

MAY 2011

# CheckUP



## Muhlenberg's Milestone

Donna Beahm, R.N.,  
and colleagues celebrate  
50 years of caring, page 10

## 'What Can Be'

It's time to celebrate the vision behind our success and embrace what's yet to come



Fifty years ago, the Lehigh Valley was predominantly farmland, Bethlehem Steel was the largest employer in the region and Muhlenberg Hospital Center had just opened its doors. A lot has evolved and changed during the last 50 years, but I think it's safe to say our hospital in Bethlehem has stood the test of time. It's known today as Lehigh Valley Hospital–Muhlenberg, and we're commemorating 50 years in operation this May (see page 10). Now that's a milestone to celebrate.

The hospital prevailed because it was built on a solid foundation by dedicated people determined to bring high-quality health care to the residents of north Bethlehem. Like most innovators and thought leaders, they had a vision for "what can be." I admire people with that kind of foresight.

In 1997, we united Muhlenberg Hospital Center with Lehigh Valley Hospital and Health Network, which was our name at the time. It included Lehigh Valley Hospital–Cedar Crest and Lehigh Valley Hospital–17th Street. Of course, now we're known as Lehigh Valley Health Network, and I like to think of us as one big blended family with our three hospitals, multiple community health centers, hundreds of network-employed physicians, as well as laboratory, imaging, pharmacy and preferred provider services. That's just a snapshot of who we are today.

This complex organization wasn't happenstance. It was fueled by strategic thinkers who strived to put patients first and could imagine "what can be." By living out the vision, we've created a nationally recognized health network that offers the most advanced, patient-centered care.

Our story of "what can be" is still evolving. A great example is our partnership with the University of South Florida and our collaborative SELECT (Scholarly Excellence. Leadership Experiences. Collaborative Training.) medical education program. The vision behind the program is to develop physicians who are prepared to lead in the face of health care reform. I know it's not easy for everyone to have the same foresight, but my bet is we'll look back on SELECT and tip our hats to the team who saw "what can be" and forever changed the landscape of medical education (see pages 6 and 7).

While you're flipping through this issue of *CheckUp*, I'd also encourage you to check out the story titled Three Words: 'Keep Patients Safe' (see page 4). It's what inspired me to talk about "what can be." To learn more, you'll have to "keep on reading."

*Terry Capuano, R.N.  
Chief Operating Officer*

## INSIDE THIS ISSUE

- |   |           |
|---|-----------|
| <b>Taking Care of Yourself 101</b>                    | <b>3</b>  |
| Introducing our Community Health and Wellness Center  |           |
| <b>Three Words: 'Keep Patients Safe'</b>              | <b>4</b>  |
| Colleagues create educational videos about safe care  |           |
| <b>Physician, Founder, Pioneer</b>                    | <b>6</b>  |
| The extraordinary career of Larry Levitt, M.D.        |           |
| <b>Meet Our Dean</b>                                  | <b>7</b>  |
| Alan Otsuki, M.D., is reshaping medical education     |           |
| <b>Reach Out and Reduce Anxiety</b>                   | <b>8</b>  |
| Using AIDET to connect with others                    |           |
| <b>A Golden Anniversary</b>                           | <b>10</b> |
| Lehigh Valley Hospital–Muhlenberg celebrates 50 years |           |
| <b>Be an Advocate</b>                                 | <b>12</b> |
| Chat live with 402-CARE                               |           |
| <b>A Guide to Our Care</b>                            | <b>13</b> |
| Get statistics about our heart and vascular care      |           |
| <b>What's Happening</b>                               | <b>14</b> |
| Register to win IronPigs tickets                      |           |
| <b>Service Star of the Month</b>                      | <b>15</b> |
| Gloriann Castro de-ices a patient's car               |           |
| <b>Service Anniversaries</b>                          | <b>16</b> |
| Colleagues celebrate their years of service           |           |





# Taking Care of Yourself 101

Our Community Health and Wellness Center  
is a resource for people with chronic illness

Edgardo Maldonado, M.D., knows the struggles faced by his Centro de Salud LatinoAmericano patients at Lehigh Valley Hospital–17th Street. Many have three or more chronic diseases, such as diabetes, high blood pressure or asthma. The majority of patients are non-English speaking, elderly or both, and have low health literacy or difficulty understanding basic health information.

“That means they are less aware of how to prevent illness and don’t know the difference between healthy and unhealthy behaviors,” Maldonado says. “They feel like they’re on their own and they

don’t understand how to take care of themselves.”

That’s why we opened the Community Health and Wellness Center at Lehigh Valley Hospital–17th Street. “It’s a place where people can learn how to take care of themselves and manage their chronic conditions,” Maldonado says. “It also provides help for people at risk for developing chronic illness.”

The center opened April 4 to patients referred through Centro de Salud, Family Health Center, Lehigh Valley Physicians Practice, AIDS Activities Office and Vida

Nueva at The Caring Place and Casa Guadalupe. During this early phase, the referring practices are identifying patients who are diabetic, pre-diabetic or overweight. At the center, the patients find:

- Group and individual multilingual programs
- Coaching in self-management of chronic disease
- Education and support for caregivers
- Promotion of healthy lifestyles and health risk reduction
- Exercise and healthy eating classes

As the center fine-tunes its programs, more options will be available for other chronic conditions, such as asthma, high blood pressure and cancer. The center will work closely with our National Community Cancer Centers Program (NCCCP) efforts to offer cancer education and screenings.

“The goal, overall, is to improve health literacy, which leads to healthier patients and ultimately to reduced health care costs,” Maldonado says.

