

# FOCUS

Route to:


*The Quarterly Newsletter for Physician Office Staff*

Volume 3, Number 4  
October, 1994

## *Site and Facilities Update*

### **Cedar Crest & I-78**

#### **Roadwork to Result in Added Safety, Access and Convenience**

Lehigh Valley Hospital is initiating and funding a project that will ease the flow of traffic and improve automotive safety along Cedar Crest Boulevard and the hospital's main access road.

"The project, which will be completed in six phases, is designed to alleviate the congestion that makes driving conditions less than ideal for hospital and general traffic," says Ken Erland, Vice President, Facilities and Construction.

#### *Phase 1*

Contractors have completed Phase 1 of the project which included the removal of a median at the entrance to the hospital's main access road and two islands that allow drivers to ease off Cedar Crest Boulevard and onto the hospital campus or the 1243-1251 office buildings.

#### *Phase 2*

The second phase of the project began

September 30 and will continue through October 27. During this time, a section of Cedar Crest Boulevard, extending north of the hospital to the I-78 exit ramp and south to Fish Hatchery Road, will be widened.

#### *Phase 3 (October 25-30)*

Phase 3 will begin as Phase 2 draws to a close and continue from 9 p.m. to 6 a.m. daily. During this time, the intersection of the hospital's main entry drive and Cedar Crest Boulevard will be widened to facilitate traffic flow into and out of the hospital campus.

#### *Phase 4 (October 17 - November 11)*

Concurrent with Phase 3, contractors will proceed with Phase 4 and plans to widen the inbound and outbound main and south access roads to the hospital.

#### *Phase 5 (November 12-30)*

During Phase 5, a median will be installed in the center of the hospital's main access road along with two islands to ease traffic in and out of the hospital.

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### **Phase 6 (April 1995)**

The project will be suspended during the winter months and resume in April 1995 for the final phase when the Cedar Crest Boulevard southbound left-turn lane will be extended.

#### **Lithotripsy Addition, Angiography Room Completed**

Construction has been completed on an extension of the lithotripsy area adjacent to the shock/trauma unit, including the addition of a dock to facilitate transport of the portable lithotripter. Meanwhile, a second angiography room has been added to the Radiology Department in space previously occupied by a special procedures room. The lithotripsy addition has already been evaluated and passed inspection by state officials.

#### **Official Address Prevents Delays**

The official mailing address for Lehigh Valley Hospital, Cedar Crest & I-78, including hospital departments at 1240 S. Cedar Crest Blvd., is P.O. Box 689, Allentown, PA 18105-1556. Mail addressed to 1200 or 1240 S. Cedar Crest Blvd. is forwarded to a post office outside of Allentown. To avoid unnecessary delays in mail delivery, please be sure to use the correct address.

### **17th & Chew**

#### **State Okays Transitional Unit**

The State Department of Health has approved the hospital's plans to open a

transitional or sub-acute care unit for elderly and disabled patients. The unit, which will accommodate 52 patients on the fifth floor of the hospital, will serve medically-stable patients who no longer require acute care but are not well enough to be discharged home or transferred to a nursing home. Similar but smaller units are already operating at capacity at Muhlenberg, St. Luke's, and Sacred Heart Hospitals.

#### **Dental Service Relocates**

The Dental Service, including the dental clinic, laboratories and administrative functions, has relocated to newly-renovated quarters on 1N, the former OTU/Express Care area. Calls regarding patient care and continuing education should be directed to Pat Atno, supervisor, at 402-2245, while information about the residency program is available through Linda, the dental secretary, Monday through Friday, from 8:30 a.m. to 12:30 p.m., at 402-9636. To reach Dr. Incalcaterra, Assistant Residency Program Director, please call 402-2910.

#### **New Ambulatory Surgery Unit to Open**

On the second floor Tower, renovations are proceeding on the pre-admission testing area and ambulatory surgery (short procedure) unit that will adjoin the Operating Room suites.

Continued on Page 3



### **Speech Pathology Update**

Callie McClatchy and Cheryl Laky, director and secretary, respectively, of the Speech Pathology Department, have relocated to Cedar Crest & I-78 between 4A and 4C and are available to address administrative issues regarding this service at 402-5095. Appointments for outpatients can also be scheduled by calling this extension. However, actual outpatient treatment will be provided in Room 5S03, 17th & Chew, at 402-2544. Meanwhile, Patti Schlegel, Melanie Jozefiak, and Denise Wolst, speech pathologists, can be reached at 402-1665, sixth floor, Cedar Crest & I-78.

