

MUHLENBERG MEDICAL CENTER

PULSE

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MUHLENBERG MEDICAL CENTER, BETHLEHEM, PA.

March-April 1973

Hospital Plans Intensive Coronary Care Unit

New Head Nurse To Oversee Emergency Room Patient Care

Cathy Barrett, R.N., has been appointed head nurse of Muhlenberg Medical Center's Emergency Room.

Donald E. Porter, MMC administrator, announced that Miss Barrett has already assumed her duties in the emergency unit on the first floor of the hospital's Surgical Wing.

A native of Kittanning, Pa., Miss Barrett graduated from the Allegheny Valley Hospital School of Nursing near Pittsburgh and formerly served as emergency room head nurse at Armstrong County Memorial Hospital in Kittanning.

She joined MMC's nursing staff this past January and has worked as a staff nurse in both

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Acupuncture's Uses, History Described At Staff Lecture

The largest audience in the history of Muhlenberg Medical Center's medical staff lecture series was on hand to hear Dr. Assa Weinberg of St. Jacques Hospital, Paris, France, discuss the Chinese history and western research of acupuncture.

Dr. Gavin C. Barr, staff president, announced that over 100 area physicians attended the lecture, which was held in the hospital's dining room on March 19.

Dr. Weinberg, who admitted

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CATHY BARRETT, R.N.



MRS. FRANK MUHR

Mrs. Muhr Named Chairman Of 3-Day L.V. Summer Festival

The Lehigh Valley Summer Festival Committee has elected a full slate of officers to oversee plans for the 1973 festival, which will be held on the Muh-

lenberg Medical Center grounds on Friday, Saturday and Sunday, August 24-26. It will be the longest scheduled run in the event's 12-year history.

Mrs. Frank Muhr of Bethlehem was named chairman; Mrs. Charles Payne, Bethlehem, co-chairman, and MMC Administrator Donald E. Porter, honorary chairman.

Norman M. Snyder, Allentown, serves as treasurer; Mrs. John Detthof, Bethlehem, assistant treasurer; Mrs. William Snyder, Jr., Tatamy, secretary, and Mrs. Merritt Snyder, Easton, assistant secretary.

Mrs. Muhr announced that the festival's growing popularity prompted the committee's decision to adopt this summer's expanded schedule, noting that each year "the festival attracts more people and earns higher profits."

She stated that these record results often came in spite of poor weather conditions, indi-

(continued on page 3)

Study Group OK's MMC Rehab. Role

A special study committee has recommended to Muhlenberg Medical Center's board of directors that the hospital "continue its active and viable program in rehabilitation and physical medicine."

Leon L. Nonemaker, chairman of a recently-appointed Program Evaluation Committee, told the board that its study of the Dr. Harrison and Myrtie Prosser Department of Rehabilitation Medicine has been completed.

Nonemaker stated that the committee's recommendations were based upon standards established by the Joint Commis-

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Six-Bed Facility Will Upgrade MMC's Acute Care Prog.

Muhlenberg Medical Center will locate a six-bed Intensive-Coronary Care Unit on the second floor of the hospital, in close proximity to the Surgical Unit.

Dr. Gavin C. Barr, medical staff president, announced that the unit "will upgrade acute surgical and medical care, in conjunction with our continuing expansion and the present program for the education of our nurses in the Coronary Care Unit."

Dr. Barr reported that funds from this year's Lehigh Valley Summer Festival, which will be held on August 24-26, will be used to purchase equipment for the new unit.

The required equipment will include six bedside units with dual channel oscilloscopes; large screen oscilloscopes with recorders, heart rate meters and other attachments, and one mobile defibrillator monitoring system, including cart, defibrillator, recorder and scope.

Dr. Barr stated that the unit is being planned by the hospital's Emergency Room and Coronary/Intensive Care Committee, which is headed by Dr. Gladys Morales of Bethlehem.

Also serving on the committee are Dr. Ben C. Barnes, MMC medical director, Drs. George Eichler, Bruce Eisenhardt, James W. Esler, John P. Galgon, Ivan Gonsalves, Roman Herman, Shirley Nagle, R.N.; Franklin Shaffer, R.N., director of nursing, and Cathy Barrett, R.N.

