

Greater Philadelphia Year-End Report

JUNE 2024



Hands-Only CPR



Join a Nation of Lifesavers today.

TWO STEPS TO SAVE A LIFE







2

Push hard and fast in the center of the chest.



Know it. Feel it. Push it. Keep it.

Transforming a Nation of Bystanders into a Nation of Lifesavers.

Dear Friends and Supporters,

On June 10, we will celebrate 100 years of scientific discovery and innovation by the American Heart Association. Founded in Chicago by six cardiologists, the Association was inspired by a social worker who felt more could be done to help people who suffered heart attacks. From humble beginnings and with a vision of improving health around the world, the American Heart Association has grown dramatically into the nation's oldest and largest voluntary organization dedicated to fighting heart disease and stroke. During its second century of bold action, the Association has been committed to advancing health and hope for everyone, everywhere.

Bold Hearts[™] – the American Heart Association Centennial – celebrates 100 years of progress and a vision for a brighter future for all. That's the driving force of the American Heart Association. Our future – nationally and in Philadelphia – is about improving yours.

Our work to improve nutrition security is greatly needed in Philadelphia, the poorest of the ten largest cities in the United States. Food insecurity in the Greater Philadelphia region jumped from 13.6% to 21.2% in the last three years. While the city's poverty level is 23%, children under the age of 18 experience poverty at a rate of 34%. Inadequate access to nutritious foods increases our community's risk of elevated blood pressure, cholesterol, obesity, heart attack and stroke.

Out of the six largest cities in the United States, Philadelphia has the highest prevalence of high blood pressure with over half a million with a diagnosis of hypertension. If high blood pressure – the silent killer – continues to go unchecked, it will lead to more people suffering and dying from heart disease and stroke. The American Heart Association in Philadelphia has worked alongside ten Federally Qualified Health Centers in Greater Philadelphia by providing blood pressure equipment and implementing quality improvement initiatives.

Our commitment to increase access to CPR and AED resources has resulted in the placement throughout the city of four hands-only CPR training kiosks, which has reached over 27,000 and counting.

Through our signature campaigns, Heart Walk, Heart Ball and Go Red for Women and our many generous supporters, so far this year we have raised over \$5M to fuel our lifesaving and lifechanging work.

With bold hearts, the American Heart Association's volunteers, supporters and staff forge ahead into the organization's second century. The Association will continue to fuel science and innovation, fund lifesaving research, stand for the rights of patients and caregivers, work with communities, and transcend the way we live, work and play. Together, with the support of individuals and organizations in the Greater Philadelphia area, this relentless pursuit will continue until heart disease and stroke no longer exist. The following donors of the Second Century campaign have pledged their time, talent and funds:

Cornerstone Supporters:

Bank of America Robin Adair Harvey & E. Thomas Harvey, III

Second Century Supporters:

Anytime Fitness Stephanie and Matthew Austin, M.D. **Bentley Systems** Peter M. DiBattiste, M.D. Sarah Bouchard and Frank Fesnak Sidney and Sandy Brown Andréa W. and Kenneth C. Frazier Kernika Gupta and Vishal Patel (Brave Lights Foundation) **Independence Blue Cross** Infor Jefferson Health Main Line Health Devon Mitchell Penn Medicine Soma and Sowmya Somasundaram Richard and Laura Vague

Thomas P. Windsor and Ramona Rogers-Windsor

If you, too, would like to learn more about becoming a Second Century Supporter, please contact me, and I can share the exciting opportunities we have in store as we venture into our next 100 years.

