

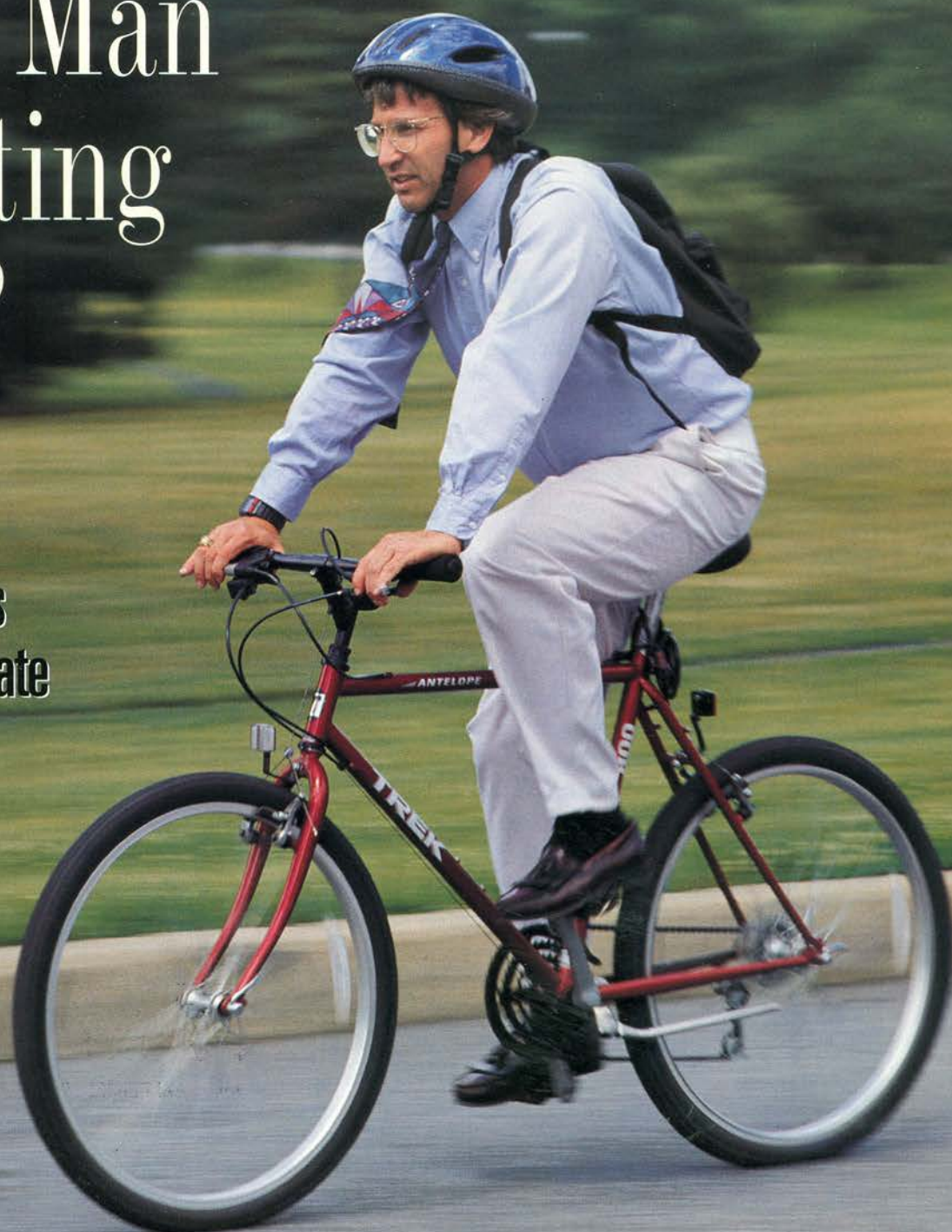
HEALTHStyle

F A L L 1 9 9 5

Is This Man Preventing Ulcers?

Plus:
Employee Wellness
at Blommer Chocolate

Healthy Eating
Greek Style



Allentown guidance counselor,
Dave Steidel, on his way to work.

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Is This Man Preventing Ulcers?

Yes and No.

By exercising to reduce stress, the bicyclist is definitely lowering his chances of gastric problems. He may even be helping a mild ulcer to heal. But as we learn more about what causes ulcers—including a new bacteria discovery—we are finding that stress is only part of the picture.

A healthy stomach is one in which the aggressive and defensive factors are in balance," says Carl D'Angelo, MD, chief of gastroenterology at Lehigh Valley Hospital. "Stomach acid is balanced by mucus, for example, and cell turnover. An ulcer comes about when something tips the balance."

There is no truth to the myth of a hard-driving, type-A "ulcer personality," D'Angelo says. And there is no scientific proof that emotional stress causes ulcers. However, his experience with patients has convinced D'Angelo and many others that stress does play a role in this disease. "At the very least, undue stress can make an ulcer worse or interfere with its healing," he says. "And stress also causes cramping, heartburn and nausea, functional disorders that feel just as uncomfortable as an ulcer."

What, then, are the common causes of ulcers? One of the major culprits is overuse of certain anti-inflammatory drugs,

including a number of prescription drugs and such over-the-counter stalwarts as aspirin and ibuprofen. Millions of people suffering from arthritis rely on these medications. Under a physician's direction, the patient can be given a complementary drug to protect the stomach; and D'Angelo reports that a safe anti-inflammatory is now on the horizon.

Another major cause of ulcers is cigarette smoking. It lowers the ability of the pancreas to neutralize stomach acid. Smokers have a higher incidence of ulcers, and their ulcers heal more slowly and are

more likely to recur than in people who don't smoke.

A word about alcohol: although it is not linked specifically to ulcers, heavy alcohol use is associated with severe gastritis (inflammation of the stomach due to increased acid production). "Of the people I see with ulcer-like symptoms, the symptoms tend to be more severe in those who use alcohol," says David Whitson, family practice MD. "And they tell me that they feel worse after drinking."