—Amy Koch

**Healthy education**—Edgardo Maldonado, M.D. (standing), teaches people about the importance of a healthy diet at the Community Health and Wellness Center.



# Three Words: 'Keep Patients Safe'

Colleagues create videos to educate each other  
about ways to provide safe care

"It's a girl." "Seize the day." "I love you." Three words can say a lot, and colleagues from the Patient Safety Awareness Week Planning Committee know it. They asked departments network-wide to submit a video in which colleagues use three words to explain how to keep patients safe. More than 60 videos were submitted, edited together and shown during patient safety week events in March. "Original submissions below."





## Handwashing Saves Lives

"Each year in the U.S., more than one million hospital-acquired infections result in nearly 98,000 deaths. Practicing good hand hygiene—washing with soap and water or using alcohol-based hand sanitizer—is the most important thing you can do to prevent infections. To remind colleagues and visitors to use hand sanitizer when entering and exiting patient rooms, we posted 'Gel In and Gel Out' signs on patients' doors. It's also important for colleagues who work outside patient care areas to practice good hand hygiene to help keep them and their colleagues healthy."

**Deb Fry**, infection control and prevention coordinator

## Watch the video



Click here to see!  
[youtube.com/lvhealthnetwork](https://youtube.com/lvhealthnetwork)

### Call, Don't Fall

"A study found that patients at risk for falling remember this phrase and are more likely to ring the call bell when they want to get out of bed. That's why we posted signs with this phrase in patient rooms. We constantly remind patients to use the call bell and tell them it's not a nuisance when they do so."

**Miriam Ramos-Martinez, R.N., 7T**

### Please Pick Up

"Picking up paper or trash on the floor prevents falls that can occur when someone steps on a foreign object. It helps prevent the spread of infection that can occur when an item like a used tissue isn't disposed of properly. (Pick up a tissue with a glove or another tissue.) It also makes our health network look nice, which helps patients and families have the best possible experience."

**Tilly Pitre**, general services

### Turn, Turn, Turn

"Turning patients is the most important thing we can do to prevent pressure ulcers (bed sores). Patients who can't turn themselves should be turned at least every two hours. It relieves pressure, allows blood flow and oxygen to return to the area, and keeps our patients comfortable and safe."

**Lisa Miller, R.N., Wound Healing Center**

### Sick? Stay Home

"Working in health care, we need to be at our best. If you come to work sick, you can't give patients the level of care they deserve. If your illness is contagious, coming to work spreads it to patients and colleagues. Staying home and resting is the wisest thing to do. You'll get better faster, and keep patients and colleagues healthy and safe."

**Pat Stuart**, volunteer

—Rick Martuscelli

### Flu Shot Required

Taking care of yourself is the first step toward caring for our community. That's why every colleague should get a flu shot. Last flu season, 81 percent of colleagues were vaccinated. However, nearly 1,300 colleagues were not. "Most people don't have a medical reason why they choose not to get a flu shot," says Carmine Pellosie, D.O., medical director for employee health services and chief of occupational medicine. "That's unsafe because there have been hospital-associated cases of the flu, and 24,000 people die annually from the flu."

To protect colleagues and patients, all colleagues will be required to get a flu vaccination next flu season. If a colleague cannot receive a flu vaccination due to religious or medical reasons, he or she may apply for an exemption. If someone refuses a flu vaccination for any other reason, that person's manager will engage him or her in a formal process that will affect the person's performance evaluation and may lead to further disciplinary action. "Hospitals nationwide have adopted this policy with great success," Pellosie says. "It's an important step we must take to provide our patients with the safest possible care."



# Physician, Founder, Pioneer

Reflecting upon Larry Levitt, M.D.'s extraordinary career

Larry Levitt, M.D., was 27 and just starting as a U.S. Public Health Service officer when he addressed a crowd of hostile student council members. It was 1967, and 500 students at the University of South Florida (USF) had fallen ill with abdominal pain, nausea and vomiting.

Was it food poisoning? Student council thought so, but Levitt knew the real cause was a virus. "Thus began an experience that shaped my life as a doctor," he says. It also started a career that traveled from Tampa to Allentown, Pa., and back again.

While in Tampa in 1968, Levitt received a visit from Leonard Parker Pool, the founder and chief executive officer of Air Products and Chemicals, Inc. "I had first met him when I cared for his wife, Dorothy, as a first-year resident at Memorial-

Sloan Kettering," Levitt says. Pool began talking to Levitt about his dream of creating a superior regional hospital in Allentown so people didn't have to travel outside the area for care.

In 1974, when Pool opened what today is Lehigh Valley Hospital-Cedar Crest, Levitt served as the hospital's first neurologist and founded the neurology division. Today he is a senior consultant with Lehigh Valley Health Network.

