

MUHLENBERG MEDICAL CENTER

PULSE

Vol. 5 No. 2

MUHLENBERG MEDICAL CENTER, BETHLEHEM, PA.

March-April 1972

MMC Named Beneficiary of IVB Golf Classic

Health Ed. Center Discussed By Area Medical Directors

Medical directors from the area's major hospitals have joined together to discuss plans for the establishment of an area health education center. Dr. Ben C. Barnes, MMC medical director, stated that the program will be established for the ongoing medical education of individuals and community institutions.

Dr. Barnes noted that the Lehigh Valley area was recommended as the site for a health education center by the Carnegie Commission on Higher Education.

The center's services would be derived from existing community health resources and faculties of area colleges. The

(continued on page 3)



PERCEPTUAL MOTOR DEVELOPMENT PROGRAM combines several therapies to help remedy problems caused by a condition known as "minimal brain dysfunction." Occupational Therapist Mrs. Sally Abruzzese (left) and Speech Therapist Mrs. Marcia Freitas use a "rocker board" to improve this child's coordination difficulties.

Therapy Program Aids Children

"Why can't Johnny read?" is a question that concerns millions of parents, teachers and scientists. Except in the case of the mentally retarded or emotionally disturbed, this has

largely been considered a tutorial problem. Recent research, however, has found that many children fail to develop certain skills because of a condition known as "minimal brain dysfunction" (MBD).

Essentially, this term means that the brain is not functioning as well as it should. MBD can create speech impediments, behavioral problems, affect reading abilities, cause coordination difficulties or result in various combinations of these deficiencies.

In an effort to assist children afflicted with MBD and to educate parents and physicians who may not be aware of the problem, Muhlenberg Medical Center has established a Perceptual Motor Development Program. Carl F. Odhner, coordinator of professional services, stated that the program is

(continued on page 3)

Match, June 5-11, To Benefit Eight Penna. Hospitals

The Muhlenberg Medical Center has been selected as a beneficiary of the 1972 IVB Golf Classic, the only Lehigh Valley hospital chosen for the honor. Proceeds from the Golf Classic, which will be held at White-marsh Valley Country Club, June 5-11, will benefit MMC and seven other Pennsylvania hospitals.

The IVB Classic with its \$150,000 in prize money attracts a field of the biggest names in the sport. Tom Weiskopf was last year's winner

(continued on page 4)

Med. Staff Hears Lecture By Noted Bone Specialist

Louis V. Avioli, M.D., professor of medicine at Washington University School of Medicine in St. Louis, was the guest speaker at the fifth program of the 1971-72 Lecture Series, which was held on April 17 in the dining room of the hospital. Over 30 MMC medical staff members and other area physicians were on hand to hear Dr. Avioli's discussion of "Recent Developments in the Diagnosis and Treatment of Paget's Disease of Bone."

A native of Coatesville, Dr. Avioli attended Princeton University and graduated with highest honors. He received his

(continued on page 4)

Medical Core Library Grant Of \$3,000 Received by MMC

The Muhlenberg Medical Center has been awarded a \$3,000 grant for the establishment of a Medical Core Library to supplement the hospital's existing reference materials.

Dr. Ben C. Barnes, medical director, announced that the grant has been received through the National Library of Medicine, a division of the National Institute of Health.

The Medical Core Library will include a central cataloging system, reference library, ordering system and other materials

and services which are needed to meet the demands of the hospital's growing range of health care services.

Dr. Barnes indicated that the library grant will help complete the hospital's basic medical collection and provide background information for all programs.

The medical director noted that the library, which will be staffed by part-time employees and volunteers, will be located in the sub-level of the new Surgical Wing.

PULSE

Published Bi-Monthly by the
MUHLENBERG MEDICAL CENTER
 Shoenersville Road, Bethlehem, Pennsylvania 18017
 Donald E. Porter, Administrator

Meet The Director

Easton Leader Lends Experience To Board, Praises Facilities

L. Rodman Fox was elected to Muhlenberg Medical Center's board of directors in 1968. The retired vice-president of Onondaga Silk Co. in Easton, Mr. Fox brought to the board a long record of outstanding leadership in community activities.

