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Inspire

ANNUAL REPORT ON
PHILANTHROPY

FISCAL YEAR 2012



Strength in Numbers

The Auxiliary of Lehigh
Valley Hospital funds two
new endowed chairs,
page 16

A PASSION FOR BETTER MEDICINE.™



DEVELOPMENT COMMITTEE

A Gift of Hope

How to leave a legacy that helps others



Every new year brings with it fresh hope. It gives you a sincere feeling that the year to come will far surpass the year that was. As we look back at fiscal year 2012 in this Inspire Annual Report and begin fiscal year 2013, we see great hope.

Our mission – to heal, comfort and care for the people of our community – is steadfast. As people in our community continue to eat healthier, exercise more often and take charge of their health, we are by their side, offering guidance, support and expert care. We are here for

our community not only for this lifetime, but for generations to come.

At Lehigh Valley Health Network, we want future generations to be wiser, stronger and healthier. But to do this, our future leaders and clinicians must have the financial resources to continue advancing our mission. One way we all can provide for the future health care of our community is by leaving a legacy gift to our health network. When you include us in your will or estate plans, you are ensuring the high level of care you see today will be even better decades from now.

Leaving your legacy to our health network is easy to do. Here are a few ways for you to consider.

- Make a financial gift today that will provide for the future of health care at our health network while also providing you with an income during your lifetime.
- Include a portion or percentage of your assets as a gift in your will to the health network.
- Establish a charitable trust that will allow your money to work for you during your lifetime and create a legacy for our community in the future.

Regardless of the method, when you establish a legacy gift at our health network you will be recognized today and become a member of the 1899 Society, named to commemorate the opening of The Allentown Hospital.

Leaving a legacy gift will give you the satisfaction of knowing you're making a difference in people's lives for generations to come. We hope you will consider it, and we thank you for your support.

Charles G. Lewis
Senior Vice President, External Relations

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

INSIDE THIS ISSUE

A Lifetime of Memories Jacob Kolb	4
The Gift of the Outdoors Crothall Healthcare Services	6
People Helping People People First Federal Credit Union	8
Doing the 'Wright' Thing The Vinart Dealerships	10
Looking for a 'Miracle' Will Miller, MD	12
Partners With Purpose Sodexo	14
Unique Commitment The Auxiliary of Lehigh Valley Hospital	16
A Passion for Kidney Care James and Kay Kintzel	18
The Leonard Pool Society Annual Meeting Scenes from Lutron Electronics	20
Sunshine Through the Rain 20th annual Golf and Tennis Classic	22
A Tradition of Fun The Lehigh Valley Hospital-Muhlenberg Summer Festival	24
Giving Independence Donna Petrucelli, CRNP	26
1899 Society Dinner Scenes from Lehigh Country Club	27
Celebrating Our Endowed Chairs Introducing three new chair holders	28
Donor List	29

The Importance of Education

It shapes the way we care for you



One of my earlier jobs was teaching high school biology and chemistry. It showed me the power of education – how knowledge can shape and change lives for the better.

Now I'm fortunate enough to have my most fulfilling job – working alongside my inspiring colleagues at Lehigh Valley Health Network to create a healthier community. And one of the great things about this job is that education remains a major part of what this organization does.

Thanks to some tremendous gifts from generous community members, we have established endowed chairs. These are \$2 million gifts that perpetually support research and education in a particular field of medicine. These gifts make a huge impact. You'll see that throughout this issue of Inspire.

For a decade, family medicine doctor Will Miller, MD, has used the Leonard Parker Pool Chair in Family Medicine to improve the relationship between doctors and patients. The research and education projects funded by the chair continually show us how primary care helps give people in the Lehigh Valley the highest-quality care at the lowest cost.

In much the same way, members of the Auxiliary of Lehigh Valley Hospital have shown their commitment to the future of medicine. Eleven years ago, they became the first hospital auxiliary to fund an endowed chair. That gift supported a chair in critical care medicine. Six years ago they funded a second chair, this one in emergency medicine. Now our auxiliary members are funding two more chairs – cancer and orthopedics – where leading-edge research and education are discovering better treatments every day.

A continuing pursuit of knowledge helps each of us grow in our personal and professional lives. Gifts like endowed chairs help ensure that a much-needed commitment to education remains robust throughout Lehigh Valley Health Network. The more we learn, the more prepared we will be to care for you when you need us most.

A handwritten signature in blue ink that reads "Ron Swinfard, MD". The signature is fluid and cursive.

*Ronald W. Swinfard, MD
President and Chief Executive Officer*

A Lifetime of Memories

It's Jacob Kolb's legacy at Lehigh Valley Hospital-Muhlenberg

Jacob Kolb freely admits his lifetime accomplishment never would have been possible if not for the persistence of some Lutheran ministers.