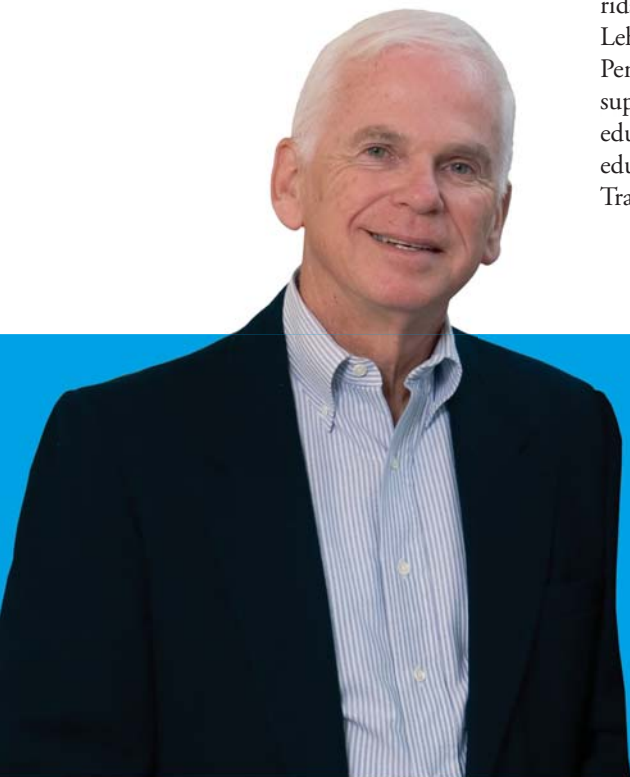
Over the past 35 years, he also served as a trustee of the Dorothy Rider Pool Health Care Trust, a role from which he retired in April. Started with a \$15 million endowment following Leonard Pool's death in 1975, the Pool Trust has distributed more than \$90 million in projects to enhance wellness throughout the Lehigh Valley. Such projects include the fluoridation of Allentown's water supply, a Lehigh Valley-wide smoke-free campaign, Pennsylvania's first hospice program, and support of the health network's medical education, clinical research, continuing education, Burn Center and Mattioli Trauma Center.

Today, Levitt is the co-author with neurologist John Castaldo, M.D., of *Uncommon Wisdom: True Tales of What Our Lives as Doctors Have Taught Us About Love, Faith and Healing* (Rodale Press 2010). He also continues to promote disease prevention and health promotion. He sees a unique opportunity in the health network's new educational relationship with USF, a partnership that will educate medical students and give them the tools to lead the future of medicine.

"With proper resources, including the combined efforts of Lehigh Valley Health Network, USF, the Pool Trust, all other regional health care organizations, corporations, schools and community institutions, I believe the Lehigh Valley could become America's healthiest community," Levitt says.

Levitt will soon return to USF—the site of that first public health experience more than 40 years ago—to address the school's medical students. That trip will complete the circle in a remarkable career that continues to enhance the Lehigh Valley's overall health.

—Kyle Hardner



**Founding father**—Neurologist Larry Levitt, M.D., was the first physician recruited for Lehigh Valley Health Network by founder Leonard Parker Pool

## READ THE ESSAY

Neurologist Lawrence Levitt, M.D., discusses his remarkable health care journey

CLICK HERE!

[www.lvhn.org/cupmay11/7341](http://www.lvhn.org/cupmay11/7341)

# Meet Our Dean

Alan Otsuki, M.D., is reshaping medical education for the future

For J. Alan Otsuki, M.D., Pennsylvania's cold winters are a welcome relief from the long, hot summers of Georgia. "My favorite winter memories from childhood all center around playing ice hockey on ponds and lakes," the Boston native says. "Now that I'm back in the Northeast, I'd enjoy playing again."

The other benefit of Otsuki's move is having the opportunity to help educate the next generation of physician leaders. A nationally recognized leader in medical education, Otsuki joined our health network in March as the founding associate dean of educational affairs of the University of South Florida (USF) College of Medicine, our new medical school partner. He also will serve as chief of our division of education. Otsuki will be based at our health network and regularly travel to the USF campus in Tampa, Fla.

As dean, Otsuki is helping to reshape medical education and guide future physicians through SELECT (Scholarly Excellence. Leadership Experiences. Collaborative Training.), the new four-year medical school program we created with USF. SELECT's inaugural class will begin studying this fall in Tampa and will arrive in the Lehigh Valley in the summer of 2013.

"SELECT is a true partnership between USF and Lehigh Valley Health Network, and it's an opportunity for two exceptional organizations to collaborate in shaping and implementing a model new curriculum," Otsuki says. "This partnership will give SELECT students the knowledge and skills they need to effectively handle challenging health care situations and provide improved health care outcomes through interdisciplinary teams."

Serving most recently as associate dean for medical education and student affairs at Emory University School of Medicine in Atlanta, Otsuki is passionate about educating and preparing today's medical students to be tomorrow's health care leaders.

He believes the work physicians do away from the bedside is just as important as the direct care they provide. "It's difficult to predict what health care will look like in 10 years," he says. "We want our students to have a broad view of health care, be able not only to provide superb patient care on an individual basis but also to truly influence health at both a systems and population level, and become physicians who are deeply involved with improving their communities."

Otsuki believes SELECT will deliver a better model of health care in the future. "We hope other medical schools will emulate our program," he says. "The overall goal is to make a positive difference in people's lives by providing physicians with the skills they will need to optimize the health care outcomes that can be delivered through complex, sophisticated health care delivery systems."

—Lauren Fetterman

## EDUCATION INNOVATOR

J. Alan Otsuki, M.D., will help reshape today's medical students into tomorrow's health care leaders through the SELECT program.





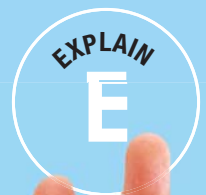
# Reach Out and Reduce Anxiety

AIDET is an easy way to connect with others, help them feel less anxious and improve care

As a hospital chief executive officer, Quint Studer interacted with patients and clinical staff on a daily basis. But this was no ordinary day. The patient was his 5-year-old son, Michael; the boy was barely alive; and Studer was terrified.

Studer and his family were camping hours from their Chicago home when Michael was critically injured and rushed to a nearby hospital. Studer panicked thinking that the “small town” staff was not qualified to care for his son. His anxiety vanished, however, the moment Michael’s doctor explained that he graduated from a top medical school and was certified in both pediatrics and critical care medicine.

