



American  
Heart  
Association.

# IMPACT REPORT

GREATER PHILADELPHIA

JULY-DECEMBER 2024

# FROM THE EXECUTIVE DIRECTOR

Dear Friends and Supporters,

As we near the end of our centennial year, we are feeling proud, grateful, inspired and very clear on the hard and rewarding work that lies ahead for us. This work is only made possible by the countless volunteers, supporters, advocates and champions who stand beside us.

The December 2024 edition of our impact report highlights that we are not slowing down. In fact, we have accelerated our efforts in Greater Philadelphia and our community impact team has grown their reach exponentially this year, focusing our efforts alongside communities most adversely impacted by cardiovascular disease and stroke. Our work in Greater Philadelphia and across the country is made possible by our annual campaigns culminating in celebrations of our mission in action. My deepest thanks to our 2025 campaign chairs for your commitment to our mission as we set our sights on the future.

- 2025 Go Red for Women Co-Chairs: JoAnn M. Magnatta, Senior Vice President, Facilities Design and Construction/Real Estate, Main Line Health and George T. Magnatta, Partner, Saul Ewing
- 2025 Hard Hats with Heart Co-Chairs: Scott Allen, Managing Director, Northeast Regional Market Leader, Project Management, CBRE and Ryan Spotts, Senior Project Executive, Gilbane Building Company
- 2025 Heart Walk Chair: Dan Fitzpatrick, President, Mid-Atlantic Region, Citizens Bank

As we close our Centennial Year at the end of 2024, I'd like to extend my heartfelt appreciation to our Cornerstone and Second Century supporters, who are illuminating the path forward for our mission:

## Cornerstone Supporters

Bank of America  
Penn Medicine

## Second Century Supporters

AmeriHealth Caritas  
Stephanie and Matthew Austin, M.D.  
Thomas and Elizabeth Belmont  
Bentley  
Sarah Bouchard and Frank Fesnak  
Sidney and Sandy Brown  
Peter M. DiBattiste, M.D.  
Andréa C. and Kenneth C. Frazier  
Kernika Gupta and Vishal Patel  
(Brave Lights Foundation)  
Independence Blue Cross  
Infor  
Inizio Services  
Jefferson Health

Louise Marshall Kelly  
Main Line Health  
Marquis Health Consulting  
Merck  
Devon Mitchell  
Soma and Sowmya Somasundaram  
Richard and Laura Vague  
Thomas P. Windsor and Ramona Rogers-Windsor


# FROM THE EXECUTIVE DIRECTOR

We all hope for a world of longer, healthier lives. To overcome today's biggest health challenges and accelerate that future, each of us needs to be part of the progress. Since the American Heart Association's founding in 1924, deaths from cardiovascular diseases have been cut in half. And yet, there are still so many lives to be saved. By driving breakthroughs in science, policy, and care, together, we can continue to advance health and transform lives every day. I close by asking that you stand by our side in our collective movement to change the future of health and be the progress that ensures longer, healthier lives for all.

With Heart and Gratitude on behalf of the AHA Philadelphia team,



Jennifer Litchman-Green  
Senior Vice President & Senior Executive Director  
Greater Philadelphia Region  
American Heart Association



## Hands-Only CPR

### TWO STEPS TO SAVE A LIFE

1 Call 911



2 Push hard & fast in the center of the chest



# SCIENTIFIC SESSIONS 2024

Nearly a century ago, the American Heart Association held its first Scientific Sessions when the field of cardiology was just emerging. Fast forward to 2024, and this event has become the premier gathering for leaders in cardiovascular science, medicine and research.

This year was no exception. The three-day event showcased groundbreaking science, clinical applications, and powerful collaborations that promise to extend and improve lives well into the next century. Presenters included Philadelphia-based health system participants from Penn Medicine, Jefferson and Temple Health.

Held in November in Chicago, where the AHA was founded, this year's Scientific Sessions marked the culmination of the organization's centennial celebrations. Over 400 sessions covered a wide range of topics, including health equity, AFib, heart failure, hypertension, stroke care, artificial intelligence, and cutting-edge applications and wearable technology for cardiac rehabilitation and sleep monitoring. Participants were treated to over 4,000 original science abstracts, including 58 late-breaking studies.

Looking ahead, the American Heart Association is committed to its 2028 goal: building on over 100 years of trusted leadership in cardiovascular and brain health. By 2028, the AHA aims to drive breakthroughs and implement proven solutions in science, policy, and care to create healthier people and communities. The greatest discoveries in health must reach people where they are.