"They were very convincing," says the 93-year-old Kolb, the last surviving founder of what is now Lehigh Valley Hospital-Muhlenberg. "They wanted to build a hospital on Bethlehem's north side, but everything was against us. Bethlehem Steel executives said we were unnecessary because there already was a hospital on the south side. That carried a lot of weight."

The ministers had approached the lawyer, a fellow Lutheran, with the hospital idea in 1956. They were looking at a 40-acre property across from the Westgate Mall. But the lack of community support made it look like a pipe dream – until those Lutheran ministers worked their magic.

"They had connections – and their connections had connections – and it resulted in a \$4.5 million government grant," Kolb says. "It wouldn't have happened otherwise."

Before he helped incorporate what is now Lehigh Valley Hospital-Muhlenberg, Jacob Kolb served as a captain in the Army infantry. He returned from World War II and met up with his wife, Mary, at Hotel Hershey.

Kolb remembered the ground-breaking for Muhlenberg Hospital, named for Henry Melchoir Muhlenberg, the patriarch of the Lutheran Church in the U.S., in the summer of 1961. "Gov. (David) Lawrence was there; we had a great turnout," Kolb said. "Then just before the first shovel went into the ground, we had this tremendous cloudburst. Everyone got soaked."

Kolb also recalled the hospital's difficult early years. "We were really a 100-bed, four-story old folks home at first," Kolb says. "We had no operating room and no emergency room. Doctors didn't want to come here because back then they didn't want to be affiliated with multiple hospitals. Money was always tight. We were lucky to secure some loans with no collateral. But all that changed over time."

Little by little, Muhlenberg Hospital survived and prospered, eventually becoming Lehigh Valley Hospital-Muhlenberg in 1997. Kolb was an original board member in 1961, and by 1967 was board president. He was an active board member until 1989 and even today visits the hospital frequently.

"I get to the emergency room when I need their services," says Kolb, who has a charitable gift annuity that ultimately will benefit the hospital. "They all know me there. I'm the guy with his portrait on the wall in the lobby." He's proud of that picture, and also of the way the hospital has persevered.

"Muhlenberg is still here, and Bethlehem Steel isn't," Kolb says.







The Gift of the Outdoors

Crothall Healthcare Services provides for children

For children at Lehigh Valley Health Network's Early Care and Education Center, playing outdoors is one of the best parts of the day. But over the years, all that running, jumping and hopping on and off the jungle gym and other playground equipment has taken its toll on the grass that covers their play area.

So the center's director, Nikki Leonzi, turned to Crothall Healthcare Services, the provider of housekeeping and grounds maintenance for the health network. Crothall

decided to do more than just plant more grass seed, which would be subject to the same wear and tear. Instead, it partnered with the health network and donated funds to install a special artificial turf that is durable, long-lasting, allergy-free and safe for the children.

"The turf was designed for day care centers and has to meet certain specifications," says Patricio Manzaneres, Crothall's resident regional manager and one of the people who helps to oversee general services at the health network. "It has small



Patricio Manzanares (right), resident regional manager of Crothall Healthcare Services, helps make school days great for children from the Early Care and Education Center at Lehigh Valley Hospital-Cedar Crest. To Manzanares' left are Craig Onori, the health network's vice president of support services, and Nikki Leonzi, center director.

recycled rubber balls inside to keep it soft, so if children fall they will not be harmed. It's also healthy for them and made of materials that won't break down."

The turf, which is green and looks and feels like real grass, has been installed on the 20-by-60-foot outdoor play area. The Early Care and Education Center provides preschool education to children of health network employees and was accredited in 2006 by the National Association for the Education of Young Children.

This gift is the latest of many for Crothall, which generously donates \$50,000 annually to help support major health network fundraisers such as Nite Lites, the Golf and Tennis Classic, and the Lehigh Valley Hospital-Muhlenberg Summer Festival. "We'd like to do more donations like this turf gift in the future," Manzanares says. "Anywhere we can pitch in and assist the health network, we want to do it."

People Helping People

It defines People First
Federal Credit Union

Ask Jeffrey Albert why People First Federal Credit Union gives back to the community, and he'll tell you it's all about helping children and families. That's why Albert, the president and chief executive officer, focuses the credit union's efforts on community service.

Many of the credit union's 166 employees have been with the organization for decades – a testament to People First's laughter-filled offices and family-friendly work environment. Albert himself has been with the credit union for 21 years. And the organization's community roots run deep.

"Our philosophy is people helping people," Albert says. "We're local. We've been here since 1950, and everybody who works here lives in the Lehigh Valley. Giving to our community is part of our makeup, and we focus on children because they're our future."

