

SUMMER 2013

Generosity



Olivia

'IT MAKES YOU FEEL GOOD
TO HELP SOMEONE ELSE.'

A PASSION FOR BETTER MEDICINE

 Lehigh Valley
Health Network



Ronald W. Swinfard, MD
President and CEO

The JOY of Children

It's at the heart of Children's Hospital at Lehigh Valley Hospital

A child's smile can warm your heart. It's one of the reasons why Roey Ebert hosts painting parties for kids at her business on Main Street in historic Bethlehem. It's also why she donates her own artwork to kids who need care inside the pediatric inpatient unit at Lehigh Valley Hospital–Cedar Crest.

The generous spirit displayed by people like Ebert fuels the passion of my colleagues at Children's Hospital at Lehigh Valley Hospital. Our caregivers understand that children aren't just small adults. They have unique physical and emotional needs. Parents expect those needs to be met in a way that emphasizes a family-centered approach to care, and that's exactly what we strive to deliver.

Our "hospital within a hospital" includes a full spectrum of health care services for children, from inpatient and ambulatory care to a Children's ER that's open 24/7 ... from a Children's Clinic to subspecialists in more than 25 specialties, covering areas such as asthma, diabetes and surgery ... from expert care for premature newborns to specialty care for children who suffer serious burns or a traumatic injury. It's the only children's hospital in the Lehigh Valley, allowing families to receive care without leaving the area.

I'm proud of the care that's delivered at our Children's Hospital. I'm equally enthused by the spirit you'll find inside there. We've been able to create this child-friendly atmosphere thanks in part to your gifts and other generous community members like the ones featured in this issue of Generosity.

Doug and Linda Sheriff, of Angel 34 Foundation, provide ICEE machines that bring smiles to children during cancer treatment. Local businesses like Menchie's offer frozen yogurt and other treats to kids at the Children's Clinic. Dietitian Sarah O'Hara's mom and her mom's friends make dolls for children at the Helwig Health and Diabetes Center. And the late community philanthropists Linn Fowler and Inez Donley, both of whom we recently lost, made it a priority to help children stay healthy and succeed in life.

Together, these gifts create the best reward of all – they give a child a smile. Thank you for the role you play in making these smiles possible.

Ronald W. Swinfard, MD
President and Chief Executive Officer



Jefferson K. Aiken, Jr., DMin
Chairman
Development committee



Charles G. Lewis
Senior vice president
External affairs

Generosity Across Generations

Your generous gifts are the foundation for our health network, and for this magazine's new name

Each of us knows the good feeling we get whenever we help someone in need.

Whether we're assisting an elderly neighbor with everyday tasks or lending a listening ear to a shut-in, connecting with others creates strong bonds and fosters a sense of community and personal fulfillment.

The same is true of philanthropy – the desire to promote the welfare of others by donating money, goods or services. Your generous support of Lehigh Valley Health Network (LVHN), for example, allows us to fulfill our mission to heal, comfort and care for the people of our community. Your support is so commendable – and so vital – we decided to honor it through the new name that now graces the cover of this publication: Generosity.

Your generosity takes many forms. Some of you provide direct financial support. Others volunteer, or make and donate items to our patients. What connects all of you is your desire to help.

If you would like to continue helping for generations to come, consider including LVHN in your will or other estate plans.

Even a simple bequest helps to ensure that the next generation of Lehigh Valley residents will be able to receive high-quality health care without traveling outside our region. A choice to make a gift for the future continues the vision and practice set forth by our health network's modern day founder, Leonard Parker Pool.

Here are some options for you to consider:

- Make a gift that will provide you with steady income during your lifetime while also providing for the future of health care at LVHN.
- Designate a portion or percentage of the assets in your will to LVHN.
- Establish a charitable trust that allows your money to work for you during your lifetime and creates a legacy for our community in the future.

There are many benefits to making such a gift. You will enjoy the personal satisfaction of doing something extraordinary for your community. You will have peace of mind knowing that your hard-earned money is supporting a health network that stands ready to serve you, your family and friends.