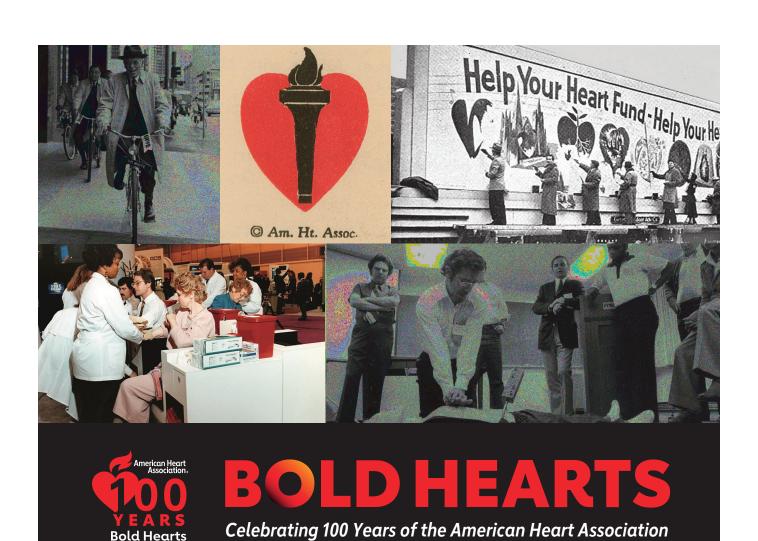
As we complete this centennial year, I'd like to gratefully acknowledge the incredible work of Sarah Bouchard of Morgan Lewis & Bockius LLP, our Board Chair, Dr. Helene Glassberg of Penn Medicine, our Board President, and the entire Board of Directors. Their personal connections and dedication to the mission of the American Heart Association inspires us to take the work we do every day to new heights.

