

MUHLENBERG MEDICAL CENTER

MMC PULSE

Vol. 6, No. 3

MUHLENBERG MEDICAL CENTER, BETHLEHEM, PA.

May-June 1973

Dr. Hooshmand Named Director of Rehabilitation

Men of MMC Slate 12th Annual Coin Auction, August 21

The 12th Annual Coin Auction, sponsored by the Men of Muhlenberg Medical Center, will be held in the hospital's dining room on Tuesday, August 21, at 7 p.m. A preview of all items will precede the auction beginning at 6 p.m.

Horace C. Houghton of Bethlehem, president of the Men of MMC, has been named chairman of the coin auction committee.

Serving on this committee are Ralph W. Frantz, Jr. and Kenneth R. Harpel, both of Bethlehem; Douglas M. Hunt, Northampton; Daniel W. Keener, Neffs, and John Kohler, Allentown.

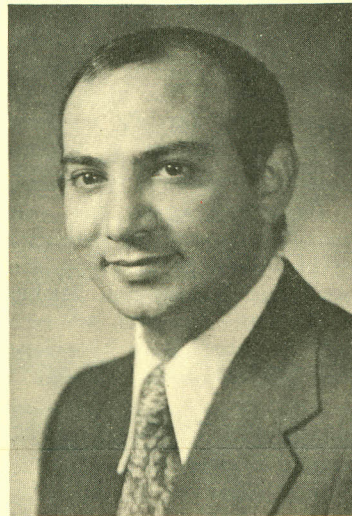
The auction chairman re-
(continued on page 2)

Sign To Identify MMC, Blood Center

An illuminated sign will be erected at the corner of Schoenersville Road and Westgate Drive to identify the location of Muhlenberg Medical Center and the adjacent Miller Memorial Blood Center.

Atty. Jacob S. Kolb, president of the hospital, announced that an increased patient occupancy at MMC, along with a growing number of donors at the blood center, have created a need for the proposed sign.

The Bethlehem attorney also pointed out that the sign will
(continued on page 2)



MOJTABA HOOSHMAND, M.D.

First Full-Time Physiatrist To Head Department At MMC

Mojtaba Hooshmand, M.D., of Lynn Township, Lehigh County, has been named chairman of Muhlenberg Medical Center's Prosser Department of Rehabilitation and Physical Medicine, becoming the first full-time physiatrist to hold this post at the hospital.

Dr. Ben C. Barnes, medical director, announced that the new department head has assumed his duties, which include the supervision of physical therapists, nurses and other staff

members in the rehabilitation department.

Dr. Hooshmand joined the MMC medical staff in 1972 as a physiatrist in the Rehabilitation Clinic.

Since that time, MMC's rehabilitation and physical medicine programs have been expanded considerably to accept a substantially increased patient caseload.

This expansion was augmented recently by a gift of \$45,000 to the hospital from Dr. and Mrs. Harrison W. Prosser, who earmarked the funds for the purchase of additional rehabilitation equipment, as well as for further department-

(continued on page 4)

Emergency Room And Staff Meet Sudden Crises 24 Hours A Day

In this active, complex world, accidents frequently happen and critical illnesses often strike. At Muhlenberg Medical Center's

Emergency Room, an experienced, competent staff is always ready to meet these sudden crises, which at one time or another touch the lives of all of us.

An emergency room physician is on duty 24-hours a day, along with a professional staff of nurses, who are thoroughly trained in all aspects of emergency care.

When a case requires the expertise of a specialist, members of a back-up staff of 30 physicians can be called on to perform various surgical procedures or assist and advise on-duty personnel.

Located on the first floor of the hospital's surgical wing, the emergency unit provides several rooms for specialized forms of treatment and houses the most modern life-saving equipment available.

(continued on page 3)

Hospital Receives Accreditation From Joint Commission

Muhlenberg Medical Center has received accreditation for the next two years from the Joint Commission on Accreditation of Hospitals.

The commission's decision was reached after a thorough study of the hospital's programs, facilities and medical and administrative staff personnel.