A past member of the Easton School Board, Mr. Fox had served on the boards of the Easton Area Chamber of Commerce, American Red Cross and the YMCA.

A native of Easton, the former textile executive is the son of the late Edward J. Fox, who was a justice on the State Supreme Court. Mr. Fox graduated from Lafayette College in 1916 with a degree in electrical engineering.

After serving as a 2nd lieutenant in the first World War, he was employed by the General Electric Co. for 6 years, working in the company's Schnecktady, Philadelphia and Pittsburgh branches. He then returned to Easton to accept a position with a local textile mill, which was later to become the Onondaga Silk Co.

During his distinguished career, Mr. Fox was listed in "Who's Who in the Industrial and Business World", and also served as a director of the Easton National Bank and Trust Co.

The retired industrialist is married to the former Mary Catherine Cannon. They have two children, Maryanne, who is now Mrs. Richard Chapin of Cambridge, Mass., and Reeder Rodman, a member of a Philadelphia law firm.

During his four years on the MMC board of directors, Mr. Fox has been extremely active, serving as a member of the Building and Grounds Committee. Under the direction of Chairman Harold S. Campbell, the committee is responsible for



L. RODMAN FOX

reviewing and suggesting building alterations and making sure that the hospital is always in compliance with state fire and safety codes.

Mr. Fox takes great pride in the hospital facilities that are available in the Lehigh Valley and he points to the Muhlenberg Medical Center as a definite leader in providing needed health care services. He states that "the addition of the new Surgical Wing, coupled with the hospital's central geographic location, will eventually establish MMC as one of the area's major health care facilities."

Porter Outlines Programs At Men's Dinner

"Our pattern of care has changed so much in the past year, and our program is expanding so rapidly, that MMC has a very exciting and challenging story to tell."

Donald E. Porter, the hospital's administrator, made this statement to the Men of MMC at their annual dinner meeting. He described the new programs of care and treatment and predicted that the opening of the Surgical Wing would be "the most important event in our history."

The administrator reviewed the role MMC has played and

Eight Physicians Join MMC Medical Staff—Total 235

Muhlenberg Medical Center's board of directors has approved the appointment of eight area physicians to the medical staff. Dr. Ben C. Barnes, medical director, announced that the following physicians have been extended staff privileges at the hospital:

Elizabeth S. Bauder, M.D., whose office and home are in Hellertown, has been granted consulting privileges in psychiatry. A native of Philadelphia, Dr. Bauder received her M.D. from Women's Medical College of Pennsylvania.

Majtaba Hooshmand, M.D., a native of Tehran, Iran, has spent the past three years as a resident at the University of Pennsylvania Hospital. Dr. Hooshmand has been admitted to the MMC medical staff as an active member in physical and rehabilitative medicine.

Peter A. Keblish, M.D., was born in Nanticoke, Pa., and now lives in Allentown. He is a graduate of the University of Pennsylvania and Hahnemann Medical College, where he received his B.A. and M.D. respectively. Dr. Keblish will serve as an active physician in orthopedic surgery.

Sang T. Lee, M.D., is a native of Seoul, Korea, where he received his degree in medicine at Yan Sei Medical College. Dr. Lee served his internship at Samaritan Hospital in Troy, N.Y., and now lives and practices in Easton. He will have active privileges in otorhinolaryngology.

Gladys D. Morales, M.D., has been approved for consulting privileges in internal medicine. Born in the Dominican Republic, Dr. Morales was graduated from Santo Domingo University and came to this country to serve an internship at Deaconess Hospital in Buffalo, N.Y.

Donald E. Morel, M.D., was born in Midland Park, N.J. and now resides in Allentown. He received his B.S. from Roanoke College, Salem, Va., and his M.D. from the Medical College of Virginia in Richmond. Dr. Morel will be a consulting physician in nuclear medicine at MMC.

Louis A. Pagano, D.M.D., a native of Easton, has his home and office in Bethlehem. A graduate of the University of Pittsburgh, School of Dental Medicine, Dr. Pagano has received active staff privileges in dentistry.

