

NOVEMBER 2011

CheckUP

She Wants to Be a Nurse

See what inspired her,
page 6



A PASSION FOR BETTER MEDICINE.™

 **Lehigh Valley
Health Network**

The Power of Possibilities

It's how we make our mission possible



As I walked down the Lehigh Valley Hospital–Cedar Crest hallway one recent afternoon, I encountered a housekeeping colleague whom I had met a few months earlier. I stopped to chat, and I could tell she wasn't having a great day. So I asked her why.

She told me she really wanted to be an administrative partner, but she didn't know how to get there. We were walking by the Body Family Medical Library, so I directed her to Andy Januszak, who works there. "He'll be happy to help you

apply for that position," I said. An hour later, on my way back from a meeting, I met the same colleague. "He's gonna help me," she said excitedly. "This is what I always wanted to do."

That story exemplifies one of the great things about our health network—that we are all connected and can support each other to turn problems into possibilities. Each one of us works in health care because we care about one another. And each of us has a vision of where we want to go in our careers, because we want to do good things for our patients.

Envisioning possibilities is at the heart of Mission Possible. As you'll read in this *CheckUp*, doing so rekindles that feeling we had when each of us first chose health care as our profession—that spirit of positivity that comes from helping others.

Mission Possible is about thinking positively and developing relationships. It's also about creating a strong strategy. With health care reform on its way, some might think this is "mission impossible." I see it differently. The change created from reform—and the possibilities reform provides—are exhilarating. Reform will help us heal, comfort and care for the people in our community in new and dynamic ways. And we'll need input from each of you to make it happen.

So here's what I'm asking you to do. First, turn to page 4 and read more about Mission Possible. Second, visit the intranet and watch my Fireside Chat video, where you'll learn about our health network's fiscal year 2011 results. Third, attend an employee forum and open your mind to possibilities. By joining the conversation, you will be engaged in shaping our health network's future. I welcome your input and your questions. And I appreciate your help in making our mission possible.

Ronald W. Swinford, MD
President and Chief Executive Officer

INSIDE THIS ISSUE

The Tech Doc	3
Donald Levick, MD, is our new CMIO	
You Make Our Mission Possible	4
Learn how at employee forums	
'Mommies and Daddies Are Nurses'	6
Colleagues write a children's book	
Striking a High Note	8
Specifics about our solid financial year	
The Best Care by Design	10
Meet medical dosimetrist Noreen Schneck	
Research and Innovation	11
Our new streamlined approach to enhancing care	
Be an Advocate	12
Tell others about our drive-thru flu shots clinics	
A Guide to Our Care	13
Recognition from The Joint Commission	
What's Happening	14
It's open enrollment time	
Service Star of the Month	15
Sigrid Blome-Eberwein, MD: surgeon and teacher	
Service Anniversaries	16
Colleagues celebrate their years of service	





The Tech Doc

**Donald Levick, MD,
becomes our first
chief medical
information officer**

Enhancing IT—As our new chief medical information officer, Donald Levick, MD (right), will work closely with I/S colleagues like David Pucklavage to enhance patient care and efficiency through information technology.

More than a decade ago, information services (I/S) needed a physician to champion new technological initiatives planned for our health network.

That physician would have to integrate systems like computer-assisted physician order entry (CAPOE) and electronic medical records (EMR) into our culture. He'd have to get the medical staff on board. Plus, he'd have to work closely with physicians and I/S colleagues to ensure these systems met expectations and helped us work as efficiently as possible.

One physician accepted the challenge, pediatrician Donald Levick, MD. He became an agent for change and helped ensure these systems enhanced our level of care. His experience made him the ideal colleague to fill a new role at Lehigh Valley Health Network—chief medical information officer (CMIO).

“New technology used to be a point of fear for many members of the medical staff because change isn't always viewed as a good thing,” Levick says. “We're past that now. Nearly all of the medical staff sees the potential of technology in bringing efficiency and quality to medicine. Now they're the ones who want more.”

As CMIO, Levick will be the liaison between the medical staff, health network leadership and I/S. He'll work closely with I/S colleagues to support the efficient design, implementation and use of our health technology. Above all, he'll help ensure the various systems we deploy, enhance the quality of care and bring even more efficiency to the way we provide care.

The successful integration of CAPOE and EMR shows his drive for quality. Because of his diligence, and that of his team, our use of health care technology

has made us a national model. For nine consecutive years, we've been named among the “100 Most Wired” hospitals in the U.S., and made the “25 Most Wireless” list six times.

“We've come a long way from where we were in 2000,” he says. “But there is always room for improvement. Health care information technology is constantly evolving, and we want to remain out in front.”

Although Levick will have new responsibilities as CMIO, he'll continue to see patients and work at the center he helped form, the Eastern Pennsylvania Down Syndrome Center. However, his new role will allow him to combine the things he's most passionate about: patient care and efficiency.