Whatever the underlying cause, ulcers appear to be a seasonal malady. Physicians see a strikingly higher rate of symptoms in the spring and fall. "No one knows why," Whitson says, "but we can plan around it in the care of our patients who are prone to ulcers or gastritis."

The preferred treatment for ulcers, until very recently, has been a type of drug that reduces acid secretion. These medications do a safe and effective job of healing the ulcer in a few weeks. The problem is that once treatment stops, the ulcer recurs in at least 60 percent of cases. The person must be kept

on a maintenance dose, at significant expense, sometimes for years.

Hence the conventional wisdom: "Once an ulcer, always an ulcer". But now, a new discovery has turned that theory on its head. A pair of physicians in Australia have isolated an ulcer-causing bacteria, *H pylori*. The organism, unlike most, is able to thrive in an acid environment. "*H pylori* establishes itself in the stomach lining," D'Angelo says, "and produces an enzyme that apparently breaks down the stomach's defenses."

New studies show that 75 percent of all gastric ulcers and 90 percent of duodenal ulcers are due to *H pylori*. "This means that if you can kill *H pylori*, you can cure the disease," D'Angelo says. And that is exactly what physicians today are doing.

They use a regimen of antibiotics to kill the bacteria, along with agents to reduce stomach acid and promote healing. The patient no longer must follow a bland, "white-bread" diet; but can eat anything that doesn't upset the stomach. Followup studies show very low rates of reinfection after antibiotic treatment.



The GI Unit at Lehigh Valley Hospital provides specialty care for ulcers and other gastric problems. Nurses shown: Josephine Cannariato (left) and Gina Ramacci.

At Lehigh Valley Hospital, the treatment process takes place in the gastrointestinal (GI) endoscopy unit, off the main lobby at Cedar Crest & I-78. A team of 20 physicians and 15 nurses diagnose and treat 8,500 people annually for ulcers and other digestive problems.

When a patient is referred to the GI unit with gastric distress, there are two questions to be answered: (1) Is it an ulcer? and (2) is *H pylori* the cause? Using an

endoscope (a tiny instrument mounted at the end of a long thin tube), the specialist views the stomach lining. If an ulcer is present, the physician painlessly takes a small sample for biopsy in the lab to identify the presence of the bacteria. In the future, diagnosis will be even simpler; a breath test to detect the presence of the enzyme secreted by the bacteria is now being tested.

All of these developments make the outlook far brighter than it once was for

ulcer sufferers. "We have the expertise to help people much more effectively than we did 20 or 30 years ago," says Whitson. "Now, it's just a question of whether you avail yourself of the help." With the stress levels of modern life constantly on the rise, Whitson says, it's likely that more and more people will be ulcer-prone—and too "busy" to seek treatment for it. "Please don't assume that what you have is just a belly ache," he advises. "And be cautious about relying on over-the-counter products that treat the symptoms without addressing the underlying problem."

Can You Prevent an Ulcer?

Ulcer prevention takes on a new twist with the discovery of *H pylori*. Is it possible to avoid exposure to the bacteria? Probably not; the organism is everywhere, and enters the body through the digestive system. The incidence of infection is highest in areas where sanitation is poor.

But if a person cannot control exposure to *H pylori*, he or she can certainly tilt the balance toward ulcer prevention in other ways:

Use aspirin and its relatives with care. Anti-inflammatory drugs have been a godsend," says Carl D'Angelo, MD. "But they should be used judiciously. For example, never take aspirin without water, or just before going to bed; it needs time to make its way into the system."

Don't smoke. Ulcer prevention is yet another item in the litany of reasons why cigarettes are not a healthy habit.

Use moderation with spicy foods and alcoholic drinks. "Stomach distress comes from overdoing it," says David Whitson, MD.

Learn to manage stress. What's stimulating for one person is stressful for another. Find your own pattern, then keep things in balance with any of a variety of techniques. "One of the best is regular exercise—getting onto a bicycle, or whatever form of physical activity is truly enjoyable to you," Whitson says.



Stress Management Resources at Lehigh Valley Hospital

For the public:

- "All Stressed Up!" classes
- Individual stress counseling
- Self-care materials

For businesses:

- "All Stressed Up" classes at the work place
- Stress management lectures
- Customized workshops on:
General stress management
Dealing with transition and change

For more information or to register, call (610) 402-CARE.

Skin Cancer

The Best Defense Is a Good Self-Exam

Your first line of defense against skin cancer is not your physician, or your hospital. It is you. This is the message Lori Barrell, oncology nurse educator at Lehigh Valley Hospital's John and Dorothy Morgan Cancer Center, wishes she could convey to every resident of the Lehigh Valley.

"You are the one most familiar with what's normal for your skin," Barrell says. "You are in the best position to spot any changes in the earliest stages."

Skin cancer is the most common of all types of cancer, afflicting more than 600,000 Americans annually. When caught in its early stages, it is also one of the most curable of cancers. "Careful monthly self-exams and regular exams by a physician are a must," Barrell says.

Lehigh Valley Hospital conducts a free screening, staffed by a team of dermatologists, each spring. Several hundred people turn out, ranging in age from children to the elderly. Each year, some 38 percent of them—close to the national average—need a referral for further care. In most cases the problem is a pre-cancerous condition. For about 10 percent of those screened, an actual cancer is found—and again, in the vast majority of cases the situation is not life threatening. "But every one of these conditions needs to be treated or it can develop into something more serious," Barrell says.

While a professional screening by a dermatologist is invaluable, it is only part of the prevention picture. "It's important to 'screen' yourself more often than once a year—preferably every month," Barrell says. "Because you know what is normal, you can spot any changes immediately."