As a not-for-profit financial cooperative, People First is owned and operated by its members, which include individuals and employees of local businesses and nonprofit groups. Today, People First has six branches located throughout the Lehigh Valley (a seventh will open in Bethlehem Township in 2013) and

serves 52,000 members, more than any other credit union in the area.

People First has been the official credit union of Lehigh Valley Health Network since 1993. In fact, one People First board member (Gary Haas) and two committee members (Gerard Judge and Linda Shumberger) work for the health network.

People First supports the health network in many ways, from annual support of Nite Lites to gifts for the Golf and Tennis Classic and the John and Dorothy Morgan Cancer Center. "The health network supports care for the community and care for children, which is why we give back," Albert says.

The credit union recently strengthened its commitment to the health network. Partial proceeds from September's People First golf classic at Blue Ridge Country Club in Palmerton benefitted the Hackerman-Patz House at Lehigh Valley Hospital–Cedar Crest, which provides affordable family lodging for out-of-town families who have loved ones in the hospital.

"People First isn't just our name," Albert says, "it's what we believe in."

Jeffrey Albert, president and chief executive officer of People First Federal Credit Union, has a strong focus on community.



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ion

Doing the 'Wright' Thing

It drives the Vinart Dealerships

Andy Wright's father, Arthur, lived the "quintessential American dream." He grew up in Norristown at a time when most young men had few choices for employment. Arthur Wright chose to sell cars at a local Oldsmobile dealership.

By watching, learning and selling, Wright worked his way through the ranks. Then, in 1983, he and his business partner, Vincent Piazza opened Lehigh Valley Honda. Nearly 30 years later, that dealership continues. It's one of the Vinart Dealerships' three new-car franchises located on Allentown's famous Lehigh Street Auto Mile.

When Andy Wright asked if he could join the family business full-time, the biggest concern was that this might jeopardize his relationship with his father. "Family businesses that are passed down from generation to generation fail at an alarming rate," he says. "I told my dad that if we couldn't have Sunday family dinners without business getting in the way, then I wouldn't work for him."

In the end, it all worked out. Today, Andy Wright is vice president of the Vinart Dealerships. Along his own career path, he followed the same family values he learned from his father.

At one time Vinart had multiple locations throughout eastern Pennsylvania. Andy helped consolidate them in Allentown. "When my wife and I started our own family, I wanted to limit my travel and be closer to home," he says.

Now Vinart is a vital part of the Lehigh Valley community, and the company is committed to giving back. Vinart was a major sponsor of September's "Get Your Kicks on Route 66" Nite Lites 2012 event to benefit programs and services at Lehigh Valley Health Network. Vinart also sponsors the hole-in-one prize for the health network's annual Golf and Tennis Classic.

"Lehigh Valley Health Network is very much rooted in this community," Andy Wright says. "It is dedicated to helping people live healthy lives, and that compels us to give back."

Andy Wright continues a family tradition as the vice president of the Vinart Dealerships on Allentown's Lehigh Street Auto Mile.





Looking for a ‘Miracle’

It's how Will Miller, MD, uses an endowed chair to create better primary care

It's known as “the miracle of primary care” – and achieving that miracle has been a passion for William Miller, MD, since he became chair holder of Lehigh Valley Health Network's Leonard Parker Pool Chair in Family Medicine in 2002.

“Our major goal is to grow the health of our community by having every person connected to a primary care physician,” Miller says. That means having enough primary care clinicians.

The miracle? “When 40 to 50 percent of the overall clinical workforce – physicians and advanced practice clinicians – offers effective primary care, we will produce the highest-quality care at the lowest cost with the greatest equity,” Miller says. “It's a triple value that's been demonstrated in research over several decades.”

Miller says achieving this vision relies on four pillars of primary care:

- **First-contact access:** Patients turn first to their primary care physician when a health issue arises rather than going to the emergency room or consulting a specialist.
- **Comprehensiveness:** In 80 to 90 percent of cases, patients receive what they need at the point of primary care.
- **Coordination:** When patients need rehabilitation, tests or specialized services, the primary care office helps them navigate, coordinate and track their care.
- **Personal connection:** Patients know their primary care physicians, who in turn are familiar with their patients.

“At the moment in the Lehigh Valley, the clinical workforce is 20 to 24 percent primary care, so we have a long way to go,” Miller says. The endowed chair has funded initiatives to help build those numbers and implement the four pillars.

Examples have included providing scholarships that help health network physician practices excel in management, budgeting and human resources; tapping a think tank to help physicians unravel the complex world of primary care medicine; joining a group that keeps physicians up-to-date on evidence-based treatments;

establishing a research system within the health network, and bringing in visiting experts for workshops. The endowed chair also has funded recruitment of medical school graduates in Puerto Rico to better serve the area's Spanish-speaking population.

