



1528 Walnut Street, Suite 903  
Philadelphia, PA 19102

**To Celebrate our 10th  
Anniversary Year  
Save the Date  
Friday, December 2, 2005  
Stars for Stroke Gala**

## Mark Your Calendar

- **Annual Membership Drive**  
January 2005
- **Stroke Awareness Night with the 76ers at Wachovia Center**  
Wednesday, April 20, 2005
- **Kick-Off Dinner for Strides For Stroke 5K Run/Walk**  
at New Seasons Assisted Living Community, Cherry Hill, NJ  
Saturday, April 16, 2005
- **Stroke Awareness Month**  
May, 2005
- **Strides for Stroke 5K Run/Walk - 2005** at the Philadelphia Art Museum & West River Drive  
June 12, 2005
- **Stars for Stroke Black Tie Gala**  
Hyatt Regency at Penn's Landing  
Philadelphia, PA  
Friday, December 2, 2005

Remember, you can contribute through United Way of Southeastern PA's Annual Campaign. To do so use United Way's Donor Choice Specific Care Option account #4563. For more information call DVSC's office at 215-772-9040 or e-mail us at: [info@phillystroke.org](mailto:info@phillystroke.org).

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## A Letter from the Medical Advisory Board Chairman

**Dr. Rodney D. Bell**

As we approach our 10th Anniversary, the Medical Advisory Board has many innovative and exciting plans to serve the future needs of the stroke community. We are looking to expand involvement of Stroke Neurologists, Cerebrovascular Neurosurgeons, Neuroradiologists, Emergency Room physicians, Gerontologists, Internists, and Rehabilitation physicians.

Upon completion of the STEP Program in 2004, AstraZeneca will partner with us in piloting their state-of-the-art EMS Training program throughout the Philadelphia region and South Jersey.

Many physician members are eager to become politically involved at both state and national levels where they can have the greatest impact on changing the delivery system and reimbursement for stroke care.

Several physicians have expressed interest in developing a regional clinical trial network as well as innovative regional research. The council will be applying for major grants to support their efforts.

Physicians have proposed innovative ways for educating both the medical and general population to the need for rapid response time to both symptoms and stroke warning signs. Prevention will take on an important focus with special attention to risk factor reduction.

The council will explore prospective research grants for proposals submitted by the Medical Advisory Board's members that meet the guidelines of our mission statement.

Our aspirations are great and we look forward to physicians throughout our region joining our efforts. Nurse participation can be invaluable. Interested individuals are asked to contact our office by phone 215-772-9040 or email [bhare@phillystroke.org](mailto:bhare@phillystroke.org) to join our team. Teamwork makes great things happen!



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**Delaware Valley Stroke Council**

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Jason Feuerman; Treasurer  
Alan F. Stein; Secretary  
Bunny Hare, Director

Dedicated to Reducing the Incidence  
and Impact of Stroke

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## Philadelphia Stroke Council Becomes Delaware Valley Stroke Council

By Jean Kirshenbaum

The Philadelphia Stroke Council has changed its name to the Delaware Valley Stroke Council (DVSC), effective March 15, 2004. The nine-year-old nonprofit organization has made the change to emphasize its mission to serve the entire Delaware Valley region, not just Philadelphia, according to Loretta McLaughlin, Chairperson of the Stroke Council's board of directors.

Founded in 1995 by a group of area neurologists, the council serves Philadelphia and Eastern Pennsylvania, Southern New Jersey, and Delaware. Today DVSC has a medical advisory board and a community based board. The mission of the Council is to reduce the incidence and impact of stroke through heightened public awareness, continuing professional education, and legislative and patient advocacy. Over the years, the organization has continually expanded its programs to meet newly recognized needs, while establishing state and national constituencies in the process.

Currently, the Council administers \$70,000 in grants that promote community education and awareness about stroke. It also sponsors two annual funding raising events, the Strides for Stroke 5K Run/Walk, scheduled this year for Sunday, June 12th, 2005 at the Philadelphia Art Museum and West River Drive; and the Stars for Stroke black-tie gala which this year will celebrate the Stroke Council's 10th Anniversary, to be held on Friday, December 2, 2005 at the Hyatt Regency at Penn's Landing, Philadelphia.

The organization takes a grassroots approach to the problem of stroke by involving everyone affected by the issue, bringing together patients, caregivers, friends and families, as well as medical professionals. The Council believes that only such a powerful coalition has the knowledge, strength and resources needed to address the myriad issues stroke creates on the medical, emotional, financial and physical levels, among others. "We have always believed that the organization should help provide the best stroke care through a continuum of consumer-driven, community based services," said DVSC Director Bunny Hare. "The need to promote and protect such progressive services remains urgent --especially at the Local, State and Federal levels. Delaware Valley Stroke Council provides leadership in our community in the hope of helping stroke survivors return to productive lives."

The Delaware Valley Stroke Council is a United Way agency. The official registration and financial information of the Council may be obtained from the Pennsylvania Department of State by calling toll free, within Pennsylvania at 1-800-732-0999. Visit DVSC's website at [www.phillystroke.org](http://www.phillystroke.org) for more information on programs and events, or call 215-772-9040.

