

SPRING 2014

Generosity

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A PASSION FOR BETTER MEDICINE

 Lehigh Valley
Health Network

Behind the Scenes

Your donations support care on the front lines

This year's Academy Awards featured one of the most talked-about races for "Best Picture," with nine very worthy candidates. Standing behind each movie is a crew of hundreds – sometimes thousands – of people. Creating a memorable motion picture requires individual contributions from each of them.

In health care, the story is much the same. Throughout the hospitals, outpatient health centers, doctors' offices, imaging locations and clinics that comprise Lehigh Valley Health Network (LVHN), there are thousands of people helping to keep our community healthy. And behind the scenes, there is yet another group – you, our generous donors – that plays a major role.

This spring issue of Generosity spotlights those who help our front-line caregivers excel. Start with John Sokalsky. As a child, he received care from one of LVHN's pioneers – the late pediatrician Forrest Moyer, MD. Today, Sokalsky works at LVHN in clinical engineering. His bequest to LVHN will support the technology management technicians who maintain all of the high-tech equipment our doctors, nurses and other colleagues use to provide care.

Howard Stevens has spent his career working alongside LVHN's caregivers, representing them in court when needed. In this role he's

defended the quality of care in our health network. He also helps to propel that care by regularly supporting special events such as Nite Lites and through his membership in The Leonard Pool Society.

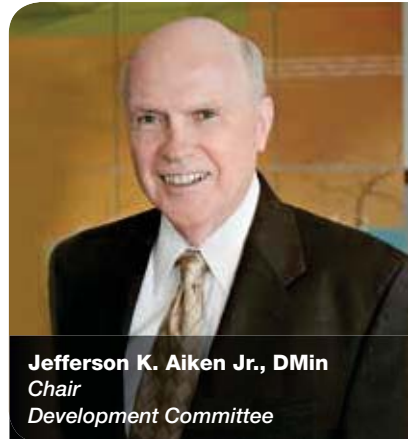
Don and Dianne Detwiler spent their lives sharing a passion for music and art. Because cancer has touched their families, they now support cancer care at LVHN as well. They are excited about a potential study – soon to be in front of the health network's Institutional Review Board – that would measure the impact of music therapy on healing for those with breast cancer.

Also working behind the scenes are our nearly 1,300 volunteers at LVHN. They work in our gift shops, deliver cards and flowers to patients, bring cheer to hospitalized patients, and continue a rich tradition of service.

Only one film wins "Best Picture" each year, but that award represents the work of many. Here at LVHN, your behind-the-scenes support of our health network creates a hospital continuously recognized by U.S. News & World Report among "America's Best." For that, we thank you.



Ronald W. Swinfard, MD
President and CEO



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

A handwritten signature in blue ink that reads "Ron Swinfard, MD".

Ronald W. Swinfard, MD
President and Chief Executive Officer

A handwritten signature in blue ink that reads "Jeff K Aiken".

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



Howard
Stevens



DEFENDING Quality Care

Howard Stevens believes in the LVHN advantage

Practicing law is in Howard Stevens' genes. Defending people who care for our community is his passion.

"When doctors or nurses are accused of a wrongdoing, it has an enormous effect on them," says Stevens, a partner attorney at Gross McGinley LLP. "My team helps put their lives back together."

Stevens inherited his love for the law. He is a direct descendent of John Marshall, who served as the fourth chief justice of the United States Supreme Court in the early 1800s and helped establish the judicial branch of our government. In the 1960s, his father, Dick, handled medical malpractice cases for what today is Lehigh Valley Health Network (LVHN). In 1988, that responsibility was handed down to Stevens.

"I've seen the LVHN advantage," says Stevens, who handled malpractice claims at Muhlenberg Hospital Center before it joined the health network in 1997. Back then, obstetrics cases were the No. 1 claim. After the merger, more babies received care, but there were less malpractice cases. "That's the advantage – higher quality care and patient satisfaction," he says.

Quality health care drives Stevens professionally and philanthropically.

He and his wife, Jill, regularly support LVHN's annual Nite Lites gala and Golf and Tennis Classic, and they are members of our Leonard Pool Society. Parents of a son and twin daughters, the Stevenses realize the importance of having quality care close to home.

"We do not live in an entitled society," Stevens says. "There is no reason you shouldn't give back to your community if you have the means. If you have a traumatic accident, heart attack or stroke, you expect the health care system to function. If not for the people who support LVHN, it wouldn't. We're lucky to have a U.S. News hospital in our community, and we're proud to support it."