Their strategic policy agenda for 2024-2028 focuses on advocating for evidence-based, equity-focused policies at all levels of government to ensure longer, healthier lives for all.



## Distinguished Scientist Lecture: Using Behavioral Science to Improve Health

Kevin G. Volpp, M.D., Ph.D., FAHA, founding director of the Penn Center for Health Incentives and Behavioral Economics (CHIBE); Mark V. Pauly President's Distinguished Professor at the Perelman School of Medicine and the Wharton School of the University of Pennsylvania, and research lead of the American Heart Association's new Health Care by Food (HCxP) initiative, describes how behavioral science is being used to enhance current approaches to health-improving programs. He also shares insights from his personal experience as a survivor of sudden cardiac arrest including ways to reduce its risk and improve survival rates for those who experience cardiac arrests in the future. [Click here to view Dr. Volpp's video.](#)



## Great Debates in Cardio-Oncology: Let's Agree to Disagree

Nick Wilcox, M.D., M.H.S., cardiology fellow at the University of Pennsylvania, played a pivotal role bringing his expertise in both cardiology and oncology to several high-profile events. He moderated a digital poster session focused on top clinical cases in cardio-oncology, discussing challenging cases at the intersection of heart disease and cancer treatment. Additionally, Nick served as faculty poster professor in an abstract session focused on novel predictive biomarkers and risk prediction tools in cardio-oncology. Nick also acted as a social media moderator for the Great Debates in Cardio-Oncology, where top experts presented differing viewpoints on pressing issues in the field. [Click here to watch Dr. Wilcox's video.](#)



# **IMPACT SPOTLIGHTS**

# Our Place-Based Approach

PRIORITY NEIGHBORHOODS  
IN PHILADELPHIA & SOUTHERN NJ



**PHILADELPHIA PRIORITY AREAS:**

- FAR NORTH PHILADELPHIA**
- NORTH PHILADELPHIA EAST**
- NORTH PHILADELPHIA WEST**
- NORTHWEST PHILADELPHIA**
- SOUTHWEST PHILADELPHIA**
- WEST PHILADELPHIA**

**AREAS OF FOCUS IN SURROUNDING COUNTIES:**

- City of Chester (Delaware County)
- Upper Darby Township (Delaware County)
- Norristown (Montgomery County)

**SOUTHERN NJ PRIORITY AREAS:**

- CAMDEN**
- ATLANTIC CITY**



# TEAMING UP TO TAKE DOWN HIGH BLOOD PRESSURE



Penn Medicine and the Greater Philadelphia American Heart Association launched a collaborative effort aimed at taking down the toll of high blood pressure in West and Southwest Philadelphia by removing barriers to accurate blood pressure measurement and helping people get earlier diagnosis and treatment in partnership with a healthcare provider.

The “Team Up to Take Down High Blood Pressure” initiative launched in November, at year one partner Second Antioch Baptist Church Food Pantry, located in the heart of West Philadelphia. An initial group of year one project partners – including clinical partners Family Practice and Counseling Network, Greater Philadelphia Health Action, Spectrum Health Services, and community partners Southwest CDC, and Second Antioch – came together to learn more about the program and leave with steps to put the effort in motion right away.

Specifically, the initiative aims to implement evidence-based protocols, including community-based blood pressure “screen and refer” measures to help people get treatment, programs where patients can monitor their blood pressure readings at home which are then sent to providers to allow for quicker recalibration of medications to achieve blood pressure control, and annual training for healthcare organizations to assess and build knowledge on how to take an accurate blood pressure reading.

The collaboration also includes a targeted public awareness campaign to empower residents of West and Southwest Philadelphia to get their blood pressure checked regularly and raise awareness for the significant health risks of high blood pressure and how to effectively prevent and manage the condition. Additionally, Penn Medicine and the AHA will host an annual learning collaborative to share best practices and key learnings on barriers preventing patients from effectively managing high blood pressure. The Penn Medicine team will collaborate with student groups from across the University of Pennsylvania to support the clinics and community organizations. Students also have the opportunity to assist in the teaching of the AHA’s EmPOWERED To Serve health lessons—a curriculum designed to harness the passion of individuals and organizations to overcome barriers to health equity—at participating community sites.