PULSE

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Donald E. Porter, Administrator

Six Physicians Approved For Staff Privileges At Hospital

The board of directors of Muhlenberg Medical Center has appointed six physicians to the medical staff, upon recommendations from the staff's executive credentials committee.

Gavin C. Barr, M.D., staff president, announced that the following physicians have been approved for active privileges:

Edgardo C. Custodio, M.D., was born in the Philippines, where he received his M.D. degree from the university of Santo Tomas. Dr. Custodio has served residencies in both orthopedics and diagnostic radiology.

Carmen Gozum, M.D., a native of Manila, Philippines, received her M.D. degree from the University of Philippines. Dr. Gozum has served residencies in pediatric cardiology at St. Francis Hospital, Trenton, N.J., and Children's Hospital in Philadelphia.

Laurence J. Krenis, M.D., a native of Oceanside, N.Y., is a member of Allentown Physicians Anesthesiologists Associates. He attended New York University and earned his M.D. degree at Harvard Medical School.

A. Rashid Makhdomi, M.D., was born in Kashmir, India, where he received his M.D. degree from Madras University. Dr. Makhdomi has completed a residency in internal medicine at Queens (N.Y.) Hospital Center.

Ghodratollah Rowshan, M.D., a native of Iran, received his M.D. degree from the University of Tehran, Iran. Dr. Rowshan has served fellowships in pediatric cardiology at the University of North Carolina Hospital and University of California Medical Center.

Dr. Barr reported that Manuel C. Palao, M.D., has been granted consulting privileges.

A native of the Philippines, Dr. Palao received his B.S. and M.D. degrees from the University of Santo Tomas. He served his internship and a residency in general surgery at Easton Hospital and is now completing a residency in thoracic and cardio-vascular surgery at Henry Ford Hospital in Michigan.

The medical staff president also announced that Jack E. Cole, M.D., has been reinstated with active privileges. Dr. Cole is currently serving in the Peace Corps in New Delhi, India, and will be returning to the United States later this year.

Medical Staff Gives \$500 To Area Health Education Center

Members of Muhlenberg Medical Center's medical staff have contributed \$500 to the new Lehigh Valley Area Health Education Center.

MMC Medical Director Ben C. Barnes, M.D., and Dr. Eric V. Ottervik of Lehigh University, acting LVAHEC coordinator, jointly announced the gift to the education center, which is being supported by MMC, Lehigh and 18 other institutions.

Dr. Barnes stated that the

program is being initiated "for the ongoing medical education of individuals and community institutions." Services performed by LVAHEC will be derived from existing community health resources and educational institutions.

Planning for the new center was funded by the Greater Delaware Valley Regional Medical Program, and future financial support will be sought from local, regional, state and federal sources.

Meet the Director

Mrs. Berger Lends 15 Years Of Leadership And Service To MMC

Two years ago Mrs. Margaret Berger of Allentown was elected to Muhlenberg Medical Center's board of directors. A native of the Wind Gap area, where she spent many years as an educator, Mrs. Berger was no newcomer to the Bethlehem hospital.

In fact, her allegiance to MMC spans a period of 15 years, during which she has served as chairman of the Junior Auxiliary, president of the Woman's Auxiliary and, currently, as a member of three committees on the hospital board.

Mrs. Berger was graduated from Pen Argyl High School and attended Muhlenberg College, where she received her bachelor's degree. During the next 35 years, she taught school in the Wind Gap area, earned a master of arts degree from Lehigh University and, before retiring, served as a teacher at Easton Senior High School.

When MMC was still in the early planning stages, Mrs. Berger was asked to serve on the auxiliary board. A firm believer in community involvement, she accepted the invitation without hesitation.

Throughout this planning period and during MMC's infancy, Mrs. Berger was one of the board's most active members. In addition to overseeing the work of the Junior Auxiliary, the energetic Allentown resident served as summer festival chairman and was finally named to head the auxiliary's board of directors.

Her interest in auxiliary work reached statewide proportions, when she was elected secretary-treasurer of the Pennsylvania Association of Hospital Auxiliaries.

Evaluation Committee

(Continued from page 1)

sion on Accreditation of Hospitals in 1971.

The evaluation committee was formed to study various aspects of the hospital's performance. In addition to reviewing hospital records and observing various programs in action, the



MRS. MARGARET BERGER

Although Mrs. Berger is officially "retired," she admits that she couldn't be busier. Besides serving on the auxiliary's public relations committee, she is a member of the supplies and services, finance, and public relations and development committees of the MMC board.

