

Message From the Executive Director - 2010 in Review



As 2010 comes to a close, it is my pleasure to acknowledge all those who have contributed to our continued success and publicly thank the loyal donors, dedicated volunteers, and staff for your support of WHCC and the clients we serve.

The year brought more financial challenges than any in the recent past as the uncertain economy began taking its toll on the agency's funding. Like many nonprofits, WHCC began navigating through a time of increasing competition for funding as corporations and foundations tightened their belts and narrowed the focus and criteria for funding. The most significant loss came when the Governor eliminated all state funding for family planning services, the largest part of WHCC's budget. Along with partners around the state, WHCC joined a campaign to restore the funds. I am so grateful for all our supporters who contacted legislators on our behalf. Although the initial attempts to restore funding were unsuccessful, we continue to work with our legislators to explore alternative sources of state support.

The agency's economic woes mirror those of many individuals who have lost jobs and, with them, health insurance. My expectation is that the need for our services will continue to increase just as the full effect of the loss of state funds comes into play in 2011.

However, I am hopeful that with our talented and committed Board of Trustees, our dedicated staff, and a growing number of volunteers and donors, we will find new and creative ways to do more with less. With passionate enthusiasm for furthering our mission, we stand ready to meet the challenges that lie ahead and to come out the other side stronger for our struggles.

Ending the year on a high note, WHCC was thrilled to be recognized by the Somerset County Business Partnership at its annual meeting on December 8, 2010 as a recipient of their celebrated Economic Vitality Award in the nonprofit category. For 37 years, WHCC has quietly offered comfort and healing to those who needed care. When illness and heartache get in the way of finding or keeping a job and caring for family, WHCC staff and volunteers put forth all their effort into helping clients to wellness. The true vitality of our region can be measured by how we care for those most in need.

At WHCC, we are committed to our mission, and to our current and future clients. We pledge to remain nimble and thoughtful in our decisions to ensure that the vital healthcare services and programs we provide will be available to those who need them most. Please continue to show your support of WHCC to provide affordable healthcare ...where no one is turned away.



Fran Palm

Dr. Mahalakshmi Seshadri Joins as Medical Director of WHCC

WHCC is proud to welcome Dr. Mahalakshmi Seshadri as agency Medical Director. Dr. Seshadri brings over 15 years of experience and skill to WHCC.

When asked about her inspiration to become a physician, she smiled brightly: "my grandpa," she replied, referring to her maternal grandfather who was the sole licensed physician in his village. "I find that being a woman physician is completely fulfilling and at WHCC, I have the opportunity to treat a diverse group of women from teens to those in their golden years. About 90 percent of my patients are female and are seeking healthcare where they are empowered to freely discuss anything."

Dr. Seshadri completed her Family Medicine Residency at Lutheran Medical Center, Brooklyn, NY; attended the University of Alabama at Birmingham where she earned a Masters in Public Health, specializing in Maternal and Child Health; and, earned her Masters Doctorate at Stanley Medical College, Madras, India.



Dr. Seshadri, her husband, and two children reside in the local area.

Imagine, Believe, Help Us Achieve

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Women's Health & Counseling Center held its annual benefit event on Saturday, September 25, 2010 at the Bridgewater Marriott in Bridgewater, NJ where Ms. Bridget Ross, Worldwide General Manager, Ethicon Women's Health & Urology was honored for her leadership and commitment to women's health. The evening proved to be one of success and celebration that included a personal and compelling story about a client's journey to wellness.

A special thank you goes to the generous support of corporations, loyal silent action donors, staff, friends and countless volunteers; and the dedicated Board of Trustees who work tirelessly in support of the event. WHCC also acknowledges the proud sponsors of the event that included Ethicon Women's Health & Urology; Merck & Co., Inc.; Drinker Biddle & Reath, LLP; Johnson & Johnson Health Care Systems, Inc.; Porzio, Bromberg & Newman, P.C.; Johnson & Johnson Pharmaceutical Research & Development, LLC; Publicis Touchpoint Solutions, Inc.; Johnson & Johnson Consumer Companies; Pfizer, and Palio, among others.



Bridget Ross, left, honored for her leadership and commitment to women's health by Fran Palm, right.





Events, and Volunteers



Lauren Bogiages, WHCC CEED Administrator, accepted a proclamation from Somerset County Board of Chosen Freeholders Director, Jack Ciattarelli, declaring October as Breast Cancer Awareness Month in Somerset County.



Along with a \$3,000 contribution, Henkel volunteers joined forces for a "paint day" to refresh WHCC's patient entrance and waiting room.



Kathleen Geathers, LPN, administered Influenza shots at a "Walk-in" clinic for clients and members of the community at-large.



WHCC staff and volunteers offered support in a big way with education and informational programs about breast health reaching many in the community and underscoring the message that early detection saves lives.



Mae Belin, WHCC Director, Health Administration & Education led enthusiastic volunteers who hung bright pink bows on trees and light posts on Main Street in Somerville, NJ to signify to all about Breast Cancer Awareness Month.



Dr. Seshadri, WHCC Medical Director, was the invited speaker at an Ethicon Pharmaceutical employee Lunch & Learn gathering where she stressed the importance of early detection through self breast examination.



Among the many Breast Cancer Awareness activities hosted by WHCC, Executive Director, Fran Palm, officiated the 7th Annual Breast Cancer Awareness Month kick off in collaboration with the Somerset County Cancer Coalition. Speakers at the event included, NJ Assemblywoman Denise Coyle, Somerset County Freeholder, Patricia L. Walsh, and Dr. Angela Lanfranchi, Chair, Steeplechase Cancer Center Breast Cancer Institute at Somerset Medical Center. The successful event concluded with a luncheon reception at Verve restaurant on Main Street in Somerville.

Patricia Walsh, Somerset County Freeholder, and Janet Cantore Watson with members of Think Pink Cause a "Co-



motion" for Breast Cancer Awareness present a \$1,000 check to Fran Palm, Executive Director WHCC. Dancers are students and staff from Somerset County Vocational & Technical High School.

Show Your Support

Your donation to WHCC will help provide essential services for those most in need who would otherwise be unable to obtain healthcare.

- \$30 will support a nurse visit that helps patients refill medications along with initial and follow up blood pressure readings and more.
- \$40 will support a one hour counseling session for a victim of sexual assault.
- \$90 will support an initial physician visit – the beginning of the road to good health.
- \$140 will support one digital Mammogram which helps save lives through early detection.
- \$285 will support five complete patient blood tests, an essential tool for diagnosing health problems.
- \$350 will support health education for ten at-risk teens.

Thank you for your support through your 100 percent tax deductible donation. Your gift WILL make a healthy difference.