# TEAM UP TO TAKE DOWN HIGH BLOOD PRESSURE YEAR ONE PARTICIPATING ORGANIZATIONS





# COMMUNITY IMPACT



## Addressing Food Insecurity and Hypertension: A Community Effort in Southwest Philadelphia

In Philadelphia, there is a hypertension rate of 33%, and more specifically, in Southwest Philadelphia, heart disease is the leading cause of death, with a hypertension prevalence rate of 40.7% in the 19142 ZIP code. Almost 30% of this population is in poverty, and 32.1% of households receives SNAP benefits. The data demonstrates an increased need for food access with nutritional value. Philadelphia Revelation Ministry Inc.'s mission is to provide nutritious food options to the population they serve who predominately identify as African American/Black. Where large disparities exist amongst this population, and they are more likely to be hospitalized for hypertension at about 2.4 times the rate of Hispanic and non-Hispanic White Philadelphians.

As food insecurity is life-threatening for thousands of people in Philadelphia, Revelation has partnered with the SHARE Food Program to fight against hunger. Through this collaboration, the American Heart Association – Philadelphia connected with Revelation to address food insecurity within this population through two interventions. The first was expanding capacity with a commercial-grade refrigerator and a healthy pantry guideline so more families and individuals would have increased access to healthy eating, food security, and health education. This expanded capacity allows for the safe storage of perishable foods such as fruits, vegetables, dairy products, and meats. This will reduce food spoilage and waste, ensuring the population Revelation is serving has consistent access to fresh, nutritious food.

Also, coupled with the capacity-building opportunity to store more fresh produce, aligning the pantry to a food choice model of “Choose Often” impacts food purchases and donations. This policy is a broader commitment to ensuring no food waste and everyone can have food that improves their overall health and well-being. This will enhance the population's nutrition, which can reduce chronic health conditions such as heart disease and diabetes. This ensures enhanced food security and community health education, which informs food choices, fosters a culture of health within the community, and lifelong healthy eating habits, ultimately improving the quality of life.

# 2024 OUTPACE CVD AWARDEES

Target: BP helps health care organizations and care teams, at no cost, improve BP control rates through an evidence-based quality improvement program and recognizes organizations committed to improving BP control.

We are proud to recognize the following Health Centers for their commitment to improving blood pressure control through accurate measurement among their adult patients.

Target: BP™ is a national initiative formed by the American Heart Association (the Association) and the American Medical Association (AMA) in response to the high prevalence of uncontrolled blood pressure (BP).

**Congratulations to the 2024 Greater Philadelphia Region Target:BP Awardees:**



## TARGET:BP™ GOLD+ LEVEL ORGANIZATIONS

Practices recognized for demonstrating a commitment to measurement accuracy and having 70 percent or more of their adult patient population with high BP controlled.

- ChesPenn; Center for Family Health at Coatesville



## TARGET:BP™ GOLD LEVEL ORGANIZATIONS

Practices recognized for having 70 percent or more of their adult patient population with high BP controlled.

- Main Line HealthCare
- Trinity Health Mid-Atlantic Medical Group



# 2024 OUTPACE CVD AWARDEES



## TARGET:BP SILVER LEVEL ORGANIZATIONS

Practices recognized for demonstrating a commitment to improving blood pressure control through measurement accuracy.

- ChesPenn; Center for Family Health at Eastside
- ChesPenn; Center for Family Health at Upper Darby
- Congreso Health Center
- Delaware Valley Community Health Inc.- Fairmount Primary Care Center
- Delaware Valley Community Health Inc.- Maria de los Santos Health Center
- Delaware Valley Community Health Inc.- Norristown Reginal Health Center
- Delaware Valley Community Health, Inc.
- Delaware Valley Community Health, Inc - Fairmount Primary Care Center at Girard Medical Center
- Jefferson Health Einstein
- Public Health Management Corporation
- Public Health Management Corporation - Care Clinic
- Public Health Management Corporation - Mary Howard
- Public Health Management Corporation - PHMC Health Connection
- Public Health Management Corporation - Rising Sun
- The Family Practice and Counseling Network (FPCN)



## TARGET:BP PARTICIPANT LEVEL ORGANIZATIONS

Practices recognized for submitting blood pressure control data for the first time and prioritizing blood pressure in their communities.

- Greater Philadelphia Health Action

# 2024 OUTPACE CVD AWARDEES

The Target: Type 2 Diabetes<sup>SM</sup> recognition program for outpatient health care organizations acknowledges ambulatory health centers and systems in their efforts to tackle type 2 diabetes and cardiovascular disease in their patient populations. The program is designed to help participants improve clinical practice while being celebrated for their hard work and dedication throughout the process. Clinical tools and resources are available to help you better manage cardiovascular risk in patients with diabetes mellitus.