“I felt much better because he made it clear they knew what they were doing,” Studer says. Michael made a full recovery, but Studer never forgot the fear he felt and the basic information-sharing that eliminated it. He later left hospital administration and formed his own company, The Studer Group. It helps health care organizations improve patient engagement through tools that enhance communication and reduce anxiety. One simple tool Studer and his team developed—AIDET—is now being taught to all colleagues in our health network. Here’s why.





## Q. Why use AIDET?

Patient interviews and satisfaction surveys, employee surveys and years of research all point to the fact that people feel connected and are more trusting—and less anxious—when they receive good communication. Our own surveys tell us we need to do a better job making those connections, and AIDET will show us how. We know AIDET techniques work because they're raising satisfaction scores at hundreds of health care organizations across the country.

## Q. What is AIDET?

AIDET is an acronym for the five fundamentals of effective communication. We should always: Acknowledge people by name; Introduce ourselves, our role and our experience; share the Duration (how long it will take to meet their needs); Explain in everyday language what will happen next and the results of any tests and procedures; and Thank them. All employees—whether you're clinical or non-clinical—will learn more about each of these fundamentals during an upcoming AIDET training session. You'll also practice customizing them to your specific daily interactions with colleagues, patients and families.

## Q. What if I don't provide patient care?

Because AIDET enhances communication with anyone we encounter, it will be a valuable tool for all of us, regardless of where we work. It will help us better understand our roles and assignments. It will reduce errors and save time. And it will help us better appreciate each other's skills and experience. The result will be a less anxious and more satisfying workplace, which is good for us, our patients and their families.

## Q. What are the benefits?

As patient anxiety levels go down and their trust levels go up, the benefits to those patients and our health network add up. They include:

- Patients better understand and follow their care plans
- Improved quality and safety outcomes
- Less complaints and malpractice suits
- Higher patient satisfaction and loyalty
- Increased job satisfaction and productivity

Loyal patients are a reminder that we're fulfilling our mission to heal, comfort and care for our community. They're also advocates who return to our health network for services and recommend us to family and friends, which is crucial to our long-term success.

## Next Steps

Between now and the end of June, you'll be expected to register through eLearning (enter AIDET into the Catalogue Search Box for dates, times and locations) and attend an interactive 90-minute training session to learn and practice AIDET techniques. Videos and role-plays will help bring these techniques to life. After the training, you will be required to complete an AIDET worksheet and give a copy to your supervisor. Look for more stories about AIDET and its impact on our health network in future editions of *CheckUp*.

—Gerard Migliore



# A Golden Anniversary

Lehigh Valley Hospital–Muhlenberg  
celebrates 50 years

It started as an alfalfa field. Today Lehigh Valley Hospital–Muhlenberg is a full-service hospital offering high-quality care to Bethlehem and the surrounding community. As the hospital celebrates its 50th anniversary on May 8, *CheckUp* looks back at its history.

## CONSTRUCTION BEGINS

Engineers stake out ground in knee-deep alfalfa for the Hospital for the Chronically Ill. Developers chose the 102-acre site because it was accessible to major roadways and large enough for future expansion.

## BREAKING GROUND

Following a sudden rainstorm, Rev. Dr. Francis A. Shearer, executive secretary of the Inner Mission Board of the Lutheran Ministerium of Pennsylvania, watches Muhlenberg Medical Center Board President Clarence A. Reichard lift a shovelful of dirt during the groundbreaking ceremony.



**July 16, 1985**–Muhlenberg Medical Center becomes Muhlenberg Hospital Center.

1959

1976

**May 8, 1961**–The hospital admits its first patient. Semi-private rooms cost \$12 a day, and private rooms cost between \$13-30 a day.

## DAWN OF A NEW HOSPITAL

On July 19, 1959, more than 500 community members attended the groundbreaking ceremony. Pennsylvania Governor David Lawrence was the guest of honor and presented the principal address.



## GREAT START

Donna Beahm, R.N., begins working at Muhlenberg Medical Center's intensive care unit. Her hospital career continues today.



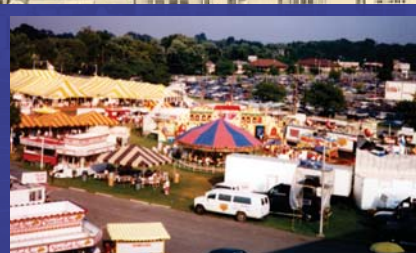


## CELEBRATE

the 50th anniversary  
at Lehigh Valley  
Hospital–Muhlenberg's  
cafeteria  
May 9 • 10 a.m.–2 p.m.

## SHARE

your Muhlenberg  
memories on our website.  
Join the conversation at  
[lvhn.org/memories](http://lvhn.org/memories)



### SUMMER FUN

The Muhlenberg Summer Festival (shown circa 1990) continues each August. The first festival raised \$4,400; the 2010 festival raised \$85,000. The festival will celebrate its 50th anniversary this year.

1990

### A NEW ADDITION

Community members celebrate the completion of the new seven-story tower at Lehigh Valley Hospital–Muhlenberg. Dignitaries include (l-r) Robin Flemming, former hospital president Bill Mason, Frank Banko and Vaughn Gower, then the health network's chief financial officer.



Aug. 7, 1997–Lehigh Valley Hospital and Muhlenberg Hospital Center merge, creating Lehigh Valley Hospital–Muhlenberg.