Sincerely,

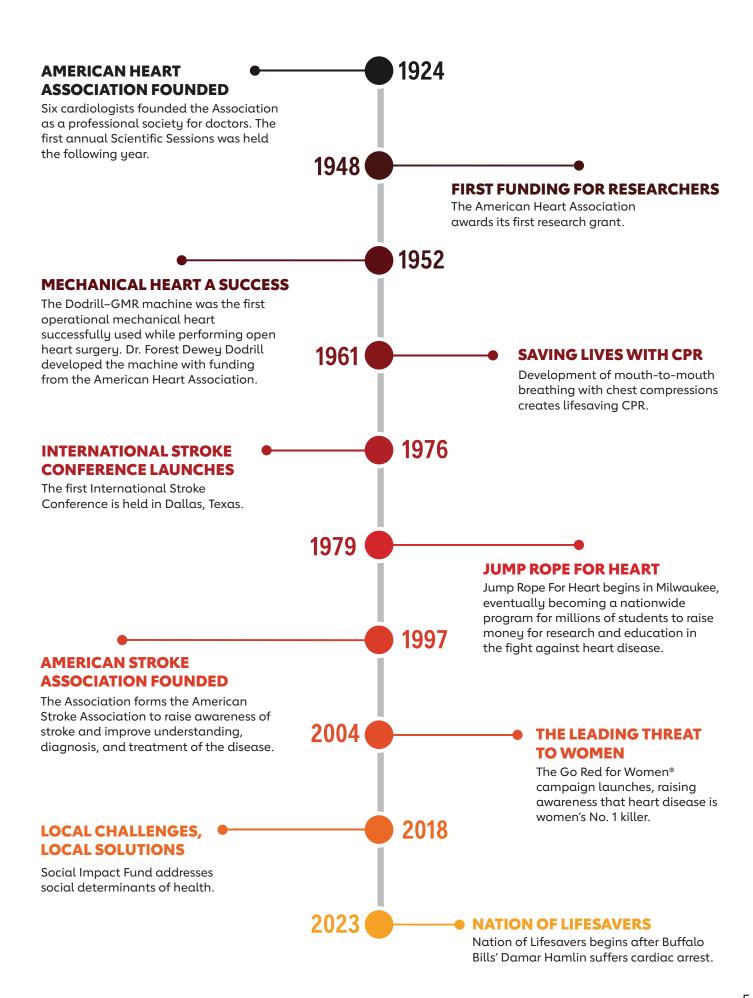


Jennifer Litchman-Green

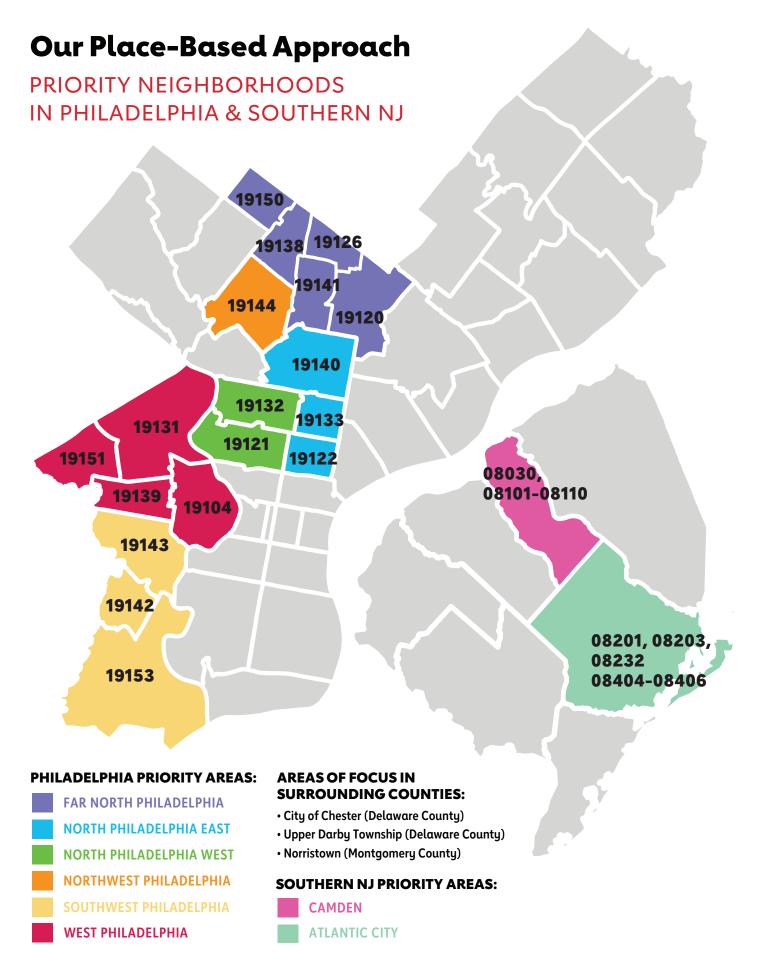
Senior Vice President, Eastern States Region Senior Executive Director, Greater Philadelphia American Heart Association







Impact Spotlights

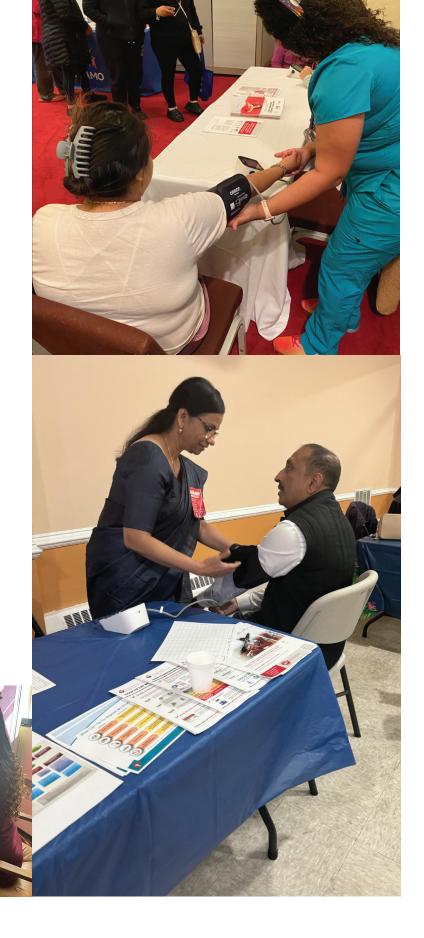


Improving Blood Pressure

We helped 10 Federally Qualified
Health Centers in Greater Philadelphia
by providing blood pressure equipment
and implementing quality
improvement initiatives.