**Congratulations to the 2024 Greater Philadelphia Region Target: Type 2 Diabetes Awardees:**



## Gold Award

Recognizes organizations that have fulfilled the Participant criteria AND have met the specified Gold-level thresholds for each of two selected clinical measures related to diabetes control and cardiovascular disease risk factors, hypertension and cholesterol management.

- Greater Philadelphia Health Action
- Main Line HealthCare



## Participant Award

Recognizes organizations that have completed data submission, including clinical measure entry, and committed to improving quality of care for patients with type 2 diabetes and cardiovascular risk factors.

- Congreso Health Center
- Delaware Valley Community Health Inc.- Fairmount Primary Care Center
- Delaware Valley Community Health Inc.- Maria de los Santos Health Center
- Delaware Valley Community Health Inc.- Norristown Reginal Health Center
- Delaware Valley Community Health, Inc.
- Delaware Valley Community Health, Inc. - Fairmount Primary Care Center at Girard Medical Center
- Public Health Management Corporation
- Public Health Management Corporation - Care Clinic
- Public Health Management Corporation - Mary Howard
- Public Health Management Corporation - PHMC Health Connection
- Public Health Management Corporation - Rising Sun
- The Family Practice and Counseling Network (FPCN)



# 2024 OUTPACE CVD AWARDEES

The AHA launched Check. Change. Control. Cholesterol to improve the identification and management of cholesterol across the nation. This national initiative aims to reduce the number of Americans who have heart attacks and strokes by urging medical practices, providers, and patients to screen and treat this important risk factor.

Check. Change. Control. Cholesterol supports physicians and care teams by offering access to the latest research, tools, and resources to reach and sustain cholesterol control rates among the adult patient population that they serve.

Congratulations to the 2024 Greater Philadelphia Check. Change. Control. Cholesterol Awardees:



## Gold Award

Recognizes organizations that have fulfilled the Participant Award criteria AND had 70% or more of their adult, at-risk patient population appropriately managed with Statin therapy in 2023 based on MIPS measure #438.

- Delaware Valley Community Health Inc.- Fairmount Primary Care Center
- Delaware Valley Community Health Inc.- Maria de los Santos Health Center
- Delaware Valley Community Health Inc.- Norristown Reginal Health Center
- Delaware Valley Community Health, Inc.
- Delaware Valley Community Health, Inc - Fairmount Primary Care Center at Girard Medical Center



# 2024 OUTPACE CVD AWARDEES



## Participant Award

Recognizes organizations that commit to improving ASCVD risk assessment and implementing ASCVD risk calculations into their clinical workflows, and that submitted 2023 data on appropriate Statin therapy based on MIPS measure #438.

- Lankenau Heart Group



# COMMUNITY IMPACT

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## Delaware Valley Community Health Expands Blood Pressure Care with Community Health Workers

Delaware Valley Community Health (DVCH) has integrated community health workers (CHWs) into their blood pressure management program at six sites in Philadelphia. This initiative allows medical assistants to transition into CHW roles and assist with onboarding new CHWs.

CHWs play a crucial role in supporting patients' blood pressure management plans. They receive training on blood pressure measurement every 6-12 months and collaborate with patients on medication adjustments. Additionally, they educate patients on self-monitoring blood pressure, provide validated devices, and disseminate information from the American Heart Association. CHWs also manage quick visits that are added to the provider's schedule as needed.

The involvement of CHWs enhances patients' access to blood pressure monitoring and resources. This model is also applied to diabetes management. CHWs are employed as regular staff members, with their roles included in the budget for each site. They help connect patients to resources, thereby mitigating the impact of heart disease on the populations served by DVCH.

DVCH is committed to educating the community about the role and services of CHWs, thereby bridging gaps in care through culturally relevant education. CHWs often originate from the same communities they serve, fostering trust and encouraging patients to adhere to their health plans and adopt healthier lifestyles.

CHWs empower patients to take control of their health by addressing barriers such as food insecurity and lack of transportation. They improve communication between patients and healthcare teams, ensuring that clinical recommendations are understood and followed. DVCH continues to uphold a more equitable, patient-centered approach to hypertension management.