2005

—Lauren Fetterman

### A Colleague Looks Back

Donna Beahm, R.N., won her first and only trophy in 1983. She placed first in her age group in a 5K (3.1-mile) race held at the former Muhlenberg Hospital Center. "One of the hospital's doctors initiated the race and encouraged colleagues to run," Beahm says. "I ran it because a security guard challenged me."

Such support from colleagues is a hallmark of Beahm's 35-year career at Lehigh Valley Hospital–Muhlenberg. She started in 1976 in the intensive care unit. "When I was hired, the hospital was so small

*Donna Beahm, R.N., reflects upon 35 years*

that everyone knew everyone," Beahm says. "We helped out wherever we were needed. We were like family."

For the past 29 years, Beahm has worked inside the hospital's emergency department (ED). Her career includes many memories, such as the annual Summer Festival, a community staple since 1961. "They served chicken dinners in the barn on the property," Beahm recalls. "They also gave hot-air balloon rides." She retains some special memorabilia from the Muhlenberg Hospital Center days, includ-

ing gold pins with semi-precious stones for service anniversaries and commemorative silver coins made from old X-ray films.

Today, the hospital continues to grow to meet the needs of the Bethlehem-area community. The ED where Beahm works is currently expanding, and will add 14 beds by the time renovations are complete next January. But the driving force behind the hospital's care remains the same. "People like coming here because colleagues are so friendly," Beahm says. And she has a trophy to prove it.



## National Research for Schizophrenia Conducted Here

Our department of psychiatry has been selected as one of 35 sites nationwide to participate in a study that will explore the best ways to help people in the earliest stages of schizophrenia reduce their likelihood of experiencing long-term disability. It's part of the National Institute of Mental Health's RAISE (Recovery After an Initial Schizophrenia Episode)

Early Treatment Program. "This study is different because it doesn't just measure the effectiveness of psychiatric drugs," says research assistant Julia Correll. "It looks at many variables, from psychosocial therapy to family involvement and the effects they have on a person's recovery." We are currently recruiting people for the study between the ages of 18 and 40 who are

experiencing early stages of schizophrenia and related disorders. Symptoms include hallucinations, delusions, and strange thinking patterns. Emergency department and primary care clinicians are most likely to see patients with such symptoms. If you have a patient who may be a candidate for the study, contact Julia Correll at 610-402-5275.

## Nominate Your Star for a Service Excellence Award

We're "calling all stars" and you're in the driver's seat! If you'd like to recognize an exceptional colleague—or a team of colleagues—for a Service Excellence Award, nominations are now being accepted. Eight awards are given out at our annual Star Celebration ceremony in September, including three "Guldin Awards for Efficiency and Innovation" in clinical, non-clinical and physician practice settings. Our Service Star of the Year is also announced during the ceremony. To read criteria for all the awards and submit a nomination form, visit the human resources intranet site at lvh.com and click "Employee Resources," "Recognition," and "Nomination Form" in the Service Excellence Award section. Nominations must be received by July 31.



Lehigh Valley Health Network's 402-CARE (2273) customer service line is

staffed by nurses and other professionals who can help people find a doctor, make an appointment and arrange for a second opinion. A new feature of 402-CARE is live chat on lvhn.org. You can click to it from the health network's home page (underneath "Find a Doctor"). It's open 9 a.m.–4:30 p.m. weekdays and allows people to chat with a representative online to get the health information they need.

**Live Support!**  
LVHN.ORG  
> Click here



The Wall

What our fans are saying

**Pamela J. Wheelen** wrote on Feb. 25:

*I think this (Children's ER) is a wonderful idea because going to a hospital can be stressful for a child. To have an ER that is specifically for children will lessen the stress for them. Plus the care is more specialized.*

**Sue Griffiths Gardner** wrote on Feb. 14:

*Slipped and hurt my ankle. Went to ER at Muhlenberg. Fast track—eval, X-ray, splint and out in 35 minutes. Very impressive. Thank you.*

**Carl Smith** wrote on Feb. 8:

*Thank you for your great magazine Healthy You. I love it!*

**JOIN THE CONVERSATION**  
at facebook.com/lvhealthnetwork

## The Buzz in Our Community

- Regional Burn Center social worker **Liz Dideon-Hess** was featured on 6 ABC News, *The Reading Eagle* and the Berks edition of 69 News (WFMZ-TV) for helping a Reading area burn survivor transition back to school through the School Re-entry Program.
- Amid reports of a meltdown threat at a Japanese nuclear power plant, radiation oncologist **Clinton Leinweber, D.O.**, was interviewed by B104.1 (WAEB-FM) about potential health and safety concerns. Pharmacy administrator **Bob Begliomini** was interviewed by *The Morning Call* about the run on iodide pills in the Lehigh Valley.
- Covering the announcement that we will provide **infectious disease consultations at Blue Mountain Health System through the use of telemedicine** were 16 ABC News (WNEP), 69 News (WFMZ-TV), Blue Ridge TV-13 News, *The Morning Call* and the *Lehigh Times News*.
- Blue Ridge TV-13 News, 69 News (WFMZ-TV), *The Morning Call* and the Patch Online covered our latest **distracted driving campaign** community event.

—Matthew Burns

**READ AND VIEW OUR NEWS**

Go to [lvhn.org/news](http://lvhn.org/news) to see news clips (updated monthly).

**STAY INFORMED ON THE INTRANET**

You now can read about the latest health network news by visiting the **intranet (lvh.com)**. Under the "Network News" section of the home page, click on the stories that interest you (updated monthly).