Stevens is equally proud to represent the physicians and nurses who provide quality care. "I see the passion they bring to their jobs," he says. "They genuinely care about patients and do everything possible to help each one of them."

That's why when Stevens is representing a caregiver, in his mind he is defending the entire LVHN team. "The health network's people operate as a team," he says, "and I've seen the difference that team makes."

Sounds That Soothe

Don and Dianne Detwiler believe in the therapeutic power of music

Growing up near York, Pa., Don Detwiler played saxophone alongside his parents in the Detwiler Family

Trio. “I was 7 when we started performing together,” he says. “It was fun and a great way to bond as a family.”

The experience was the beginning of Don’s lifelong love affair with music. He studied at the prestigious Peabody Conservatory in Baltimore, and by age 13 was playing oboe in the Harrisburg Symphony Orchestra. Although he ultimately pursued a distinguished career in urban planning and design, Don attended college on a music scholarship.

He began dating his wife, Dianne, as a teenager. “We were high-school sweethearts,” she says.

Dianne enjoyed singing and dancing, and she studied education, art and interior design in college. The couple eventually married, lived in Pittsburgh and later settled in the Lehigh Valley, where they raised two sons. They celebrated their 50th wedding anniversary in June 2013. Over the years, they maintained their passion for music and art with memberships in many arts organizations and by serving on various boards and committees.

Because cancer has touched their family in numerous ways, the Detwilers are equally passionate about helping people battle the disease. This past year they decided to support cancer research at Lehigh Valley Health Network (LVHN). “We asked if the research could somehow

be linked to music or art,” Dianne says. “We are thrilled the health network is pursuing that concept.”

A six-week study is planned for this summer after official approval from the Institutional Review Board (IRB), which oversees all research at LVHN. During the study, 70 patients with breast cancer will listen to a 20-minute recorded composition by local harpist Sarajane Williams while undergoing chemotherapy. Williams is a former LVHN nurse. Participants will complete surveys before and after each session to measure their levels of anxiety and nausea. A depression survey also will be administered before and after the study.

Don has enjoyed serving on a diverse project team that includes LVHN educators, researchers and clinicians. Nearly all are musically or artistically gifted. “I’ve been on many blue ribbon committees, and this is one of the most knowledgeable and focused groups I’ve ever encountered,” he says.

The team hopes to publish the study results and eventually incorporate art into the process, a step Dianne eagerly anticipates. “Whether you create it or just appreciate it, art can help ease your worries,” she says. “You don’t have to be an artist to benefit.”

Regardless of the direction the research takes, Don says persistence is key. “We hope these efforts continue to grow,” he says. “Our wish is to help patients not only at LVHN, but everywhere.”

Don and Dianne
Detwiler



HELPING Nurses Excel

Anne Panik is energized by the Peggy Fleming Endowed Chair in Nursing

When Anne Panik, RN, senior vice president for patient care services at Lehigh Valley Health Network (LVHN), looks at the Peggy Fleming Endowed Chair in Nursing, she feels its power.

“It’s a treasured symbol and a tremendous honor for the whole department of nursing to have our own endowed chair,” Panik says.

The chair was established in 2001 by Dick Fleming in honor of his wife, Peggy. Longtime champions of nursing at LVHN, the Flemings’ legacy began when they launched the Friends of Nursing program in 1987 to support nursing education and research. When Peggy was ready to step down from active involvement in the program, Dick wanted to recognize her service. “This chair seemed like the perfect way to honor Peggy and continue our support of nursing professional development at LVHN,” he says. At the time, the endowment was the first of its kind at a non-university U.S. hospital.

“This chair takes the Flemings’ initial vision a step further,” says Panik. “It provides additional funding for nurse education, research and leadership development, which we utilize to the fullest every year.”

Supporting an annual medical-surgical nursing course is one way the Fleming chair helps nurses grow. The one-week class helps nurses prepare for the rigorous specialty certification exam.

“Certification validates advanced knowledge and sets a standard of clinical excellence,” Panik says. “It also enhances patient care by building a team of nurses who are experts in leading-edge clinical practices.”

Developing leaders is another priority. Selected nurses attend training at University of Pennsylvania’s Wharton Nursing Leaders program as well as the GE Healthcare and the Health Management Academy nurse executive fellows program. “These intensive programs help nurses develop critical analytical and leadership skills,” Panik says. “This ensures that our nurses have the expertise to help us navigate the ever-shifting health care landscape.”