# COMMUNITY IMPACT



## Chester Library Launches Blood Pressure Loaner Program

Hypertension, or heart disease, the “silent killer,” is the number one cause of death in 19013 (Chester/I-95 Corridor). The city of Chester has a 35.8% prevalence of hypertension, compared to Delaware County at 29.9%. The American Heart Association of Greater Philadelphia collaborated with J. Lewis Crozer Library, which serves 23,500 residents annually, and launched a blood pressure loaner program in July. Library cardholders can check out validated blood pressure devices for up to a month to know their status, educate themselves about hypertension risk factors and use management tools such as Life’s Essential 8.

In addition to the loaner program, a blood pressure screening station is available for patrons to integrate regular monitoring when using the library’s services. The station includes a list of Federally Qualified Health Centers and Jefferson Health sites for referral services. To serve the population even more, nursing students from nearby Widener University conduct screenings at the in the library every first Tuesday of the month from 5-6 p.m.

This community change provides increased accessibility to trusted hubs for those to check their status and manage their blood pressure outside of a healthcare visit. It also promotes early detection and prevention if one has high blood pressure or is considered hypertensive, along with community engagement, education, and awareness. Lastly, establishing a blood pressure loaner program at a library is convenient for patrons as it helps them integrate regular monitoring into their daily lives while promoting the library’s mission to provide equal access to information for all, ensuring understanding of relevant community needs in the city of Chester and beyond.





# NATION OF LIFESAVERS

## CPR: North10 Cardiac Emergency Plan & Mobile Hands-Only CPR Kiosks Update

Sudden cardiac arrest occurs when the heart malfunctions and stops beating unexpectedly. An electrical malfunction in the heart causes an arrhythmia or irregular heartbeat. Second, a person becomes unresponsive and cannot breathe. Death occurs within minutes if the person does not receive treatment. A cardiac arrest can happen anywhere, to anyone, at any age. With 350,000 out-hospital cardiac arrests happening every year and 70% of those happening at home, it is crucial that we increase the number of CPR lifesavers. 40% of people get the immediate help that they need, and among children, 23,000 experience cardiac arrest outside of the hospital. A cardiac arrest is a health equity issue as women, blacks & Hispanics, and those in low-income neighborhoods are less likely to survive an out-of-hospital cardiac arrest. In Pennsylvania, 41% of cardiac arrests occur outside the hospital each year.

To combat this issue, we partnered with North10 Philadelphia, a non-profit that works to improve life outcomes for community members so current residents and future generations live happy, healthy and civically engaged lives. In recent years, we have collaborated with North10 on various initiatives to improve the health and well-being in Huntington Park- East Tioga neighborhood of North Philadelphia and serve 200 individuals weekly.

They recently adopted a cardiac emergency response plan (CERP), which North10, Philadelphia, implemented for their newly renovated building and communicated the plan to patrons who utilize their services and staff. This plan prepares all North10, Philadelphia staff to take action in the event of a cardiac emergency, along with post-incident reporting. The local neighborhood EMS has been contacted about the plan and had a walkthrough of the building during renovations. Two AEDs are available on-site, and each staff member has been trained in use alone, requiring 50% of the cardiac emergency response team (CERT) to be certified and the other 50% to know at least Hands-Only CPR. This CERP was officially adopted and implemented in July 2024.

This plan established specific steps to reduce death from cardiac arrest in the community, ensuring responders are trained to execute them. As champions for CPR, this CERP will empower people to take action and dial 911, start CPR and use an AED.



# ADVOCACY

The American Heart Association joins with community partners and stakeholders to empower advocates to engage with local elected officials to address the social determinants of health.



In September, the Collaboration for Equitable Health hosted its Fourth Community Advocacy Forum to discuss power-mapping and its first ever City Hall Day. During City Hall Day, ADVOCATE partners met with City Councilmembers and co-hosted with Minority Leader Councilmember Kendra Brooks a Lunch & Learn to discuss addressing health equity.



Advocates joined with Miss Pennsylvania, Miss Pretzel City, Miss Philadelphia and Miss Gettysburg at the Greater Philadelphia Heart Walk to share information about our work to ensure Cardiac Emergency Response Plans (CERPs) are implemented at each school and high school athletic event in Pennsylvania. Advocates also continue to provide education materials to Philadelphia City Council around the importance of policy that sets nutrition standards for children's meals sold at city restaurants.



# **LOCAL ACHIEVEMENTS**

# CYCLENATION

## Pedaling Toward a Healthier Future, Raising Over \$200,000

The American Heart Association is proud to announce the success of the 2024 Philadelphia CycleNation, held in September at Fountain View at Logan Square. This inspiring community-driven indoor cycling event raised over \$200,000 to support vital research and initiatives aimed at combating stroke and heart disease.