## A Guide to Our Care

View at  
[lvhn.org/heart](http://lvhn.org/heart)

### Learn About Our Heart and Vascular Center

If you know someone who wants information about our heart and vascular care, tell them to read our 2011 Heart and Vascular Center Statistical Report. Located at [lvhn.org/heart](http://lvhn.org/heart) the report provides detailed information about our heart and vascular services, quality results and experienced caregivers. It also contains a Physician Referral Guide with the photos, names, education and special interests of all our cardiology, heart surgery and vascular surgery specialists.



### Emotional Support for Our Youngest Patients

We're home to the region's only child-life program. Our two child-life specialists and child-life tech provide emotional support to children receiving care in our pediatric units or Children's ER. Educated in psychology, our child-life specialists use various playful techniques to help children feel comfortable and relaxed during their illness, injury or any medical procedure they're undergoing. They also provide emotional support and education for siblings and parents.

### CONNECTing Patients and Providers

Communication is an important part of the provider-patient relationship. That's why all Lehigh Valley Physician Group (LVPG) practices will soon have a new patient/doctor portal. Called CONNECT, the portal helps patients schedule appointments, refill medications, send secure messages to their care providers and view portions of their medical record. There are benefits for providers too. They include requesting and confirming appointments, sending pre-visit documentation, receiving reports and results needed for follow-up care, eliminating communication barriers and saving time. CONNECT will improve the overall care experience when it is rolled out to all of LVPG this summer.



### Support After a Burn Injury

If you know someone who has been impacted by a burn injury, we can help him or her cope with emotional difficulties. During our monthly Adult Burn Survivor and Family Support Group meetings, members share their challenges and accomplishments. Each month features a special guest speaker and topic. Young burn survivors benefit from our Pediatric/Parent Support Group. Its Family Fun Days unite burn survivors ages 5-12 and their loved ones with other families impacted by burn injuries. For more information, contact Liz Dideon-Hess at 610-402-2913.

### Breast Cancer Survivors Celebration Dinner

Breast Health Services will host a celebration dinner for breast cancer survivors and their guests on May 20, 6-9 p.m. in Lehigh Valley Hospital-Cedar Crest's Kasych Family Pavilion. The keynote speaker will be Lillie Shockney, R.N., administrative director of the Johns Hopkins' Breast Center, author and two-time breast cancer survivor. She will speak about "Finding Humor Where You Least Expect It: A Nurse's Personal Journey With Breast Cancer." If you or someone you know is a breast cancer survivor and would like to attend, call 610-402-0689 to register.



### New eLearning Bundle Arrives in May

The mandatory eLearning training bundle focusing on 2011 Occupational Safety and Health Administration (OSHA) standards will be released in early May. It must be completed by June 30. You will be assigned the proper OSHA bundle (clinical or non-clinical) based on the way your job is coded within the health network.

To access the bundle, click the eLearning icon on your SSO Toolbar. To view your assignment, click on the "Required Training" link on the eLearning home page. Watch for the release of the first quarterly bundle for fiscal year 2012 this fall.

### Win IronPigs Tickets

We want to take you out to the ballgame. Our health network is sponsoring the Lehigh Valley IronPigs game versus the Pawtucket Red Sox on July 26 at 7:05 p.m. You have a chance to win two free tickets to the game, where you and a guest will enjoy an all-you-can-eat picnic at the PPL picnic patio, 6–8 p.m.

To register, call 610-402-CARE now through May 13. Through a random selection process, 250 winners will be chosen. The names of the winners will be posted on the intranet ([lvh.com](http://lvh.com)) under "Network News" on May 18.



### PRIDE in Our People

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



#### A new partnership

We recently entered into a partnership with Blue Mountain Health System to use our telehealth services to expand the availability of infectious diseases specialists to Carbon County residents. To demonstrate for the media how telehealth connects caregivers and patients in Lehighton with our specialists in the Lehigh Valley, clinical coordinator of telehealth services Lori Yesenofski, R.N., acted as a patient while Susan Jansen, R.N., director of Blue Mountain's medical-surgical intensive care unit, performed a consultation with Daniel Monkowski, M.D.

#### Award-winning performance

In recognition of his commitment to exceeding expectations, George Johnson received the national Unit Director of the Year award from Crothall Services Group, the company that provides our housekeeping, grounds maintenance and snow removal services. Johnson, our health network's resident regional manager for Crothall, was nominated based on his team's performance in unannounced audits, operational performance, employee retention and high patient satisfaction scores. "Though this is an individual award, I have to thank everyone I work closely with," Johnson says. "We have been successful because of the great collaboration and communication with multiple disciplines here at the health network."



#### National notice

Lehigh Valley Health Network's distracted driving campaign recently received honorable mention in the social media category at PR News' Corporate Social Responsibility Awards. The national contest pitted the health network against national brands such as Pepsi and Yahoo (co-winners in the category). It recognized the online component of distracted driving, including our [celllimit0.com](http://celllimit0.com) website. Kathryn Armstrong (left), senior web producer, and Susan Hoffman, vice president for marketing and public affairs, were among the team who accepted the award at the National Press Club in Washington, D.C.