Watch moles or other skin

lesions for changes in size, shape or color, or the presence of bleeding, cracking or itching. "Also watch for anything new," Barrell says. And a thorough self-exam means more than scanning the easy-to-see areas. "Use a mirror, and don't neglect the head, hairline, earlobes, back of the ears, back of the neck, armpits, folds of the buttocks and soles of the feet."

The American Academy of Dermatology produces an illustrated card on how to do a self-exam and what signs to watch for. The card is available free from Lehigh Valley Hospital. Call Cancer Answers at (610) 402-9300.

Take Care of Your Skin

"The sun is there all the time, causing damage," says Alan Schragger, MD, skin cancer specialist at Lehigh Valley Hospital's John and Dorothy Morgan Cancer Center. No matter how curable skin cancer may be, the best approach is to treat the sun with respect and prevent the cancer from happening in the first place. Share these guidelines with those you love.

Avoid continuous sun exposure, especially from 10 a.m. to 3 p.m.
Take "sun breaks" for meals, snacks, rests, etc.

When exposed to the sun, wear long sleeves and brimmed hats.

Use a sunscreen with SPF of 15 or higher (there is no proven added protection above SPF 30), and reapply after perspiring heavily, after swimming, or after two hours in the sun.

Use sunglasses that block ultraviolet (UV) rays.
Your eyes, too, need protection from cancer.

Remember that summer vacation isn't the only time for precautions. Hikers and skiers—and outdoor workers—need sunscreen just as much as swimmers.

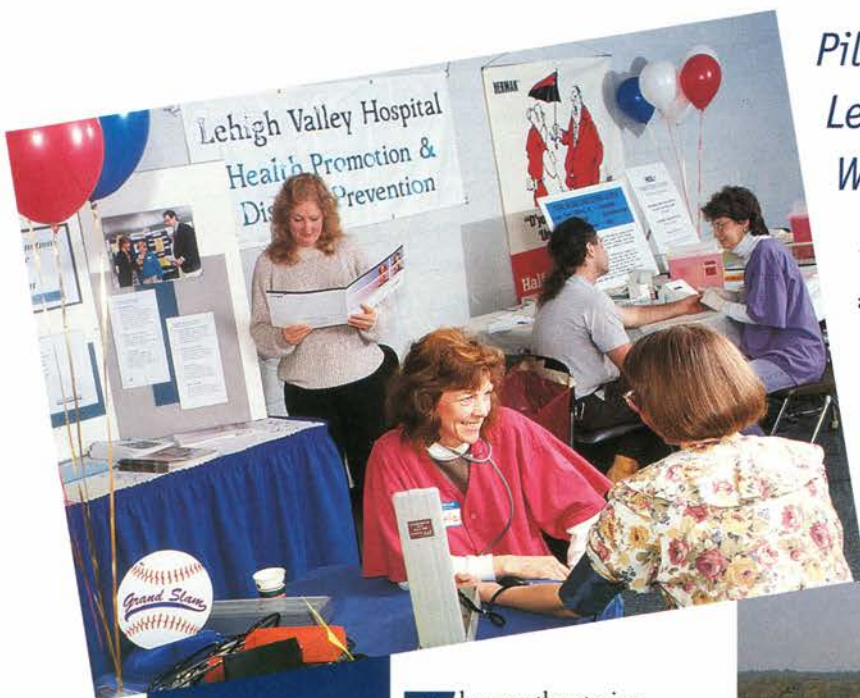
Remember that UV rays are a hazard even when it's windy or overcast.

Take extra care if you are fair-skinned, light-haired or have a personal or family history of skin cancer.

Keep infants under 6 months out of the sun completely, keep older babies covered with clothing and sunscreen, and watch children and teens carefully. Severe burns in the early years mean a higher risk later.



Blommer Chocolate Gets a Health "Report Card"



Long-Term Benefits Include Higher Employee Satisfaction, Lower Costs

The mouthwatering aroma around the place is downright decadent, but Blommer Chocolate is a staunchly health-conscious company. The East Greenville, PA, processing plant was one of the first to sign up with Valley Preferred, Lehigh Valley Hospital and Health Network's preferred provider organization.* And when the hospital offered Blommer the chance to take a closer look at employee health, "We were excited!" says vice

president Martin Krueger.

The pilot project was a "win" for both parties. The hospital would have the chance to measure specifically the impact its programs have on employee health. "We need to be able to show results—the outcomes of our programs—to the companies with whom we work," says Jane Nester, director of Health Promotion and Disease Prevention.

Blommer, for its part, would have a clearer picture of its company-wide health status and the opportunity to raise awareness and make improvements. "We care for our workers,

* A preferred provider organization is a select network of physicians and hospitals who are chosen for their abilities to maintain high quality and control costs.

Pilot Program with Lehigh Valley Hospital Will Track Results of Health Promotion Programs

and want to do whatever we can to provide a healthier environment," Krueger says.

How did the project work? After careful information-sharing with employees, a team from the hospital came in to conduct computerized health risk assessments. They measured blood pressure, serum cholesterol level, body fat, nutrition knowledge, exercise habits, stress levels and

general well-being. Some of the results were shared with the employee "on the spot"—but that is as far as personalized results will ever go. The entire process is strictly confidential, with the company receiving only group summary reports.

A full 47 percent of Blommer's 95-member work force chose to take part in the program. "It was a good turnout, and



At the health fair (top photo) at Blommer Chocolate (above), health risk surveys and screenings were the order of the day.

we found this group highly motivated and interested in learning about their health," says Judi Thieme, nutrition and health screenings coordinator at Lehigh Valley Hospital.

When the hospital team presented its summary report to Blommer management, there were a few surprises. The screenings showed that 44 percent of the employees who took part had borderline or high blood pressure, 52 percent had borderline or high cholesterol and 62 percent were over their ideal weight. Nutrition was poor to fair for the majority of the group. And fewer than a third exercised at the recommended level (3+ times a week), with another third reporting no exercise at all.