—Matthew Burns

You Make Our Mission Possible

Here's what's happening—and why your involvement matters

They're on a Mission—

The quality team embeds Mission Possible into their daily routine. They focus on possibilities and open communication at monthly meetings.

Team members like risk manager Rosemary Cerimele, RN (right), involve network colleagues by handing out employee forum invitations. Here, Cerimele "manages up" the forums with director of infection control and prevention Terry Burger, RN.



What's happening at employee forums?

When the quality department team gathered for a staff meeting on Sept. 12, the atmosphere was subdued as people reflected on the 10-year anniversary of 9/11. When clinical quality specialist Chris Deschler, RN, explained that the meeting would incorporate a new strategic approach—called Mission Possible—that focuses on the power of possibilities, she was concerned that the reaction would be skeptical.

“I was worried that they would look at this as another ‘flavor of the month,’” says Deschler, a member of the Mission Possible steering team. Instead, less than two hours later, the team was energized and refreshed—because they learned to reframe their perspectives and recognize the good around them. The group talked with each other about why they chose to work here—and why they stay. “It was heartwarming to hear each other’s stories,” says risk manager Rosemary Cerimele, RN. “It reminded us why we care and how we’re all connected to the mission.”

Since that meeting, the quality team has embraced the principles of Mission Possible (see photo, above) and are determined to invite each of us to join them. The first step? Attend an employee forum.

» In the past, employee forums focused on health network updates. This year, president and chief executive officer Ron Swinfard, MD, will share those in his Fireside Chat video, available on the intranet (LVH.com). That frees up time for us to interact, learn about—and practice—two key Mission Possible skills. The first, called reframing, reminds us to look at “what’s right” in situations, which opens up possibilities. The second, having meaningful conversations, grows relationships and encourages understanding and support. So, we’ll spend time talking with leadership—and one another—about what’s important.

What exactly will we discuss?

» You’ll be invited to share stories about when you were at your best and how to make those situations happen more often.



Why are we doing this?

» Given the uncertainty of health care reform, it's essential we focus on our mission through strategic planning. Leadership created a strategic framework. But it's going to take our collective intelligence to bring that framework to life. Your input is needed to help make our mission possible, no matter what the future brings.

What happens to our input?

» Our aspirations will be recorded, grouped into themes and incorporated into our strategic planning process.

How can I share my voice outside the forums?

1 Have conversations that begin, grow or repair relationships essential to making our mission possible.

2 Visit Mission Central, the intranet's new interactive website where you can:

- **Share** your opinions, questions and stories.
- **Watch** videos that highlight what's happening at the forums, stories about colleagues and Ron Swinfard's Fireside Chat.
- **Learn** through the latest articles, online workshops and other resources.

TO GET STARTED, click on the conversation bubbles in the right corner—or visit LVHN.org/conversations from a network computer. Click on "Schedule" to see the employee forum schedule.

3 Take the new Employee Satisfaction Resurvey Check-in between Nov. 1-15. Your supervisor will send you an e-mail with a link that connects you to the survey. It's your chance to share what's on your mind about how we can make our health network an even better place to work.

Swapping stories— President and chief executive officer Ron Swinfard, MD, and clinical research coordinator Song-Hee Bohn, RN, discuss their best days at our network—and ideas about how to make them happen more often—during an employee forum. **You, too, can join the conversation through Dec. 1.**

—Gerard Migliore

'Mommies and Daddies Are Nurses'

New children's book—written by our nurses—
inspires next generation of caregivers





Eileen Wasson, RN, knew she wanted to be a nurse when she was 3 years old. A neighbor let her try on her nursing cap and she was instantly hooked. Angela Strausser, RN, also knew she was destined to be a nurse by the time she was 10 and her father was very ill. Today, Wasson and Strausser care on Lehigh Valley Hospital—Cedar Crest’s trauma-neuro intensive care unit.

They also are co-authors of a new children’s book, “Mommies and Daddies Are Nurses.” They wrote the book to introduce young children to the world of nursing and inspire them to become nurses when they grow up. “You never know,” Wasson says, “one of these children could take care of you or me one day.”

The pair started to talk about writing a book when their children were young. When looking for books about nurses to read to their own children, they found available books to be outdated and didn’t portray nurses in a positive light. “I left home every day to work in this incredible profession,” says Wasson, “yet it was hard for me to explain to my young daughter that I have a very cool job and that I’m very proud to be a nurse.” Strausser, a mother of a daughter and son, shared her sentiment. So, the two decided to write their own children’s book.

That was four years ago. Their modern-day children’s book about nurses was published this summer. “We took our time because we wanted to get it right,” Strausser says. “We wanted to show multicultural male and female nurses in the varied roles they play, from school nurses to home care nurses to operating room nurses to military nurses, and everything in between.”

The book is written for children ages 3-7. Each age-appropriate illustration, created by local illustrator Roey Ebert, discreetly features a child observing what nurses do. “We really hope this book inspires children to think about the exciting career of nursing,” Wasson says.

