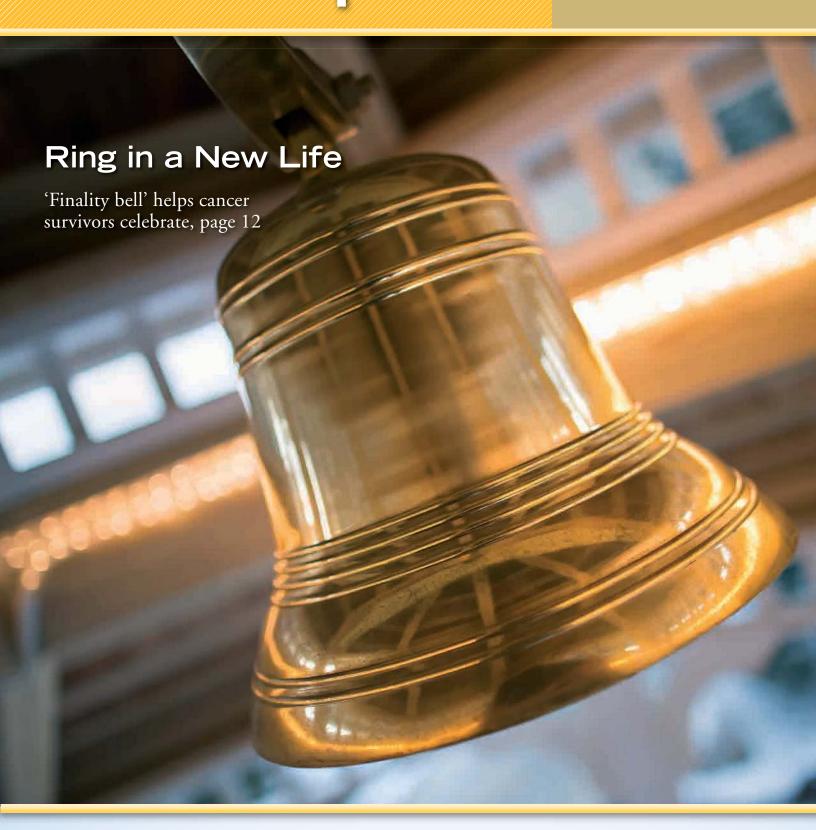
# NEWSLETTER SPRING 2013







## Benefits of Giving

You become vested in our community's health

"To give away money is an easy matter and in any man's power. But to decide to whom to give it, and how large, and when, and for what purpose and how, is neither in any man's power nor an easy matter." – Aristotle

That quotation describes beautifully the essence of philanthropy. The impulse to give is often an emotional – and not necessarily a rational – decision. Once donors have decided to give, however, they may become increasingly interested to know how their money is being spent and whether it is having an impact.

Through your support of Lehigh Valley Health Network (LVHN), you help us to heal, comfort and care for the people of our community. It's important for us to let you know exactly how your gifts are helping individuals and families throughout our region. That's why we host various events and social functions. By networking with other donors and meeting LVHN's health professionals, you learn directly about the impact of your gifts.

For example, at the Leonard Pool Society's Annual Meeting, members choose how their donation to the Society will be used to support specific programs and services at LVHN. Each year we also host educational events for Society members like our spring and fall forums. The 2012 Fall Forum (page 20) featured cardiothoracic surgeon Raymond Singer, MD, who talked about a new procedure called TAVR – transcatheter aortic valve replacement.

Prior to TAVR, people who had a diseased heart valve and were too high-risk for open-heart surgery had no options. Now this procedure – performed by a team of heart surgeons and interventional and diagnostic cardiologists, dedicated operating room and cardiac catheterization nurses, and anesthesia, perfusion and radiology colleagues – provides an option that truly saves lives.

If you donate more than \$10,000, you become a member of The President's Society. We held a reception for Society members late last year at Saucon Valley Country Club (page 18). Many examples of how President's Society gifts positively impacted our community were shared that wonderful evening.

If you choose to leave a planned gift such as a bequest, gift annuity or charitable trust, you become a member of the 1899 Society. You join names like Pool, Anderson, Farr, Fleming and Graham in leaving a lasting legacy of care for future generations. This Society hosts an annual dinner and offers other membership benefits.

These events are small ways for us to say thank you for supporting our health network and our community. Each event helps us demonstrate the impact these gifts have.