The Fleming chair also supports research. One current example is a study that’s looking at whether a standard uniform color would improve nursing’s image and help patients more easily identify their registered nurse. Other studies investigate evidence-based practices that benefit patient care and the nursing profession as a whole.

The scope of the Flemings’ gift and its potential energizes Panik. “I look at this chair as an enduring tribute to Peggy Fleming, who passed away in 2008,” Panik says. “It is my privilege to ensure that Peggy and Dick’s vision to provide for the ongoing development of our nursing staff is both appreciated and realized.”

A portrait of Anne Panik, a woman with short brown hair, smiling. She is wearing a black jacket with gold buttons, a white pearl necklace, and a beige scarf. Her hands are clasped in front of her. The background is a blurred indoor setting with colorful decorations.

Anne Panik

Karla Bachl and
Tom Caffrey



Eager to Serve

Volunteers generously donate their time to support LVHN's mission

Between his busy Allentown law practice and part-time work as an assistant solicitor for Lehigh County, Tom Caffrey has precious little free time. But that doesn't stop him from volunteering at Lehigh Valley Hospital-Cedar Crest every Thursday afternoon.

"It's my way of giving back without expecting anything in return," says Caffrey, 52, of Whitehall, a Lehigh Valley Health Network (LVHN) volunteer since 2012. "I'm also setting a good example for my three daughters." Caffrey's initial role was cheering up elderly patients in need of a friendly visitor. These days he spends his time running errands such as delivering food trays, cards and flowers to patients. He also helps discharge new parents from the mother-baby unit. "I enjoy interacting with patients, even if it only helps in some small way," he says.

Caffrey's selfless dedication is typical of the nearly 1,300 active volunteers who play a vital role in more than 190 LVHN departments, both clinical and nonclinical. You'll find them in gift shops, patient care units, administrative offices, outpatient health centers and everywhere in between. The team comprises men and women of all ages, including some who keep at it well into their 90s. They're joined by 41 therapy dogs, their handlers and 200 teens who volunteer at LVHN every summer.

Each of these volunteers is carrying on a tradition of service started more than a century ago by the Auxiliary of Lehigh Valley Hospital. Volunteers' eager participation at LVHN bucks the current trend. At one point, half of all volunteers nationwide served health care organizations. Today that figure is less than 20 percent.

"We're very fortunate to have a community that supports us so passionately," says volunteer services director Karla Bachl. "Time equals money, and these men and women choose to spend their time with us." During fiscal year 2013, LVHN volunteers provided 112,299 hours of service. A formula based on the Pennsylvania Workers Compensation Act puts the equivalent value of their assistance at \$2,533,465. "We'd be hard-pressed to fulfill our mission without that support," Bachl says.

There's also intrinsic value in volunteer service that can't be measured so easily. Take the men and women who staff LVHN's No One Dies Alone program. They're on-call 24 hours a day, ready to offer comfort and peace to patients who have no one else. Caffrey understands the importance of that kind of personalized care. "I know how much it meant to my father when he was dying of cancer," he says. "It's one of the reasons I choose to give back."

John Sokalsky



A Caring Connection

John Sokalsky's bequest caps a lifelong bond

John Sokalsky's bond with Lehigh Valley Health Network (LVHN) stretches across a lifetime. It began with his birth at The Allentown Hospital (now Lehigh Valley Hospital-17th Street) during a fierce snowstorm and continued with his medical care growing up. "I have vivid memories of our family doctor, Forrest Moyer, arriving at our home to treat my 104-degree fever when I was in first grade," Sokalsky says. "I'll never forget his big black bag filled with interesting medical devices."

The LVHN connection continued into adulthood as Sokalsky marveled while watching the health network's steady growth and evolution. He also was a patient at LVHN several times. "That's when I truly began to appreciate the quality of care and passion of the LVHN team," he says.

After years in consumer market research, a mid-career change steered him toward clinical engineering, which repairs and maintains

medical technology such as patient monitors, laboratory equipment and X-ray machines. After earning his certification as a biomedical equipment technician, Sokalsky worked at several local health care organizations before joining LVHN in 2001. "It's been extremely fulfilling," he says, "because the work I do ultimately helps patients."