Michael H. Ufberg, M.D., who is a native of Danville, Pa., was graduated from Bucknell University and Temple University. Dr. Ufberg now resides in Allentown and has been granted consulting privileges in gastroenterology.

Dr. Barnes stated that there are now 235 physicians on the medical staff.

is playing in the fight against drug abuse. The in-patient Drug Abuse Unit and the Methadone Maintenance Clinic add up to the most dramatic and effective drug abuse program in the Valley.

The hospital has constantly expanded its rehabilitation program, adding the Comprehensive Stroke Unit to the Parkinson's Disease and Neurological Institute. These in-patient rehabilitation programs have helped to foster a growing number of out-patients in the Physical and Speech Therapy departments.

As a Base Service Unit for Lehigh County Mental Health/Mental Retardation, Muhlenberg Medical Center is playing a growing role in the field of mental health.

Mr. Porter emphasized that patterns of care and treatment will continue to change in the seventies and MMC will be alert to change, so it can "keep abreast of progress."

He thanked the men for their continued interest and support. "Volunteers are the heart of a hospital's program," he said, "and we at MMC are blessed with the finest and most loyal volunteers in the nation."

Men Of MMC Applaud Cleric's Address—Directors Renamed

Over 200 members, wives and guests of the Men of MMC were present to hear the Rev. Elton Richards at the volunteer group's 12th Annual Dinner Meeting on April 3. Rev. Richards, the pastor of Reading's Trinity Lutheran Church, praised the Men for the "exemplary service they have rendered for

more than a decade", and urged them to "keep that spirit alive as they launch their 12th year."

The Reading pastor also called upon the group to extend their "unique remedial ministry" into the public domain, reminding them that they possess a "responsibility beyond individual goodness."

The affair, which was held at St. Peter's Lutheran Church hall, Hanover Ave., Allentown, combined an evening of fun, food and business, as the Men of MMC re-elected officers and renamed members to its board of directors.

William E. Kropp of Allentown was again selected to serve as president. Horace E. Houghton, Bethlehem, was renamed first vice-president; Charles G. Payne, Bethlehem, second vice-president; Harry S. Diehl, Allentown, third vice-president, and Ralph W. Frantz, Jr., Bethlehem, treasurer.

Also re-elected were Norman M. Snyder of Allentown, assistant treasurer, and William C. Waud of Bethlehem, assistant secretary.

The board then renamed Nancy Garbaczewski of Bethlehem, secretary.

Chosen to again serve on the board were: Colborn E. Blaisdell, James F. Chambers, Paul D. Eisenbrown, Lewis G. Deifer, Jr., Paul R. Wieand, Kropp, Diehl and Snyder, all residents of Allentown.

From Bethlehem were Kenneth R. Harpel, Thomas M. Hittinger, Lester Pearson, Wilbur Von Steuben, Frantz, Houghton, Payne and Waud; John H. Kohler and Rev. Walter A. Kuntzleman, Emmaus; Raymond W. Weaver, Nazareth; Irvin H. Lengel, Daniel W. Keener and Clarence W. Schenkenberger, Neffs, and Roland W. Yapple and Douglas M. Hunt, Northampton.

The board also named two new directors, Ernest Fenstermaker of Allentown, and Miroslaw Pasternak of Hellertown.

A special award was given to Houghton for his part in organizing the annual coin auction and the summer festival.

MMC Mourns Death Of Mrs. Fritch—Hospital Founder

Mrs. Winifred M. Fritch, one of the founders of the Muhlenberg Medical Center and a charter member of the board of directors, passed away in March at the age of 89.

Mrs. Fritch was also a charter member of the Women's Auxiliary board and was at one time associated with the former Inner Missions Board of the Eastern Pennsylvania Synod of the Lutheran Church in America.

A native of Nazareth, she was an honorary member of the auxiliary of the Northampton County Branch, Pennsylvania Association for the Blind, and a former member of the Moravian College Board of trustees.

MMC is very much indebted to Mrs. Fritch's part in the establishment of the hospital. Those members of the administration and staff who knew her and the many who benefited from her life's contributions were deeply grieved at the news of her death.

Ed. Center (Cont. from page 1)

program will benefit students, interns, residents, physicians, medical assistants and paramedical personnel.