Mrs. Berger states, "I was originally attracted to MMC, because I was impressed with the vision of its founders, who sought to establish a high quality general hospital."

When she became a director in 1971, Mrs. Berger notes that "I was overjoyed to find that the founding ideas were being carried out by an equally talented and concerned group of individuals."

She adds, "as a resident of the Lehigh Valley, I'm proud of the excellent medical services offered at MMC. I'm glad I could play a part in making these services available."

And the part played by Mrs. Margaret Berger over the past decade and a half has indeed been a most generous one.

group consults with experts before concluding its findings.

Nonemaker reported that the committee is now reviewing the hospital's mental health program and intends to study other departments and programs in the months ahead.

Benjamin Rush Award Received By Hospital's Candystripers

The Benjamin Rush Award, which has been described as the Nobel Prize of Medicine in Pennsylvania, was presented to the candystripers of Muhlenberg Medical Center, during a special awards luncheon at the Lehigh Valley Club in Allentown on April 10.

Accepting the award for the hospital's candystripers was Michelle McGee, a Freedom High School Senior, who has performed over 1,000 hours of volunteer service at MMC.

Each year the Benjamin Rush Award is presented by members of the Lehigh County Medical Society to an individual and an organization that have contributed outstanding service towards better health and Medical care for the county's residents.

The medical society selected the county's candystripers as the recipients of the 1973 awards, presenting Benjamin Rush medallion plaques to each of the seven organizations in the county with candystriper programs.



MICHELE MCGEE

Dr. LeRoy A. Gehris, a trustee and councilor of the Pennsylvania Medical Society, gave the awards to candystriper representatives from Allentown, Sacred Heart and Allentown Osteopathic Hospitals, Cedarbrook, Good Shepherd Home and Holy Family Manor, as well as Muhlenberg Medical Center.

Summer Festival *(Continued from page 1)*

cating that the event "has become traditional for many Lehigh Valley families."

Sunday, the newly-added day, was typically designated as the festival rain date, but there has been only one occasion when such a re-scheduling was necessary. In 1971, torrents of rain postponed the opening to Saturday, while Friday's calendar of events was moved to Sunday.

Acupuncture *(Continued from page 1)*

that he was originally skeptical of acupuncture, reported that he is now a firm supporter of the centuries-old treatment.

A native of Israel, Dr. Weinberg was educated in France and has been involved in acupuncture research in both the Far East and Europe. He stated that his experience has shown acupuncture to be effective in the treatment of hypertension, muscle disorders, and lymphedema and, also, as an anesthetic.

Dr. Weinberg said that the

use of acupuncture has been traced back 5,000 years to the Hia Dynasty in China, but has been known to Western medicine for less than 400 years.

Pointing out acupuncture's advantages as an anesthetic, the French physician noted that it reduces bleeding during surgery and also permits patients to remain conscious for their operations.

Dr. Weinberg is currently a resident at Queens (N.Y.) General Hospital, where he is serving on a special research team.

Volunteers Honored At MMC

More than 275 volunteers, MMC Auxiliary members and guests attended Muhlenberg Medical Center's 12th annual volunteer recognition program on Sunday, April 8, in the hospital's dining room.

Mrs. Mary Grace Stanton, R.N., director of volunteers, reported that 119 adult and youth volunteers were cited for contributing more than 100 hours of service to the hospital.

Topping the list of awards recipients was Mrs. Myrtle Berger of Bethlehem, who has served over 4,400 hours since the hospital's inception in 1961.

Other adult volunteers honored during the program were Mrs. Helen Detthof, 3,900 hours; Mrs. Gladys Hill, 3,700; Mrs. Mabel Angstadt, 2,800; Mrs. Helen Payne, 2,300, and 71 additional adults, who have collectively volunteered over 31,000 hours of services to MMC.

Barrett *(continued from page 1)*

the Intensive Care Unit and Emergency Room since that time.

Her new duties include the supervision of Emergency Room personnel, as well as the scheduling of all out-patient surgery and diagnostic studies in the unit's special procedures room.

Franklin A. Shaffer, R.N., director of nursing services, indicated that the new head nurse oversees the care of all patients requiring emergency treatment.

