

Links (<https://www.chestnuthilllocal.com/links/>) Archives (<http://nl.newsbank.com/sites/chlp/>)

Classifieds (<https://www.chestnuthilllocal.com/classifieds2015/>) Careers (<https://www.chestnuthilllocal.com/careers/>)
<https://www.chestnuthilllocal.com/> About (<https://www.chestnuthilllocal.com/about/>)

Subscribe (<https://www.chestnuthilllocal.com/subscribe/>)



(<http://www.generation3electric.com>)

Letters, Jan. 30

Posted on January 29, 2020 (<https://www.chestnuthilllocal.com/2020/01/29/letters-jan-30/>), updated on January 29, 2020 (<https://www.chestnuthilllocal.com/2020/01/29/letters-jan-30/>) by Pete Mazzaccaro (<https://www.chestnuthilllocal.com/author/pete/>)

Hospital plans driven by marketing

The Development Review Committee (DRC) held its regularly scheduled meeting on Tuesday, January 21. It was very reassuring to this resident-for-the-last-60-years of Chestnut Hill. I am familiar with the Chestnut Hill Community Association (CHCA); my wife, Ann Ward Spaeth was active in the CHCA for many years, and I was once its president. The DRC has an important, tough job. At its last meeting it demonstrated great skill.

Perhaps 50 residents came to the meeting because of concerns about new signs Chestnut Hill Hospital (The Hospital) wants to erect. The Chair of the meeting, Larry McEwen, outlined the procedure clearly. He was a fine moderator assuring an orderly meeting and allowing every person who wished to speak the opportunity to do so. And he listened. The representatives for the hospital presented their plans. The members of the DRC asked questions and then several expressed their opinions. Ms. Cove spoke at length, and I feel sure the residents concluded that Ms. Cove is a knowledgeable person who understands what makes our "Greene Countrie Towne" a wonderful place to live, and who devotes her time to enhance that. She spoke strongly and eloquently. Ms. Salganicoff, Executive Director of the Chestnut Hill Conservancy, asked the sign designer excellent, pertinent questions, some related to long-term planning. Her thoughtfulness and concern were also reassuring.

It seemed that the major impetus for the new signs was branding and marketing. It is sad that the practice of medicine has devolved into being a business. As it has chosen to become profit-driven it has adopted business practices that characterize a capitalistic system. We have been fortunate to have a good hospital in our community. It deserves supporting. However, those needing care should remember to seek practitioners (in all fields) who are competent, compassionate and wise rather than those who are the best marketers.

George Spaeth, MD
Chestnut Hill

This entry was posted in Letters (<https://www.chestnuthilllocal.com/category/letters/>) and tagged Letters (<https://www.chestnuthilllocal.com/tag/letters/>). Bookmark the permalink (<https://www.chestnuthilllocal.com/2020/01/29/letters-jan-30/>).

← Neighbors find planned hospital signage too big, bright, unseemly
 (<https://www.chestnuthilllocal.com/2020/01/29/neighbors-find-planned-hospital-signage-too-big-bright-unseemly/>)

Ignoring the 'voice of reason,' two local women say 'Yes' to the unconventional call to become priests →
 (<https://www.chestnuthilllocal.com/2020/01/29/ignoring-the-voice-of-reason-two-local-women-say-yes-to-the-unconventional-call-to-become-priests/>)

Sponsored

[Photos] 21 Celebs Who Are Gay That You Probably Didn't Know

Cleverst

Doctor's New Discovery Makes Loose Skin Vanish

DermalMedix

5 Tips to Recognize and Manage Psoriasis Triggers

Everyday Health

Top MD: If You Have Wrinkles, Don't Use Moisturizer

Del Mar Laboratories

Travis Scott Says He'll "Always" Love Kylie Jenner in Candid Interview

E! Online

Here are our favorite celebrity looks from the 62nd annual 2020 Grammy Awards

Daily Mail: Our favorite looks of the 2020 Grammy Awards

0 Comments

Chestnut Hill Local

 Login ▾

 Recommend

 Tweet

 Share

Sort by Best ▾



Start the discussion...

LOG IN WITH

OR SIGN UP WITH DISQUS 

Name

Be the first to comment.

