

INSIDE: Route 422 Holiday Gift Guide • Focus On Wyomissing & West Reading • Are You Protecting Your Computer?

ROUTE 422

NOVEMBER 2019

# Business Advisor

*Serving the Route 422, 100, 202, and Route 30 Corridors in Montgomery, Chester and Berks Counties.*



***ADVANCING HEALTH.  
TRANSFORMING LIVES.***



Presorted  
U.S. Postage  
PAID  
Pottstown, PA  
Permit No. 95

CHANGE SERVICE REQUESTED

P.O. Box 334  
Pottstown, PA  
19464-0334

GET IT ONLINE [422BIZMAG.COM](http://422BIZMAG.COM)

# POTTSTOWN HOSPITAL / TOWER HEALTH

Dr. Asihene



Dr. Moyer



Dr. Behr



## ADVANCING HEALTH. TRANSFORMING LIVES.



Pottstown Hospital – Tower Health located at 1600 E High St, Pottstown, PA 19464

Ever since Pottstown Hospital (formerly Pottstown Memorial Medical Center) became a part of the West Reading-based non-profit Tower Health in October 2017, a remarkable transformation has taken place. Within the first six weeks, the parking lots were re-paved – the beginning of nearly \$6.5 million in infrastructure investments over the next 12 months, including new back-up generators, upgrades to the hospital’s HVAC and IT systems, and the addition of new technology.

But the improvements go far beyond infrastructure investments. As a not-for-profit institution serving communities throughout the Route 422 Corridor and beyond, Tower Health has nurtured a culture of focusing on community service. This month, Pottstown Hospital - Tower Health will unveil its implementation plan resulting from its first comprehensive Community Health Needs Assessment released in July.

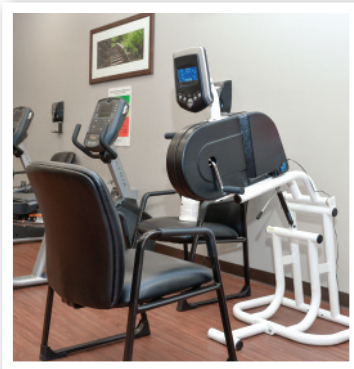
In pursuit of fulfilling its promise of “Advancing Health. Transforming Lives.,” Tower Health continues to invest in Pottstown Hospital, including the recent addition of two new physicians to the team at Surgical Partners of Pottstown, Tower Health Medical Group - William Y. Asihene, Ph.D., FACS, and Jeffrey Moyer, DO. The Hospital also introduced a comprehensive, outpatient Pulmonary Rehabilitation program to serve the

## Pulmonary Rehabilitation



needs of chronic lung disease patients in the greater Pottstown area.

In recent months, Drs. Asihene and Moyer have joined Edith Behr, MD, FACS to complete the team of Surgical Partners of Pottstown, headquartered at 1597 Medical Drive, 2nd Floor, in Pottstown. Surgical Partners of Pottstown offers minimally invasive techniques proven to maximize comfort and recovery time while providing improved outcome for patients, offering a full range of surgical services, including: General Surgery; Gastrointestinal Surgery; Breast Surgery; Laparoscopic Surgery; and Colorectal Surgery.



Dr. Asihene is board certified in general surgery and is a Fellow of the American College of Surgeons. He has twenty years of surgical experience, and his expertise includes abdominal surgery, benign anorectal disease, biliary/gallbladder surgery, hernia surgery, colorectal surgery, laparoscopic surgery, breast surgery, skin and soft tissue tumors and wound care.

A graduate of Temple University Lewis Katz School of Medicine, Dr. Asihene completed a residency at New York-Presbyterian Brooklyn Methodist Hospital, NY, and a Fellowship at Robert Wood Johnson University Hospital New Brunswick, NJ. He is a member of the Society of Surgical Oncology, Society of Gastrointestinal and Endoscopic Surgeon and the American Medical Association.

His decision to come to work at Pottstown Hospital was a personal one. "I was working in hospitals in Illinois and I was missing the East Coast because I have family here — a son who is a physician. I started looking and eventually came to Tower Health," he said, adding, "I was inspired to come and practice at Pottstown Hospital – Tower Health, after witnessing the cordial and close knit relationships that existed between Pottstown Hospital and the community, in striving to provide the best quality of health care to all residents."