“A decade ago, we could only dream,” Miller says. “Now we can see how we could achieve the miracle of primary care, and that's incredibly exciting.”

Will Miller, MD, has a clear vision for how the Leonard Parker Pool Chair in Family Medicine can help improve primary care.





Partners With Purpose

Sodexo helps create a healthier community

Tim Kratzer's "red hot chili pepper" chef pants and winning smile brightened the kitchen at Lehigh Valley Hospital-Cedar Crest. All the while, the 27-year-old employee of Sodexo – the company that provides food services for Lehigh Valley Health Network and 6,000 other customers across North America – was battling cystic fibrosis.

When Kratzer's courageous battle sadly ended, his Sodexo colleagues organized the Tim Kratzer Golf Outing. Now in its ninth year, the

event is bigger than ever. Proceeds provide hope for people battling cystic fibrosis, food for the hungry and educational opportunities for children in need. "The feeling you get is almost overwhelming," says Andy Barsky, Sodexo's senior general manager of food service for the health network, "because you see how it makes a difference."

Sodexo has been making a difference at the health network since it began providing food service for Lehigh Valley Hospital-Muhlenberg in 1966.

In addition to being a premier sponsor of Nite Lites, Sodexo donates food and beverages, and provides information about healthy eating at many health network events. "Lehigh Valley Health Network's goals and our goals are very similar," Barsky says.

Sodexo supports initiatives that encourage wellness, fight hunger and promote diversity. It's why you'll find Sodexo employees providing healthy cooking demonstrations at numerous health network wellness fairs. It's also why Sodexo donates food and



Sodexo colleagues (l-r) Nancy Cerami, Tracey Roth, Andy Barsky and Pat Hartigan share a commitment to do the right thing.

beverages for events that support the health network's commitment of providing high-quality care. The Juvenile Diabetes Gala, Amputee Support Group Golf Tournament and annual Golf and Tennis Classic are just a few examples.

Barsky says the Sodexo team is honored to support organizations that are doing great things for the people of our community. He adds, "We're partners with Lehigh Valley Health Network because it's the right thing to do."

**"We're partners with
Lehigh Valley Health Network
because it's the right thing to do."**

—ANDREW BARSKY

Unique Commitment

The Auxiliary of Lehigh Valley Hospital funds two new endowed chairs

While endowed chairs – funds to support education and research in a particular field of medicine – are rare for community teaching hospitals, Lehigh Valley Health Network is home to 13 of them. Now that number will increase to 15 thanks to something just as unique – \$2.6 million in funding pledged by the Auxiliary of Lehigh Valley Hospital.

“We know of no other hospital auxiliary in the nation that supports endowed chairs,” says Carolyn Pursell, the Auxiliary’s immediate past president.

Funding for the new Auxiliary of Lehigh Valley Hospital Endowed Chair in Orthopedics was started by renowned orthopedic surgeon Peter A. Keblish, Jr., MD, before he died in 2011. The Auxiliary will contribute more than \$600,000 toward this chair in his honor.

The Auxiliary of Lehigh Valley Hospital Endowed Chair in Cancer will receive \$2 million, beginning with a \$360,000 payment made in June. “Cancer touches so many lives,” Pursell says. “We wanted to contribute to efforts to help local patients and improve outcomes.” The Auxiliary plans to fully fund the cancer chair first, followed by the orthopedic chair. Cancer care has long been supported by the Auxiliary, which has made past contributions to the health network’s John and Dorothy Morgan Cancer Center.

In total, the Auxiliary will have funded four endowed chairs, having previously funded its Endowed Chair in Critical Care Medicine and Endowed Chair in Emergency Medicine.

“We’re able to make these contributions thanks to all our fundraising projects and proceeds from four gift shops,” Pursell says. Other projects include an annual parking fundraiser at the Allentown Fair, annual cash raffle, periodic book and costume jewelry sales, and in 2012, the sale of a doll collection.

“The original Auxiliary bought the land at 17th and Chew streets in Allentown to start what eventually became Lehigh Valley Health Network,” Pursell says. “They’ve been giving all these years in many different ways.”

“We want to help in any way we can to better the health network and the community we serve,” Pursell says.





Carolyn Pursell, immediate past president, and Nadenia Butko, president, lead the Auxiliary of Lehigh Valley Hospital.





“It’s my pleasure and privilege to give back and keep people in the Lehigh Valley healthy.”