These findings are not unique to Blommer Chocolate—a high-fat diet and resulting overweight are characteristic of the Lehigh Valley—but they were cause for concern.

At least 24 percent of Blommer's employees reported that they are smokers. (The actual figure is expected to be higher,

since not all employees were surveyed.) The non-smokers expressed concern over the level of environmental smoke in the work place. These figures and attitudes on smoking were not unexpected by Blommer management. "This has been an active issue for us, with many of the non-smokers pushing the company to go smoke-free," Krueger says.

The most surprising findings to Krueger and his colleagues related to employee stress. More than a quarter of those surveyed reported their stress levels needed improvement. Nearly 20 percent cited "overwhelming" stress levels specifically in the area of work. Blommer does not have a history of layoffs; the work force is enviably stable. "But we do run our plant with the minimum of people, and so we depend heavily on them," Krueger says. "Our

Body Weight

Very Over	20%
Over	42%
Recommended	38%
Under	0%

Eating Habits Fat/Cholesterol Levels

Poor	18%
Fair	29%
Good	29%
Excellent	24%

Aerobic Exercise

Not at all	33%
Once a week	18%
2 times/week	18%
3 times/week	18%
4+ times/week	13%

business ebbs and flows, and this creates built-in stress—especially in areas like shipping and receiving."

Armed with the results of the survey, the hospital team met with management to pinpoint key areas of concern. Then Nester and her team began designing a customized program to improve employee health at Blommer Chocolate. The first step was a series of employee focus groups. "We wanted employees' input on what kinds of programs would work best for them," Nester says.

The employees proved to be strongly interested in health promotion and enthused about the idea of a smoke-free workplace. Access to programs emerged as a key concern, especially among those who drive long distances to work. The hospital team worked creatively to schedule sessions during breaks and lunchtime, or immediately before or after a shift.

As for types of programs, the employees favored incentive-

Continued on page 11

Health Promotion a Growing Focus for Lehigh Valley Hospital

The focus on outcomes at Blommer Chocolate may be new, but the close hospital-company relationship is a familiar one for Lehigh Valley Hospital's Health Promotion and Disease Prevention (HPDP) department. In its 15 years, the department has worked with more than 50 businesses, from large corporations to small firms. Its goal is to help employees adopt and maintain healthy lifestyles, thus improving the health of the entire Lehigh Valley.

HPDP operates a number of programs and services aimed at reducing absenteeism and turnover, reducing injury, paring health care costs and increasing

morale, productivity and job satisfaction. The services fall into a variety of categories:

- tobacco-use cessation
- weight control and nutrition
- stress management
- fitness and exercise
- health fairs and screenings

"Our challenge," says HPDP director Jane Nester, "is to help people recognize that health promotion and disease prevention is a process, not an event. We live in a 'quick-fix' society, but making changes for a healthier lifestyle takes a long-term, planned approach."

The opportunity to work with Blommer

was an exciting one for the department. "Being able to provide information on outcomes will help us continually improve our services," Nester says. She sees health promotion and disease prevention as growing responsibilities for every hospital in the future. "Increasingly, we are reaching out in partnership with local businesses and other organizations to improve community health. More and more, Lehigh Valley Hospital is truly becoming an institution without walls."

For more information or to schedule a program for your business, call (610) 402-CARE.



The Tra O H E A

Lehigh Valley Hospital and Health Network has a vision for the 21st century that may well be tomorrow's reality.

by Mary Alice Czerwonka

*T*he pace of new developments in health care is dizzying — startling medical breakthroughs, health reform efforts, health services linked through networks, hospitals transformed into complete health care systems, more and larger physician groups, employer and consumer health care coalitions. The future — as we see it today — promises developments unforeseen just a few short years ago.

How fast? How far? When? How? What? All are questions yet to be answered. But consider...

The Health System of the Future

Your care is provided not by individual physicians, hospitals, nursing homes and others, but by all those providers in partner ships. These integrated networks of health care providers compete on quality and cost to provide services, usually for an employee group and their families. Employers and other purchasers pay fixed sums for those groups, rewarding providers to focus on health, not illness; on prevention, not prescription; on an early visit to the family doctor, not a last-minute trip to the emergency room.

They collect and analyze information continually to improve methods of care and medical outcomes for people. Continuous improvement has replaced inspection, with better results at a lower cost.

It is managed care at its best, concerned not so much with financial arrangements, but with lifelong individual health and well-being that in itself works to control costs.

Lehigh Valley Hospital and Health Network of the Future

The network's health services expand beyond single encounters with patients to span the entire health care experience for both individuals and communities. Lehigh

Transformation

HEALTH CARE

Valley Hospital and Health Network has entwined its activities into the fabric of the community, sharing solutions to health care needs in a partnership with social service agencies, public health and educational and religious institutions.

Lehigh Valley Hospital is home to a critical mass of medical specialists and high-tech capabilities. Here's where you come if you're seriously ill. For less critical health problems, care is provided in an easily accessible outpatient care and diagnostic center. Your primary care physician is both your medical manager and mentor.

Lehigh Valley Hospital and Health Network's employees are trained in multiple skills. They welcome change as an opportunity to grow professionally and learn continually, committed to the values that drew them to health care careers — service, compassion, integrity, excellence, pursuit of knowledge and cooperation.

Physicians of the Future

Physicians first joined forces as a diverse group to test the notion that joint decision-making and common ways of providing care would improve medical outcomes for their patients while preserving their own autonomy. Now, your family doctor is part of a close-knit team of primary care physicians and specialists that draws strength from its diversity. Practice style is still a matter of individual choice, but a common focus on innovative medicine, education and research to achieve better care at a lower cost unites the group.