—Amy Koch

◀ **Inspired to care**—(L-r) Shane and Alexandria Strausser, and Emily Wasson read the book written by their moms, (l-r, above) Eileen Wasson, RN, and Angela Strausser, RN, that encourages children to become nurses.

TO GET YOUR COPY

E-MAIL:

- eileen.wasson@lvhn.org
- angela.strausser@lvhn.org

OR VISIT:

- [amazon.com](https://www.amazon.com)
- [authorhouse.com](https://www.authorhouse.com)
- [barnesandnoble.com](https://www.barnesandnoble.com)



Striking a High Note

A solid financial year allows us to fine-tune our symphony of care

When planning began for the Health Center at Moselem Springs, colleagues and community members joined forces. Together they created a place with the services and facilities Bucks County residents need.

That extra effort creates healthier communities. In its first six months, the Health Center at Moselem Springs accommodated nearly 7,000 patient visits, contributing to the symphony of care our health network delivers throughout the region.

The center—which includes a four-stall horse shed that members of the Mennonite community built and use during appointments—is one way our health network makes wise use of finances. To invest in new facilities, programs, services and technologies that keep people in and around the Lehigh Valley healthy, we must be financially strong.

WORKING TOGETHER CREATES RESULTS

In fiscal year 2011 (FY 11), Lehigh Valley Health Network's operating margin (revenue minus expenses) is \$80.4 million, or 5.3 percent of revenue. Health care experts say not-for-profit hospitals like ours need a margin of 4-5 percent annually to properly reinvest and care for the community.

"Our excellent results were a result of our colleagues' hard work," says president and chief executive officer Ron Swinford, MD. "You helped us control expenses and reduce costs while continuing to deliver high-quality care."

Among the other reasons for our financial success:

- Our network-wide expenses were \$28.4 million below budget
- More people requested our care. The number of inpatient admissions, outpatient registrations and Lehigh Valley Physician Group (LVPG) visits all increased. (Our emergency department cases remained relatively even with FY 10.)



WHAT THIS MEANS

A positive margin allows us to:

- Offer merit-based increases.
- Award both a special bonus last May and a Shared Success Plan (SSP) bonus in October to eligible colleagues. The SSP bonus was made possible because we reached our goals for patient satisfaction and average expense-per-case.
- Reinvest in new programs and services. The FY 12 capital budget for such expenses is \$110 million, up from \$70 million last year. Just a few of our new and on-going projects from the last 12 months:
 - + The continuing expansion of the Lehigh Valley Hospital–Muhlenberg emergency department
 - + The Children's ER at Lehigh Valley Hospital–Cedar Crest
 - + The Community Health and Wellness Center and pediatric clinic expansion at Lehigh Valley Hospital–17th Street
 - + Implementation of electronic medical records within LVPG practices

WHAT'S NEXT?

Health care reform is on the horizon. "With the federal government looking to reduce expenses, it's likely we will see a reduction in payments from payers like Medicare and Medicaid," Swinford says. "It will take a team effort to further our mission. Each of us plays a role in creating our success, and by engaging with each other for the benefit of our patients, we will continue to thrive."

LEARN MORE

You can discover more about our FY 11 results and help shape the future of our health network by:

- Joining the conversation at an employee forum happening through Dec. 1. (See page 4 for details.)
- Visiting the intranet (lvh.com) and watching the newest Fireside Chat video from president and chief executive officer Ron Swinford, MD.

–Kyle Hardner

A SYMPHONY OF CARE

Lehigh Valley Health Network's Health Expo and Annual Meeting

LEHIGH VALLEY HOSPITAL–CEDAR CREST

KASYCH FAMILY PAVILION

Wednesday, Dec 7

Meeting begins at 5 p.m.

Health Expo at 6:30 p.m.

12 07 2011

AT THE EVENT YOU CAN:

See simulators that mimic actual surgeries

Experience virtual reality that helps comfort burn patients

Get a free flu shot

Hear from health network leadership





She's up to the challenge—
Certified medical dosimetrist Noreen Schneck has won awards for her radiation therapy treatment plans.

The Best Care by Design

Medical dosimetrist Noreen Schneck is passionate about devising the best radiation therapy treatment plans

Before, during and after radiation therapy, patients may consult with various members of their care team such as doctors, nurses and radiation therapists. A little-known but important member of the radiation oncology team is the certified medical dosimetrist.

Noreen Schneck is one of several certified medical dosimetrists at our health network. These oncology professionals design radiation therapy treatment plans. “The radiation oncologist will determine where and how much radiation to give a patient,” Schneck says. “My job is to take that information and design the best treatment plan.”

Using special software and 3-D images, Schneck carefully calculates the prescribed radiation dose. She designs plans that allow radiation to effectively target a patient’s tumor while sparing healthy tissue. “We need to make sure the radiation kills tumor cells but leaves the patient functioning well,” she says.