– JAMES KINTZEL, MD

A Passion for Kidney Care

It drives James and Kay Kintzel

When James Kintzel, MD, first arrived at what was then The Allentown Hospital (now Lehigh Valley Hospital–17th Street) in 1969, his field of kidney care (nephrology) was in its infancy. “I was one of the first fellowship-trained nephrologists in the area,” he says. “I came back to Allentown – where I grew up – so I could offer new services that help extend life for local people with end-stage kidney disease.”

For the next 43 years, Kintzel, his wife, Kay, – a registered nurse and now a practicing psychologist – and their three children worked tirelessly in pursuit of that goal. These efforts turned the once-fledgling nephrology department into a leading center for kidney care, complete with a team of physicians, nurses and other professionals providing high-quality inpatient and outpatient care, dialysis services and a kidney transplant program. It’s why Lehigh Valley Hospital ranks as “high performing” nationally in nephrology by U.S. News & World Report.

The kidney program includes a nephrology fellowship for people who have completed an internal medicine residency. New this year, the fellowship offers two additional years of in-depth training in the treatment of all stages of chronic kidney disease. Medical student and nursing education also is enhanced by this program.

To help further this endeavor, the Kintzels have established the James E. Kintzel, MD, and Kay Kintzel Endowed Chair in Nephrology. This will support kidney care research and education for years to come. The Kintzels created this charitable gift through a life insurance policy, ensuring that their dream to provide the highest-quality kidney care in the Lehigh Valley continues well into the future.

This gift embodies a Kintzel family tradition. “My parents, Harry and Dorothy Kintzel, believed in giving back to the community,” James Kintzel says. “The health network has allowed me to care for patients – four generations in some families. It’s my pleasure and privilege to give back and keep people in the Lehigh Valley healthy.”

Kay and James Kintzel, MD, will continue to support high-quality kidney care well into the future.



The Leonard Pool Society Annual Meeting

Members of The Leonard Pool Society held their annual meeting on June 14 at Lutron Electronics in Coopersburg. This year, the Society raised \$246,325, which was earmarked for: five scholarships for University of South Florida-Lehigh Valley Health Network SELECT medical students (\$100,000); Children's Clinic furnishings and wish list (\$45,445); parent education programs (\$44,880); Miles of Smiles mobile dental clinic (\$25,000); Pediatrics/PICU magnetic wipe boards/corkboards (\$19,600); Hackerman-Patz Guest Assistance Fund (\$6,400); and the GlitterBug hand-washing educational program (\$5,000). Here are some scenes from the event:



Society Advisory Board members (l-r) Wenda Boyer, Patricia Mullin (immediate past president), Joann Brusko (president), Debbie Salas-Lopez, MD, Paul Vikner, Emily Freudenberger, Karen Bretz, MD, Tom Whalen, MD, Patti Lehr, David Richardson, MD (vice president), Libby Aiken, Clair Miller, Jo-Ann Kelly and Gale Schlechter toured the Lutron Electronics Residential Experience Center. Other board members not pictured: Ellen Bishop, MD, Lisa Fraenkel, Thomas Miller, Kathleen Reilly and Paul Wirth.



Nicole Miles (left) and Joann Brusko, president of The Leonard Pool Society, enjoy the evening.



Lehigh Valley Health Network president and chief executive officer Ron Swinfard, MD (left), with Joel Spira, founder and chairman of Lutron Electronics.



(L-r) Joe Candio, MD, David Caccese, MD, and Deborah Strauss-Caccese were among the members at the meeting.

20TH ANNUAL GOLF AND TENNIS CLASSIC

Sunshine Through the Rain

The forecast was a concern, but the rain stopped, and Lehigh Valley Health Network's 20th annual Golf and Tennis Classic was filled with fun, fellowship and generosity. Thanks to the sponsors and participants, we're happy to say the event raised \$332,409 in support of Lehigh Valley Hospital-Muhlenberg. Here are some scenes from the event:

▶ Golf runners-up on the Grace Course: the AAA East Central foursome of (l-r) Mark Spease, Jim Robertson, Dick Adams and Tom Ashley.

Majestic and historic Saucon Valley Country Club, site of the Lehigh Valley Health Network Golf and Tennis Classic.



(L-r) Mike Miller, Roger Poremsky, Tony Mackiewicz and Jeff Hinkle, guests of Gold sponsor PATHS, LLC, pose with their drivers on the tee at Saucon Valley Country Club.



