

Health Care Expansion in South Jersey Buoying the Regional Economy

By Michael Willmann

More Than \$1.5 Billion Invested in New Infrastructure, But Unreimbursed Charity Care Woes Continue

If you're looking around the region for an economic engine that hasn't been derailed by the recession, look no further than South Jersey's major health care providers.

Virtua Health is building the hospital of the future in Voorhees—at a projected cost of more than \$400 million. And it has plans for a new \$31 million Health and Wellness Center located in Washington Township to serve Gloucester County.

"We took a great deal of time to consult healthcare futurists to measure the pulse of future technology," says Virtua CEO

Richard P. Miller. "We collaborated with industry leaders and adopted processes and tools traditionally used in industrial settings to achieve efficiency as well as patient comfort," he adds.

The Virtua system employs 7,200 clinical and administrative personnel and 2,100 physicians and is now the largest healthcare system in the southern half of the state.



Richard P. Miller, President & CEO of Virtua Health

With well more than 40,000 patient admissions every year and operating revenue that is within shouting distance of \$1 billion annually, Virtua is definitely the region's health care giant.

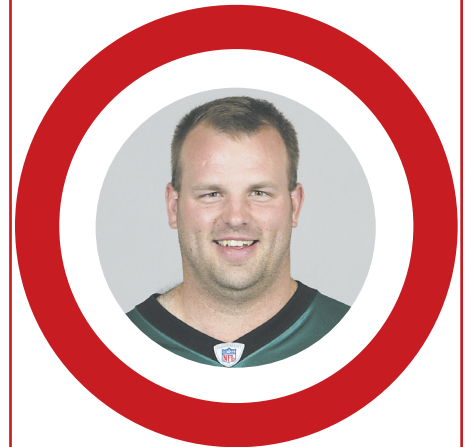
It is also the most profitable health care system in the entire state—with an operating margin of 9.5%.

The Cooper Health System is in the middle of a \$500 million mega-expansion that is changing the face of downtown Camden, a major part of which is the new 312,000 square foot hospital pavilion which will open this fall.

It's the largest physical expansion of the hospital in nearly 30 years and "it will make Cooper a 21st century university hospital and academic medical center

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In the Bull's Eye



This Month: Jon Runyan

By Phil Furher

Give It Up for Jon Runyan Eagles tackles a terrific fundraiser, and he's happy to do it.

Jon Runyan, twice a Super Bowl participant in the pros, knew how to react when hundreds of thousands of people cheered him on.

But nothing touched him like the response he got from a couple of kids in a far more serious setting, a hospital ward.

The dependable Runyan, who has started 176 straight National Football League games at right tackle, first for the Tennessee Titans, and since 2000 for the Philadelphia Eagles, also is

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Hot Topic

Each month we will ask local CEO's to answer a question that helps define a topic.

This month's question:

What is the most successful means of relationship marketing for your company? Chamber of Commerce? Volunteering? Business Organizations? Trade Organizations? Golf? Networking Groups?

Find out how these three business owners and others responded on page 26.



Steve Graham, President Graham Communications, L.L.C.



Marilyn Kleinberg, Managing Director SJ Chapter eWomenNetwork



Jeff Backal, CEO, Team Builders Plus

Best Practices

This month's manager, Brad Bono of Magellan Hill, discusses relations with employees, customers and communities.

Brad Bono, the successful and innovative South Jersey telecommunications executive, offers his customers a chance to serve others as he does himself.

Bono's Magellan Hill Technologies sells telecom solutions to small and mid-size companies with the requisite state-of-the-art resources, competitive pricing and smart customer service. It also has added an interesting twist in marketing phone services to residential customers.

When South Jersey companies or individuals sign on for any of Magellan Hill's suite of products -- telecommunications, information technology security, professional services and directory publishing, plus local and long distance phone service -- they also have an opportunity to help others.

Through its U Care Now division, which provides Magellan Hill phone and Internet service to residential customers, a percentage of a consumer's monthly bill is donated to a participating charity of their



Brad Bono, CEO Magellan Hill Technologies

Jaworski Family Builds Regional Business Networking Powerhouse of 'Companies That Want to Help Each Other Grow'

By Michael Willmann

BCA Membership Limited to Top Level Executives Who Believe 'You Need to Maintain Relationships With Everyone'

The concept is remarkably simple. To be successful in business—any business—"you need to maintain relationships with everyone."

The words are Philadelphia Soul

President Ron Jaworski's. And they are the bedrock on which the former Eagles quarterback, his wife Liz, and daughters Jessica and

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Joleen Jaworski, Executive Vice President Business Clubs of America/Philadelphia

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