Regardless of how you give, whether an unrestricted gift or a gift to a specific area of patient care, research or education, please know your generosity is improving and saving the lives of our patients every day. For that, we are eternally grateful.

Charles G. Lewis

Senior Vice President, External Affairs

Charles St. Lewis

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



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Karin Bristow and Mark Martini

## The Gift of Hope

How your gifts enhance cancer care

The advances in cancer care over the last 10 years are remarkable. For example, did you know that vaccines for treating a variety of cancers are being tested in large-scale clinical trials? Or that some newer medications are designed to stop cancer at the genetic level?

Thanks to generous donors, we at Lehigh Valley Health Network (LVHN) are able to stay at the forefront of this cancer care revolution. Doug and Don Patt of Prudential Patt, White Real Estate (page 6), for example, established an endowed lectureship in oncology. The past two years this lecture has brought experts in cancer research and genetics to LVHN, allowing our doctors, nurses and other health professionals to learn new techniques and gain knowledge in the most advanced cancer care.



Not all cancer care is clinical. Karin Bristow and Mark Martini understand that cancer goes far beyond medical care. It also includes hope, healing and reflection. It's why they gave a generous gift to create a gazebo in the healing garden outside the John and Dorothy Morgan Cancer Center at Lehigh Valley Hospital—Cedar Crest (page 12). It includes a "finality bell," allowing cancer survivors to celebrate the end of their treatments and the start of a new day in their lives.

Our Cancer Center is one of just 21 nationwide selected to be part of the National Cancer Institute's (NCI) Community Cancer Centers Program. This means we offer a high level of care, bring the nation's newest treatments to our patients through clinical research trials and decrease barriers to care in our community. We have more than 500 patients enrolled in 109 open clinical trials as part of the NCI's Cooperative Group.

We also have research affiliations with two renowned institutes – The Wistar Institute in Philadelphia and the Moffitt Cancer Center and Research Institute in Tampa, Fla. This gives our physicians and patients the benefit of the latest research and regular access to clinical trials that give more options and more hope to patients who are desperately fighting this dreaded disease.

We appreciate your ongoing support and hope you will invite your friends and family to join you. Even if they can't support us, everyone in our community should know about the level of care we provide so they don't inconvenience themselves by going outside our area for cancer care.

Sincerely,

Ronald W. Swinfard, MD

Ron Swingland, MD

President and Chief Executive Officer

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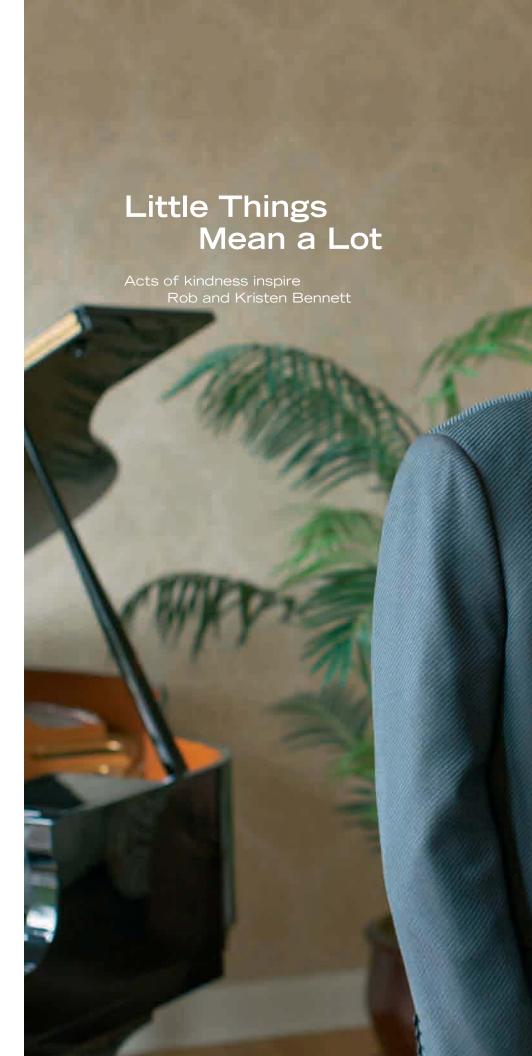
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Rob and Kristen Bennett were on an emotional roller coaster. The same day they learned Kristen was pregnant with their second child, they watched their first child, 18-month-old Cooper, begin to act strangely. He was having trouble walking and grasping things.