Led by CycleNation Chair Mike Smith, Division President of Marquis Health Consulting, the event saw participation from over 100 riders, all united in the fight against stroke and heart disease. Notably, Smith and his company achieved a remarkable milestone by raising over \$100,000, becoming the first CycleNation company to reach this achievement.

“CycleNation embodies our commitment to building a healthier future for everyone,” said Jennifer Litchman-Green, Executive Director of the American Heart Association Philadelphia. “We are grateful for the dedication of our participants, sponsors, and volunteers who came together to make a difference. Every pedal stroke counts in our fight against heart disease and stroke.”

The event featured four community rides, a heart-healthy happy hour, and opportunities for participants to engage with one another while raising critical funds for heart health research and outreach programs. Emceed by Caroline Goggin, a stroke survivor and 6ABC Reporter, the evening was filled with energy and purpose, showcasing the strength of the Philadelphia community.

As the American Heart Association celebrates its centennial year, CycleNation Philadelphia represents a continuation of its century-long mission to save lives and promote heart health and stroke awareness. Participants of all ages and fitness levels joined in, highlighting the inclusive nature of the event.

Thank you to all who contributed their time, resources, and energy to make this event a success. Together, we pedal toward a healthier future!

For more information about CycleNation and to learn how you can get involved in the fight against heart disease and stroke, visit [www.heart.org/cyclenation](http://www.heart.org/cyclenation).



# SOUTH JERSEY GO RED LUNCHEON

The Southern New Jersey Go Red for Women Luncheon was an inspiring event held October, at the beautiful Ramblewood Country Club in Mount Laurel, NJ. Emceed by Howard Monroe from CBS3 Philadelphia, the luncheon brought together a community passionate about heart health and wellness. Co-chaired by Dr. Renee Bullock-Palmer and Faten Dib, the event offered a perfect blend of education and empowerment.

Guests enjoyed a delicious lunch while engaging in a silent auction featuring unique items and experiences. The highlight of the afternoon was the deeply moving survivor panel, where four remarkable women of diverse ages, races and backgrounds shared their powerful stories of overcoming heart events.

The inaugural Southern New Jersey Bold Hearts Community Impact Award was presented to Holman, an integrated automotive services company, which funds maternal health and individuals facing complex situations. With Holman's support, the AHA has been able to supply blood pressure cuffs to these groups through local organizations and healthcare providers.

The panel discussion was expertly facilitated by Dr. Renee Bullock-Palmer, Dr. Hiatham Dib, and Dr. Samar Bursheh, who brought further insight to the conversation. Together, the event celebrated strength, unity, and the importance of raising awareness for heart health, leaving attendees motivated to support the Go Red for Women mission.



# PHILADELPHIA HEART WALK



Close to 15,000 people participated in this year's Philadelphia Heart Walk on Saturday, November 2, at Citizens Bank Park, raising critical funds for heart disease and stroke totaling more than \$1.8M. Heart disease is the No. 1 killer worldwide, and stroke ranks second globally.

Emceed by NBC10 morning anchors Erin Coleman and Keith Jones, the Philadelphia Heart Walk featured survivors, individuals and 650 teams from companies who came together to take the first step to save lives. Every walker, every dollar means more research, more people trained in lifesaving CPR, more medical breakthroughs and more champions for equitable health.

"What an honor it has been to serve as your chair for this year's campaign. What I've learned is that everyone has their own personal experience with heart disease and stroke. I know that I have lost family members and friends recently. I learned the stories of many IBX colleagues," said Greg Deavens, President and CEO, Independence Blue Cross and this year's Heart Walk Chair. "And through my work towards this year's Heart Walk, I met so many people who got involved so that they could keep others from experiencing the pain and loss they had felt. It's a terrible disease ... but by coming together in the fight, we bring something positive into the world."

In Philadelphia, the top fundraising organizations included:

- Penn Medicine
- Independence Blue Cross / AmeriHealth Caritas
- Jefferson Health
- Main Line Health

According to the American Heart Association, which is celebrating 100 years of lifesaving service as the world's leading voluntary organization focused on heart and brain health, nine out of ten people who suffer cardiac arrest outside of the hospital die. In most of those cases, bystander CPR was not performed. That is why the American Heart Association broadened efforts to drive CPR education, awareness and community initiatives through the Heart Walk, the Association's largest community facing initiative. Through fundraising, community education and corporate engagement, the Heart Walk aims to enhance CPR training accessibility, bolster bystander preparedness, increase funding for vital research, and save and improve lives from cardiovascular diseases.