Because he cares so much, Sokalsky serves on numerous LVHN teams and committees that are working to create better experiences for patients and families. He also decided to include LVHN in his estate plans. His bequest will establish the John Sokalsky Technology Management Fund, which will help enhance and elevate the technology management professional's role. "With a better understanding of clinical needs, technicians can become more involved in the planning and acquisition of technology," he says. "In the end, it comes back to providing the best possible care for patients."



An Unforgettable Evening 'Under African Skies'

MORE THAN 1,300 GUESTS WERE TRANSPORTED TO AN EXOTIC LAND OF ADVENTURE DURING "UNDER AFRICAN SKIES," THE 18TH ANNUAL NITE LITES BLACK TIE GALA. The theme celebrated the eclectic blend of sights, sounds, tastes and smells of places like Egypt, Morocco and the jungles of the Serengeti. The fun included a virtual safari, Egyptian sand sculptures and live West African percussive music. One lucky guest received a sweet surprise: a diamond necklace hidden inside a vending machine filled with mini cupcakes. Here are some scenes from the event, which raised more than \$1.2 million to support programs and services at Lehigh Valley Health Network.

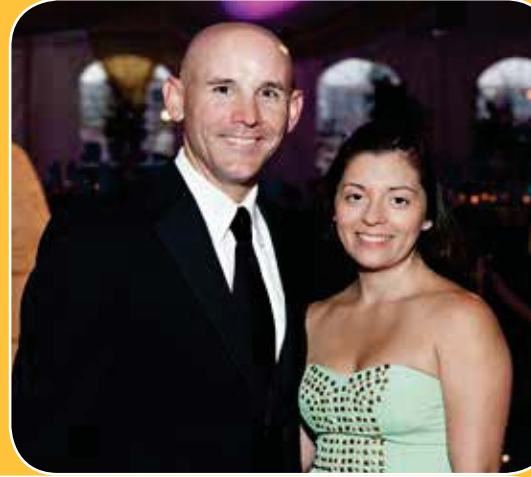


▲
 Guests of "Egypt-Gift of the Nile" sponsor Lutron Electronics Co., Inc.



▲
 Diamond necklace winner Glen Gregory (center), guest of Phoebe Floral and Home Décor, along with sponsors Richard Perose (left) and Timothy Statler of Timothy Richard Fine Jewelry, LLC

Andrew and Ann Wright, representing "Island of Madagascar" sponsor Vinart Dealership ▼



Guests of "Congo River Basin" sponsor LVHN department of obstetrics and gynecology ▼



Anthony and Jolene Scarcia



Linda and Todd Donnelly



Bill and Denise Spence



Celebrating Philanthropic Leadership

The President's Society reception recognizes extraordinary support

Extraordinary generosity deserves extraordinary recognition.

The President's Society honors individuals, organizations and businesses that annually contribute \$10,000 or more to Lehigh Valley Health Network. Cumulative million-dollar lifetime donors receive permanent membership. President's

Society members also provide leadership support to advance health network programs, services and areas of greatest need. In recognition of their support, members enjoy a cocktail reception each December at Bethlehem's beautiful and historic Saucon Valley Country Club.



(L-r): Peg and Bernie Story, Charles Marcon and Matt Sorrentino



Tiffany and Martin Till

Learn more:
Contact Rachael Scheffler,
director, stewardship,
at 484-884-8768.



SAVE the Dates

GOLF AND TENNIS CLASSIC

May 19, 2014

Saucon Valley Country Club

LVH-MUHLENBERG SUMMER FESTIVAL

Aug. 13-16, 2014

Lehigh Valley Hospital-Muhlenberg

NITE LITES

Oct. 11, 2014

Lehigh Valley Hospital-Muhlenberg



SUPPORTING Burn Care

The Union Historical Fire Society honors and explores the history of firefighting, focusing on firefighters who served as well as the tools and equipment they used. Members also are passionate about burn care and prevention, which is why they support Lehigh Valley Health Network's (LVHN) Regional Burn Center. The society's support has ranged from funding for medical equipment to purchasing "burn buddies," special dolls that help younger burn patients feel less anxious during dressing changes. The society's most recent gift will be used to purchase a topical anesthetic that reduces the pain of laser scar treatments, as well as a reflector lamp for taking accurate before-and-after treatment photos. Laser treatments increase elasticity and reduce the discoloration, discomfort and irregularity of scars. Pictured are (l-r): society members Martha Kush and her late husband, Michael; Nancy Humes, RN, director of patient care services for LVHN's Regional Burn Center; and society member Stuart Lathrop.