## STARS FOR STROKE 2004

By Bunny Hare, Director

The "Stars" indeed aligned for our 4th annual Gala! The black tie event, held Friday, November 19, 2004 for our return engagement at the Hyatt Regency at Penn's Landing, was a tremendous success and an exquisite tribute to the medical and professional staff, stroke survivors, volunteers, family and friends of the Delaware Valley Stroke Council. Kudos to this year's chair people of the event, Sharon Murphy-Potts, Ilean Stein, and Arleen Weitz, whose efforts created our best ever Gala!

This year's Honorees were Cecelia Dougherty, Stoke Survivor of the Year, and Alan and Ilean Stein, Volunteers of the Year. The Hospital Honorees were Abington Memorial Hospital, Bryn Mawr Rehabilitation, Marlton Rehabilitation, Magee Rehabilitation, Moss Rehabilitation, Our Lady of Lourdes Medical Center, Rehabilitation Hospital of South Jersey, and Thomas Jefferson University Hospital. The Keynote Speaker was stroke survivor and author of "The Fire Within," Valerie Greene; and our returning Master of Ceremonies was Stu Weitz.

This year "our newly designed ad book will indeed be wonderful," said ad book co-chairs Beverly Bernstein Joie and Delores Magid during preparations for the Gala. As promised, the ad book was not only larger than previous years but truly a professional publication. The Silent Auction Committee, chaired by Larue and Nick Freeman, along with Sandy Baron and Carolyn Handy, presented fabulous items for the event. Please contact the office to obtain information regarding volunteering at our 10th Anniversary Gala extravaganza - an event not to be missed (215-772-9040).

## OUR MISSION

The mission of the Delaware Valley Stroke Council is to reduce the incidence and impact of stroke through:

- heightened public awareness,
- continuing professional education, and
- legislative and patient advocacy.

Our guiding principles are:

- ensuring the best quality of care regardless of race, religion, gender or socioeconomic status;
- speaking for those who cannot speak for themselves;
- informing our decision-making through the collection of comparative data and outcome tracking, and
- collaborating with others to ensure state-of-the-art stroke care.

We envision a reduction in the incidence and impact of stroke through:

- a lay community that values stroke prevention strategies and has the knowledge to act upon the signs and symptoms of stroke; and
- a medical community that delivers state-of-the-art stroke care.

The Delaware Valley Stroke Council will be a recognized leader in improving stroke care and outcomes.

## Executive Director's Message

By Toby Mazer

With a ten year history behind us, I feel that now is a perfect opportunity to reflect on the extremely positive impact that DVSC (formerly Philadelphia Stroke Council) has had on the delivery of stroke care both regionally and nationally. In 1994 we were still in the dark ages of stroke care and "we were living in a wait and see what happens" environment for all stroke patients. There were few pro-active interventions. It is mind boggling to see how far we have come in such a very short period of time. Dark pessimism and nihilism have turned into illuminated optimism. The Delaware Valley Stroke Council can proudly say that we were on the front line to move this effort forward. In the early years, members of the Medical Advisory Board lead by Dr. Rodney Bell, were involved in focus groups and helped design the visionary roadmap for stroke care. These efforts were outlined in the American Medical Association Journal in 2000 and are evolving into a national "Standard of Care" for all stroke patients around our country. In the past year, DVSC has developed a close bond with our peers in Southern New Jersey and we have collaborated with them to form a strong working relationship. We agreed to change our name to Delaware Valley Stroke Council so that we present our all-inclusive image. This expansion of our organization has been a tremendous, rewarding initiative.

Community education, regarding stroke awareness remains a strong commitment on both sides of the Delaware River. Our original logo, "Every minute counts" is being drilled into the minds of all levels of health care providers as well as consumers. Our "STEP" (Stroke Treatment Enhancement Program) has been implemented in over a dozen regional hospitals and has been patterned nationally by many other stroke related organizations. New and emerging treatments are rapidly moving forward and the Delaware Valley Stroke Council strives to keep up with this rapid pace.

As always, our Boards remain dedicated to advocacy for all stroke survivors, stricken families and caregivers. We are especially grateful to our rapidly growing number of volunteers who generously lend their time and provide support so that our mission can be fulfilled. With warmest wishes and deepest appreciation to all, thank you for helping make my visions in 1994 become a reality in 2004.

### Gift Membership

Have you thought about the perfect gift? Why not give the gift of a Delaware Valley Stroke Council membership? There are year round activities for all ages. Why not ease your yearly giving hassle and call 215-772-9040, ext. 11 to order your gift membership today. Some of the benefits of membership include: DVSC Newsletter, advanced notification of our programs, special invitations to members only events & much, much more!

### Call for Volunteers for the 10th Anniversary Year

With the 10th anniversary coming up this year, we can't help but to get a little nostalgic looking back at all the volunteers who have helped support Delaware Valley Stroke Council and its mission, by generously contributing so much of themselves to our organization.

Delaware Valley Stroke Council's invaluable volunteers have helped run our Stars for Stroke Gala, Strides for Stroke Event, Kick-off Dinners and educational programs for the community. They have spent many hours to help raise the awareness and prevention of stroke in our region.

This year's programs will include a special partnership with the 76ers organization in April and the inclusion of a 5k Run/Walk at the Strides for Stroke Event. Each volunteer who passes through our doors adds their skills and passion to our organization's mission. Your help in the past created our history; your help in the future will keep us strong! Organizing or helping at events, you have a place at Delaware Valley Stroke Council. Please call 215-772-9040 or email [bhare@phillystroke.org](mailto:bhare@phillystroke.org) to volunteer your time.

## Thanks to our Kick-Off & Strides for Stroke 2004 Sponsors!

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