Delaware Valley Community Health adopted a procurement policy for blood pressure monitoring devices at all 9 sites which will impact a total of 36,364 patient encounters annually.

Public Health Management
Corporation (PHMC) expanded its
self-measuring blood pressure program
to three more sites, which opens
enrollment opportunities to over 7,000
more patients. Additionally, PHMC also
adopted a procurement policy,
national hypertension control initiative
treatment algorithm, and a measuring
accurately staff training policy at four
of their sites improving the quality of
care administered during over 8,500
patient encounters on an annual basis.









CPR & AED Awareness

Will **YOU** be ready to **SAVE** the life of **SOMEONE** you love?



The American Heart Association with Independence Blue Cross and Jefferson Health have collaborated for several years to increase bystander CPR rates in Philadelphia through various community-centered CPR and AED initiatives including an AHA Mobile Hands-Only CPR Kiosk. These kiosks can be moved throughout community sites up to three times per year. This winter, a ribbon cutting event for a new Hands-Only Kiosk, sponsored by Jefferson Health, was held at North10, a neighborhood community center in the Hunting Park-East Tioga section of Philadelphia. Most recently, the ribbon was cut for a Mobile Hands-Only CPR Kiosk, sponsored by Independence Blue Cross, at Enon Tabernacle Baptist Church in Northwest Philadelphia. The ribbon cutting took place during Enon's annual Men's Health "Know Your Numbers" event.

These kiosks will be a main feature during this year's CPR & AED Awareness week, held annually during the first week of June.



Impact: At a Glance



PHILADELPHIA

Total Trained **59,044**

SOUTHERN NJ

Total Trained **26,999**

Includes...

- CPR Infant
- CPR Adult
- · Family and Friends
- Heartsaver
- ACLS
- BLS
- Pediatrics
- CPR Schools
- CPR FA Anywhere
- · CPR Youth Sports Kits

NUMBER OF PEOPLE TRAINED BY HANDS-ONLY CPR MOBILE KIOSKS

27,000 and counting



2023 Grants Awarded (29 Grants)

- Drexel University (1) \$231,000
- Monell Chemical Senses Center (1) \$141,326
- Temple University (7) \$924,318
- CHOP (4) \$878,890
- Thomas Jefferson University (3) \$364,557
- University of Pennsylvania (13) \$2,073,937

\$4,614,028

Active Grants (58 Grants)

- Drexel University (1) \$231,000
- Monell Chemical Senses Center (3) \$510,710
- Temple University (15) \$2,809,430
- CHOP (5) \$1,278,890
- Thomas Jefferson University (6) \$1,195,557
- University of Pennsylvania (28) \$10,780,688

\$16,806,275



Collaboration for Equitable Health

AHA Philadelphia hosted three advocacy forums through the Collaboration for Equitable Health (CFEH) to discuss with community stakeholders and partners how to best advocate at the local level of government to address access to care, nutrition insecurity, equitable neighborhood investments and maternal health.

A long-term goal is to develop educational materials and training around the focus areas to improve awareness and amplify knowledge through grassroots organizing. These materials and resources will equip advocates with the skills to drive meaningful change. And by empowering advocates through education, training and fostering strategic partnerships, the Collaboration for Equitable Health hopes to boost impact and pave the way for lasting change at the local level.















The American Heart Association's Health Care by Food™ initiative is aimed at identifying effective food is medicine approaches for incorporating healthy food into health care delivery.

In January 2024, the American Heart Association announced grants totaling \$7.8 million to 19 research projects nationwide as part of the Health Care by Food initiative.