*(Continued on page 8)*

*The introduction of Pulmonary Rehabilitation, a comprehensive outpatient program to serve the needs of chronic lung disease patients in the greater Pottstown area, is yet another example of Tower Health's commitment to fulfilling its mission in the greater Pottstown area and throughout the region.*



PHOTOS BY STYLISH IMAGES

## INVESTING IN THE HEALTH AND WELL-BEING OF POTTSTOWN

Enhancing the quality of our care to improve the quality of your life — this is our commitment to Pottstown. That's why we invest any profits we generate back into our people, our hospital, our technology, and our community. With \$11 million reinvested in the past 12 months and \$7 million planned for the upcoming year, we're strengthening nearly every aspect of your care by:

- **Raising the quality of your care with advanced technology**, including 3D mammography, state-of-the-art radiology and operating room equipment, plus a new pulmonary rehabilitation program
- **Implementing a robust electronic medical record system** that connects all of your health information across Tower Health providers — enabling more informed clinical decisions and improved outcomes along with convenient access to your health information 24/7
- **Elevating your comfort as a patient** through facility enhancements, including new patient beds as well as renovations to stairwells and elevators
- **Offering health and wellness resources and support in our community**, like Operation Backpack®, as well as partnerships with Alvernia University and Gwynedd Mercy University — providing nursing students with hands-on clinical experience
- **Sponsoring and supporting local events and organizations** including the Foundation for Pottstown Education, TriCounty Health Council, the Pottstown YMCA, and many others
- **Understanding and acting on Pottstown's health priorities** by bringing together local health, government, religious, higher education, minority, and low-income representatives for our 2019 Community Health Needs Assessment — with results publicly available by July 2019, and the implementation plan publicly available by November 2019

Discover more ways we're investing in our community so that you can thrive at [AdvancingForPottstown.org](http://AdvancingForPottstown.org).



**Pottstown Hospital**  
TOWER HEALTH  
Advancing Health. Transforming Lives.

[AdvancingForPottstown.org](http://AdvancingForPottstown.org)



# JLC ENERGY

— ELECTRICITY  
— NATURAL GAS



**Johnathan Chatman**  
CEO/Founder

**855-338-7333**

**267-349-6600**

[jlcenergyllc@gmail.com](mailto:jlcenergyllc@gmail.com)

[www.JLCEnergy.com](http://www.JLCEnergy.com)

**1150 1st Avenue, Ste 501**  
**King of Prussia, Pa 19404**

## COVER STORY

(Continued from page 7)

Dr. Asihene, who joined Surgical Partners of Pottstown in September, is thriving in his new environment. "I really like it," he said. "We've developed as a team. Also, everyone I've met here, at every level, has been so supportive. You don't find that (camaraderie) at a teaching hospital," he said. "And I am pleased to see how Tower Health is involved in the community far beyond just Pottstown. One of the most important things, for me, is to be part of the community, and to support the community, not only as a caregiver, but to be seen as part of the community. I feel at home. This is the place where I will eventually retire, hopefully," he said.

Dr. Jeffrey Moyer, who came on board in August, is a general surgeon skilled in laparoscopic surgery. His surgical practice focuses on breast surgery, ventral and inguinal hernia repairs, as well as complex abdominal wall reconstruction and skin lesions including pilonidal disease. Additionally, he performs gastrointestinal surgery including small bowel, colon, appendix, gallbladder and hemorrhoid surgery.

Dr. Moyer is a graduate of Philadelphia College of Osteopathic Medicine, where he also completed an internship and residency. He is a member of the American College of Osteopathic Surgeons, the American Medical Association and the American Osteopathic Association.

Dr. Moyer grew up in nearby Collegeville and enjoys living and working in the community in which he was raised. His decision to work at Tower Health was prompted by his positive experiences working at Reading Hospital during his residency program.

"I had some experience with Reading Hospital and Tower Health," he explains. "It struck me as a very good hospital system. They have goals, and they make very clear plans to meet those goals. They

have excellent patient care and a focus on community outreach. I always thought that Reading Hospital was the cream of the crop, he continued. "It is one of the better systems I've worked in - it is well organized, and has excellent, friendly staff. The nurses are great and everybody is very friendly and helpful. The staff in the operating room is great here, on par with any of the other good hospitals where I've worked. Pottstown Hospital - Tower Health also a nice community hospital feel, which is what I wanted to get into," he said, adding, "I think it's important for a community hospital to have a good relationship with the community. Tower Health is building a name that the community can trust."

Edith Behr, MD, FACS, rounds out the Surgical Partners of Pottstown team. Dr. Behr is board certified in general surgery and is a Fellow of the American College of Surgeons. She is a seasoned surgeon with over 30 years of experience, performing breast cancer procedures and surgical treatments including benign breast disease treatment, hernia repair and gallbladder procedures.

Dr. Behr is a graduate of the Medical College of Pennsylvania and completed a residency at Mercy Catholic Medical Center, PA. She is a member of the American College of Surgeons, the American Society of Breast Surgeons, the American Association of Anti-Aging Medicine, the Society of Laparoscopic Surgeons, the American Medical Women's Association and the Pennsylvania Medical Society.

For more information about Surgical Partners of Pottstown, visit [pottstown.towerhealth.org](http://pottstown.towerhealth.org) or call 610.327.7770. Surgical Partners of Pottstown is located at 1597 Medical Drive, 2nd Floor, Pottstown, PA 19464. The practice is accepting new patients, and most major insurance plans are accepted.