You also will join us and hundreds of others in our community as a member of the 1899 Society, a name that commemorates the opening of The Allentown Hospital (now Lehigh Valley Hospital–17th Street). Society membership will entitle you to join other legacy donors and LVHN leadership at annual dinners and special events. It's just one small way for us to say "thank you."

Yet the most lasting benefit for making such a donation is the knowledge that your generosity helped improve the long-term health of our community. That's something you and others won't soon forget.

Jefferson K. Aiken Jr., DMin
Chair, Development Committee

Charles G. Lewis
Senior Vice President, External Affairs



Michelle Walia
is a real-life
superhero.



HER 'SUPERPOWER' LIFTS SPIRITS

Michelle Walia comforts patients receiving chemotherapy

Michelle Walia of Hanover Township can't leap over tall buildings.

Nor can she stop a speeding bullet. But make no mistake – the bubbly 8-year-old is a real-life superhero to patients receiving chemotherapy in the Lehigh Valley Hospital–Muhlenberg infusion center. She surprised the patients one March day by delivering 48 CHEMO (Caring, Helping, Encouraging, Motivating, Others) bags filled with goodies to help them pass the time and be more comfortable during their treatments. “It made me really happy,” she says.

The entire project – including the acronym – was the second-grader's idea. Her mom, Leah, has been receiving treatment for breast cancer at the hospital the past year. Inspired when she saw similar bags on TV, Michelle decided to make her own – and give them away. “My mommy is brave and strong,” she says. “I want to help other patients with cancer be strong too.”

With assistance from her mom, along with her dad, Alan, she recruited friends to knit hats and lap blankets. Thanks to donations from area businesses, the bags also included items such as neck pillows, puzzles and pens, bottled water, gum and mints, and hand sanitizer. Even the bags themselves were donated.

“Alan and I are unbelievably proud of Michelle,” Leah says. “Helping others has helped her feel less afraid about everything I'm going through.”

The Walias created a Facebook page and website to chronicle their efforts, and soon received an unexpected response. Four hats arrived from Canada, along with a box of items from California. They continue to solicit donations and dropped off a second batch of bags in April. Even more bags are on the way.

The family also is finalizing nonprofit foundation status for “The CHEMO Bag.” Meanwhile, Michelle aims to help the men and women anxiously passing time in the infusion center. This uninhibited joy, even more than the goodies, is her true gift. “I like being here,” she says. “When I see other people smile, I smile.”

Painting Bright Smiles

Roey Ebert's art delights young patients

When a child is discharged from a pediatric inpatient unit inside Children's Hospital at Lehigh Valley Hospital these days, there is a good chance one of Roey Ebert's paintings is going along. "That really warms my heart," says Ebert, owner of Roey's Paintbox Parties in Bethlehem. Painting parties for children as well as adults are growing in popularity.

Here's how it works. Ebert passes out canvases and paint to partygoers. Using her own canvas, she then demonstrates step by step how to create their own acrylic paint masterpieces, which they take home. Parties can be held at Ebert's Main Street studio or at a designated location. Opened in 2012, the business quickly caught on, resulting in an unexpected dilemma.

"As we began to hold more and more parties, my demonstration paintings were starting to add up," Ebert says. "I wasn't sure what to do with them all."

Then Ebert got an idea from Tracey Saab, founder of Community Warriors, which supports various causes in the Lehigh Valley. Saab suggested she donate her children's party

paintings to Lehigh Valley Health Network's pediatrics department. Ebert, already a partner with several child-focused charitable organizations, thought it was a wonderful idea. She's already donated more than 100 paintings to the pediatrics department.

When children are admitted to the pediatric unit, they have the opportunity to select one of Roey's paintings to be hung in their hospital room. They also are welcome to keep the painting and take it home when they are discharged. For many kids, it's their first piece of artwork. A number of Roey's paintings also are displayed throughout the unit's hallways. "They really brighten up the space," says certified child-life specialist Vanessa Gramm-Mackey.

Ebert, who now hosts about 10 parties a week, intends to continue donating her artwork to a cause that's close to her heart.