These projects include food resource coaching for patients of a safety-net clinic, delivering food is medicine interventions in underserved communities, the impact of a produce delivery program on patients with heart failure and implementing food prescription programs in older adults.

Overall, the projects will examine the efficacy of strategic approaches for providing healthy food as part of patient care to help treat, manage and prevent chronic health conditions in ways that alleviate health inequities.

"All of this is with an eye towards improving health and improving health equity," said Dr. Kevin Volpp, founding Director of the Center for Health Incentives and Behavioral Economics and the Mark V. Pauly President's Distinguished Professor at Perelman School of Medicine and Health Care Management at the Wharton School, who leads the research at Health Care by Food.



PUBLIC POLICY

As champions for health equity, the American Heart Association will advance cardiovascular health for all, including identifying and removing barriers to health care access and quality. We will help achieve this in Greater Philadelphia with these advocacy initiatives.

For more information, please contact Jacob Zychick,
Community Advocacy Director, at (215) 575-5277 or jacob.zychick@heart.org

HEALTH EQUITY

- Advocacy staff led three Advocacy 101 training courses focused on educating and empowering the next generation of public health advocates.
- We made sure that teachers in the Philadelphia School District have the CPR training materials they need to deliver hands-only CPR training to students across the city. We passed legislation in Pennsylvania to ensure that high school students receive hands-only CPR education prior to graduation.

ACTIVE LIVING

 AHA Philadelphia supported the establishment of Delaware County's Vision Zero Task Force to increase physical activity safety and Montgomery County's Food Policy Advisory Council (FPAC) to address nutrition insecurity.

NUTRITION

 We successfully opposed local efforts to repeal the Philadelphia Beverage Tax. The Philadelphia Beverage Tax funds 5,200 high-quality early childhood education seats annually, 20 city-designated community schools serving 13,000 children, and renovations to parks and recreation centers.



Event Highlights

Philadelphia Heart Ball

MARCH 23, 2024





The 2024 Philadelphia Heart Ball, held this year at the National Constitution Center, was an unforgettable celebration of our centennial journey. We recognized our remarkable honorees: Ken and Andréa Frazier, Heart Safe Motherhood, Devon Mitchell, and the inspiring survivor story of Kernika Gupta and her daughter Savera. Their courage and advocacy inspire us all.

Heart of Philadelphia Chair Joseph Cacchione, M.D., President and CEO, Jefferson, and the outstanding 2024 Heart of Philadelphia Executive Leadership Team provided unwavering dedication, and together, we raised nearly \$1.8 million during the campaign, empowering our life-saving mission.

We recognize Auction Chair Laura Vague and everyone who made this event a success. Their support drives us forward in our quest to create healthier communities and save lives.

Philadelphia Heart Challenge Executive Breakfast

APRIL 24, 2024



Our team had an amazing turnout of business leaders at this year's Philadelphia Heart Challenge Executive Breakfast held at Independence Blue Cross. This year marks a century of heart health milestones, and we were thrilled to see both familiar faces and new friends joining the cause.

Greg Deavens, President and CEO of IBX, and 2024 Centennial Hear Walk Chair has been an unwavering support while leading the charge into the Heart Walk, an event under the Heart Challenge suite of events. Heart Walk is the AHA's signature community event that unites employees in celebrating the community's health and honoring survivors. Every year, hundreds of companies and thousands of community members gather at Citizens Bank Park and walk together to save lives, celebrate survivors and honor lost to heart disease and stroke.

Community leaders were invited to the breakfast to introduce them to Heart Challenge events, especially the Heart Walk, and we are excited to stride into our historic Philadelphia Heart Walk at Citizens Bank Park this November with renewed vigor!