**MORE THAN \$1.8  
MILLION**

raised for the 2024 Heart  
Walk Campaign

**ALMOST 15,000  
WALKERS**

attended the 2024 Heart  
Walk at Citizens Bank Park

**8  
MILLION**

media viewerships/listenerships  
between October 26-November 4

# STEM GOES RED

The American Heart Association (AHA), in collaboration with the Philadelphia School District, the Perelman School of Medicine at the University of Pennsylvania (Penn Medicine), and Bentley Systems, proudly welcomed the return of STEM Goes Red in November at the Perelman Center for Advanced Medicine. This annual event aims to empower young women from the Philadelphia School District to explore diverse career pathways in STEM fields.

STEM Goes Red is a cornerstone initiative of the AHA's Go Red for Women campaign, which strives to raise awareness about heart health while promoting educational and career opportunities for women. By bridging the gap between education and industry, STEM Goes Red provides direct access to leading employers, role models, and hands-on experiences.

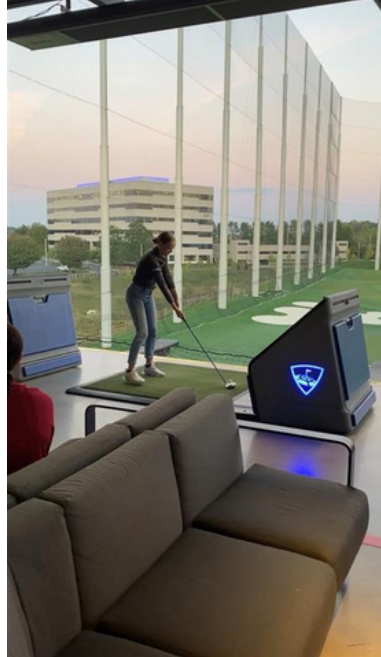
Thanks to the generosity of the Somasundaram Family, the AHA Philadelphia presented our first ever STEM Goes Red Scholarship at the event in November.

Throughout the day, participants engaged in dynamic breakout sessions, including hands-on CPR demonstrations, and had the opportunity to network over lunch with industry leaders in STEM. This engaging format was designed to equip students with both practical skills and invaluable insights into various career paths.

This collaboration among the American Heart Association, the Philadelphia School District, Penn Medicine and Bentley symbolizes a unified commitment to fostering diversity and inclusion in STEM. Together, these organizations aim to illuminate pathways that many young women may not even know exist—pathways that lead to fulfilling careers in science, technology, engineering, and mathematics. By providing these students with firsthand experiences and insights from industry professionals, they are not just informing them about possible careers; they are inspiring them to dream big and to pursue those dreams with confidence. This event is an essential step toward creating a more equitable future, where every young woman can thrive and make her mark in the world of STEM.



# HARD HATS WITH HEART



The successful conclusion of the 2024 Hard Hats with Heart was celebrated this fall at Top Golf in King of Prussia. After a brief reception, participants enjoyed some fun at the driving range. Scott Allen, this year's event chair and a dedicated volunteer, shared his personal story, highlighting what motivates him to remain involved in supporting those within the construction industry.

# 2025 KICKOFFS



The 2025 Heart Ball campaign was officially kicked off at the National Constitution Center this fall. Invitees enjoyed the evening, learning more about the AHA mission and how they can join us to make it a memorable campaign.



The Executive Leadership Team for the 2025 Go Red for Women campaign all met at the Linc - Lincoln Financial Field - to strategize maximum results this year. After the work was over, they got a tour of the facility.





# **SUPPORTERS & VOLUNTEERS**

# COR VITAE SOCIETY

Cor Vitae, Latin for the heart of life, is the American Heart Association's annual recognition society of more than 6,600 individuals nationally whose significant personal commitments of \$5,000 or more are helping to change and save lives. Their extraordinary generosity propels pioneering research and transforms communities.