At Lehigh Valley Hospital—Cedar Crest, tests determined Cooper had a virus that caused lesions to form on his brain stem. In the pediatric intensive care unit, he was placed in a medically induced coma and a breathing tube was inserted while he underwent steroid treatment. "It was the hardest thing I've ever had to go through," Rob says of the nine-day hospitalization and rehabilitation period that followed.

The compassionate care they received helped them persevere. "The nurses and staff made us feel comfortable and treated Cooper like he was their own son," Kristen says. Cooper fully recovered and today is an active 2-year-old boy.

The Bennetts experienced that same personal attention at the health network on other occasions. When Kristen was pregnant with Cooper, she received emergency care from Bill Zajdel, DO, for severe pain she was experiencing. "He was terrific and helped Kristen feel better," Rob says. "We developed a friendship, and when Cooper was born, he sent balloons to our house."



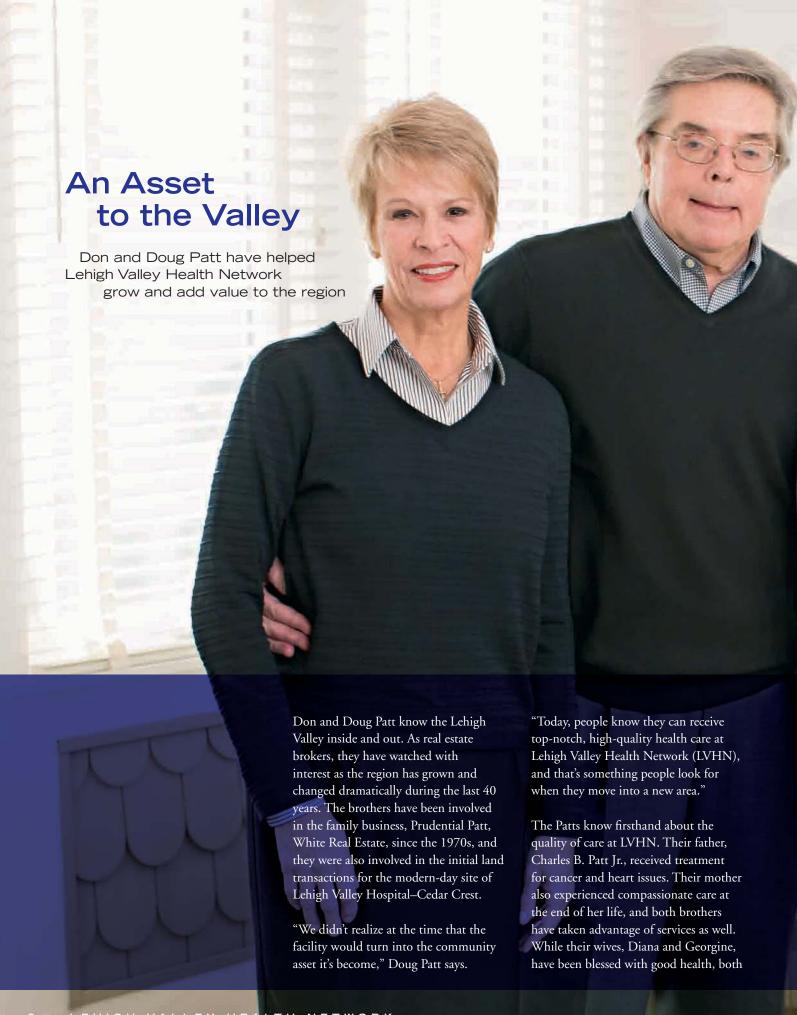


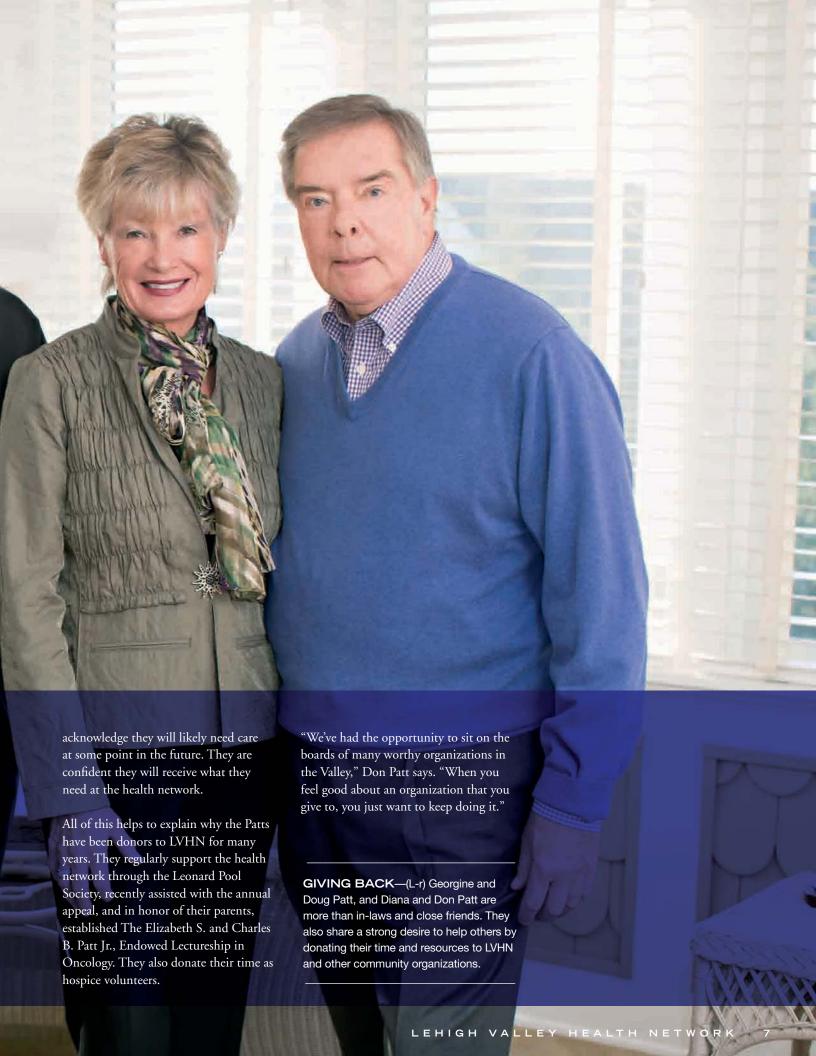
Kristen also bonded with Deb Nenow, LPN, a nurse who helped her learn the things new moms need to know about child care. When Kristen was in the hospital for the birth of their second child, Bryce, she was pleasantly surprised when Nenow stopped by her hospital room to say hello and ask about Cooper. Weeks later, she was even more surprised to find a letter in her mailbox from Nenow, wishing her family well. "I will never forget her," Kristen says. "The greatest gift you can give is to be of service to another person."