Administrator Donald E. Porter indicated that accreditation by the commission is "a measurement of the manner in which

(continued on page 2)

3 Big Days Being Planned For 1973 Summer Festival

The 1973 Lehigh Valley Summer Festival at Muhlenberg Medical Center on Friday, Saturday, and Sunday, August 24, 25 and 26, will have the biggest line-up of entertainment, exhibits and events in its 12-year history.

Mrs. Frank Muhr, chairman, announced that the new three-day schedule will permit a greater variety of festival attractions than ever before. As a result, this year's event is expected to break all previous attendance and proceeds records.

Mrs. Muhr reported that members of the Women's Auxiliary

(continued on page 2)

PULSE

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

25 Local Ambulance Corpsmen Complete Course Held At MMC

Twenty-five corpsmen from 10 area ambulance and emergency rescue services have completed a 10-week course entitled "Pennsylvania Emergency Care and Transportation of the Sick and Injured." Classes and training sessions were con-

ducted at Muhlenberg Medical Center.

Dr. Ben C. Barnes, medical director, announced that the emergency care training course was one of the first of its type ever offered by a Lehigh Valley hospital to volunteer ambulance corps personnel.

Dr. Barnes indicated that the course included lectures, practical demonstrations and films on various aspects of emergency care and treatment.

The program was arranged by Franklin A. Shaffer, R.N., director of MMC's nursing service, through Pennsylvania's Department of Health. Robert H. Gaumer, a representative from the department's emergency medical services division, served as a consultant for the sessions.

Mr. Shaffer reported that participants in the course indicated that it was "one of the best training seminars they had ever attended."

Coordinator for the program was Mrs. Dorothy Capobianco, R.N., who also conducted a session on the medical care of burns and pulmonary resuscitation.

The following eight medical staff physicians covered other aspects of emergency care:

Gavin C. Barr, M.D., staff president, discussed the treatment of patients, who are in an unconscious state; George Eichler, M.D., injuries to the bones and joints; David Eaton, M.D., injuries to the brain and nervous system, and Roman Herman, M.D., chest injuries.

Also, Melvin Berger, M.D., emergency child birth; Charles Waltman, M.D., injuries to the abdomen; Mojtaba Hooshmand, M.D., emergency treatment of child patients, and Anthony Barone, M.D., airway management intubation and oxygen therapy.

Illuminated Sign

(continued from page 1)

help area ambulance drivers and residents locate the MMC emergency facility.

A motion to erect the new illuminated sign was approved by the hospital's board of directors during their May 16 meeting.

MMC Coin Auction

(continued from page 1)

ported that the August 21 sale will include a wide range of coins, currency, medals and valuable political campaign memorabilia.

Houghton indicated that all items for the auction are donated by area collectors. Their sale prices are reported to the appropriate donors for charity tax deduction purposes.

Persons interested in contributing items to be sold at this year's auction should notify the hospital's switchboard operator by calling 865-0711. Members of the men's group will pick-up all donations.

Accreditation

(continued from page 1)

the hospital serves the community."

Mr. Porter noted that the commission investigates all phases of care and treatment before reaching its conclusions. He stated that the commission's report commended MMC "for maintaining standards deserving of accreditation and for your constant effort to improve the quality of patient care."

Bethlehem Youth's Volunteer Work Leads To Scholarship

David Wasser, a junior year student at Freedom High School, has found volunteer work at Muhlenberg Medical Center rewarding in more ways than one.

David joined the hospital's youth volunteer team last December and, since that time, has spent over 100 hours as a volunteer assistant in the laboratory department.

The rewards? Besides providing the satisfaction of helping others, plus valuable exposure to a career in the medical sciences field, David's volunteer work has led to a National Science Foundation scholarship.

Beginning early this summer, the 16-year old Bethlehem resident will be spending nine weeks at Hahnemann Medical College and Hospital, where he will be involved in bio-science and medical research work.

John Hart, chief lab technician at MMC, reported that David assisted in routine lab work, served as a courier between nursing units and the lab and performed various clerical duties.

Hart commented that "David showed exceptional interest in all testing procedures and, during his six months here, learn-



DAVID WASSER

ed a great deal about the hospital's lab program."