"I'll keep giving them paintings for as long as they'd like," she says. "If this art can help children be a little more comfortable in the hospital or bring out some smiles, I couldn't be happier."





Roey Ebert
with her husband, Greg,
and children Duke
and Vivien.



The Risley-Quinn
family carnival
taught a valuable
birthday lesson.



Party With a Purpose

Jennifer Risley, DMD, and Shawn Quinn, DO, teach their children about giving

It was a dreary, rainy Saturday, but that did not dampen spirits at the Risley-Quinn household.

Jennifer Risley, DMD, and her husband, Lehigh Valley Health Network emergency medicine doctor Shawn Quinn, DO, were in full carnival mode and ready to celebrate the birthdays of their three young children.

“Shawn was dressed as a clown, and I was the ringmaster,” says Risley. The party, however, wasn’t only about Olivia, Carter and Liam – who were turning ages 5, 3 and 1 – it also was about giving to others.

The idea sprouted when the couple decided to combine birthday parties for their children, all of whom were born in the spring. “I told my mother I was worried the kids would get more gifts than they could possibly enjoy,” Risley says. “As we discussed this, she reminded me of a fundraising carnival our family held when I was young, which benefited kids with cystic fibrosis.”

That rekindled memory prompted Risley to turn the party into a benefit for boys and girls at Children’s Hospital at Lehigh Valley Hospital. Caregivers at the hospital provided a list of suggested items, and invited family and friends were asked to bring gifts from the list. “Once people received their invitations, they were really excited,” Risley says.

Although the rain forced the carnival indoors, the big day was still a barrel of fun. Guests enjoyed all sorts of games and activities, including a beanbag throw, duck pond, petting zoo and pie-eating contest. They also added a personal touch to a canvas Risley created for the Children’s Hospital playroom by pressing colorful handprints around the border of a canvas featuring the sentiment, “Little hands can make a difference.”

A week after the party, the Risley-Quinn family made a special trip to Children’s Hospital to deliver the gifts, which included 170 individual items, along with several gift cards and personal checks. There was even a check from Quinn and Risley.

Certified child-life specialist Vanessa Gramm-Mackey says the delivery was perfectly timed. “We typically receive a great outpouring from the community during the Christmas season, but after that it drops off,” she says. “Coloring books, crayons, coloring pencils, Play-Doh®, craft kits and scissors are among the items we can always use.”

As 5-year-old Olivia watched the gifts being placed in the hospital’s playroom, she summed up a valuable lesson learned: “It makes you feel good to help someone else.”

In Memoriam

Remembering three friends of LVHN

Over the past year our community lost three people whose names are synonymous with extraordinary giving: Dexter Baker, Linny Fowler and Inez Donley. Through their support of numerous community programs and organizations, including Lehigh Valley Health Network (LVHN), these philanthropists and visionaries were instrumental in creating a better Lehigh Valley. “Dexter, Linny and Inez were passionate about helping LVHN provide the best possible health care for our community,” says LVHN president and chief executive officer Ron Swinfard, MD. “They will be sorely missed, but their legacies live on.”



Dexter Baker was driven to make a difference.

He and his wife, Dorothy, did just that through the Dexter F. and Dorothy H. Baker Foundation, which supports innovation through human service and health care, entrepreneurship, arts and culture, and youth development. The foundation’s support of critical care innovation at LVHN led to the opening of one of the nation’s first advanced intensive care units (AICU). It’s a hub where critical care physicians and nurses use high-quality cameras and other monitoring technology to closely observe intensive care unit (ICU) patients during overnight hours, which has lowered the ICU’s death rate by nearly 30 percent. “The world needs creative people to step up and say, ‘I’m not satisfied and I can make things better,’” said Baker, whose life provides a blueprint for pioneering meaningful change.



Marlene “Linny” Fowler
once said,

“We should all give of our time,
talents and treasure – whatever we
have to give.”