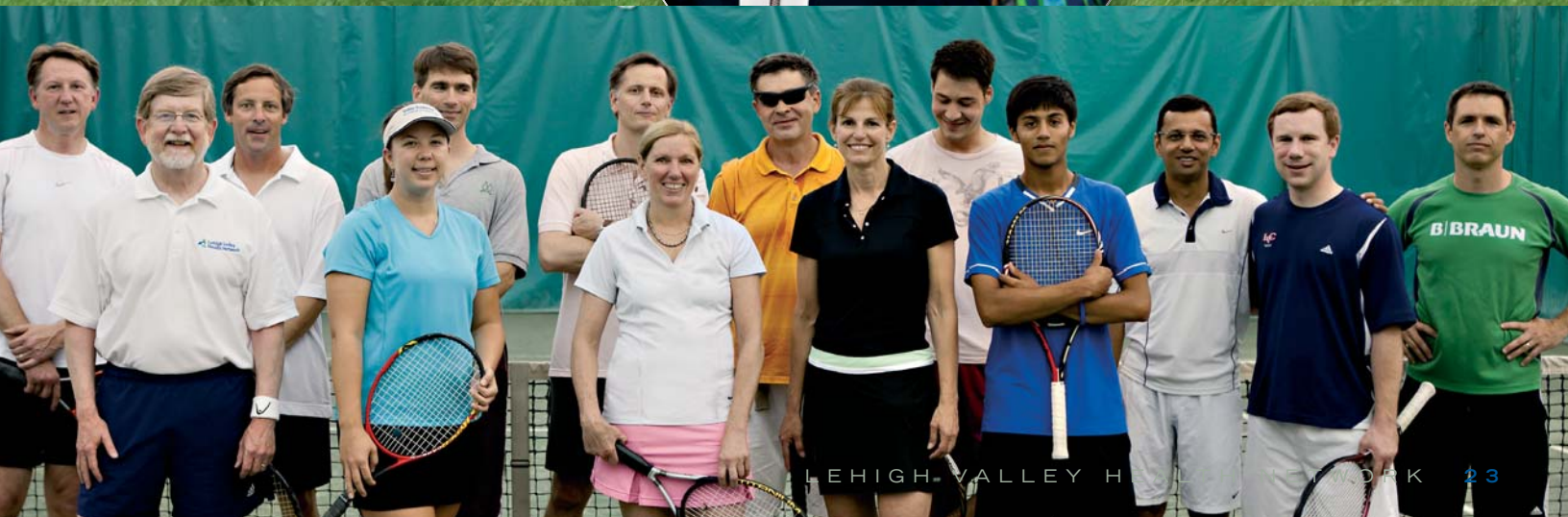
Gold sponsor Howard Stevens shows off his first place prize in the Golf and Tennis Classic raffle – a \$2,500 travel voucher from AAA East Central.



Participants in the tennis portion of the event pose at the indoor clay courts at Saucon Valley Country Club.



Lehigh Valley Health Network president and chief executive officer Ron Swinfard, MD, welcomes participants and guests to the post-tournament celebration.




SUMMER FESTIVAL



(L-r) Keith Weinhold, health network vice president of operations, Bethlehem Mayor John Callahan, health network president and chief executive officer Ron Swinfard, MD, and Summer Festival chairman David Kline helped open the festival with fanfare.

A TRADITION OF FUN

A photograph of a carnival game booth. Several large, colorful fish-shaped prizes (red, orange, pink, purple) are hanging from a metal frame. Below the prizes are rows of red plastic cups. A person's arm is visible on the right side of the frame, reaching towards the prizes.

For the 51st year, the Lehigh Valley Hospital-Muhlenberg Summer Festival delighted thousands of community members. The event raised more than \$180,000 to benefit services at the hospital. More importantly, it brought smiles to youngsters and adults alike (see photos at right).



“Receiving a thank you letter or a hug from a patient – that's the best medicine.”

—DONNA PETRUCCELLI, CRNP



Giving Independence

Donna Petrucelli, CRNP, helps people with heart failure take charge

When walking throughout Lehigh Valley Hospital–Cedar Crest, Donna Petrucelli, CRNP, always takes the stairs, never the elevator. It reminds her of her independence, which was taken away on July 30, 2010.

That was the day Petrucelli suffered a serious fall. She hit her head on the pavement, lost consciousness and began experiencing seizures. She spent two months in the hospital and used a wheelchair and walker as she learned to walk and talk again. “I know the importance of independence,” she says. “I want to help people gain independence and improve their quality of life.”

That’s what Petrucelli does as clinical coordinator of Lehigh Valley Health Network’s Center for Advanced Heart Failure. She teaches patients and families dealing with heart failure – a condition that causes shortness of breath and fatigue due to the heart’s inability to pump enough blood – to live productive lives. “You can live with heart failure and have quality, but you need to be proactive, perform self-care and work with your care team,” she says.

Those things include exercising to strengthen the heart and monitoring your weight, because weight gain is a sign that the condition is getting worse. To help patients do these things, Petrucelli made a generous financial gift to the health network’s cardiology fund. It allowed for the purchase of pedometers and scales that were given to each member of the Heart Failure Support Group, which Petrucelli established in 1998.