Schneck works on multiple plans at the same time. Designing one treatment plan can take anywhere from 45 minutes to an entire day or more, but the time spent is worth it. “I know what a good plan looks like, and sometimes it just takes work to get it right,” Schneck says. She works closely with other radiation oncology team members to choose the treatment plan that is just right for each patient.

Schneck has worked in radiation therapy for 35 years and became certified in medical dosimetry in 1994. She found this field to be a perfect fit for her. “Knowing that I’m helping patients is what I like best about my job,” she says. She also enjoys the complexity of her work. “Designing the optimal plan for each patient is like putting together a puzzle,” she says.

Schneck’s passion for her job has led to awards. For the past two years, she has entered the Radiation Oncology Resources (ROR) Plan Challenge, a competition sponsored by the American Association of Medical Dosimetrists. The Challenge supplies entrants with a hypothetical radiation therapy prescription and has them design the best plan for the hypothetical patient. Schneck’s expertise helped her place first in the RapidArc Plan Challenge category in 2010 and 2011. No one was more surprised than Schneck. “I didn’t expect to win—I just did my best,” she says. “I approached the competition the same way I would if the plan were for a real patient.”

Schneck hopes to share what she learned in the competition with her colleagues. “The competition is a great way to evaluate yourself and see if you’re doing what other people are doing,” she says.

—Lauren Fetterman

Research and Innovation

We're enhancing patient care
with a new streamlined approach to research

Advancing patient care through research—(L-r)

Leslie Baga, RN,
Scott Lipkin, DPM,
Dana Wentzel, RN,
and Eric Mueller are
part of the newly
formed NORI.



When thinking about clinical research, large, nationally known health care organizations may first come to mind. But did you know the people of our community don't have to travel far to participate in clinical research? We conduct a variety of research studies right here, coordinated through our newly formed Network Office of Research and Innovation (NORI).

Research is an important part of our passion for better medicine. Participation in research studies enables us to develop and test new drugs and devices to improve patient care. "Research is extremely important to who we are as a health care organization," says Scott Lipkin, DPM, chief of NORI. "The creation of NORI increases the visibility of research in support of our mission."

This past summer, various research-based departments throughout our health network were reorganized into NORI. This centralized office provides a systematic approach to structuring and conducting research studies. "Research personnel used to be department-based," Lipkin says. "Now they're cross-trained and doing standardized work."

More than 50 colleagues, ranging from physicians to nurses to non-clinical colleagues, work in NORI. To help streamline research conduction, NORI is composed of four departments:

- Research administration—coordinates the business and financial processes

- Research clinical operations—supports and conducts research studies
- Research education, integrity and monitoring—develops and delivers research education for colleagues involved with research, and oversees research compliance and quality improvement
- Research participant protection office—protects the rights and welfare of all research study participants and provides administrative support to our Institutional Review Boards

Currently, our health network has approximately 350 open research studies spanning a variety of clinical areas. One major initiative is adult and pediatric cancer. "Almost 50 percent of our research studies are for cancer," Lipkin says. "Other busy areas include cardiology, neurology, infectious disease and psychiatry."

Our affiliations with the University of South Florida (USF) and the H. Lee Moffitt Cancer Center and Research Institute in Tampa, Fla., further increase patient access to breakthrough clinical research at our health network.

To search our open research studies, colleagues and patients can visit NORI's redesigned website at lvhn.org/clinicalresearch.

—Lauren Fetterman



Let's Get Our Community Vaccinated

Each year, more than 200,000 Americans are hospitalized from flu complications. To help keep our community healthy, we're hosting our annual drive-thru flu shot clinic. Flu vaccinations are free.

» SATURDAY, NOV. 5
9 a.m.–3 p.m. Dorney Park

» SUNDAY, NOV. 6
9 a.m.–3 p.m. Coca-Cola Park

Optional donations of nonperishable food items will be accepted.

Tell everyone you know to take action, get protected and **register by visiting lvhn.org**.



The Wall

What our fans are saying

Artie Conquest wrote on Sept. 16:

I couldn't ask for better care than what I get at LVH and their doctor affiliates. I have been a patient of LVHN now for 4 years and I wouldn't go anywhere else.

Sherry Lynn Ruth wrote on Sept. 7:

My grandfather is on 7B and I must say the staff is wonderful. I would like to thank them for the care he is receiving... the smiles, and for listening to all my pappy's jokes... he means the world to us... so again thank you.

Raeann Hofkin wrote on Aug. 18:

I thought arriving close to 9 p.m. (at the Children's ER) I was going to be there all night. I was pleasantly surprised to be home and in bed by 11 p.m. Thanks for the speedy processing. The staff was very nice, took the time to listen to our concerns, answer questions, evaluate my daughter and get us out in a jiffy!