Inspired by the compassionate care they received, the Bennetts are helping to provide a valuable service to many people through their support of Lehigh Valley Health Network's AIDS Activities Office. Their gift helps promote HIV testing and education throughout the community.

Whether it's in the health network, while working at the Bennett Automotive Group or during an average day, Rob and Kristen are inspired by people who go above and beyond to perform acts of kindness. "They're often the unsung heroes," Rob says. "They touch you and move you to do something for someone else."

PAYING IT FORWARD—Inspired by the compassionate care their family received at Lehigh Valley Health Network (LVHN), Rob and Kristen Bennett support LVHN because they feel confident their gift will be used to help others.





## Field of Dreams

Chris Attieh Foundation honors a legacy of kindness and humanity

He genuinely cared, and people were drawn to that.





As the ball trickles through the infield, the batter dashes to first base. On the sidelines, spectators, teammates and opponents happily mingle while music blares and grills sizzle. The Chris Attieh Softball Tournament is a celebration of life and community, a fitting tribute to an extraordinary young man.

Growing up in Whitehall, Chris Attieh enjoyed playing baseball. Yet kindness was his greatest passion. Whether you had a flat tire, were sick in the hospital or simply needed a few bucks, Attieh was eager to help. "Chris never said he was too busy," says his brother Joe. "He genuinely cared, and people were drawn to that."