In addition to observing MMC technicians carry out various lab procedures, David was taught general test theory and its relationship to the diagnosis of a patient's medical condition.

Through the encouragement of Hart and Joseph Buesgen, his human anatomy and physiology teacher at Freedom, David applied for and received the 9-week scholarship, another example that volunteer work really "pays".

SUMMER FESTIVAL

(continued from page 1)

and Men of MMC have been named to serve on the various committees that will handle all aspects of the 1973 festival. Serving as chairmen are:

John Gemi, amusements, tents and concessions; Mrs. Muhr, area projects; Joseph Sofka, artists; Mrs. Charles Payne, devotional, and Mrs. Elaine Miesegaes, entertainment.

Charles Herbster, grounds and property; Mrs. Clarence Berger, luncheons and dinners; Mrs. Lowell Stanton, Miss MMC Contest; Mrs. David Lemke, publicity; Charles Payne, refreshments booths, and Mrs. Elmer Paules, ticket booths. All

of the above are from Bethlehem.

Also, Mrs. Mary Herring, crafts; Mrs. Walter Berger, dress booth, and Mrs. Norman M. Snyder, program booklet, all of Allentown.

The festival chairman indicated that this year's schedule of entertainment will feature additional fashion shows, increased band and drill team exhibitions and a unique line-up of stage and tent performances.

The 3-day event will also include expanded arts and crafts exhibits, plus a special display of police and fire department vehicles and equipment.

Lehigh Valley Summer Festival
August 24, 25, 26

Nursing Students From Sacred Heart Take Part In Two Programs At MMC

Senior year students from Sacred Heart Hospital's School of Nursing have completed two training programs at Muhlenberg Medical Center.

Franklin A. Shaffer, R.N., director of nursing, announced that, over the past year, nursing students from Sacred Heart have been participating in MMC's psychiatric nursing and leadership practicum programs.

Conducted on a quarterly basis, the psychiatric nursing program includes clinical experience at MMC, the hospital's affiliated Lehigh County Mental Health-Mental Retardation Base Service Unit, Haven House and Allentown State Hospital.

At MMC, the nursing students perform the same functions as staff nurses, participating in morning report sessions, working with patients on a one-to-one basis, conducting occupational therapy and sitting in on group therapy sessions.

Mr. Shaffer noted that, in addition to supervision from the on-duty staff, the students work under the direction of Mrs. Paulette Marks, R.N., and Mrs. Roma Seyfried, R.N., two instructors from the Sacred Heart School of Nursing.

The leadership practicum course is offered on a voluntary basis to students, who desire practical nursing experience in their respective specialty field.

Student nurses seeking further psychiatric training actively participate as staff nurses on the fifth floor, charting the progress of individual patients and taking part in nursing care planning.

Similar experience is also available on the hospital's third floor, where students function as staff nurses in MMC's Skilled Nursing Facility.

Mr. Shaffer stated that both the leadership practicum and psychiatric nursing programs provide invaluable in-service training for these future nurses, helping them to gain a better perspective about the actual duties of staff nurses.

Registered Nurses Volunteering In Unique MMC Program---Aid Physicians, Patients

Six registered nurses are assisting physicians at Muhlenberg Medical Center in a unique volunteer program.

Under the title of medical information specialists, volunteer nurses are donating their time to facilitate the quality of patient care at the hospital.

Ben C. Barnes, M.D., medical director, reported that the program was initiated to give maximum possible assistance to attending physicians in gathering and recording historical and physical examination data of patients.

The volunteer nurses also enter progress notes on patients' charts and compile a complete summary of a patient's hospitalization at the time of discharge.

Dr. Barnes observed that all of the volunteers involved in

the program are "highly experienced registered nurses, who wanted to remain active in the health care field but were not seeking paid employment."

Applicants for the program were recruited through the hospital's Department of Volunteers.

Mrs. Mary Grace Stanton, R.N., volunteers' director, stated that the nurses receive a general orientation of the hospital's philosophy and program objectives before reporting to the medical director, who oversees their work.