# Schedule

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

## Culture of Wellness

**Starting May 2** – Preparing for Childbirth Series

**May 3** – CPR for Family and Friends

**May 4** – Breastfeeding Baby

**May 4** – Mom's Guide to Great Parenting

**May 7** – Baby Care, One-Day Class

**Starting May 10** – Yogalatte

**Starting May 11** – Zumba

**Starting May 11** – Baby Care Series

**May 12** – Car Seat Check

**May 14** – Breastfeeding Baby at Moselem Springs

**May 14 and 15** – Preparing for Childbirth, Sat.-Sun. Class

**Starting May 14** – Funtastic Fit Kidz

**Starting May 16** – Cardio Kickboxing

**Starting May 16** – Cardio Strength

**Starting May 16** – Relaxing Yoga

**Starting May 17** – Aqua New

**Starting May 17** – Cardio Strength

**Starting May 17** – Energizing Yoga

**Starting May 17** – Line Dancing

**Starting May 17** – Staying Strong

**Starting May 17** – Very Gentle Yoga

**Starting May 17** – Yogalatte

**Starting May 17** – Zumba Kidz

**Starting May 18** – Belly Dance Basics

**Starting May 18** – Bollywood Dance

**Starting May 18** – Kickbox Training Camp

**Starting May 18** – PUMP

**Starting May 18** – Yogalatte

**Starting May 18** – Zumba

**Starting May 19** – Aqua New

**Starting May 19** – Ballroom Dancing

**Starting May 19** – Boot Camp

**Starting May 19** – Yoga Basics

**Starting May 19** – Zumba

**Starting May 20** – Line Dancing

**May 21** – Preparing for Childbirth, One-Day Class

**May 23** – Car Seat Check

**Starting May 23** – Spring Into Motion online employee fitness campaign

**May 24** – Corrective and Protective Skin Care

**May 24** – Parent Workshop “What to Do When Your Kids Drive You Crazy”

**Starting May 24** – Funtastic Fit Kidz

**Starting May 26** – Funtastic Fit Kidz

**May 26** – Breastfeeding Baby

**May 27 and 28** – Preparing for Childbirth, Fri.-Sat. Class

## Benefits

**Refer a Physician, Earn \$500**

## Employee Discounts

Show your employee ID to receive 20% off rooms at the Glasbern Inn.

## Support Group

Pregnancy Loss Support Group, LVH-CC, 3rd Saturday of each month, 12:30-2 p.m. Call 610-402-8510 for details.

## VALIC Retirement Seminars

**May 17** – LVH-CC

**May 18** – LVH-M

**May 19** – LVH-17

Visit [valic.com](http://valic.com) to register and enter one of the following codes:

LVH-CC seminar: LVHALL11A0

LVH-M seminar: LVHBETH11AH

LVH-17 seminar: LVHALL11AL

## Recreation Committee Events:

**May 20-22** – “Boo’s on First... The Cooperstown Tour: Baseball Legends and Ghost Stories” – Contact Nancy Homlish 610-969-0453.

**May 22** – NYC Gourmet Shopping Trip

**June 4** – NYC On Your Own

**Aug. 6-12** – Grand Canyon – Contact Denise Mitchell 610-969-0413.

Visit the “/LVH\_Recreation\_Comm” bulletin board for more details.

# Service Star of the Month



## Gloriann Castro, AIDS Activities Office Nominated by Jean D'Aversa, R.N.

When a patient from the AIDS Activities Office (AAO) became ill, he drove to Lehigh Valley Hospital–17th Street’s emergency department and was admitted to Lehigh Valley Hospital–Cedar Crest. During his hospitalization, which lasted more than one month, numerous snowstorms hit the Lehigh Valley. When he was discharged and taken to his car at the Allentown Fairgrounds, he found it buried in more than a foot of snow and ice. Due to his illness, he didn’t have the strength—or a shovel—to dig it out.

As he attempted to dig the car out himself with nothing but a cup, Gloriann Castro was driving by and offered to help. She grabbed her car’s scraper and started clearing the snow and ice from the vehicle. When she finally got the driver’s door open, she insisted he get in to stay warm while she finished.

“It was dark, cold and after-hours,” says AAO director Jean D’Aversa, R.N. “Yet Gloriann didn’t think twice about helping. We only heard about this because the patient told me himself. It was a selfless act, and she deserves to be recognized for her kindness and compassion.”

—Matthew Burns

## Congratulations to Award Nominees

**Patricia Devine**, Lehigh Valley Hospital–Muhlenberg operating room

**Mona Serfass, R.N.**, Lehigh Valley Hospital–Cedar Crest post-anesthesia care unit

**Kevin Walters**, 6C medical-surgical unit

**Christina Wignovich, R.N.**, **Cathy Rutman, R.N.**, **Sarah Slabowski**, **Nicole Viola**, ABC Family Pediatricians

**Charles “Bud” Sudhop**, security

**Renee Morrow-Connelly, M.D.**, **Anthony Dimick, M.D.**, **Megan Leiberman, R.N.**, **Erika Shak, R.N.**, **Lori Hicks**, **Adrienne LeCause**, **Leila Nassar**, ABC Family Pediatricians

**Brenda Benner**, 402-CARE

**Frances Worman, R.N.**, division of education

## Things to remember when nominating a Service Star:

- Choose a colleague or a team of colleagues.
- Tell a story. Specifically explain how the colleague or team did something extra special.
- You don’t have to provide direct patient care to be a Service Star. All colleagues and teams can be nominated.

To nominate a star, go to the intranet at lvh.com. Go to the “Find Fast” box and click on **Service Star Nomination**.

**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

**VICE PRESIDENT, MARKETING AND PUBLIC AFFAIRS**

Susan Hoffman

**INTERNAL COMMUNICATIONS**

Pamela Riddell

**EDITORIAL MANAGER**

Kyle Hardner

**EDITOR**

Rick Martuscelli

**CREATIVE MANAGER**

Teressa Colbaugh

**DESIGN**

Michael Hess, Erin Parrish

**PHOTOGRAPHY**

Scott Dornblaser

**PRODUCTION ASSISTANTS**

Alane Mercer, Cory Marie Prohaska

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

*CheckUp*, a 2010 Aster Gold Award Winner

 After reading, please recycle this magazine.