JOIN THE CONVERSATION
at facebook.com/lvhealthnetwork



She's an Advocate

Marciann Albert, a continuing education program specialist, was at the supermarket with her son, Mason, when he suddenly wriggled out of the shopping cart and fell, hitting his head on the floor. Albert quickly rushed her son to the Children's ER. "That day, I witnessed PRIDE behaviors in action," Albert says. "The Children's ER staff exhibited extraordinary kindness and compassion." Plus, the interactive screens and bright colors inside the Children's ER helped relieve Mason's fears. Thankfully, Mason suffered only a bump on the head. Albert often shares her experience with other parents and encourages them to use the Children's ER if needed. "The Children's ER cares for children and soothes parents," Albert says. "I never felt like we were just a number."

Are you an advocate for our health network?

If so, call **484-884-0806** or e-mail **Lauren_L.Fetterman@lvhn.org** and share your story in *CheckUp*.

The Buzz in Our Community

- 69 News (WFMZ-TV), Service Electric TV-2 News, *The Morning Call* and *The Express-Times* covered the **Lehigh Valley Health Network Marathon for Via** and the efforts it took to re-route the course around flooded trails.
- Community Exchange manager **Laura Gutierrez** was quoted in *The New York Times* about time-banking and how new studies show it is improving the health of communities.
- Emergency medicine's **Marna Greenberg, DO**, was interviewed by 69 News (WFMZ-TV) and Service Electric TV-2 News during the Senior Fall Expo at Lehigh Valley Hospital–Muhlenberg.
- Senior vice president for quality and safety **Tony Ardire, MD**, was featured in *HealthLeaders* magazine for our work to create the ideal patient-centered experience.
- Chair of pediatrics **John Van Brakle, MD**, was interviewed by 69 News (WFMZ-TV) about a study that suggested the poor economy is to blame for an increase in child abuse.

—Matthew Burns

READ AND VIEW OUR NEWS

Go to lvhn.org/news to see news clips (updated monthly).

STAY INFORMED AT LVH.COM

Under "Network News," click on the stories that interest you (updated monthly).

A Guide to Our Care

Recognized for Excellence

For the first time, The Joint Commission's 2011 annual report on quality and safety, "Improving America's Hospitals," lists accredited hospitals and critical access hospitals that are top performers in using evidence-based processes closely linked to positive patient outcomes. Thanks to the dedication and commitment of our colleagues, The Joint Commission recognized Lehigh Valley Hospital for attaining and sustaining excellence in heart attack, heart failure, pneumonia and surgical key quality measures. Hospitals recognized in this list represent the top 14 percent of Joint Commission-accredited hospitals that report core measure performance data.



LEHIGH VALLEY HEALTH NETWORK

This simple test could save your life.

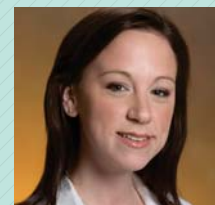
Take the  HEARTAware heart risk assessment on the intranet (lvh.com). It takes only 7 minutes.

HeartAware May Save Your Life

Did you take the free HeartAware risk assessment yet? The seven-minute, 25-question assessment may save your life. Through HeartAware, you'll receive a customized report describing how to become more heart healthy. If the assessment determines you're at risk for heart disease, you'll be offered a free appointment with a nurse. If the appointment determines you have an elevated risk for developing heart disease, you can see your primary care physician or get an appointment with a HeartAware primary care provider or cardiologist. To take the assessment, visit the intranet (lvh.com) and click the HeartAware banner ad (seen at left).

A Doctor You Should Know

Tina M. Casey, DO, believes prevention is the key to a long and healthy life. She encourages her patients to eat right and to exercise now—before it's too late. Casey is an internal medicine physician with Lehigh Valley Internists. On a personal note, she enjoys running. "I like that the only thing you need is a pair of sneakers," she says. "You can do it anywhere, anytime."



Access to our Toxicologists

We're partnering with hospitals in Lehigh, Palmerton and Hazleton to make our two board-certified medical toxicologists available to more people. They're the specialists that help patients who ingest poisons, overdose on drugs or medication, experience drug withdrawal syndromes, suffer a poisonous snake bite, and more. When our regional partners have a patient who can use these services, they can call us 24/7. They'll talk to a toxicologist and collaborate to determine the best treatment.

Diagnosing Lung Cancer Early

Your chances of surviving lung cancer are much higher if it's caught early. A new study finds that CT screening is more effective in finding early lung cancers than conventional chest X-rays. That's why our lung cancer experts endorse CT screening in patients at high risk for lung cancer. You're considered high risk if you have a cigarette pack-year history of 20 or more (multiply the number of packs you smoke per day by the number of years you've smoked), a strong family history or have been exposed to asbestos. Patients who meet screening criteria need a referral from their primary care physician to schedule the screening test, which is covered by our Culture of Wellness benefit. To learn more, call 610-402-0588 or 610-402-CARE.





Attend Our Veterans Day Services

To honor the colleagues and community members who have served or are currently serving in the United States military, we are hosting Veterans Day services for the first time. They will be held Nov. 11 at noon at each hospital campus near the flag poles. A chaplain will lead each service, which will last about 15 minutes. Everyone is invited to attend and honor the defenders of our nation's freedom. You can share stories about the military heroes in your life by visiting our website, veterans.lvhn.org.