### **Outpatient Testing to be Consolidated**

Also on the first floor, renovations are proceeding on schedule for a unit that will consolidate outpatient diagnostic services including EEG, EKG, Respiratory Therapy, Pulmonary Function, and Heart Station. However, to facilitate the ambulatory surgery project, EEG, EKG, Respiratory Therapy, and Heart Station have been temporarily relocated to the ICU since the outpatient testing unit will not be completed until mid-October.

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### ***Learn More About TB***

The most important steps in preventing TB transmission are early detection of patients who have infectious TB, prompt application of TB isolation precautions, and timely initiation of effective treatment in those patients likely to have TB. The TB Performance Improvement Team of Lehigh Valley Hospital, which consists of physicians and representatives from the departments of Safety, Engineering, Microbiology, Employee Health, Respiratory Therapy, and Infection Control, worked together to develop a tool for rapidly identifying known or suspected cases of infectious TB and promptly initiating appropriate precautions.

An information sheet titled **Learn More About Tuberculosis (TB)** (attached to this newsletter) was

developed to identify individuals with signs or symptoms suggestive of infectious tuberculosis. The information sheet can be an effective tool in the physician office setting in identifying patients who have infectious TB. Such individuals, when identified, should be removed from the waiting area and given a surgical mask until evaluated by the physician.

The information sheet can be given to each patient upon registration and kept in the expectation that it will not only serve to identify potentially infectious individuals, but also serve as an educational tool for the patient, family, and community.

If you have any questions regarding TB or any other infection control issues, please contact Elaine Walz, R.N., C.I.C., Infection Control Nurse Specialist, at 402-2413.

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## *Valley Preferred News*

The staff of Valley Preferred would like to take this opportunity to thank all the practice managers and staff for attending the meetings offered throughout September and October. These meetings included information on Valley Preferred employer groups and, at the end of September, also included the orientation to the Choice Plus healthcare option.

There has been some confusion in reference to claims submission for Valley Preferred. The process is as follows:

1. Practice must submit all claims to:  
Valley Preferred or Spectrum  
Administrators as stated on the  
member's card:  
2166 S. 12th Street  
Allentown, PA 18103
2. Do not bill patient for ANY services  
until the EOB is received.

3. Utilize your practice process for  
handling all delinquent claims. Do not  
contact the company benefits director.
4. Please address all questions regarding  
claims/benefits payments to the CLAIMS  
telephone number of the member's card.

Also, please note in the Choice Plus  
Provider Manual, on pages 6.1 and 6.2 of  
the Utilization Management section, the  
telephone number for Pre-admission  
Certification and Concurrent/Continued  
Stay Review is incorrect. The correct  
number to call Utilization Management is  
**402-7417**. Please note this correction in  
your manual.

If you have any questions or require a  
review of the Plan procedures for your  
staff, please call Patti Sarik, Valley  
Preferred Provider Relations, at 402-7437.

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## *Managed Care Tips*

by Mary Jo Shields, R.N., M.B.A.,  
Administrator, Cardiology Care Specialists

Entry into the world of managed care will  
create confusion in most medical practices.  
A whole new set of rules apply to patient  
care, and they impact on almost every  
member of the practice from physicians to  
scheduling and front desk personnel.  
When several managed care contracts are  
entered into, the confusion grows.  
Answers to questions like "Is there a co-  
pay for office visits and how much is it?"  
and "What must be pre-certified?" become  
very important.

Developing a method to ensure that the  
staff has the appropriate information  
available to answer these questions quickly  
and easily becomes a necessity. Several  
methods can be considered. In a smaller  
practice, developing a sheet with a matrix

of providers and their requirements may be  
sufficient. As more provider contracts are  
signed, a rolodex with each company and  
their requirements can be designed and  
used. For more complex plans with  
different requirements for each employer,  
we found the simplest method was to  
create a managed care manual.