**It is with heartfelt gratitude that we thank these individuals for their ongoing support, driving the American Heart Association to be a relentless force for a world of longer, healthier lives.**

## HEART AND TORCH CIRCLE

Andréa W. & Kenneth C. Frazier  
E. Thomas Harvey III & Robin Adair Harvey  
Barbara Kahn

## 1924 CIRCLE

Donna Nicoletti Ferrier & Joseph J. Ferrier  
Lori Nicoletti Peruto  
Mark R. Nicoletti Sr.  
Sowmya & Soma Somasundaram

## PRESIDENT'S CIRCLE

Stephanie & Matthew Austin, M.D.  
Thomas & Elizabeth Belmont  
Sarah E. Bouchard & Frank Fesnak  
Sandy & Sidney Brown  
Peter M. DiBattiste, M.D.  
Louise Marshall Kelly  
Kernika Gupta & Vishal Patel  
(Brave Lights Foundation)  
Ramona Rogers-Windsor & Thomas P. Windsor  
Richard & Laura Vague

## PULSE CIRCLE

Anonymous (2)  
Neils & Elaine Agather  
Elizabeth & Thomas Belmont  
Tracey & Thomas J. Gravina  
Amy & Bill Green  
Richard J. Green  
Joyce & Michael Hagan  
Amy & Jeffrey Harrow  
Anne & Gerhart Klein  
Rena & Joshua Kopelman  
Gail & Brett Levin  
Michael Levitt

Pam Estadt & Ira M. Lubert  
Stanley Middleman  
Joseph Morris  
The Neubauer Family Foundation  
Brad Tanner  
Taeson & Thomas Vellios

## CHAMPION'S CIRCLE

Anonymous (1)  
Abramson Family Foundation  
Rene J. Alvarez Jr., M.D.  
Joel D. Anderson  
Janet & Edward Antoian  
Michael Azeez  
Rabbi Shelly & Elliot S. Barnathan, M.D.  
Alicia Cintron & Craig Beazer  
David Binswanger  
Mariann & Gerard Blaney  
Genevieve Bongart  
Sandra E. Brooks, M.D.  
Tracy & Jeffrey Brown  
Amy & Marc Brownstein  
Susan L. & Stephen J. Butte  
Shannon and Dr. Joseph Cacchione  
Stephanie & Charles Cahn  
John Caramanico  
Ray Carr  
Maureen and Robert Clark  
James J. Clearkin  
Alyson & David Cole  
Denise Friedland Conklin & Matthew Conklin  
Edward S. Cooper, M.D.  
Bob & Shannon Cummings  
Anne C. Dearden  
Greg & Beverly Deavens

Art Dickerson  
James J. Dolente  
Cheryl Ecton  
Salem Shuchman & Dr. Barbara Klock  
Drs. Judith Wolf & Howard J. Eisen  
Louis Eacovalle Jr.  
Carl Epple  
Bruce Ernst  
David Fazekas  
Mari Feirson  
Alan & Miriam Feldman  
Susan & Jason H. Feuerman  
James Frazier  
Lauren & Nassor Frazier-Silva  
Kate FitzPatrick & Jeff Purcell  
Dr. Monique Gardner  
Dr. Sharmil Gohil  
Richard Goodman  
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Cor Vitae, Latin for the heart of life, is the American Heart Association's annual recognition society of more than 6,600 individuals nationally whose significant personal commitments of \$5,000 or more are helping to change and save lives. Their extraordinary generosity propels pioneering research and transforms communities.

**It is with heartfelt gratitude that we thank these individuals for their ongoing support, driving the American Heart Association to be a relentless force for a world of longer, healthier lives.**

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The American Heart Association has saved and improved lives for nearly 100 years through scientific research, work in communities, advocacy for healthy public policies and much more. And we're just getting started. With Bold Hearts™ and the support of our donors and volunteers, we're building toward our second lifesaving century as a relentless force for equitable health for all.

Reaching bold goals is made possible because of like-minded individuals and organizations who share in the vision of better health for Greater Philadelphia. Greater Philadelphia donors have pledged support of donations of time, talent, and funds as Second Century campaign donors.

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# TEAM PHOTOS



2024 CycleNation



2024 South Jersey Go Red for Women Luncheon



STEM Goes Red



2024 Philadelphia Heart Walk

# SAVE THE DATE FOR UPCOMING EVENTS!

## 2025 Heart Ball

Saturday, March 22, 2025

National Constitution Center, Philadelphia



## Go Red for Women Experience

Wednesday, May 21, 2025

The Bellevue Hotel, Philadelphia



American Heart Association of Greater Philadelphia  
1617 John F. Kennedy Blvd., Suite 700  
Philadelphia, PA 19103

[www.heart.org/philadelphia](http://www.heart.org/philadelphia)



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