“People with heart failure can feel helpless,” Petrucelli says, “but the pedometers and scales motivate them. They become more engaged with the things they have to do and learn that it’s OK to ask for help when needed.”

The words of thanks Petrucelli receives from patients motivate her. “This is not my job, it’s my vocation,” she says. Patients also inspired her to overcome her own health challenges. “Receiving a thank you letter or a hug from a patient – that’s the best medicine.”

1899 Society Dinner

Members of the 1899 Society
enjoyed a dinner on May 24 at
Lehigh Country Club.

Ray Singer, MD, was the guest physician
speaker with an inspiring presentation on
“Heart Valve Surgery: Past, Present and Future.”

The members of the 1899 Society have
included Lehigh Valley Health Network in
their estate plan.

Here are just a few of our generous attendees:



Mike and Jo Ann Matsko (left)
joined Helen and Robert Neubauer.



Les and Elaine Lerner



Jeff and Kathy Feather



Frances and Joseph Alban

Celebrating Our Endowed Chairs

In August, we celebrated three new endowed chair holders. Michael Pasquale, MD, was named holder of The Anne C. and Carl R. Anderson Distinguished Chair in Surgery; Anne Panik, RN, was named holder of The Peggy Fleming Endowed Chair in Nursing; and Alex Rosenau, DO, was named chair holder of The Auxiliary of Lehigh Valley Hospital Endowed Chair in Emergency Medicine. All three chair holders outlined their vision for how the chairs will support research and education in their respective fields of medicine. Here are some highlights from the event:

Dick Fleming, who helped create The Peggy Fleming Endowed Chair in Nursing in honor of his late wife, Peggy, shared a word with Eva Huston at the endowed chair event.



Our endowed chair holders who attended the event (l-r): Ronald Freudenberger, MD (cardiology); Michael Pasquale, MD (surgery); Matthew McCambridge, MD (critical care); Debbie Salas-Lopez, MD (medicine); Alex Rosenau, DO (emergency medicine); Anne Panik, RN (nursing); John Van Brakle, MD (pediatrics); Elaine Donoghue, MD (pediatric subspecialties); and Ronald Swinfard, MD (health systems management). Not pictured: Jeff Etchason, MD (community health and health studies); Will Miller, MD (family practice); and John Castaldo, MD (neurology).



The symbolic chairs aligned by the podium.



DONOR LIST

We would like to recognize and sincerely thank the following donors for contributions received during Fiscal Year 2012

(July 1, 2011, through June 30, 2012)

\$2,000,000 +

The Auxiliary of Lehigh Valley Hospital
The Dorothy Rider Pool Health Care Trust
PA Redevelopment Assistance Capital Program RACP

\$1,000,000 +

Mr. and Mrs. DeLight E. Breidegam, Jr./East Penn Manufacturing Co. Inc. ♦
Health Resources and Services Administration

\$500,000 +

Mr. Frank Banko
SAIC-Frederick, Inc.

\$250,000 +

Agency for Healthcare Research and Quality
Mrs. Ruth Keblish/The Peter and Ruth Keblish Foundation ♦
Frank V. Loretti
Mr. and Mrs. Walter M. May ♦
Harry C. Trexler Trust

\$100,000 +

Crothall Services Group
Mr. Richard Fleming/Fleming Foundation Trust ♦
Bessie S. Graham Trust
The Kresge Foundation
Norris McLaughlin & Marcus, P.A.
June and Walter Okunski +
Pennsylvania Department of Health, Bureau of Health Planning
Pennsylvania Department of Health
Dr. Luther V. Rhodes, III +
Sodexo

\$50,000 +

Anonymous (3)

Auxiliary of Lehigh Valley Hospital-Muhlenberg
B. Braun Medical Inc.
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Davidson Trust Company
Gross, McGinley, LLP
Mr. and Mrs. Arnold H. Kaplan/
The Deanne and Arnold Kaplan Foundation +
Mr. and Mrs. John A. Leone/
Bonney Forge
Mr. and Mrs. Leslie A. Lerner
Dr. and Mrs. Thomas M. McLoughlin +
Medical Staff of Lehigh Valley Health Network
PATHS, LLC
Pennsylvania Department of Community & Economic Development
PPL Corporation
Mr. and Mrs. Harold A. Wagner/
Wagner Family Foundation +