Fowler lived by those words. The mother of four and grandmother of 13 served on some 20 boards, and with her husband, Beall, supported the arts, education and programs for minorities and the poor. Our community’s children will perpetually benefit from Fowler’s support of LVHN’s pediatric intensive care unit (PICU), the only one of its kind in our region. An integral component of Children’s Hospital at Lehigh Valley Hospital, the PICU is staffed by physicians, nurses and clinicians who specialize in the care of severely ill and injured children. Seeing children succeed is what touched Fowler’s heart most. “There is nothing better than to see a child learn and grow,” she said.



Inez Donley
spent a lifetime
giving children

the resources they need to
reach their potential.

In 1996, she and her husband, Ed, established LVHN’s first endowed chair, the Forrest G. Moyer Distinguished Chair in Pediatrics. Named after the pediatrician who cared for the Donleys’ first child who was born prematurely, the chair supports education and research in children’s care. The Donley Foundation is another example of Inez Donley’s devotion to children. It promotes self-sufficiency and achievement for disadvantaged children, adults and families through the support of education and literacy. Donley served on the board of KidsPeace and as president of the Allentown Library board. She worked hard to get the job done but never looked for recognition. She had three children and 10 grandchildren, and was described by Ed as “a woman of uncommon common sense.”



A PART OF Their Lives

It's what Lehigh Valley Health Network has become to Rev. Dr. Jeff and Libby Aiken

Jeff and Libby Aiken enjoy serving community organizations that mean the most to them. That's why Jeff listened closely when a friend warned that he would be asked to join numerous boards after he retired as pastor of First Presbyterian Church of Allentown in 2007.

His friend was correct. After rotating off of two other boards in 2010, Jeff decided to continue to share his time and talents with only one. Today he remains a Lehigh Valley Health Network (LVHN) trustee and serves as chair of the board's development committee.

Like her husband, Libby is proud to serve at LVHN. She is a member of The Leonard Pool Society Advisory Board. Through the collective generosity of its members, The Leonard Pool Society financially supports innovative health care programs and services. "It's great to know that our aggregate gifts improve so many lives," Libby says.

The amount of time the Aikens volunteer at LVHN demonstrates their belief in its mission. "We're proud to be part of a nationally recognized health network," Jeff says. "It's been exciting to watch it grow exponentially over the years."

The Aikens attribute the health network's growth to its staff. "They are intelligent people who are dedicated to their vocation – the work they were called to do," Jeff says. "They're also some of the nicest people we know," Libby adds. "We've developed a network of friends who make our time at the health network very enjoyable."

The Aikens also realize that the health network's growth and the quality care it provides would not be possible without generous support from the community. That is why they recently made a bequest to LVHN in their estate plan.

"A not-for-profit organization cannot function without gifts from the community," Jeff says. "If it weren't for the people who gave before us, we wouldn't have the premier health network we have today."

With confidence in the organization they are supporting through both a legacy gift and the gift of precious time, Jeff and Libby feel rewarded to be associated with LVHN. Libby says, "It's part of our lives."





A Frozen Treat for Kids

It was a delicious day for dozens of children receiving care at the Children's Clinic at Lehigh Valley Hospital—17th Street when team members from Menchie's frozen yogurt stopped by with free samples. Menchie's believes making people smile is about more than just selling frozen yogurt. It's about partnering and giving back to the community. That's why (l-r) Kristin Winkelspecht, Marina Morales and Parker Robb of Menchie's at the Shops at Cedar Point, Allentown, were on-hand to dish out the unexpected treats. The Cedar Point location, opened in July 2012, is the original Menchie's franchise in the Lehigh Valley.



A Different Kind of Halloween Spirit

Most people don't think of Halloween as a holiday that inspires people to give back to their community. However, one retail organization has a different view. The Spirit Halloween stores, which appear throughout the Lehigh Valley in the weeks and months leading up to Halloween, believe the holiday is more than the spooky wigs, makeup and masks they sell. Although their stores are only around for a short period of time, they decided years ago to support the local communities where they do business. Here in the Lehigh Valley that means donating a portion of their proceeds to Lehigh Valley Health Network's child-life program. Their recent \$23,710 donation provides children like 2-year-old Madison of Slatington with iPads, games, crafts and more.