Clinical pathways — a kind of standardized care “map” — guide medical practice, but adapt to new developments. The guidelines help track results so employers can be sure the network is caring for their employees and families in the best way for the least cost.

An ever-stronger relationship with Penn State University's Hershey Medical School ensures that learning is valued and teaching is rewarded.

Purchasers of the Future

Your company health plan has joined the health network as a partner. Your benefits reward healthy behavior with a better-than-basic package and low premiums.

This means better value for your company. Employers throughout eastern Pennsylvania are working closely with employees, physicians and Lehigh Valley Hospital to contain costs and monitor health concerns. Prevention is the operating principle as lifestyles, family relationships and work and home safety emerge as individual and societal health issues.

Patient of the Future

The individual is the most important partner in this health care network. With health and lifestyle decisions you make every day, you accept the rewards if you adopt healthy habits and accept the consequences if you do not. Armed with the knowledge of costs and consequences, you have a more realistic perspective of what can reasonably be accomplished with even the most vast medical capabilities. You know that resources are finite. But as an informed and participating member of a premier health network, your medical outcomes are both understood and outstanding.

How fast will it all happen? How far will we go? Some would say, the future is now; such is the pace of change. And as we try to look beyond the near horizon to a future only vaguely visualized, one thing is clear: The limit of our possibilities is only what we can't imagine.

Mary Alice Czerwonka is vice president, public affairs, Lehigh Valley Hospital.

With PennCare, the Future Is Now

Hospitals Link in Integrated System to Manage the Region's Health

Seven eastern Pennsylvania hospitals and leaders of their medical staffs have organized an integrated delivery system to manage the health care in a region of more than 1.7 million people. Penn State-Hershey Medical Center participates through a contract for highly specialized medical services.

The network, whose hospitals and more than 2,000 physicians are dispersed across a 3,800-square-mile region, will provide complete, coordinated health services at competitive prices to employers throughout the area, according to Elliot J. Sussman, MD, president and CEO of Lehigh Valley Hospital.

The development of health networks is a fairly recent phenomenon in the Lehigh Valley, largely in response to the expectation of area employers that health care providers work harder to manage costs, and prove and improve the quality of care, Sussman said.

PennCare's plan to integrate both the delivery and the financing of health care is unique, however. "This was not a calculated move to acquire contracts with managed care companies," Sussman said. "We intend

PennCare to be a managed care company. Insurers will be our partners, as will employers who, with one signature, can contract for all their employees' health care needs."

The idea resonates with employers in the Valley for whom price, quality, proven medical outcomes and ready access to primary care for their employees are key considerations, Sussman said.

"There is great expectation and interest in the development of PennCare among business leaders in Bethlehem," said William Mason, president and CEO at Muhlenberg Hospital Center. "For them, it's important that PennCare hospitals and physicians are committed to better service, greater efficiencies and more reasonable costs."

"These partners have been working together for a long time. This gives us still more opportunities to look jointly at potential savings, to share experiences and knowledge, to ask the question, 'Who among us does it best?', whatever it may be."

Richard Reif, president and CEO of Doylestown Hospital, believes that shared resources will enable the partners

to "develop a medical model that will ultimately measure outcomes most effectively."

"Historically, it's been difficult to demonstrate value beyond measuring patient perceptions, which is certainly important," Reif said. "But we must look deeper, develop mechanisms to be accountable and accept the premise that we must be financially competitive."

At the other end of PennCare's geographic boundary, Bernard C. Rudegeair, president and CEO of Hazleton-St. Joseph's Medical Center, also foresees greater opportunity for his organization to manage costs through economies of

scale, shared resources and shared clinical expertise. That viability and enhanced quality of care make local physicians and hospitals the option of choice for area business.

"I've been told by local business people that PennCare is the perfect answer," Rudegeair said. "Our participation will focus joint planning efforts to develop services this community needs."

Robert Clark, president and CEO at Gnadon Huetten, predicts a similar increase in the use of local health care resources. And when residents in the Lehigh area require more specialized care, they'll have access to Lehigh Valley Hospital, located near where they

already travel for shopping and dinner.

"Employers have told us they like the one-stop shopping and the broad geographic coverage PennCare provides," Clark said. "And Penn State Hershey's endorsement through a contract plays well up here. It's the seal of approval many businesses recognize."

Business and industry recognize value, Sussman said, a fundamental characteristic of PennCare. "In the end, it's simpler, better and cheaper for those PennCare is designed to serve: simpler, because a purchaser or employer gets all health plan needs from one source; better, because shared clinical pathways and patient information, and continuity of care throughout the network all help to improve quality; and cheaper, because shared resources, experience, knowledge and commitment help to reduce costs."

For more information on health plan options for your employees that provide access to the PennCare network, or to participate on one of three task forces of area benefits managers to address cost containment, outcomes measurement or benefit design, call (610) 402-CARE.



Doylestown Hospital
Gnadon Huetten Memorial Hospital
Grand View Hospital
Hazleton General Hospital
Hazleton-St. Joseph's Medical Center
Lehigh Valley Hospital
Muhlenberg Hospital Center
Penn State-Hershey Medical Center

Teacher Stephanie Maciag Brings Food Science Vividly to Life

"These kids leave school as spokespeople for good nutrition."



Stephanie Maciag

Home economics may not have been your most memorable subject in high school—but then, you didn't have Stephanie Maciag as your teacher. Maciag's foods and foods science classes in Salisbury Township School District are the kind graduates recall fondly years later. Consider these examples:

For a unit on digestion, the students learn the facts about physiology, enzymes, nutrients and so on. Then they do a creative visual and written interpretation of "How a Cheeseburger Turns into You." The materials range from paper to tee-shirts to Christmas tree lights.

For a unit on starch, the students get an "assignment" from a commercial pie company to invent a new recipe using the starch of their choice. The avant-garde pies are frozen, then thawed and cooked. Some are delicious, some awful—and it's up to the students to figure out why.