Miss Barrett currently resides in Allentown.

Youth volunteers saluted by the hospital were Sara Jane Remaley, 1,200 hours; Rosemary Gridley and Michele McGee, 1,000 hours each; Sandy Bender, Sally Cunningham, Polly Foster, a Red Cross youth, Cindy Leibinger and Cathy Zurbier, all 500 hours and 35 other MMC and Red Cross volunteers, representing over 4,800 service hours.

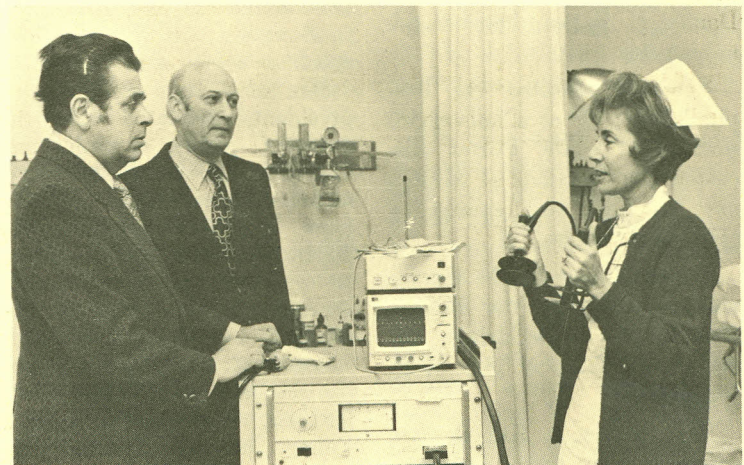
Mrs. Stanton indicated that 21 of these youths were honored during capping ceremonies led by Catherine Barrett, R.N., Jean Roccaro, R.N., and Mrs. Barbara Wohlbach, R.N.

Cynthia Leibinger, president of MMC's Junior Auxiliary, administered the youth volunteer pledge to 55 young men and women, who have completed an intensive program of class and in-service training.

Entertainment for the program included Freedom High School's Les Chanteur chorus and "Carry on Volunteers," a special skit performed by the volunteers.

James F. Chambers served as the afternoon's master of ceremonies, Walter Williams was pianist, and MMC Administrator Donald E. Porter offered the welcoming remarks.

Porter lauded the "hundreds of persons, who have lent their faithful support to the Medical Center over the years," indicating that the "quality of health care administered at MMC has been documented in the number of hours so many have so generously contributed."



Robert Mickus (left), Executive Director, Atlantic Apparel Contractors Association, Bangor, tours the hospital with Wharton Schneider, an MMC board member. June Arnold, R.N., describes the functions of Emergency Room equipment.

Men Of MMC Appoint Houghton President, Elect New Officers

Horace C. Houghton of Bethlehem was elected president of the Men of MMC at the group's 13th annual dinner meeting, which was held on April 23 at St. Peter's Lutheran Church's Fellowship Hall. The new president succeeds William E. Kropp, Allentown, who headed the group since 1970.

Charles G. Payne, Bethlehem, was appointed first vice-president; Douglas M. Hunt, Northampton, second vice-president; Harry S. Diehl, Allentown, third vice-president; Thomas M. Hittinger, assistant treasurer, and William C. Waud, Bethlehem, assistant secretary.

Ralph W. Frantz, Jr., Bethlehem, was re-named treasurer.

John Malone and Robert C. Zundel, both of Allentown, and John J. Gemi, Bethlehem, were newly-elected to the board.

Guest speaker at the affair was Rev. Ralph R. Hartzell, pastor of St. Paul's Lutheran Church, Fountain Hill, and one of the hospital's original founders.

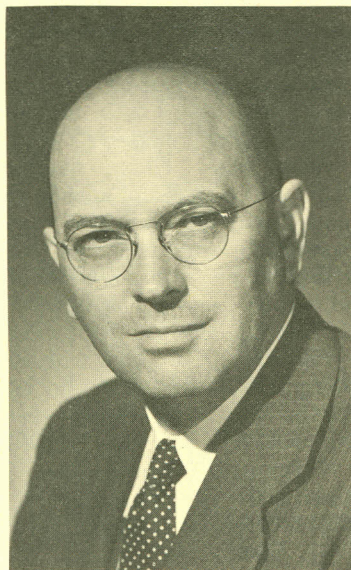
Rev. Hartzell traced the history of MMC from its beginnings, commenting that the hospital's transition to a full-service hospital was a move he had expected all along.