Besides giving assistance on a local basis the center could accept students from areas that lack teaching facilities in certain medical disciplines.

Dr. Barnes praised the education program, stating that it "could only result in improving the quality of local health-care services."



Minimal brain dysfunction can result in speech difficulties, reading problems and other deficiencies. By using available physical aids, such as skooter boards, children can improve skills which affect their thinking patterns.

Volunteers Honored At Special Affair

In a special salute to the hundreds of men and women who support the hospital through volunteer work, Muhlenberg Medical Center held a Volunteer Recognition Program on April 9 in the dining room. Over 275 volunteers and guests were on hand for the afternoon program, which featured special entertainment by "The Guths-ville Players," Sam Smith and John Holmes.

Awards were presented to 80 adult volunteers who have donated over 100 hours of service. Of special note were: Mrs. Myrtle Berger, 4,000 hours; Mrs. Gladys Hill, 3,500; Mrs. Helen Detthof, 3,300; Mrs. Mabel Angstadt, 2,600 and Mrs. Helen Payne, 2,000 hours.

Over 35 youth volunteers were recognized for having contributed at least 100 hours. Those serving more than 600 hours were: Sarajane Remaley, 1,000 hours; Rosemary Gridley, 800; Michele McGee, 700 and Barbara Hoffner, 600 hours.

Administrator Donald E. Porter presented plaques to the six volunteers who originally operated the Thrift Shop: Mrs. Paul Danner, Mrs. John Tinney, Mrs. Harry Maxwell, Mrs. Frank Smith, Mrs. W. D. Herber and Mrs. Margaret McMorris.

Mrs. Mary Grace Stanton, director of volunteer services, issued the MMC Youth Volunteer Pledge to 39 new candy-strippers.

MBD (Continued from page 1)

designed to improve the patient's interpretation of sensory data by developing physical skills. Through the hospital's occupational, speech and physical therapy programs, children receive individual treatment to help correct MBD-related problems.

Mrs. Sally Abruzzese, occupational therapist, explained that most of our skills and behavioral patterns are developed in a building block fashion. If the skills at primal levels are not properly formed, performing more advanced tasks may be impossible for some children.

The occupational therapist, along with Speech Therapist, Mrs. Marcia Freitas, try to determine the earliest level at which the brain dysfunction was manifested. By using various physical aids, the therapists return patients to the crawling, balancing and walking stages to re-learn skills that were improperly formed. Once improvement is shown on these levels, color cubes, reading charts, flash cards and other instructional aids can be used to develop reading and speaking skills.

Because of its effect on thinking patterns, MBD often results in emotional problems, which are more difficult to treat unless discovered at very early stages. Thus, one of the most important functions of the program is to alert physicians and parents to the signs of minimal brain dysfunction and to implement treatment as soon as the condition is detected.

Sacred Heart Residents Train In Drug, Psychiatric Units

Auxiliary Presents \$5,000 Payment On Hospital Pledge

The Muhlenberg Medical Center's Women's Auxiliary has made an initial payment of \$5,000 toward its recent pledge of \$100,000 to the hospital.

President Effie Kistler noted that the payment represented earnings from several of the auxiliary's fund-raising projects.

Miss Kistler also reported that Mrs. Wesley Gangewere is now serving as manager of the hospital's Camille Gift Shop. The former manager, Mrs. Mary Sanders, is moving from the area.

The auxiliary president announced that a committee has been named to prepare a slate of officers for the 1972-73 term. Serving on the committee are Mrs. William Weimer, Mrs. Daniel Calvin and Mrs. Hugh Larson.

Family practice residents from Sacred Heart Hospital in Allentown have been gaining experience and training in Muhlenberg Medical Center's psychiatric and drug abuse programs.

Dr. Ben C. Barnes, medical director, reported that MMC has been cooperating with Sacred Heart by providing physicians in their residency program with exposure to these health care services.

The residents spend one month at MMC observing treatment techniques and assisting the drug and psychiatric units' staffs. Through this program, residents learn various psychiatric concepts, as well as modern therapy methods.