Philadelphia Hard Hats with Heart

APRIL 29-30, 2024



The Hard Hats with Heart Homerun Derby, held on April 29th and 30th at Citizens Bank Park, rallied support for heart health initiatives in the construction industry. Over 25 teams swung for the stands, supported by the Phillies, Eagles players, and over 20 sponsors. Chairman Scott Allen praised the community effort, emphasizing its impact on heart health. The event offered CPR demos, networking opportunities, and raised funds to combat heart disease, a significant concern in the construction industry.

Philadelphia Go Red for Women Experience

MAY 3, 2024



The 20th Anniversary Go Red for Women Experience, co-chaired by Barbara Wadsworth, Executive Vice President and Chief Operating Officer, Main Line Health, and Stephanie Austin, Philanthropist, Survivor and Advocate, at a new venue - the Bellevue Hotel in Philadelphia - was a remarkable and deeply impactful event to kick off May.

The American Heart Association's signature initiative, Go Red for Women®, is a comprehensive platform designed to increase women's heart health awareness and serve as a catalyst for change to improve the lives of women globally. While the majority of cardiac events can be prevented, cardiovascular disease is the leading cause of death in women, claiming the lives of 1 in 3 women. For more than two decades, Go Red for Women has encouraged awareness. The movement harnesses the energy, passion and power of women to band together and collectively wipe out heart disease. It challenges them to know their risk for heart disease and reduce their personal risk. It also gives them tools they need to lead a heart healthy life.

Dr. Gwen McNeill, Cardiologist at Main Line Health, discussed the importance of women's health and the emerging field of cardio-obstetrics on the latest installment of the Red Chair Series, sponsored by Main Line Health.

Our 2024 Faces of Heart honorees – 20 strong – survivors and thrivers of heart disease and stroke in the Delaware Valley – shared their moving stories and joined QVC hosts Vanessa Herring and Rosina Grosso on stage – making an appearance on stage during the Open Your Heart portion of the program.

One of the exciting highlights of the afternoon was the announcement that JoAnn Magnatta, Senior Vice President, Design and Real Estate Construction for Main Line Health, will be the 2025 Chair of the Go Red for Women campaign.

The successful Go Red for Women campaign raised over \$65,000 in the room, totaling over \$1.8M.

We recognize the dedication from our board of directors, Go Red for Women Executive Leadership Team, dedicated staff and attendees for their unwavering support. Our thanks to national sponsors CVS Health and Aetna, and local sponsors Main Line Health, Independence Blue Cross AmeriHealth Caritas, Stephanie and Matthew Austin, M.D., and area businesses that support heart health in Greater Philadelphia. Thanks, too, to media sponsor Philadelphia Magazine.



2004-2005

Launching a Movement

Go Red for Women officially launches in 2004, and within a year, over 70 Go Red for Women Luncheons are held nationwide, raising \$7 million. Twenty years later, over 150 signature Go Red for Women events are held annually, collectively raising more than \$700 million for women's cardiovascular health.



2006 - Going Global

Go Red for Women goes global with its first international license. Today, Go Red for Women is licensed in over 50 countries supporting over 55 sister societies. Licensees can develop their own women's heart health initiative and benefit from Go Red for Women's strong brand reputation and resources.



2007 - 2013 - Innovating to Meet Women's Needs

Go Red for Women continues efforts to support women taking charge of their heart health and expanding our reach by creating a robust presence on social media, stepping into pop culture, advocating for public health policies for women and addressing inequities. To help shine a spotlight on the real challenges women living with heart disease and stroke, the Go Red for Women Real Women Class of Survivors campaign launches in 2008 to highlight stories of everyday women surviving and thriving.



2014 - Iconic Red Dress Collection

Go Red for Women begins hosting the iconic Red Dress Collection in February to kick-off American Heart Month, bringing together powerful voices to amplify a singular message – cardiovascular disease is the number one killer of women. Today this annual event where entertainment, fashion, health and philanthropy collide for a common cause, continues to generate billions of media impressions driving significant public awareness and engagement.