Persistent cold symptoms and breathing difficulties landed Attieh, 28, in the Lehigh Valley Hospital— Muhlenberg intensive care unit in October 2010. He was diagnosed with acute respiratory distress syndrome (ARDS), a rare, lifethreatening condition that makes it difficult for oxygen to enter the bloodstream. After a brave fight, Attieh passed away on Nov. 22, 2010. An entire community grieved, with nearly 3,000 people attending his memorial service.

To keep his memory alive, Attieh's parents and three brothers established the Chris Attieh Foundation. They partnered with the ARDS Foundation, a national nonprofit, to raise awareness of the syndrome, fund research and support survivors, who frequently face long-term physical and emotional challenges.

The coed softball tournament, held annually at Whitehall's Zephyr Park, is the foundation's main fundraiser. Twelve teams competed in 2011, 16 last year, and 20 are scheduled to participate this June, including three

playing in memory of their own loved ones. There also are games and activities for children, with more in the works. "The community has embraced this, and we expect it to keep growing," says Attieh's oldest brother, Dan.

To honor Attieh's kindhearted legacy, the foundation annually awards scholarships to Whitehall High School seniors who give of themselves through volunteering and charitable deeds.

Because Attieh loved children – and they loved him – the foundation also supports the Children's Clinic at Lehigh Valley Hospital–17th Street. His family strongly believes in the clinic's mission to make the local community a healthier place to live.

"Chris had no ulterior motive or agenda other than helping," Dan Attieh says. "Our foundation is guided by that same spirit of humanity."



Although it has a decidedly local flavor, participants from as far away as Australia, Syria, the Bahamas and throughout the United States travel to Whitehall for the annual Chris Attieh Softball Tournament.

### Giving Hope a Chance

Lauren's Hope Foundation supports families of brain-injured children

From the moment Lauren's Hope Foundation began its mission to support brain-injured children and their families, Ann Flood had a priority in mind.

"We've wanted to donate two Olympic cool cap systems to Lehigh Valley Health Network (LVHN) since we started," says Flood. Ann created the nonprofit with her husband Dan in 2008 in memory of their daughter, Lauren, who died four-and-a-half years after suffering a brain injury at birth.

The head cooling systems, made by Natus Medical Inc. of Seattle, are part of a new hypothermia program at LVHN. Research has shown that cooling can limit brain damage from neurological injuries sustained at birth. If a child meets the criteria for treatment, cooling must begin less than six hours after birth. Before this treatment was available at LVHN, brain-injured newborns in the Lehigh Valley had to be rushed to Philadelphia for care.

"I first heard about the treatment about 11 months after Lauren was born," Flood says. "It was a bittersweet moment in that there might be hope for families with a similar experience but it had come too late for Lauren."

When the Floods approached Lorraine Dickey, chief of LVHN's neonatology division, with an offer of the two cool cap systems in 2010, they got an unexpected reply.

"She said 'no thank you," Flood recalls. "They didn't have the infrastructure or staff experience to accept it." But over time and with leadership from Dickey, a planning committee of foundation and health network members was developed. The committee helped create a comprehensive program to utilize the cooling systems going forward. "It took two-and-a-half years for our work to come to fruition," Flood says.

In December 2012, the foundation donated two Olympic cool cap systems and two brain wave monitors – equipment valued at \$125,000. LVHN honored the Floods and Lauren's Hope Foundation with permanent recognition in the lobby area of the neonatal intensive care unit.

"It means so much to us," Flood says. "Our hope is this technology can rewrite the future for babies with brain injuries."

LOVING MEMORY—Ann and Dan Flood lost their daughter, Lauren, to complications from a brain injury she suffered at birth. That's why they formed a foundation that offers hope and support to brain-injured children and their families.









## A Celebration of Survivorship

Karin Bristow and Mark Martini support those touched by cancer

When Karin Bristow was undergoing cancer treatment at Lehigh Valley Hospital—Cedar Crest, she and her husband, Mark Martini, would hear a lullaby play over the hospital sound system each time a baby was born, as is the hospital's tradition. Yet when the couple left the hospital after Karin's final cancer treatment, there was no music to mark this significant milestone. "Surviving treatment is a truly wonderful day," Bristow says. "I wanted to find a way for cancer survivors to join in the celebration of life too."

A chance conversation with an acquaintance led to the idea for a "finality" bell, a common installation at large academic cancer centers. "On your last day of treatment, you ring the bell three times," Bristow says. "Once for love, once for hope and once for courage."