SAVE the Date

**18TH ANNUAL NITE LITES
GALA**
"UNDER AFRICAN SKIES"
Oct. 5
Lehigh Valley Hospital-
Muhlenberg



Comfort From a Cuddle

A diabetes diagnosis can be scary for young children. Sarah O'Hara, a clinical dietitian and certified diabetes educator at Lehigh Valley Health Network's Helwig Health and Diabetes Center, turned to her mother, Kathleen Lawson, to help ease their fears. O'Hara (standing) had noticed Lawson (seated, right) knitting dolls for another organization. O'Hara asked if she also could knit dolls for children receiving care at Helwig. Lawson agreed and joined with good friends Geraldine Smith and Norma Harris (seated left and center) to form "Project Cuddles." The women knit dolls that are marked with the proper places to inject insulin. Over the past two years, they have donated more than 100 dolls.

DODGEBALL TOURNAMENT Benefits Burn Survivors

What's one way to motivate a group of people to get active, have fun and help burn survivors? Hold a dodgeball tournament. That's why 15 staff members from the Lehigh Valley Health Network Regional Burn Center and 25 burn survivors joined forces to organize a late spring tournament. More than 20 teams participated in the event, which raised \$11,000 and awareness about burn survivor programs. "This tournament is important because it supports all our programs, from scholarships to lodging to food vouchers for families," says event director and burn social worker Liz Dideon-Hess. "What really makes it unique is the collaboration among burn staff, burn survivors, community sponsors, and of course, dodgeball players. It's great fun for a good cause. What could be better?"



Touched by AN ANGEL

Angel 34 foundation helps children cope with cancer

All Nicole Sheriff wanted for her 15th birthday was to donate an ICEE machine to help young cancer patients at Lehigh Valley Health Network (LVHN).

The field hockey star had been diagnosed with Ewing Sarcoma, a bone cancer, in April 2002 when she was a 13-year-old seventh-grader. Nicole discovered ICEEs, a frozen carbonated drink, while undergoing chemotherapy at The Children's Hospital of Philadelphia. Her father, Doug, frequently brought her the drinks, which were among the few things she could keep down. In fact, they actually made her feel better, so she made it her mission to provide ICEE machines to as many hospitals as possible.

"That was my daughter," Doug Sheriff says. "Nicole never thought of herself. She always took notice of what other kids were going through."

Nicole's ICEE idea led to Angel 34, a foundation that fights children's cancer. The name refers to Nicole's uniform number at Northampton. She wore 34 for every sport she played and considered it her "angel." Because so many cancer foundations focus on research, Nicole asked that only 10 percent of donated funds go to research, with the remainder going directly to families battling the disease. "Nicole was more concerned about the children and the burdens placed upon them by cancer," Doug says.

Nicole Sheriff died in May 2004, less than a month after witnessing her foundation's first ICEE machine donation to LVHN. Her mission, however, lives on. The foundation recently donated a third ICEE machine to the health network, and the concept continues to spread. A total of 14 ICEE machines have been donated to hospitals across the country, with more on the way.

Doug and his wife, Linda, oversee the foundation. The couple bought a bed and breakfast on four acres in Nazareth and dubbed it "Angel Field." It's a place where children battling cancer and their families can relax and have fun, and the site of numerous fundraising events. "We've been able to provide \$3.5 million of services and support for children battling cancer," Doug says. "Almost all the donations are nickels and dimes from kids and families."

Doug and Linda Sheriff know very well how devastating it is to lose a child. But they are buoyed by their pride in Nicole and what her legacy continues to accomplish.

"Nicole led an amazing life and helped so many people," Doug says. "She taught me about what's really important in this world – helping others and making a difference. She's my hero."

Learn more:
about the Angel 34 Foundation at
Angel34.org





Doug and
Linda Sheriff
carry on their
daughter's legacy of
caring for others.