The manual is divided into the different  
plans in which we participate. It was  
easily put together with information  
supplied directly to us by the insurance  
companies; the staff did not have to spend  
a lot of time writing out information to  
create the manual. Each individual area  
such as the front desk, billing and  
scheduling created a manual unique to  
their requirements for the information they  
needed to access quickly. As plans and  
employers change, the manuals will be  
easy to update by removing the old sheets  
and inserting the new information.



## ***New Job Posting Service***

Are you looking for an easier way to find employees for your office? The Job Posting Service may be the answer! This new service, which is free to Medical Staff members, is being offered in response to requests from physician office managers. Office managers may post positions available in their office by completing and returning a copy of the Job Posting Form which may be found on page 9 of this newsletter. Physician office job postings will appear each Wednesday after 3 p.m. in the same locations as the hospital job postings. Postings will remain on display for one week. This service to physician offices has been made possible through Physician Relations in conjunction with the hospital's Human Resources Department.

For future use, please detach and save the form on page 9 of the newsletter and make copies as needed for your office. The completed forms may be faxed to Physician Relations at 402-9858 or sent to Maria Kammetler, Physician Relations, 1243 S. Cedar Crest Boulevard, Allentown, PA 18103. Postings received by the Physician Relations Office by noon on Mondays will be included in the Wednesday postings.

If you have any questions or comments regarding this new service, please contact Maria Kammetler at 402-9857.

## **WHO'S NEW**

**Nina Amin**  
Office Manager  
Devendra K. Amin, MD  
3735 Nazareth Highway  
Suite 302  
Easton, PA 18042-8751  
(610) 258-2588

**Charlene Hallman**  
Office Manager  
Fetzer-Clair Urology Associates  
1230 S. Cedar Crest Blvd.  
Suite 302  
Allentown, PA 18103  
(610) 770-0616

**Lorraine Nicholas**  
Office Manager  
Ear, Nose & Throat Associates of  
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Suite 110  
Allentown, PA 18103  
(610) 439-1501

**Lisa Shearer**  
Office Manager  
Urologic Associates of Allentown  
1210 S. Cedar Crest Blvd.  
Suite 3600  
Allentown, PA 18103  
(610) 437-9988

**Tina Skoutelas**  
Office Manager  
Raymond L. Weiland, DO  
2200 Hamilton Street  
Suite 214  
Allentown, PA 18104-6329  
(610) 776-7350



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## *Health Shorts*

### **Breast Cancer: Facts and Factors**

The United States and Canada have the highest rates of breast cancer in the world, say the American and Canadian Cancer Societies. In 1993, an estimated 182,000 cases were diagnosed in women in the United States; 16,300 in Canada. Breast cancer was the cause of death for more than 51,000 women in both countries last year. But awareness and early detection efforts have helped increase survival rates. The five-year survival rate for localized breast cancer is 93 percent.

The American and Canadian Cancer Societies recommend that women begin mammogram screening by age 40; women 40 to 49 should have a mammogram every two years; women over 50 should have a screening every year. Monthly breast self-examinations are suggested for women over age 20.

Warning signals include breast changes that persist, such as a lump, thickening, swelling, dimpling, skin irritation, distortion, pain, or tenderness of the nipple. Risk increases with age and with a family history of cancer.

### **Diet Can Trigger Headaches**

Diet can be a factor in triggering the throbbing pain of a migraine headache. Researchers say migraine attacks -- also characterized by dizziness,

disturbances of vision, sensitivity to light and sound, and nausea and vomiting -- can often be avoided by shunning foods such as: ripened cheeses (cheddar, brie and camembert); chocolate; anything fermented, pickled or marinated; sourdough bread; and foods containing monosodium glutamate (MSG), such as soy sauce, meat tenderizer, and seasoned salt. Also to be avoided are alcoholic beverages (particularly red wine and beer) and excessive amounts of caffeinated drinks.

The National Headache Foundation recommends noting the foods you eat to determine if removal reduces or eliminates migraine attacks.

### **Try It, You'll Like It**

The facts are no longer in dispute: **Smoking is a major, yet preventable cause of ill-health and premature death.** Quitting smoking for just one day will bring an immediate positive improvement in health, according to the American Cancer Society.