Other speakers were Clarence A. Reichard, chairman of the MMC board of directors, and Donald E. Porter, hospital administrator.

Reichard detailed the hospital's new role as a full-service institution, while Porter discussed the functions of MMC's new surgical and emergency care departments.

Entertainment at the dinner was provided by the MORA Club Chorus of Bethlehem, under the direction of Mrs. Ruth Wagner.

Rev. Walter A. Kuntzleman, pastor of Holy Spirit Lutheran Church in Emmaus, delivered the invocation and benediction. Toastmaster was Harry Diehl.



HORACE C. HOUGHTON

Auxiliary Projects Raise Funds For \$100,000 Pledge

One-hundred thousand dollars is hardly a mean sum, but for members of Muhlenberg Medical Center's Auxiliary the job of raising this amount is being taken in stride.

Slightly over a year ago the auxiliary announced the completion of its \$100,000 pledge to the AHEAD campaign and immediately pledged another \$100,000 to underwrite the cost of new x-ray facilities at MMC.

Today, the group has already contributed \$30,000 toward this goal and, judging from the past effectiveness of the auxiliary's fund-raising efforts, the remainder seems easily assured.

Mrs. John Snyder of Emmaus, president, indicated that the \$100,000 pledge is being met through regular \$5,000 payments, representing receipts from the auxiliary-sponsored Thrift and Camille Gift Shops, in addition to funds raised through the activities of the auxiliary's various area units.

Included among these activities are bake sales, "church lot" festivals, card parties, Lehigh Valley Summer Festival projects, sidewalk sales and numerous other undertakings, all conducted with one solid purpose—the benefit of MMC.

Odhner Leaves Hospital For New Post At Good Shepherd

Carl F. Odhner has resigned his position as coordinator of professional services at Muhlenberg Medical Center to accept a new post at the Good Shepherd Home. Odhner now serves as director of vocational rehabilitation at the Allentown institution.

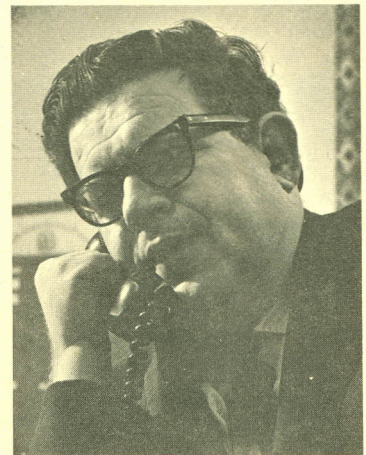
A graduate of the Academy of the New Church at Bryn Athyn, Pa., Odhner holds a master's degree in rehabilitation counseling from Southern Illinois University. He has been associated with MMC since 1969.

At a farewell dinner held in his honor, Odhner was praised for his years of service to MMC, which included drug and rehabilitation counseling and coordinating services in the hospital's various rehabilitation and mental health programs.

Odhner's duties at Good Shepherd Home include overseeing the application and evaluation of job training, counseling and rehabilitation services.

A resident of Allentown, Odhner is chairman of both the Lehigh Valley Rehabilitation Council and the Lehigh County Committee on the Employment of the Handicapped. He also serves on the Lehigh County Drug and Alcohol Advisory Commission and is a member of the board of directors of the Lehigh Valley Drug Abuse Services.

Administrator Donald E. Porter stated, "Carl Odhner has made a major contribution to the development of MMC as a full service hospital. We wish him every success in his new responsibilities."



CARL F. ODHNER

Proceeds From Card Parties To Enable New Decorating

A group of energetic women from across the Lehigh Valley are planning a large-scale card party project to raise funds for Muhlenberg Medical Center.

The project is being headed by Mrs. Earl Prosser of Bethlehem, who hopes to raise \$3,000 to purchase draperies and complete interior decorating for the hospital's top three floors.

Mrs. Prosser reported that approximately 250 hostesses are needed to make the project a success. Hostesses will hold card parties at their homes during the week of May 7.

Anyone interested in serving as a hostess should call the Volunteers' Office at MMC, 865-0711.

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