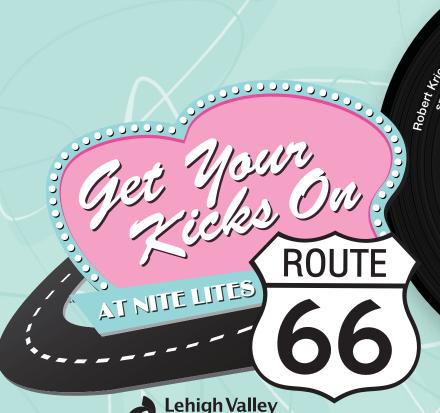
But the bell itself, while beautiful and symbolic, wasn't enough. "Karin is my entire life, and when she was undergoing treatment there was no place for me to go and feel a sense of hope," Martini says. "I would have loved to have a place to sit, reflect and gain hope from seeing others ring the bell."

This led the couple to gift a gazebo, as well as a finality bell, to the hospital. They also had support from the Lone Wolf Car Club, of which they are members. The gazebo and finality bell are just outside the John and Dorothy Morgan Cancer Center. "This beautiful peace garden is for everyone," Bristow says. "It's a place for survivors to celebrate and for caregivers to recharge."

An October dedication ceremony at Lehigh Valley Hospital—Cedar Crest was combined with a fundraising car show. The event raised more than \$2,200 and canned goods for the Hackerman-Patz House, a lodging facility for patients' families who come from a considerable distance, located on the hospital's campus. After the blessing, the pastor invited anyone who has been touched by cancer to ring the bell. Thirty-five people accepted the invitation. "Whether you have cancer, are a survivor or a caregiver, cancer touches just about everyone," Bristow says. "There wasn't a dry eye in the house."

The couple plans to do a similar installation at Lehigh Valley Hospital–Muhlenberg this fall.

Mark Martini and Karin Bristow enjoy a quiet moment of reflection in the gazebo they donated for cancer survivors and their families at LVHN.



Lehigh Valley Health Network

Nite Lites 2012

A journey down America's 'Main Street'

Nearly 1,300 guests attended "Get Your Kicks on Route 66," the 17th annual Nite Lites black-tie gala. The theme celebrated the legendary highway known as the "Main Street of America," which stretches 2,500 miles from Buckingham Fountain in Chicago to Santa Monica Pier in Los Angeles. "Get Your Kicks on Route 66" is also a song title recorded by more than 50 performers, from Nat King Cole in 1946 to Glenn Frey last year. Here are some scenes from the event, which raised nearly \$1.2 million to support programs and services at Lehigh Valley Health Network.



and maging of Lehigh Valley, PC Cadillac Rancy



## 'Life Is Fragile'

That's why Ruth Ann Halteman, RN, offers help and hope to those who need it most

There are experiences from Ruth Ann Halteman's time as a mission worker in Brazil that are forever seared into her soul. One such experience was preparing a little boy's body for burial after he was hit by a tractor trailer. She worked alongside the boy's mother, a recent widow, to make the body presentable. This tragic event unfolded just two short weeks after Halteman learned her own father had passed away. She was unable to attend his funeral due to changes in required documentation for leaving the country. "Looking back, I recall that time as healing and transformative," she says.

Trained as a licensed practical nurse right out of high school, Halteman entered the mission field shortly thereafter. She occasionally used her nursing skills during the 13 years she spent in mission work, but more importantly she learned invaluable lessons about the fragile state of humanity.

When Halteman came back to the United States and returned to school to become a registered nurse, her professors recognized her propensity to gravitate toward people whose mental state required special care. "You're a born psychiatric nurse," they told her. They were right. She has spent 22 years working as a psych nurse, the last three at Lehigh Valley Hospital–Muhlenberg's Behavioral Health Science Center.

During her time in the field, Halteman has become aware of gaps in mental health care. Many people stop taking their psychiatric drugs because they can't afford them, ultimately leading to emergency room visits and hospital readmissions. "This prevents these people from reaching and maintaining their highest possible level of functioning," she says. "My dream is to stop that vicious cycle by providing the right education and resources for patients who need it."