Project With a Purpose

Ten-year-old best friends Madilyn Grose (left) and Brooke Toohey (right) don't go to the same school, so they look forward to spending time together. This past summer, they used that time to benefit children receiving care for cancer at Children's Hospital at Lehigh Valley Hospital. "We wanted to work on a project, and we like helping people," says Grose of Bethlehem. With help from their siblings, they used duct tape, beads, colored string and bobby pins to make bracelets, pot holders and window sun-catchers. After doing online research, they made a sign with cancer statistics and knocked on neighborhood doors to sell their goods. "One man gave us money without even buying anything," says Toohey of Easton. The girls used the proceeds to buy art supplies, puzzles, books and games. "We hope it makes these kids smile," they say, "and helps them feel at home."

Making Holidays Bright

This past December, Lehigh Valley Hospital–Muhlenberg patients and visitors crossed paths with Santa Claus and a bevy of popular mascots during the fourth annual Pathway for Santa. Bruce Smith of Easton, a former LVHN patient, created the event. “After my cancer journey I was blessed with a second life,” Smith says. “I wanted to give back.” Throughout the year, Smith (far right, greeting Ellen Wallace of Easton) gathers gift card donations from area grocery stores, gas stations, restaurants and more. He then brings the cards – which this year totaled more than \$33,000 – to LVHN’s cancer program, where caregivers distribute them to patients. Live holiday music adds a festive note. “Many business owners say they contribute because they have been touched by cancer themselves,” says cancer infusion nurse Amy LeVan, RN.



A Gift From the Gridiron

A group of Forks Township moms scored a touchdown for women battling breast cancer. They formed a powder puff football team called the “Momsters” and played a flag football game against another team to raise money for Lehigh Valley Health Network’s Pink Ribbon Fund. Nicole Frick came up with the idea after she was inspired by two Forks

Township moms who were diagnosed with breast cancer. At the game, they held a 50/50 raffle, sold snacks and accepted private donations to raise more than \$9,600. The fund helps patients with breast cancer pay for nonmedical expenses such as utility bills, wigs and prostheses. Even though the Momsters lost the game, the event was a big win for women who need financial help during a tough time.



Weyerbacher Brewery Supports Cancer Patients

To help area cancer patients, Weyerbacher Brewery in Easton created and sold a microbrew named Althea during Breast Cancer Awareness Month last October. “We produced 1,000 cases of Althea and were amazed at how quickly they were distributed,” says Weyerbacher president Dan Weirback. The \$12,000 raised was divided equally between Lehigh Valley Health Network’s (LVHN) Pink Ribbon Fund, which benefits breast cancer patients, and LVHN’s Prager Patient Assistance Fund,

which benefits patients with other types of cancers. The funds help patients pay for nonmedical, non-reimbursable expenses such as food, transportation, utility bills and wigs. Because Althea was so popular, Weirback says the microbrew will make a return appearance next year. “We’re proud of the work our brewers do and gratified the community supported our dream to help cancer patients.”

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

THE LEONARD POOL SOCIETY Fall Forum

Guests learn how advanced stroke
care helps patients return to their lives

Stroke is the fourth leading cause of death in the United States. For those who survive, recovery can take months or even years. Guests at The Leonard Pool Society Fall Forum learned how an interventional approach to care at Lehigh Valley Health Network (LVHN) gives patients the best possible chance to return to a normal life. LVHN neurointerventional radiologist Darryn Shaff, MD, explained the technology and teamwork it takes to repair “clogged and leaking brain pipes.” This advanced approach is one of the reasons LVHN was designated as the first Comprehensive Stroke Center in Pennsylvania, and only the third in the nation. Here are examples of the fellowship and networking that followed Shaff’s presentation.



Donna Pidcock (left) and Barbara Clifford



Joe and Karen Tracy



Featured presenter Darryn Shaff, MD



George Kopchick and Karen Bretz, MD



(L-r): Greg Harper, MD, Shashin Shah, MD, and Avani Shah, MD

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A PASSION FOR BETTER MEDICINE



The true meaning of life is to plant trees,
under whose shade you do not expect to sit.

— NELSON HENDERSON

**MAKING A BEQUEST TO
LEHIGH VALLEY HEALTH NETWORK
IS AN INVESTMENT IN THE FUTURE
HEALTH OF OUR COMMUNITY.**

LEARN MORE: Contact Jane Wrisley
in the planned giving office at
484-884-8759 or giftplanning@lvh.com.