2015-2016 - Launching **Lifesaving Research**

The American Heart Association launches its first Strategically Focused Research Network (SFRN). The Go Red for Women SFRN focuses on five centers studying key women's health issues. The SFRN's findings were published in 2021 as well as expanded to continue research in critical areas including stress, sedentary behavior, poor sleep, pregnancy and heart failure.



2017 - 2018 Current and **Future Women Leaders**

STEM Goes Red is launched to engage young, diverse girls in STEM careers, addressing a troubling issue around the underrepresentation of women in STEM fields. In addition, the Go Red for Women National Leadership Council is established and recruits influential women executive leaders from some of the largest companies in the U.S. including CVS Health, Amazon and Big Lots to help guide Go Red for Women into the future.



Research Goes Red launches to increase the number of women participating in cardiovascular research with the goal of creating the world's largest and most engaged women's health registry and platform for research. Today, more than 22,000 women (about the seating capacity of Madison Saugre Garden) have consented to participate, resulting in multiple scientific publications.







2020-2023 - Addressing Critical Needs

Go Red for Women broadens its focus to maternal health and moms, mental wellbeing in women and research including launching new studies through Research Goes Red, establishing new campaigns for moms like My Health is Our Health, and deepening our work in community health with a focus on improving health outcomes in women. In addition, Go Red for Women launches new peer-to-peer fundraising campaigns: Woman of Impact and Teen of Impact engaging over 500 participants and raising more than \$5 million annually.



Today

As Go Red for Women celebrates its 20th year alongside the American Heart Association's centennial celebration, we will continue to walk hand in hand with women across the country and around the world in an effort to save more lives of women everywhere. Why? Because losing even one woman to cardiovascular disease is too many.

Philadelphia Healthy Women, Strong Hearts

MARCH 20, 2024

In March, Main Line Health and the American Heart Association co-hosted the "Healthy Women, Strong Hearts (*Mujeres Saludables, Corazones Fuertes*)" event at ACLAMO Family Centers in Norristown. This initiative aimed to raise heart health awareness among Hispanic women, offering resources and vital information for prevention and care. The event included CPR training, blood pressure screenings, Zumba sessions, and expert-led panel discussions moderated by Shaira Arias from Telemundo 62. Key topics addressed included risk factors, symptoms, prevention and advocacy. With almost half of Hispanic women affected by cardiovascular disease, the event aimed to challenge misconceptions and promote gender-sensitive healthcare.



Southern New Jersey Heart Walk

MAY 18, 2024

The Southern NJ Heart Walk, held on May 18th in Ocean City, brought together individuals and organizations in Southern New Jersey to combat heart disease. This annual event promoted heart-healthy lifestyles and funded critical research. Led by Chair Jim Pagano, Senior VP at Kiely Family of Companies, runners and walkers came together for a morning of camaraderie and action on the Boardwalk. The event successfully raised over \$270,000, supporting AHA's initiatives for better care and education, bringing hope for longer, healthier lives. Pagano's main focus was food security, and a portion of the proceeds went to helping local food banks.



Donor & Volunteer Recognition



Cor Vitae, Latin for the heart of life, is the American Heart Association's annual recognition society of more than 6,500 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.

With heartfelt gratitude, 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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(Brave Lights Foundation)
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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. The leading organizations and generous individuals include:

CORNERSTONE SUPPORTERS:

Bank of America

Robin Adair Harvey & E. Thomas Harvey, III

SECOND CENTURY SUPPORTERS:

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Jefferson Health

Main Line Health

Devon Mitchell

Penn Medicine

Soma and Sowmya Somasundaram

Richard and Laura Vague

Thomas P. Windsor and Ramona Rogers-Windsor

We Thank You!



Contact Us:

Address:

1617 John F. Kennedy Blvd., Suite 700 Philadelphia, PA 19103

Website:

www.heart.org/pennsylvania





To make a gift to support our mission:

Text AHAPHILLY to 41444