By establishing The Behavioral Health Endowment Fund in honor of Ruth Ann Halteman, Halteman has breathed life into her dream. Through payroll deduction and a bequest in her will, the fund will help fill the educational gap after mental health patients are discharged. "Life is very fragile," she says. "Many people are one catastrophe away from needing mental health assistance. Unless you've been there, it is difficult to understand the heart-wrenching path that many have struggled through."

My dream is to provide the right education and resources for patients who need it. -RUTH ANN HALTEMAN, RN



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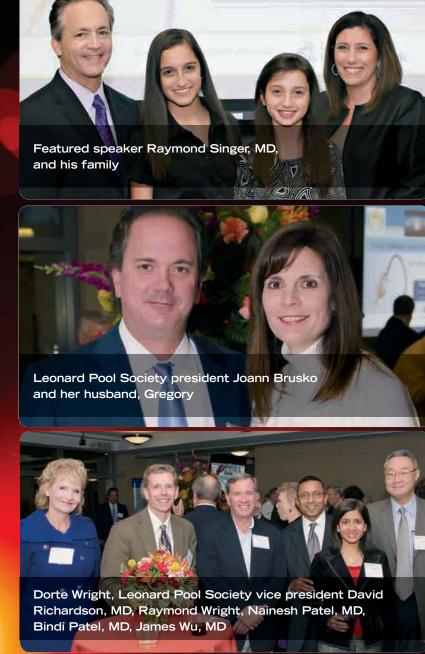


Michael and Christne Perrucci

## The Leonard Pool Society Fall Forum

Guests learn how innovative heart valve procedure gives high-risk patients new hope

Technology is changing the face of medicine, continually offering safer and more effective treatment options. Guests at The Leonard Pool Society Fall Forum learned how heart surgeons and interventional cardiologists at Lehigh Valley Health Network (LVHN) are working together to offer new hope to patients with life-threatening heart disease. Heart and lung surgeon Raymond Singer, MD, explained the technology and teamwork behind TAVR – transcatheter aortic valve replacement – a procedure used for people who are too high-risk for traditional open-heart surgery. Here are scenes from this educational and social event held at Lehigh Valley Hospital–Cedar Crest.





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### WHERE THE WILD THINGS ARE

There's a special playroom for children who stay at the Hackerman-Patz House, a family lodging facility at Lehigh Valley Hospital-Cedar Crest. Thanks to an oversized (8-foot by 12-foot) mural painted by Judy Johnston, the room now transports those children to a lush African savanna. "I thought it would be fun for the kids to spot and name all the various animals," she says. Johnston, of Westfield, Tioga County, was a house guest while her son, 24-year-old Casey, received care in the hospital's trauma-neuro intensive care unit. "We were treated like family and wanted to give something back," she says. The striking scene's giraffe features a tribute to her 6-foot, 4-inch son, who collects giraffes and is good-naturedly called "giraffe" by many young children: Johnston used the word "Casey" to form a stripe in the animal's neck. Johnston (center) and Casey are shown here with former house supervisor Kimberly Thompson.

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### HELPING CHILDREN FIGHT CANCER

Facing cancer is always challenging, and if you're a child, it can be even more daunting. The St. Baldrick's Foundation supports research to find cures for cancer and give children long and healthy lives. The fundraising concept is simple. Volunteers host events around the world in schools, hospitals, places of worship - virtually anywhere. "Shavees" collect pledges from family and friends, and then get their heads shaved during the event. Since 2005, the foundation has supported children receiving cancer care at Children's Hospital at Lehigh Valley Hospital. Its most recent gift supports research led by pediatric hematologist-oncologist Philip Monteleone, MD (far right). His project aims to increase neuropsychological testing for children surviving acute lymphoblastic leukemia and brain tumors. Also pictured are (I-r): Doug Sheriff, president of the Angel 34 Foundation, which also supports Monteleone's project; Susan Heard of St. Baldrick's; and pediatric hematologist-oncologist Lydia Boateng, MD.

## SAVE

### 52ND ANNUAL LEHIGH VALLEY HOSPITAL-MUHLENBERG SUMMER FESTIVAL AUGUST 14-17, 2013

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## Join Our Friends in the Community



By leaving a bequest to Lehigh Valley Health Network and investing in the future of a healthy community, you will become a member of the 1899 Society, named to commemorate the opening of what was then known as The Allentown Hospital. To learn more, contact Jane Wrisley in the planned giving office at 484-884-8759 or giftplanning@lvh.com.

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