Mrs. Stanton noted that the medical information specialists are qualified to conduct part of the initial physical examination that is performed when a patient is admitted to the hospital. This examination includes

blood pressure, weight, level of consciousness, presence of rash and other obvious physical characteristics.

Besides saving physicians a considerable amount of routine record-keeping, notes compiled by the nurses alert physicians to any condition that may require immediate medical treatment.

Participants in program were recently lauded at meetings of both the MMC board of directors and medical staff's executive committee.

Atty. Jacob S. Kolb, MMC president, commented that "the hospital is greatly indebted to these dedicated nurses, whose volunteer efforts are proving invaluable to meeting the medical needs of the community."

Peter McGee Named President Of Hospital's Junior Auxiliary

Peter McGee of Bethlehem, has been elected president of Muhlenberg Medical Center's Junior Auxiliary. He succeeds Cynthia Leibinger, who held the post for one year.

McGee, who has served as a youth volunteer at MMC since last August, will be a sophomore this fall at Freedom High School.

Other officers for 1973 include Lynn Brader, vice president; Diane Williams, secretary; Leslie Deisroth, corresponding secretary; Kevin McGee, historian, and Lisa Cruikshank, treasurer.



PETER MCGEE

EMERGENCY ROOM

Fractures are treated in the cast room, where a portable x-ray unit is located for determining the nature and extent of injuries incurred in automobile and other accidents.

The ambulatory clinic provides facilities for suturing, plus a complete line of cardiac equipment for persons who have experienced a stroke or heart-attack.

The out-patient clinic is available for follow-up treatment, such as suture and cast removal. Minimal surgery is also con-

ducted here under local anesthesia.

Finally, the hospital's entire range of medical care facilities are close at hand to provide any additionally-needed care.

Many patients, who come to MMC's emergency room, require extreme medical attention, while others are treated on a non-emergency basis. In either case, the unit's medical and nursing staffs constantly expect the unexpected and thereby assure the finest emergency care possible.

Lecture On Cancer By N. Y. Physician Closes Out Series

Over 40 area physicians attended the final program of Muhlenberg Medical Center's 1972-73 medical staff lecture series, which was held at the hospital on May 21.

Gavin C. Barr, M.D., staff president, announced that the program focused on recent developments in cancer chemotherapy.

Guest lecturer was Dr. Richard T. Silver, director, division of hematology, New York Hospital — Cornell University Medical College.

The author of various papers on cancer-related diseases, Dr. Silver currently serves as chairman of the chronic leukemia program for the National Cancer Institute.

Dr. Barr reported that the seven lectures presented during the staff's 1972-73 series constituted one of the most successful runnings in the history of the program.

Lectures during the past 12 months have included talks on acupuncture, sickle cell anemia, total hip replacement and the use and abuse of oxygen. Dr. Barr noted that the 1973-74 series will begin this fall.

(continued from page 1)

Men of Muhlenberg First Male Group In State Auxiliary Assn.

The Men of Muhlenberg Medical Center has been admitted as a member organization of the Pennsylvania Association of Hospital Auxiliaries, the first all-male group to ever achieve

Dr. Barnes Speaker At Allentown Area Annual Dinner Fete

Medical Director Ben C. Barnes, M.D., addressed the annual dinner meeting of the Allentown Area of Muhlenberg Medical Center's Auxiliary on May 2.

Dr. Barnes outlined the growth of the hospital over the past two years, a period which he noted was "one of transition and new program implementation."

The medical director pointed out that completion of the new surgical wing finally established MMC as a full-service hospital and precipitated a dramatic increase in the institution's patient caseload. He stated that the hospital's admissions rose from 108 patients in March, 1971, to 260 in March of this year.

Dr. Barnes told members of the Allentown auxiliary unit that this growth was accompanied by a 50% decrease in the average length of stay, indicating that the hospital was treating more short-term illnesses than ever before.

Mrs. Peg Snyder of Emmaus, MMC auxiliary president, reported that three other auxiliary units conducted their annual dinner affairs at the hospital during May.

The organization's Carbon County division met at MMC on May 8.