\$25,000 +

Anonymous (2)
Air Products
Allentown Anesthesia Associates, Inc.
Racz Banko Beverage Company
The Philip and Muriel Berman Foundation
The Estate of Gary B. Blalock
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The Greater Philadelphia Tri-State Cadillac Dealers Association, in conjunction with Starlight Children's Foundation – Mid-Atlantic chapter, has donated seven iPads and 100 pillow pets to the Children's Hospital at Lehigh Valley Hospital pediatric unit. The donation comes through a nationwide Cadillac program where a portion of dealership advertising funds are contributed to several charitable causes, including Starlight. A total of 41 iPads are being donated to seven hospitals in the Pennsylvania, New Jersey and Delaware region. Scott Cadillac of Allentown, Faulkner Cadillac of Bethlehem and Star Cadillac of Quakertown provided the impetus for the donation. Showing their support are (l-r) child-life assistant Dawn Didre, Faulkner Cadillac president Sam Borrelli, Scott Cadillac general sales manager Robert Haag, child-life specialists Vanessa Gramm and Caitlin Meehan, Star Cadillac president Holly Jarrett and Starlight Mid-Atlantic executive director Barbara Schreiber.

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Time can pass slowly for patients and families coping with a long hospital stay. Jason Custer (second from left) experienced that firsthand while his mother received care in Lehigh Valley Health Network's Regional Burn Center. Custer, Tom King (left), Mark Kresge and their fellow members of Allentown Professional Firefighters Local 302 decided to help patients and families pass the time during lengthy hospitalizations. With proceeds from the local's annual T-shirt sale, they purchased 13 DVD players for the Regional Burn Center. Social worker Liz Dideon-Hess accepted their generous gift and had the DVD players installed in patient rooms. "Patients and families will enjoy them," Custer says. "They'll help people in the Burn Center get through a tough situation."

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Fighting the War on Cancer

The fourth annual Jeffrey Paul and Grace Kathryn Feather Endowed Lectureship event featured Dario C. Altieri, MD, director of the Philadelphia-based Wistar Institute Cancer Center. Due to its partnership with the National Cancer Institute's Community Cancer Centers Program (NCCCP), Lehigh Valley Health Network recently announced an affiliation with Wistar to conduct the most advanced clinical research trials. This affiliation is an important step in the ongoing efforts to bring more hope and options to people in the Lehigh Valley faced with cancer. Local patients already are participating in a melanoma study made available through our Wistar affiliation, and additional studies are being planned for ovarian, pancreatic and lung cancers as well as brain tumors. During the Feather lecture, Altieri (far right with the Feathers at left) presented "40 Years of the War on Cancer: From Carpet Bombing to Magic Bullets," during which he reviewed the different stages of cancer therapy, the development of key concepts of cancer as a systemic disease, the genomic revolution and the introduction of molecular therapies for the treatment of cancer.

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iPads for Burn Patients

Five years ago, Matt and Lori Ferdock's son, Vinny, received care for severe burns at Lehigh Valley Health Network's Regional Burn Center. Since then, the grateful couple has been giving back to help other burn patients recover. Their latest gift – two iPads for the burn inpatient unit and one for the Burn Outpatient Clinic – were donated through Matt's company, DataCeutics, Inc. Patients use the iPads to stay connected with loved ones, play video games and to distract themselves during painful bandage changes. Joining the Ferdocks here are (l-r) burn surgeon Sigrid Blome-Eberwein MD; nurse practitioner Deborah Boorse CRNP; and JoAnn Vormschlag, business development specialist at DataCeutics, Inc.

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In memory of those who have included Lehigh Valley Health Network in their estate plans, we celebrate their life and legacy of service to others.

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Freshly Baked Happiness

Children like 4-year-old Madison of Emmaus enjoy fresh-baked cookies inside the pediatrics unit at Lehigh Valley Hospital–Cedar Crest. It's been a monthly treat courtesy of Perkins Restaurant and Bakery on Cedar Crest Boulevard in Allentown for the past 15 years, and it continues to this day. "It's our way of giving back to the community and bringing a few smiles to children who need them the most," says Perkins assistant general manager Marianne Kiser.

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Zachi's Xbox donation

Zachi Telesha loves Xbox. When the 11-year-old was first admitted to Lehigh Valley Hospital—Cedar Crest for treatment of osteosarcoma bone cancer three years ago, he was disappointed to find just a Nintendo Wii and a Sony Playstation available to pediatric unit patients. The sixth-grader at Trexler Middle School in Allentown took care of that in October when he donated an Xbox 360 console to the unit, with a little help from his friends. The Zachi Telesha Golf Tournament at Allentown Municipal Golf Course benefits McKinley Elementary School, where Zachi attended, and the charity of Zachi's choice. This year, \$1,400 of the proceeds went to the Xbox system. "You should always enjoy yourself as best you can, even in the hospital," says Telesha (second from left), with (l-r) his teacher Jane Marcks, friend Alex Pawlowski and parents Sue and Mark Telesha. "Xbox is the best," Zachi says.

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