## TAKE A FRESH APPROACH TO YOUR FINANCIAL FUTURE

Chris Messmer, MSF, CFP®

**610-489-7925**

### Comprehensive Financial Planning

Retirement Planning

Investment Management

Cash Flow & Risk Management

Wealth Accumulation

Tax & Estate Planning

*Christine Messmer, P.C. is the Registered Investment Advisor,  
Fee only and Fiduciary*

[www.christinemessmer.com](http://www.christinemessmer.com)  
[chris@messmerfinancial.com](mailto:chris@messmerfinancial.com)  
[@MessmerChris](https://twitter.com/MessmerChris)

**101 Oak Street, Collegeville, PA 19426**

REFERENCES  
AVAILABLE

**DE MEDIO'S**

**BUILDING MAINTENANCE**

**25+** Years of  
Service!

## A Complete Janitorial Service for Commercial & Office Accounts

- Owner Supervised Staff
- No Job Too Small or Large
- Affordable Rates/Great Value
- Floor Waxing & Refinishing
- Carpet Cleaning - Upholstery Cleaning
- Weekly-Monthly-Yearly-Contracts

FULLY INSURED • FREE ESTIMATES

**610-454-1450**

Based in Collegeville - Serving the Route 422 Corridor

[www.JDeMedio.com](http://www.JDeMedio.com)



OWNER - OPERATED

48 YEARS IN BUSINESS!



## EMBODY'S SUNOCO SERVICE STATION

1435 E. High Street, Pottstown, PA 19464

*Only Full Service Station in the Area!*

Phone (610) 326-2250 Fax (610) 326-0132

[embodysunoco.com](http://embodysunoco.com)

- STATE INSPECTION
- AIR-CONDITIONING SERVICE
- GENERAL REPAIRS
- PA EMISSIONS TESTING

The introduction of Pulmonary Rehabilitation, a comprehensive outpatient program to serve the needs of chronic lung disease patients in the greater Pottstown area, is yet another example of Tower Health's commitment to fulfilling its mission in the greater Pottstown area and throughout the region.

Pottstown Hospital's outpatient Pulmonary Rehabilitation program, the product of a two-year planning process, is designed to improve the physical and emotional health, fitness, and quality of life for patients with pulmonary conditions. The program's emphasis is on cardiopulmonary fitness, nutritional and behavioral counseling, and education. Respiratory Therapists support and encourage patients to achieve their personal goals.

People with conditions such as chronic obstructive pulmonary disease, asthma, chronic bronchitis, emphysema, bronchiectasis, and cystic fibrosis may benefit from pulmonary rehabilitation. Those with pulmonary vascular disease, or environmental lung disease may also benefit from the program.

Pottstown Hospital's pulmonary rehabilitation team of doctors, dietitians, and respiratory therapists hold a variety of certifications in specialties such as respiratory therapy, clinical exercise, advanced cardiac life support, exercise test technology, and registered dietitian studies.

Each patient is under the care of the program's medical director, respiratory therapist, and his or her own doctor. Regular progress reports are made available to the referring physician. Maintenance exercise sessions, which are supervised by highly qualified ACLS (advanced cardiac life support) trained staff, are held several times per week for those who have completed their preliminary pulmonary rehabilitation program and wish to maintain their progress.

Pottstown Hospital's outpatient Pulmonary Rehabilitation program meets two to three times a week for 12 to 18 weeks, depending on insurance coverage. Each session uses education and exercise to help reduce respiratory symptoms, optimize capability of performing daily activities and address the psychological and physical aspects of everyday living with respiratory disease.

To enter the program, participants must have a referral from their primary physician. Most insurance companies cover the cost of this program. However, participants are encouraged to inquire about coverage with their personal insurance plan. Pulmonary rehabilitation is located on the main floor of the hospital. Dedicated, free parking is available. For more information, visit [pottstown.towerhealth.org](http://pottstown.towerhealth.org) or call 610.327.7429.

Pottstown Hospital CEO Rich Newell credits the influence of Tower Health's commitment to excellence for the Hospital's growth and progress over the last two years. "Tower has been very supportive in looking to connect and build bridges with this community," he said. "We've gotten tremendous support from Tower Health leadership to make an impact and expand our role in the community. Tower Health recognizes the mission for this community. They have a vision in terms of providing high level, very safe, and high-quality care. And it is having a real impact in real time. It's very refreshing to see how Tower Health is investing back in the community," he said.

**For additional information, please visit [pottstown.towerhealth.org](http://pottstown.towerhealth.org).**



# BEST SHOPPING IN THE U.S.

Shopping in Valley Forge & Montgomery County, PA is a must-experience trip!

Home to both King of Prussia Mall – the largest retail mall in the country – and walkable downtowns with quaint boutiques, as well as the open-air Philadelphia Premium Outlets, Montco is a shopper's paradise for finding luxury brand favorites, tax-free.

Plus, with **79 hotels** and **1,600 restaurants**, Valley Forge and Montco make for a great weekend getaway. Plan a shopping escape!



SHOP, DINE, & BOOK YOUR STAY:  
[shopmontcopa.com](http://shopmontcopa.com)