"I'm not interested in memorization and true-and-false tests," Maciag says, "I'm interested in critical thinking. You can't

preach nutrition to teenagers. You can only give them the information to be able to make their own decisions."

Ten years ago, Stephanie Maciag was a more traditional home economics teacher. It was a nutrition science course at Penn State that got her creative juices flowing. "The course encouraged educators to use food as a vehicle for making science more relevant," she says. Maciag herself had a longstanding interest in science and a husband who is a Salisbury Township science teacher. She approached her husband, George, about team-

teaching a course based on the exciting principles she was learning.

The Maciags' interdisciplinary food science course was the first of its kind in Pennsylvania, and the news media were as enthusiastic as the students. Maciag is a frequent speaker and consultant, and the program has won a number of awards. The best part for the teacher is the effect of her approach on students. "These kids leave school as spokespeople for good nutrition," she says. "They will be educated consumers and, I think, better parents and citizens because of that."

And does Maciag practice what she teaches? "I'm so busy I don't do a lot of cooking," she says, "but we follow the classic guidelines. Personally, I'm an advocate of 'grazing'—eating five small meals a day rather than three big ones."

The foundation of Maciag's wellness program is regular exercise.

She developed the habit as a youngster on a farm and enjoyed sports in high school. Today, she does four or five aerobic sessions a week, either running, walking or "sweating like crazy" on her cross-country ski machine. She also does 20 minutes of stretching daily.

Maciag tried gym workouts, but decided—just as in her professional life—to take the road less traveled. "Who says you have to do what everybody else does?" she says. "I think you have to do what works best for you personally."

Teens & Food

*Some do's & don'ts
to share with your teenager*

▲ **DO drink plenty of milk.** Calcium is a vital nutrient for teens. If you're thinking of a soda, choose milk, juice or water instead.

▲ **DON'T rely too heavily on fast foods.** They tend to be high in fat and sodium.

▲ **DO eat a healthy breakfast every day.** Students who skip breakfast are less alert in school and have poorer endurance for sports. Also, they tend to eat unhealthy snacks to satisfy mid-morning hunger.

▲ **DON'T go overboard on dieting.** You need a variety of healthful foods to ensure proper growth and development. If you are overweight, ask your physician or school nurse for help, or attend a reputable weight control program.

▲ **DO become a label reader.** Make it a habit to read the labels on the food you buy, particularly snack foods. You'll be surprised at the "hidden" fat and preservatives.

▲ **DO eat five servings of fruits and vegetables every day.** It's a habit that will stand you in good stead your whole life.

For information on weight control classes for teens or other nutrition issues, call (610) 402-CARE.

Tasty, Low-Fat Mediterranean Fare Can Be Found at Gus's Crossroads Inn

by Judi Thieme, MPH and Jane Ziegler, MS, RD



At Gus's Crossroads Inn, diners are sure to be pleased with the Mediterranean dishes regularly offered on the dinner menu. The inn, located at the intersection of Seidersville Road and Route 378 in Bethlehem, is open for lunch and dinner daily. The chef and staff are eager to accommodate special dietary requests. They encourage diners to ask questions about special needs—and we put the offer to the test on our recent unannounced visit to the inn.

Starting your evening with an appetizer, we have two recommendations. The dolmades are succulent grape leaves stuffed with rice and seasonings, lightly marinated and served cold. They are low in fat, high in fiber and quite delicious. The

spanikopita are scrumptious triangles of filo dough, stuffed with seasoned spinach and a hint of feta cheese. They're served four to an order, and we suggest sharing to keep your fat intake to a minimum. You'll find that a small serving is still high on taste. We don't recommend the saganaki (a Kasseri cheese fondue) for anyone watching fat and calorie intake. Save this exciting flambe dish for very special occasions.

Our salads were colorful and crisp, a blend of mixed greens, spinach, shredded carrots, celery and cherry tomatoes, with a variety of dressings available. The house dressing is a creamy ranch-style. If the flavor of this homemade dressing is irresistible to you, ask to have it served on the side to keep your fat consumption down.

The fresh-baked, piping hot bread

served with our salads was wonderful—so tasty it truly would have been ruined by adding any butter or margarine! For our beverage, we opted for a refreshing pitcher of iced tea, freshly brewed and served with plenty of lemon wedges.

Jane selected as her entree the chicken lemonato, a succulent boneless chicken breast topped with a light lemon-butter sauce and served with rice. (The chef will gladly prepare a lower-fat version using a

Continued on next page

Healthy Eating Tips, Mediterranean-Style

If you're trying to improve your diet for a healthier lifestyle, try incorporating these ideas from the cuisine of Greece, Italy and other Mediterranean countries:

- ▲ Make grains, cereals, pasta and breads (especially whole-grain varieties) the cornerstone of your diet.
- ▲ Eat generous amounts of fresh fruits and vegetables.
- ▲ Cut down on meats in favor of beans and other legumes.
- ▲ Use olive oil in place of some of your fats (but remember that it's still imperative to keep total fat consumption to a minimum).
- ▲ Enjoy the wonderful flavors of Mediterranean cuisine—fresh garlic, tangy lemon peel, refreshing mint leaves, non-fat yogurt—as a satisfying substitute for fat calories.

lemon-basil spritz.) The portion was generous, enough to save half for another meal.