Open Enrollment: Oct. 24 – Nov. 11

Here's what you need to know about your opportunity to select the benefits that best meet the needs of you and your family.

- Employee contributions for the medical, dental and vision plans will not increase for 2012.
- You only need to enroll if you're making changes to your health, dental and/or vision plan, or want to participate in a flexible spending account (FSA) for 2012.
- Enroll through Lawson (on your SSO toolbar). Under "Employee Self-Service," click "Benefits" and "Benefits Enrollment."

To learn more about your benefits and how to enroll, read the open enrollment information that will be mailed to your home.

If you need help completing your benefits enrollment, attend one of the following help sessions:

Lehigh Valley Hospital– Cedar Crest, Computer Lab 1
Oct. 26; 7-11 a.m.
Nov. 2; Noon-4 p.m.
Nov. 7; 3-7 p.m.

Lehigh Valley Hospital– Muhlenberg, I/S Training Room
Nov. 3; 7-11 a.m.
Nov. 8; Noon-4 p.m.

Lehigh Valley Hospital– 17th Street, Auditorium
Oct. 27; 7-11 a.m.
Oct. 31; Noon-4 p.m.

PRIDE in Our People

[READ MORE PRIDE in Our People at lvhn.org/checkup.](http://lvhn.org/checkup)



Preparing the Next Generation

The future looks brighter for (front, l-r) Ian, Isabella, Evan and the children at the Lehigh Valley Hospital Children's Center for Early Care and Education. That's because the center was recently re-accredited by the National Association for the Education of Young Children. The re-accreditation is a mark of quality. It shows the commitment of teachers like (rear, l-r) Marie Spaar and Rosalie Goldstein to improve the lives of children and their families by offering a safe and nurturing environment while promoting curriculum that fosters all areas of child development.

Day of Caring

During the United Way's annual Day of Caring, colleagues delivered Meals on Wheels to older adults in our community. The day brings employees from area organizations together to support the community, witness the valuable services that United Way agencies provide and interact with people whose lives are improved by them. Our United Way campaign is going on right now.

To donate, click on the United Way icon on your SSO toolbar.



Mobile HIV Screening

The Centers for Disease Control recommends that U.S. citizens ages 13-65 be tested for HIV and made aware of their status. Because it's not always convenient for people to visit a testing site, colleagues from our AIDS Activities Office (AAO) are now using a mobile testing van to perform free, off-site HIV screenings. Visiting churches, health fairs and other community venues, AAO's (l-r) Debra Morris, Rob Pompa and David Fronheiser perform rapid oral 20-minute HIV screenings and offer HIV prevention education. Patients newly identified with HIV infection are linked to the program's care services. The AAO hopes to greatly expand its outreach efforts by using the van.

Schedule

For more details on classes (including times, locations and costs), call **610-402-CARE** or visit lvhn.org/checkup.

Culture of Wellness

Nov. 1, 17 and 30– Car Seat Check

Nov. 2, 12, and 29 – Breastfeeding Baby

Nov. 3 – Baby Care Series

Nov. 5 –Preparing for Childbirth, One-Day Class

Nov. 6 – Adult and Sibling Maternity Tour

Nov. 7, 14, 21 and 28 – Monday Morning Moms

Nov. 7 – Preparing for Childbirth, Four-Week Series

Nov. 9 – “Raising Boys” Parent Workshop

Nov. 12 – Preparing for Childbirth, Saturday/Sunday Class

Nov. 14, 22, and 28 – Adult Maternity Tour

Nov. 15 – CPR Family and Friends

Nov. 16 – Anti-Aging Mineral Makeup Seminar

Nov. 16 – Becoming Mom and Dad NEW Parent Workshop

Nov. 18 – Preparing for Childbirth, Friday/Saturday Class

Nov. 19 – Baby Care, One-Day Class

Nov. 19 – Reiki II

Nov. 21 – Siblings Without Rivalry Parent Workshop

Healthy You Program Packages

Cardio-Strength Group
Healthy Aging Group Fitness
Mind-Body Group Fitness
Specialty Group Fitness
Youth Fitness Group and Sports Performance

Blood Drives

Nov. 21 – LVH-17 Auditorium

Nov. 30 – Mack Auditorium

VALIC Retirement Seminars

Nov. 15 – LVH-CC

Nov. 16 – LVH-M

Nov. 17 – LVH-17

Visit valic.com to register and enter one of the following codes:
LVH-CC seminar: LVHALL11AO
LVH-M seminar: LVBET11AH
LVH-17 seminar: LVHALL11AL

LVHN Recreation Committee Events:

March 4-13, 2012 – Prague, Vienna and Budapest
Contact Fran Sajkovicz,
610-969-3430

April 11, 2012 – Cirque du Soleil Presents: Michael Jackson-The Immortal World Tour
Contact Tim Lockard for information
Visit the “[LVH_Recreation_Comm](#)” bulletin board for more details.