Deborah Ann Sieger, director, Lutheran Chaplaincy Service of Lehigh Valley, was the guest speaker on May 10 at the annual meeting of the Neffs-Slatington Area.

Members of the Bethlehem Area of the auxiliary were entertained at their annual dinner on May 11 by the "Young in Spirit," a variety show presented by local senior citizens.

this distinction.

The induction was officially announced at the PAHA's eastern regional meeting, which was held at MMC in late April.

Horace C. Houghton of Bethlehem, president of the men's group, accepted the state auxiliary unit's formal welcome from Mrs. Joseph C. Rutkewicz of Easton, president of the eastern region.

Over 110 persons attended the affair, which included the association's business meeting and a presentation by Dr. George R. Eichler, an orthopedic surgeon at MMC.

Dr. Eichler reviewed the accomplishments of the hospital's surgical unit during its first seven months and explained the success of the facility's total hip and knee replacement program.

The Bethlehem surgeon reported that 29 surgical replacements have been performed at MMC since last September.

He maintained that "this volume enables all personnel - - - from the operating room to nursing floors and the physical therapy department - - - to become more familiar with the specialized care these patients require."

The PAHA representatives were welcomed to the hospital by Administrator Donald E. Porter and Mrs. Peg Snyder, MMC auxiliary president.

Dr. Hooshmand

(continued from page 1)

al staffing.

Besides overseeing the administrative aspects of the department, Dr. Hooshmand is responsible for the selection, diagnosis and treatment of all inpatients and outpatients who require physical medicine at MMC.

Dr. Hooshmand is a native of Tehran, Iran, where he received his medical degree at Tehran University.

In May, Dr. Hooshmand was honored by the Pennsylvania Department of Health for his "many services to the community and demonstration of concern for public health."

Training Sessions Started For New Youth Volunteers

A new class of Red Cross Youth Volunteers began orientation sessions at Muhlenberg Medical Center during May, according to Mrs. Mary Grace Stanton, R.N., director of volunteers.

Mrs. Stanton reported that 35 youths from area junior and senior high schools are now receiving training that will prepare them for volunteer work at the hospital.

Included in the orientation sessions are films, lectures, on-the-job training supervised by staff nurses and practical demonstrations.

It was announced that 247 youth and adult volunteers contributed over 3,100 hours of service at MMC during May.

MMC Volunteer R. N. Program Topic At Regional Seminar

Mrs. Mary Grace Stanton, R.N., Muhlenberg Medical Center's director of volunteer services, addressed the Mid-Atlantic Health Congress seminar, which was conducted by the 9th Regional Institute for Directors of Volunteers in Health Care Facilities.

The seminar was held in Atlantic City on May 21-23.

Mrs. Stanton's presentation covered the success of MMC's Medical Information Specialist program, a volunteer program involving experienced registered nurses.

The MMC volunteers' director described how the program was implemented and comment-

Auxiliary Completes 7th Pledge Payment

Muhlenberg Medical Center's Auxiliary has completed its seventh \$5,000 payment towards the group's \$100,000.00 pledge to the hospital.

Mrs. Peg Snyder of Emmaus, auxiliary board president, announced that the organization has now contributed \$35,000 towards its latest pledge goal.

Mrs. Snyder reported that the board has received a gift of \$1,000 from Mrs. George A. Eichler of Northampton, who donated the money to the medical center in memory of her late husband, Dr. George A. Eichler.

Mrs. William MacMorris, chairman of the auxiliary-sponsored Thrift Shop, presented a check of \$1,000 to the board, representing profits from the South Side Bethlehem shop.

ed on the considerable benefits the program has produced for the hospital's delivery of patient care.

Mrs. Stanton stated that "the performance of these volunteer nurses has been held in the highest regard by the medical center's staff and patients. Their skill and fine training is clearly evident in the services they have contributed to the hospital."

Other representatives of MMC, who attended various sessions of the three-day conference, were Administrator Donald E. Porter and Franklin A. Schaffer, R.N., the hospital's director of nursing services.

Muhlenberg Medical Center
Bethlehem, Pa. 18017

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