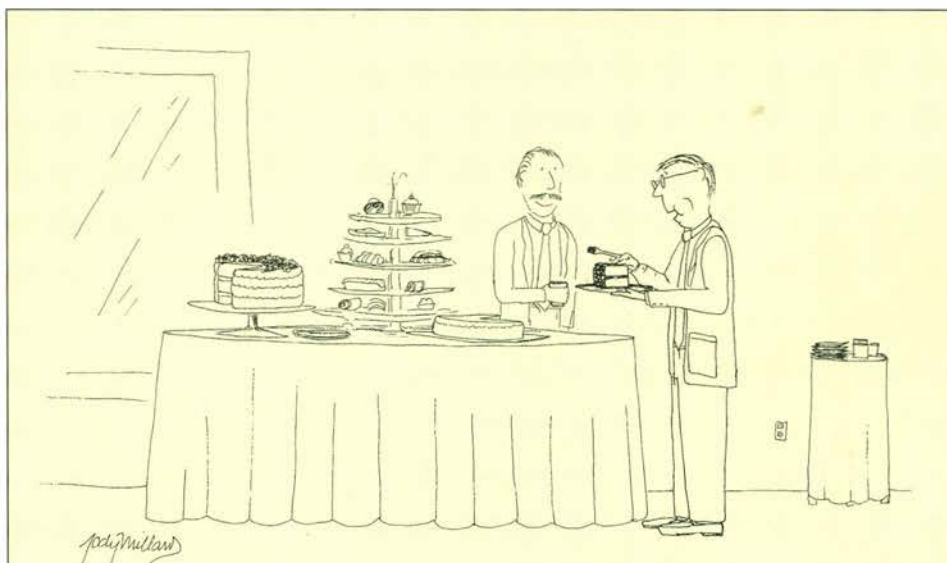
Judi chose the house special, a deliciously fresh filet of flounder stuffed with spinach, feta cheese, herbs and spices. The chef offered to cook her fish in lemon water to reduce the fat content. (The result was scrumptious!) Another option was to use low-sodium tomato juice. Either choice is healthier than traditional methods of broiling and basting with butter.

On our next visit, we plan to try linguine putanesca: fresh plum tomatoes, capers, onions, anchovies and garlic, sautéed lightly in olive oil and served over linguine. It sounded delicious and right in line with our healthy-eating guidelines.

As a light dessert option, we recommend ending your meal with a frothy cappuccino topped with a light sprinkle of cinnamon. Skip the added whipped cream; you'll find it creamy-tasting enough without. It was a wonderful ending to a warm and rich Mediterranean experience.

After our visit, we spoke with a member of the Zanakos family that

funny bone



"My wife said I should watch what I eat tonight. So—I eyeballed this cake for ten minutes before I took the first bite."

Illustration by Jody Millard

manages the Crossroads Inn restaurant. She told us they are working on ways to incorporate more of the Mediterranean fresh vegetables and grains into their menu.

Jane Ziegler, MS, RD, is Lehigh Valley Hospital's director of Clinical Nutrition Services. Judi Thieme, MPH is nutrition program coordinator for the hospital's Health Promotion and Disease Prevention Department.

BLOMMER CHOCOLATE Continued from page 5

based offerings, friendly competition and team programming. They liked the idea of pre-shift stretching and strengthening exercise, light aerobics after work, help in tracking weight-loss results and smoking cessation programs including a variety of techniques.

Over the course of the summer, Lehigh Valley Hospital and Blommer Chocolate embarked on a series of health promotion and disease prevention programs. Leadership at the plant is actively and visibly involved in the process—very important to the success of any such effort. After about six months, the hospital will repeat the health risk assessment to measure the results and will re-measure periodically after that. "Not all areas will show immediate improvement," Thieme says. "We should see changes in

aerobic exercise levels and body fat within six months, but the smoking issue may need a longer lead time to address."

"The goal," Nester says, "is not quick change but maintenance of a healthy lifestyle over the long term."

Employees and the company should see long-term benefits from a healthier lifestyle. National studies have shown that companies with programs like Blommer's lower their work site health care costs. Johnson & Johnson estimates that for every dollar the company spends on health promotion, it saves \$1.70, and The Travelers Corporation sees a \$3.40 return on each health promotion dollar.

These companies also report reduced absenteeism, above-average job performance and a more satisfied work

Level of Stress

Needs Improvement27%
"A lot" or "Overwhelming"
levels in the area of work/job18%
"A lot" or "Overwhelming"
levels in the area of
family/social18%

force—key concerns for Blommer. "We are doing something to help people feel better about themselves, and that is important," Krueger says. "We want as many people as possible to see their work at Blommer Chocolate as not just a job, but a positive experience."

Patient Centered Care— A New Perspective on the Hospital Environment

by John E. Castaldo, MD, President, Medical Staff, Lehigh Valley Hospital



John E. Castaldo, MD

While medical care has changed vastly since the early 1900s, the operating structure of hospitals has changed very little. Now we find it is no longer practical or efficient.

For example, on a typical day a nurse will spend only 15 percent of his/her time on actual clinical care. The remaining 85 percent is consumed by operational inefficiencies, patient transport, documenting and redocumenting on patient charts and scheduling services. This is not what nurses had in mind when they entered their profession.

Meanwhile, a typical patient admitted to the hospital will see 19 different staff members enter his/her room in the first 24

hours, 35 in the first 48 hours and 50 within three days. On average, patients spend six of eight hours out of their room, being sent for tests or therapeutic procedures, which further complicates and disrupts care. It is understandable that patients can be left feeling like a number.

In response to this situation, Lehigh Valley Hospital has begun to implement a totally new way of thinking about hospital operations. It is called "patient centered care." This is not to say that patients have not

always been our focus; they have. But the environment in which our personnel provide care has not always been patient-structured. Now, we are redesigning the hospital environment to allow personnel to work as a team and to make patients and families the central players in the delivery of health care.

Our goal is to restructure, improve quality and reduce costs by:

- moving services to the patient
- grouping similar patients together
- decreasing the complexities of operations
- eliminating "red tape"

The medical-surgical unit on which we have introduced these principles is nothing

short of revolutionary. There is no central nursing station; instead, the 30 patients are structured into three zones. The group of people caring for patients in each zone is a complete, self-managed team.