 Subscribe  Add Disqus to your siteAdd DisqusAdd  Disqus' Privacy PolicyPrivacy PolicyPrivacy

Sponsored

Here are our favorite celebrity looks from the 62nd annual 2020 Grammy Awards

Daily Mail: Our favorite looks of the 2020 Grammy Awards

How will Adaptive IP change your IP networks?

ciena

Top MD: Why You Shouldn't Moisturize If You Have Wrinkles

DeI Mar Laboratories

New iPhone-Controlled Hearing Aids Are Going Absolutely Viral... | Best Hearing Aid Reviews

Nano Hearing Aids

8 Foods That Might Cause Psoriasis Flare-ups

Everyday Health

How to Help Your Aging Cat (Do this daily)

UPN - For Feline Longevity



**BERKSHIRE
HATHAWAY**
HomeServices
Fox & Roach, REALTORS®
New Name ∞ New Look
Same Great Company
A New Era in Real Estate
CLICK HERE to find your next home at foxroach.com

(<http://www.foxroach.com>)



**LOWNES FAMILY
Funeral Home**
5 Generations since 1888
One Name, One Family, One Purpose...
To Provide funerals and Cremations
at affordable prices to you!
Celebration of Life and
Cremation Specialists
659 Germantown Pike, Lafayette Hill, Pa 19444
610-828-4430 • www.lownes.com

(<http://lownes.com>)

Localendar

THU

6

BeethovenNOW: Emanu

Kimmel Center for ... | Philade

MON

3

French Conversation -- Rooms 1 & 2

Center on the Hill | Philadelphia, PA

MON

3

Individual Nutrition Counseling (B...

Center on the Hill | Philadelphia, PA

MON

3

Qigong -- Rooms 3 & 4

Center on the Hill | Philadelphia, PA

MON

3

ESL Conversation Group

Chestnut Hill Bran... | Philadelphia, PA

MON

3

Italian Conversation -- Reception ...

Center on the Hill | Philadelphia, PA

MON

TUE

WED

THU

FRI

SAT

3

4

5

6

7

8

See all events

Add your event

Twitter

Tweets

by @TheCHLocal

Chestnut Hill Local

@TheCHLocal

ow.ly/PbNW50yae00

Local band reviving the great folk music of the 1950s

by Len Lear Adam Monaco, of Mt. Airy, puts on house concert...

chestnuthilllocal.com

Jan 31, 2020

Chestnut Hill Local

@TheCHLocal

ow.ly/uBVX50yacGy

Concert at St. Paul's 'sung with power and poignancy'

Yannick Nezet-Seguin, director of the Philadelphia Orchestra (...)

chestnuthilllocal.com

Jan 31, 2020

Chestnut Hill Local

@TheCHLocal

ow.ly/Pz5F50yabK1

[Embed](#)

[View on Twitter](#)

- People
- Recent
- Popular

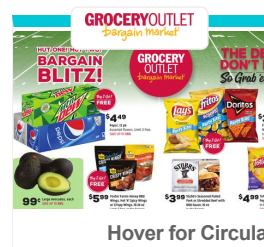
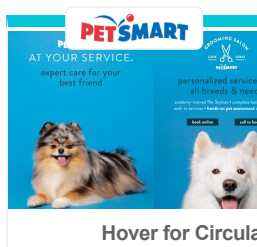
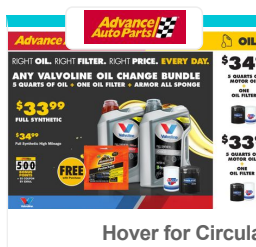
Most Discussed

- Neighbors find planned hospital signage too big, bright, unseemly
(<https://www.chestnuthilllocal.com/2020/01/29/neighbors-find-planned-hospital-signage-too-big-bright-unseemly/>)
1 comment · 16 minutes ago
- The real-life Tracy Lord behind Allens Lane's 'Story' (<https://www.chestnuthilllocal.com/2020/01/27/the-real-life-tracy-lord-behind-allens-lanes-story/>)
1 comment · 6 days ago
- Springfield Township to form new historic commission
(<https://www.chestnuthilllocal.com/2020/01/08/springfield-township-to-form-new-historic-commission/>)
1 comment · 3 weeks ago

community on **DISQUS** (<https://disqus.com>)

...

This Week's Circulars





McLoughlin
 PLUMBING • HEATING • COOLING

Keeping you in your "comfort zone."
 LIC. # PA 000851

(<https://www.mcloughlinphc.com/heating-cooling-services/>)

Copyright 2019 - All rights reserved.