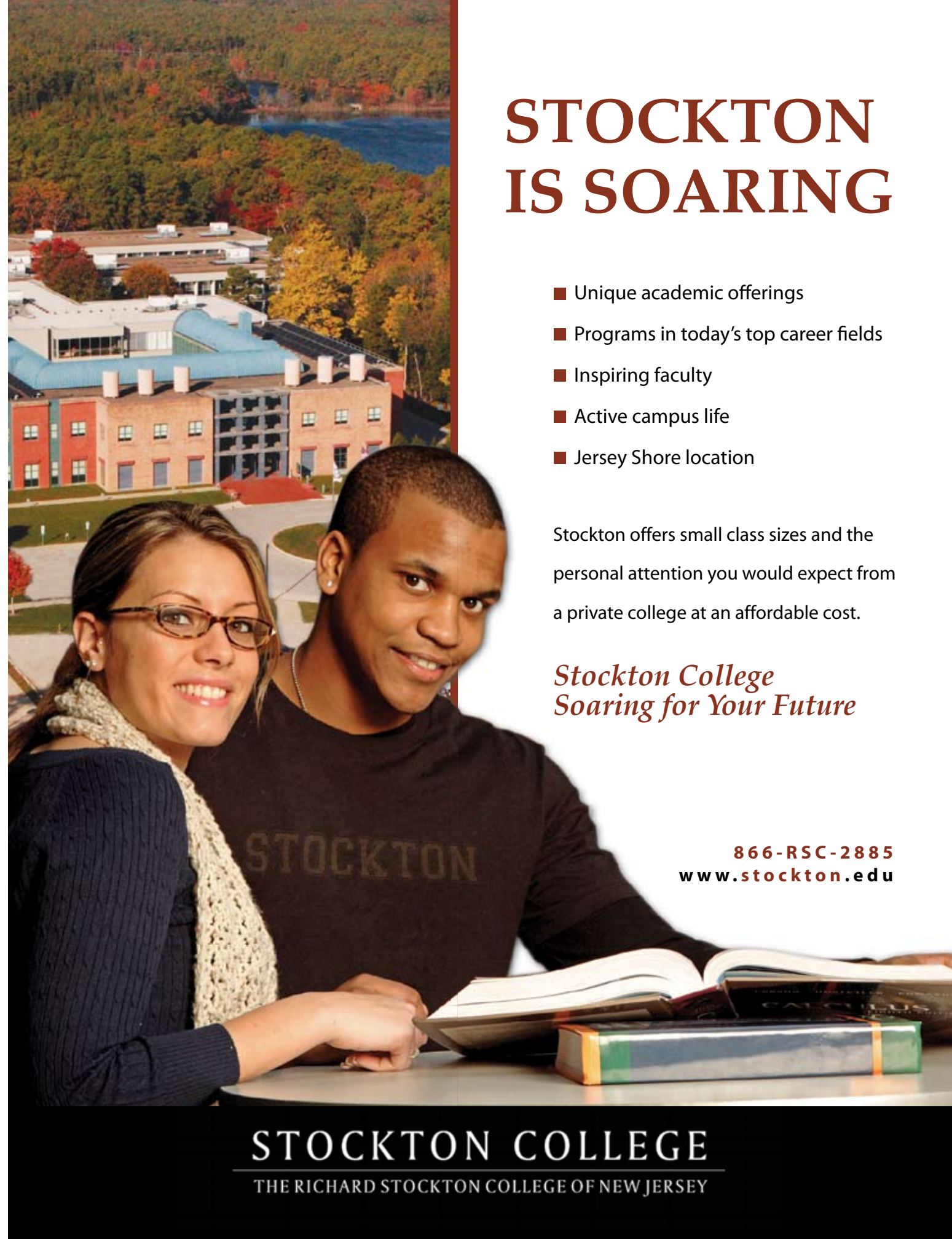


Fresh fixings at White House Sub Shop

breakfast in this fine dining town. Art exhibits, live music, and a lively happy hour complement the cuisine. Enjoy it all from the porch overlooking Cape May's historic Jackson Street.

19 Jackson St., Cape May
609-884-5970, madbatter.com

— Compiled by Brianna Pellicane



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