During April, Dr. Hong Tee of Allentown was a guest resident at MMC. A native of Indonesia, Dr. Tee came to the United States in 1970 and entered the family practice residency program at Sacred Heart last year.



SUMMER FESTIVAL committees and workshops have been meeting over the past few months to develop projects for this year's event. The Art Exhibit is just one of the many attractions that have made the festival a continued success.

Auxiliaries Ready Projects For 1972 Summer Festival

"The biggest and best ever" is the prediction of the chairman, Mrs. Frank Muhr, for the 11th annual Lehigh Valley Summer Festival. The 2-day fete will be held on Friday and Saturday, August 25-26, on the Muhlenberg Medical Center grounds.

Mrs. Mohr and the committee have been meeting monthly since last summer's festival to plan for the 1972 edition of the popular event. Meantime, the members of the various areas of the Women's Auxiliary have been making the various products they will have on sale.

Paul Remely of Bethlehem has been named chairman of the Art Exhibit, and he promises the largest number of artists in the festival's history.

Rides, games, special entertainment, food, refreshments and the big crafts tent will again attract thousands of people of all ages to the MMC grounds. The Men of MMC and the Women's Auxiliary co-sponsor the event for the benefit of the hospital.

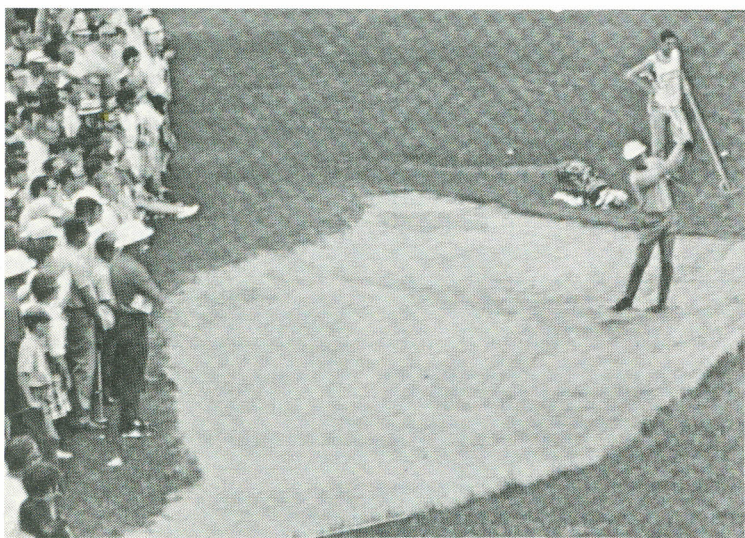
Lecture (Continued from page 1)

M.D. degree from Yale University School of Medicine in 1957.

After serving his internship at North Carolina Memorial Hospital in Chapel Hill, he was named Clinical Associate at the National Cancer Institute in Maryland. In 1961 he became associated with New Jersey College of Medicine, Jersey City, where he served as assistant professor of medicine and director of the Clinical Research Center's Research Isotope Laboratory.

Since 1966 the prominent physician has served as chief of the Division of Endocrinology and Metabolism at the Jewish Hospital of St. Louis. He received a full professorship at the St. Louis medical college in 1970.

Dr. Avioli was named the recipient of the Career Research Development Award, 1967-72 and is currently a member of the editorial board of the Journal of Endocrinology and Metabolism.



IVB GOLF CLASSIC features some of the top names in professional golf. This exciting tournament will be held at the Whitmarsh Valley Country Club on June 5-11.

Golf Classic (Continued from page 1)

and other former winners include Arnold Palmer, Billy Casper, Jack Nicklaus and Dave Hill. Its proximity at Whitmarsh gives area golfers an opportunity to see the greats in action.

Daily admission is \$5.50, and admission with clubhouse privi-

lege is \$7.50 each day. Tickets may be secured by calling Jan Deichman at MMC, 865-0711, or at any Lehigh Valley golf club or country club.

Serving on the special committee are Lowell Stanton, Clifton E. Mowrer, Jr., and James F. Chambers.

Muhlenberg Medical Center
Bethlehem, Pa. 18017

Non-Profit Organization
U. S. POSTAGE
PAID
BETHLEHEM, PA.
Permit No. 375