Surgical Precision at Its Best

With support of an endowed chair from the Anderson family, Michael Pasquale, MD, enhances surgical care

The late Carl Anderson served as Leonard Parker Pool's "master builder" during the early days of Air Products. He and his wife, Anne, later gave to Lehigh Valley Health Network in numerous ways. One such way: a \$1.5 million gift in 1997 to create the Anne C. and Carl R. Anderson Distinguished Chair in Surgery.

Sixteen years later, Michael Pasquale, MD, furthers the Andersons' legacy. When he became holder of the Anderson chair last August, he set an ambitious goal - do things the best way possible, then try to do them even better.

"We're looking to offer patients increased surgical options that also are efficient and affordable," Pasquale says. "The only way to do that is to grow our programs."

Pasquale says LVHN is using the Anderson chair endowment to advance technology and recruit top specialists in surgical subspecialties. He points to recent advancements in cardiac surgery, such as TAVR (transcatheter aortic valve replacement) and LVAD (left ventricular assist device), as examples of how the endowment allows LVHN to improve the care it delivers and remain a leader in innovation.

Robotic surgery is another expanding area of innovation. "Robotic technology allows surgeons to achieve unparalleled levels of precision and safety," Pasquale says, "which in turn lead to better outcomes and efficiency." LVHN

currently is utilizing robotic techniques in gynecologic, thoracic, urologic, colorectal, bariatric and general surgical procedures, with plans to expand into surgical oncology and ear, nose and throat surgery (ENT) in the next year.

To help ensure a steady supply of surgical expertise, Pasquale puts a priority on education. LVHN's surgery education center, for example, has expanded its use of surgical simulators as it prepares surgeons for the future. "We're educating people who someday will be taking care of us," Pasquale says. "It's a challenge this health network has accepted and is committed to meeting."

He's also committed to using the latest mobile technology to keep his surgical team connected. LVHN has developed a series of mobile applications to facilitate physician collaboration and will be doing even more going forward. "It is so vitally important that physicians have immediate access to information when they need it," Pasquale says. "Smartphones, iPads and other devices all play a role in the care of a patient."

Obviously Pasquale has been a busy man in his brief tenure as chair. But he knows it comes with the territory, and he has no intention of slowing down.

"It's all about finding any improvements we can in the safety and quality of care we deliver to our patients," he says. "Our entire surgical team is dedicated to doing just that."





Michael D. Pasquale, M.D.
Trauma/Surgical Critical Care

Lehigh Valley
Health Network

Michael D. Pasquale, MD
Chief, Department of Surgery
Lehigh Valley
Health Network

Learn more:
contact Heather Ennis, director of
annual giving, at 484-884-8737.

THE LEONARD POOL SOCIETY Spring Forum

Guests learn how rapid
assessment enhances care at
Lehigh Valley Hospital–Muhlenberg

Guests at The Leonard Pool Society Spring Forum learned about a new approach to care that has created a more efficient, patient-focused emergency room at Lehigh Valley Hospital–Muhlenberg. Emergency medicine department chair David Burmeister, DO, explained how the hospital’s innovative 10-bed rapid assessment unit better meets the needs of patients with less severe medical issues, such as a cough, cut or broken bone. The unit also has dramatically reduced emergency room waiting times. Here are scenes from this educational and social event held at Lehigh Valley Hospital–Muhlenberg in April.



Eva Huston and Gale Schlechter



Leonard Pool Society president Joann Brusko and featured speaker David Burmeister, DO



David Scaff, DO, and his wife, Laurie



The Leonard Pool Society meetings are an opportunity for friends – old and new – to share some laughs and enjoy each other’s company.

Honor and Memorial List

Gifts received
January – April 2013

IN HONOR OF

Mr. Joseph R. Baranko	Mr. Carl Hertzog	Dr. Theodore G. Phillips	Mrs. Dorothy Simpson
Connor Riley Cody	House Staff	Mr. Lemuel M. Reed	Dr. Howard G. Sokol
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	Ms. Joanne Mann	Anna Marie and Petro Sharga	
	Mr. Liam D. Nagy		

IN MEMORY OF

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Honor and Memorial List

Gifts received
January – April 2013

IN MEMORY OF continued

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January – April 2013

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