Cardiac testing, respiratory therapy, physical therapy, pharmacy care and basic laboratory work and X-rays are all done within the unit, and done quickly through such resources as satellite pharmacies and pneumatic tube systems. Nurses carry beepers so their patients can reach them directly and immediately. Nurse managers carry portable cellular phones to link each zone with the physicians whose patients are grouped there. Charts and paperwork are centralized in the zone, and standardized for simplicity and ease of use.

In hospitals across the country where patient centered care has been fully implemented, nurses spend 45 percent instead of 15 percent of their time on direct patient care. A typical admission takes 20 to 40 minutes, compared with three to seven hours under traditional systems. Medication errors decrease by 40 percent, and patient, physician and staff satisfaction rise dramatically.

The overall effect of patient centered care is to reduce the time a patient spends in the hospital and improve satisfaction, while lowering the cost of care. It requires a major change in the way we as physicians care for our patients. Such far-reaching structural changes always involve challenges in the immediate future; but I am certain that, in the long run, this new system will create a better picture of care for physician, patient and hospital.

The Guidance Program, Lehigh Valley Health Network's outpatient mental health center, now **provides treatment for adults and adolescents in eastern Lehigh, Northampton and Monroe counties.** Therapeutic services are available at a satellite office on 3005 Brodhead Rd. in Bethlehem. Services include treatment for depression, anxiety, marital and interpersonal problems, psychosomatic disorders, hyperactivity, school or work-related difficulties and the effects of trauma and abuse. The Guidance Program's main office is located at 1255 S. Cedar Crest Boulevard in Allentown. For more information or to schedule an appointment for outpatient treatment, please call (610) 402-CARE...

The **Regional Burn Center at Lehigh Valley Hospital** has received the 1995 **Community Education Award** from the Burn Prevention Foundation. The award recognizes the burn center's efforts to advance public and professional awareness of burn safety and prevention...

Prostate cancer is the most common form of cancer in the Lehigh Valley. Yet through early detection, including digital rectal exams and prostate specific antigen (PSA) blood tests, it is also one of the most treatable. On Sept. 18, 20 and 23, Lehigh Valley Hospital will **offer free prostate cancer screening**, by appointment, in the John and Dorothy Morgan Cancer Center. Screening is recommended for men age 50 and over, or depending on family history and race, at age 40. For more information and to register, please call Cancer Answers at (610) 402-9300...

Lehigh Valley Hospital has designated rooms at its 17th Street site for the care of hospice patients, the **first step toward the establishment of an inpatient**

hospice unit. The rooms accommodate terminally-ill patients with diseases such as cancer, chronic obstructive pulmonary disease or congestive heart failure. Inpatient care is managed by the staff of Lehigh Valley Hospice...

Seven physicians who recently **completed their medical and surgical residencies at Lehigh**

Valley Hospital have joined or established practices throughout the region. Karen M. Bond, DDS, has joined a Bethlehem dental practice; Eugene Alexandrin, MD, has accepted a position in the hospital's pathology department. Jon Brndjar, DO, and Shawn R. Ruth, DO, have joined internal medicine practices in Allentown; Michael J. LaRock, MD, is in private practice with the Mauch Chunk Medical Center in Jim Thorpe. Jon A. Raso, MD, has joined an internal medicine practice in Easton. And general surgeon Clark D. Gerhart, MD, has joined a Hazleton practice...

Effective techniques for maintaining **personal safety at home, on the job and in the community** will be demonstrated and displayed at a Community Expo sponsored by the health promotion and disease prevention department of Lehigh Valley Hospital. For more information, call (610) 402-CARE...

In recognition of their role in teaching medical students and resident physicians, while caring for patients and conducting research, more than 300 physicians on Lehigh Valley Hospital's medical staff have received faculty appointments at Penn State University's Hershey Medical School. Since its formal affiliation with the university's



Children can mix fun with learning in the areas of fitness, nutrition and safety at Camp HealthRock.

medical school in 1994, the hospital has provided its clinical facilities, faculty and resources to educate medical students, residents and fellows from Penn State.)...

Lehigh Valley Hospital will provide **training for family practice residents beginning in July 1996.** The hospital's proposal for a three-year residency was recently approved by the American Council for Graduate Medical Education. The family practice curriculum will focus on providing primary care to patients at the Lehigh Valley Family Health Center, 1730 Chew St., Allentown, as well as in the hospital and in the private offices of physicians who serve as faculty. The hospital currently trains 85 residents each year in internal medicine; general, plastic and colon and rectal surgery; obstetrics and gynecology; and dentistry. In addition, more than 500 medical students annually attend elective rotations offered at the hospital...

Representatives of nearly 100 area businesses have been participating in a series of ongoing forums hosted by Lehigh Valley Hospital and Health Network. The forums focus on the dramatic changes affecting the delivery of health care and how **health care providers and employers** can work together to respond more effectively.

*Word of mouth
is still the best
way to find a
physician.*



Call (610) 402-CARE

When looking for a doctor, you've probably turned to others. Now you can still gain the information you need, plus a whole lot more, by calling Lehigh Valley Hospital's FREE Physician Referral Service at (610) 402-CARE (610-402-2273), Monday through Friday, from 8:30 am to 4:30 pm.

The Physician Referral Service is a community service which was developed to link individuals with private physicians who have staff privileges at Lehigh Valley Hospital and are accepting new patients. When you call the service, qualified representatives are ready to speak with you about your specific referral needs.

Choosing a doctor is more than getting a name and address, and our representatives are on hand to provide you with the individual attention and information you need. In fact, when you're ready to make an appointment, your referral representative can place a conference call to the doctor's office to help with scheduling or, if you wish, you may call the doctor at your convenience. Select your care with care—call Lehigh Valley Hospital's Physician Referral Service.



**For Patient
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