Service Star of the Month



Sigrid Blome-Eberwein, MD

Nominated by Elizabeth Dideon-Hess,
Regional Burn Center

For patients with burn injuries and their families, the thought of the operating room (OR) evokes fear and stress. These OR emotions remain with many burn survivors. To relieve their anxiety, burn surgeon Sigrid Blome-Eberwein, MD, volunteered part of her Sunday afternoon at one of our burn survivor support group meetings.

Blome-Eberwein didn't come just to talk. She arrived with gowns, masks, bandages and real OR equipment. In minutes, the meeting room was transformed into a surgical suite. Burn survivors and family members became operating room technicians, nurses, anesthesiologists, residents, doctors and equipment operators. Blome-Eberwein walked everyone through a typical surgery and demonstrated the different surgical techniques. All the while, she kept the mood light and fun.

“These survivors had a rare opportunity to use the equipment that played a role in their own burn surgery,” says burn care social worker Elizabeth Dideon-Hess. “We expect surgeons to be good at surgery, but it takes a special doctor to show patients and families the inside of an OR and have them call it informative and fun.”

—Matthew Burns

Congratulations to Award Nominees

Donna George, Lehigh Valley Physician Group accounting

Lori Molchany, RN, case management

Francine Albright, RN, Lehigh Valley Hospital—Cedar Crest emergency department

Danna Rodriguez, financial counselor, cancer services

Sharon Newton, EKG technician, The Heart Station

Radiation/Oncology department secretaries, Lehigh Valley Hospital—Cedar Crest

Diane Brown, RN, case management

Leslie Dennis, RN, case management

Cathy Loch, patient transport services

Second Core Bundle on The Learning Curve

The second core bundle of fiscal year 2012 will be released on The Learning Curve (TLC) in November and must be completed by Dec. 31. This second-quarter bundle includes courses that focus on protecting the health and safety of our patients and colleagues, as well as the environment. A survey that gives colleagues a chance to review the new features in TLC also will be available.

To access the bundle, click the TLC icon on your SSO toolbar. Your assignment will be listed in the “To Do” list on your learner home page. This is the second of four bundles that will be available in fiscal year 2012. Future release and deadline dates will be published in *CheckUp*.



CheckUp is a magazine for employees of
LEHIGH VALLEY HEALTH NETWORK
 Marketing and Public Affairs
 2100 Mack Blvd., 5th Floor
 P.O. Box 4000 • Allentown, PA 18105

Non-Profit Org.
 Postage
 PAID
 Lehigh Valley, PA
 Permit #1922

VICE PRESIDENT, MARKETING AND PUBLIC AFFAIRS
 Susan Hoffman
INTERNAL COMMUNICATIONS
 Pamela Riddell
EDITORIAL MANAGER
 Kyle Hardner
EDITOR
 Rick Martuscelli
CREATIVE MANAGER
 Teressa Colbaugh
DESIGN
 Teressa Colbaugh
PHOTOGRAPHY
 Scott Dornblaser
PRODUCTION ASSISTANTS
 Alane Mercer, Cory Marie Frederick

CheckUp, a 2011 Healthcare Advertising
 Award Merit Winner

 After reading, please recycle this magazine.

Intranet: lvh.com • Internet: lvhn.org

Follow us on:   

HAPPY ANNIVERSARY

November 2011

45 Years

Kathleen Heist
 Home Care

40 Years

Victoria LaPorte
 ASU-PACU/OR

35 Years

Peggy Holt
 Special Procedure Unit
Claire McGinley-Kish
 Emergency Services

Linda Tomaszewski
 ASU-PACU/OR

Mary Wirth
 5C Medical-Surgical

30 Years

Christopher Barry
 Engineering

Ruth Chaplis
 ASU-PACU/OR

Joanne Fenstermaker
 Sterile Processing

Edward Holub
 Operating Room

Sheryl Repischak
 Information Services

Joann Weber
 Float Pool

Diane Weslosky
 ASU-PACU/OR

25 Years

Lisa Bickel
 Hospice

Margaret Colarusso
 Central Scheduling

Melissa Cope
 Healthy You Programs

Charlotte Hall
 Special Procedure Unit

Christine Hnatow
 College Heights OB/GYN

Susan Huhn
 Diagnostic Care Center

Jennifer King
 Obstetrics

Donna Long
 Patient Representative

Carol Nagazina
 Diagnostic Radiology

Leilani Souders
 Kidney Acquisition

20 Years

Bonnie Dahlgren
 Emergency Services

Geraldine Laubach
 Sterile Processing

Suzanne Longo
 Pharmacy

Damarie Lugo
 Women's Medicine

Edward O'Dea
 Financial Services

Pamela Wood
 Health Spectrum
 Pharmacy

15 Years

Teresa Benner
 PGME

Sarah Crocket-Tone
 Case Management

David Diehl
 Pharmacy

Bonita Freeby
 Supply Distribution Services

Sandra Guers
 Rehab Services

Lisa Knappenberger
 LVPG Reimbursement

Tracy Lisicky
 Respiratory Care Services

Anna Litkewycz
 Accounts Payable

Eileen Loeffler
 Home Care

Deborah McCandless
 Centralized Scheduling

Sheri Melady
 Physical Medicine

Donna Raatzs
 Hematology Oncology Assoc.