For one thing, within 12 hours, blood pressure, pulse rate, and blood oxygen will return to normal levels. There will also be a dramatic drop in the blood's carbon monoxide levels. Headaches and stomach aches caused by smoking will disappear. Stamina, vigor, and even the sense of taste and smell will improve. After just one non-smoking day, breathing will come easier. Of course, there will be truly great long-term health benefits from quitting -- probably years added to the quitter's life.



## ***Observances & Dates to Remember***

**November:** National Diabetes Month, National Epilepsy Awareness Month, National Hospice Month

**November 17:** Great American Smokeout - The country's 46 million smokers will be encouraged to kick the habit for at least 24 hours. Last year, about one out of five smokers participated in the annual "cease-fire."

**December:** Human Rights Month, Safe Toys and Gifts Month, Winter Solstice

**December 1:** United Nations World AIDS Day - The World Health Organization has dedicated this day to raising international awareness of and increasing education about AIDS.

## ***Tip of the Month***

Putting a caller on hold may be necessary but it can irritate the caller if done clumsily. The caller should be given the choice of holding or getting a call back. So always ask if the caller can hold -- and then be sure to wait for an answer. After all, the caller can hang up, and call a competitor.

Nancy Friedman, a consultant in St. Louis, Mo., also urges telephone users to give full attention to every phone conversation, and not to engage in other activities, such as typing on a computer, while talking or listening. "Talking on the phone should be like driving a car. You need all your faculties...to stay in control of the conversation," she says.

## **Managed Care Contracts**

Lehigh Valley Hospital has agreements to participate with the following managed care organizations/programs:

- Aetna Health Plans
- Capital Blue Cross
- Community Choice
- Keystone Health Plan Central
- Mercy Health Plan
- Metropolitan (M.W. Wood and Union Pacific employees only)
- Prudential
- U.S. HealthCare (service specific - OB/GYN, pediatric, psychiatry)
- Valley Preferred

## **Upcoming PAHCOM Meetings**

Tuesday, November 15  
Tuesday, December 13

Meetings begin at 6 p.m., at the Spice of Life Restaurant, 1259 S. Cedar Crest Blvd., Allentown.

For more information, contact Colleen Burgess at 433-3143.

*Learn More About ...*

**TUBERCULOSIS (TB)**

WHAT IS THE PROBLEM?	<ul style="list-style-type: none"><li>* Since 1985, the number of new cases of TB have continued to rise. The rate of new cases of TB in the general United States population has increased 18%, reversing a 30 year downward trend.</li></ul>
HOW IS TB SPREAD?	<ul style="list-style-type: none"><li>* TB is spread in the air when someone with lung disease coughs, sneezes, sings or talks.</li></ul>
COMPLAINTS THAT MIGHT SUGGEST TB	<ul style="list-style-type: none"><li>* Continued coughing longer than two weeks</li><li>* Fever</li><li>* Coughing up blood</li><li>* Night sweats</li><li>* Unexplained weight loss</li></ul>
WHAT YOU SHOULD DO	<ul style="list-style-type: none"><li>* Cover your mouth with tissues or your hand if you are coughing.</li><li>* Tell the nurse or doctor <u>immediately</u> if you have been coughing two weeks or longer and have any of the complaints of TB listed above.</li></ul>



# Job Posting Form

*Please print legibly or type the following information and fax (402-9858) or mail to Maria Kammetler, Physician Relations, Lehigh Valley Hospital, 1243 S. Cedar Crest Blvd., Allentown, PA 18103. All employment issues are to be addressed directly between the independent job applicants and the physician office. Lehigh Valley Hospital is making no representation as to the job candidates who may contact you via this posting.*

Title of Position: \_\_\_\_\_

Brief description of job responsibilities and qualifications (please write this exactly how you want it printed):

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Please check one: \_\_\_\_\_ Full Time \_\_\_\_\_ Part Time

Days and Hours of Work: \_\_\_\_\_

Number of Hours Per Week: \_\_\_\_\_

Please indicate the application process you wish applicants to use:

To apply, please \_\_\_\_\_

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If you did not wish to have your practice identified above, please provide your practice name, address and telephone number below in case we need to contact you directly regarding your job posting. Only the information above will be printed in your job posting. Thank you.

Practice Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Contact Person: \_\_\_\_\_

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**LEHIGH VALLEY**  
**HOSPITAL**

Cedar Crest & I-78  
P.O. Box 689  
Allentown, PA 18105-1556

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