Roberta Walton
 Operating Room

10 Years

Janie Barnyak
 Financial Services

Krista Bose
 Regional Burn Center

Brandon Bossard
 Emergency Services

Amber Brenner
 Ultrasound

Jennifer Cooper
 Float Pool

Cynthia Dinsmore
 Casa Guadalupe

Vanessa Dorward
 HealthWorks

Samir Henien
 Neonatology

Julie Lewis
 Float Pool

Robert Lipnicki
 Pharmacy

Beth Maldonado
 Supplier Services

Laura McHugh-Neary
 Home Care

Thomas McLoughlin
 Lehigh Valley Anesthesia
 Services

Laura Monroe
 Respiratory Care Services

Martha Ramirez
 Children's Clinic

Madelyn Rudolph
 4T Medical-Surgical

Ruth Safi-Litz
 PACU

Laura Slomiak
 Emergency Services

Susan Terplan
 Information Services

Tracy Wieder
 5K Medical-Surgical

Michelle Woodroffe
 Perioperative Services

5 Years

Sally Adam
 Infectious Disease

Michael Aldinger
 Emergency Services

Cynthia Ashcraft
 Float Pool

Kristy Bauer
 Sterile Processing

Karen Beadencup
 Float Pool

Laura Berman
 Lehigh Neurology

Patricia Beveridge
 Infectious Disease

Suneetha Bollu
 LVPG Billing

CariAnn Calhoun
 Emergency Services

Ana Castillo
 Float Pool

Tara Christman
 Pediatric Neurology

Carl Chryst
 Security

Kristin Cortright
 OB/GYN Associates

Lori Dachowicz
 Medical Records

William Derbyshire
 Engineering

Mia Di Odoardo
 Operating Room

Jacalyn Dreisbach
 Psychiatry

Lena Edwards Feen
 Diagnostic Care Center

Tara Encarnacion
 Cardiac Rehab

Stefan Ernst
 Security

Kristopher Franklin
 Vascular Lab

Cory Marie Frederick
 Marketing & Public Affairs

Sabrina French
 Pleasant Valley Family
 Practice

Marcelo Gareca
 Infectious Disease

Ernest Garza
 Float Pool

Sandra Golden
 Supply Chain Management

Marilyn Gonzalez
 Central School Health

Jayne Grammes
 Pediatric Unit

Teresa Hawk
 ICU

Kathleen Hazzard
 Patient Transport Services

Wendy Heintzelman
 Youthful You Institute

Cynthia Held
 Pharmacy

Joann Hood
 Coding Integrity

Christine Hricak
 LVPG Diabetes/Endocrinology

Pamela Irvin
 Hemodialysis Center

Lori Izzo
 Patient Safety

Amy Johannsmeier
 Lehigh Family Medicine
 Assoc.

Jean Klingman-Madeira
 Hospice

Mark Knouse
 Infectious Disease

Ann Koempel
 Behavioral Health

Charlotte Kramlich
 Home Care

Daniel MacKelvey
 Emergency Services

Christine Manty
 Financial Services

William McQuilken
 Trauma Development

Jill Meckes
 Diagnostic Radiology

Kim Michael
 Macarthur Medical Center

Pamela Moatz
 Kutztown Primary Care Assoc

Daniel Monkowski
 Infectious Disease

Dianne Moyer
 Barber Shop

Gwen Nakao
 NSICU

Jaan Naktin
 Infectious Disease

Nilda Natal
 4T Medical-Surgical

Kristina Neifert
 Obstetrics

James Quinlan
 Engineering

John Reed
 Respiratory Care Services

Luther Rhodes
 Infectious Disease

Dawn Rodriguez
 Emergency Services

Nita Rodriguez
 The Guidance Program

Martha Roof
 NORI Administration

Donna Saeger-Peters
 Children's ER

Bryon Scott
 Emergency Services

Lisa Segan
 Infectious Disease

Susan Sherrer Firth
 Emergency Services

Royal Unger
 Courier Services

Kristin Vandyke
 LVPG Reimbursement

Maria Vasquis
 Behavioral Health

Julio Velazquez
 Security

Margarita Velazquez
 Emergency Services

John Viteritti
 Emergency Services

Ashley Ward
 LVPG Billing

Jacqueline Warnagiris
 Sleep Disorders Center

Sarah Whitehouse
 LVPG Billing

Diane Yoder
 Case Management

Patrick Yost
 Float Pool

Wendy Young
 Clinic Call Center

Eric Young
 Infectious Disease

Kelly Zeruth
 ABC Family Pediatricians