Intranet: [lvh.com](http://lvh.com) • Internet: [lvhn.org](http://lvhn.org)

Follow us on:   

# HAPPY ANNIVERSARY

## May 2011

### 50 Years

**Marlene Clouden**  
NICU

### 40 Years

**Janis Croisette**  
PACU

### 35 Years

**Linda Fegley**  
Obstetrics

**Debra Knappenberger**  
Radiation Oncology

**Janet Seifert**  
Medical Staff Services

### 30 Years

**Debbie Fegely**  
Interventional Radiology

**Patricia Holmes**  
Medical Records

**Diane Karetsky**  
Children's Clinic

**David Steward**  
Operating Room

### 25 Years

**Karen Boutron**  
7T Medical-Surgical

**Annette Boyle**  
OB Maternal Fetal  
Medicine

**Maryann Fye**  
6B Renal Medical-Surgical

**Rose Hoke**  
NICU

**Joann Gregory**  
TOHU

**Jill Korn**

Cancer Center

**Carol Lacek**  
ASU-PACU/OR

**Colleen Nickel**  
College Heights OB/GYN

**Patricia Parker**  
Quality

**Dawn Ruth**  
Acute Coronary Care Unit

**Ann Seyfried**  
Psychiatric Rehabilitation

**Donna Troiano**  
Obstetrics

**Brenda Troxell**  
Risk Management

### 20 Years

**James Benco**  
Transitional Trauma Unit

**Kay Bilheimer**  
MICU/SICU

**Sharon Kloiber**  
Case Management

**Melissa Kratz**  
Cancer Support Services

**Barbara Pedregon**  
Medical Records

**Cade Upanavage**  
Health Spectrum Pharmacy

### 15 Years

**Margarita Bonilla**  
Health Spectrum Pharmacy

**Daniel Medlar**  
College Heights OB/GYN

**Debbie Menio**  
College Heights OB/GYN

**Michael Morrone**  
Respiratory Care Services

**Barbara Sheaffer**  
Pharmacy

**Elizabeth Wagner**  
College Heights OB/GYN

### 10 Years

**Freda Barnes**  
Cancer Center

**Angela Becker**  
7A Neuroscience Unit

**Adrienne Bell**  
Perioperative Services

**Susanna Berghold**  
Trexlerstown Medical Center

**Aaron Bittner**  
Cardiac Cath Lab

**Gregg Block**  
Case Management

**Daniel Bortz**  
Information Services

**Julie Brown**  
Ambulatory Surgical Unit

**Zoe Caruso**  
Hemodialysis Center

**Sandra Cruz-Bergoderes**  
Burn Center

**Laura Esch**  
Open Heart Unit

**Christopher Gooch**  
Information Services

**Scott Higgins**  
Information Services

**Erin Hoffman**  
Pharmacy

**Luanne Ingram**  
6K Medical-Surgical

**Veronica James**  
Transitional Skilled Unit

**Elizabeth Janowiak**  
General Services

**Tammy Keeney**  
PICC Team

**Robin Koch**  
Geriatrics

**Jill Kostak**  
Supply Management

**Tiffany Lopez**  
5T Medical-Surgical

**Brian Manger**  
LV Anesthesia Services

**Emily McCormick**  
Revenue Cycle

**Elissa Rautzhan**  
Physical Therapy

**Linda Reitz**  
Nursing Float Pool

**Rebecca Salter**  
NICU

**Barbara Smith**  
Transitional Skilled Unit

**Loretta Trumbower**  
Surgical Specialists/Trauma

**Kelly Wiland**  
Information Services

### 5 Years

**Denise Andrews**  
4T Medical-Surgical

**Kristy Arthofer**  
Muhlenberg Primary Care

**Melanie Baker**  
LVPG Reimbursement

**Mandi Boone**  
Cardiology

**Kimberly Booth**  
MacArthur Medical Center

**Kim Brown**  
Patient Accounting

**Lori Christman**  
Occupational Therapy

**Michelle Christman**  
Mother-Baby Unit

**Padraic Colley**  
Critical Care Float Pool

**Debra Cranmer**  
LVPG Billing

**Debra D'Angelo**  
Physician & Executive  
Recruiting

**Ruby Dunlap**  
Infectious Disease

**Joy Dupont**  
Lehigh Neurology

**Lynette Dyer**  
LVPP

**Sara Eltz**  
Emergency Services

**Amy Forte**  
Rehab Services

**Lauren Garges**  
Rehab Services

**Sheila Gibb**  
Business Development

**David Goldner**  
Cardiology

**Carmen Gracia**  
Valley Family Medical  
Center

**Mykesha Guider**  
Home Care

**Amy Hamscher**  
Pediatric Unit

**Kelli Hartman**  
Obstetrics

**Roberta Hoffert**  
ABC Family Pediatricians

**Tara Huggard**  
Speech and Hearing

**Marilyn Jimenez**  
Regional Heart Center-  
Medical

**Bridget Kalogerakis**  
Transitional Trauma Unit

**Tisha Kelly**  
Psychiatry

**John Kershetsky**  
Information Services

**Amy Kerstetter**  
Rehab Services

**Laura Klein**  
Coding and Compliance  
Support

**Kathleen Koch**  
Medical Records

**Jamie Kovalsky**  
Grant-Funded Scholarship

**Tammy Landis**  
Burn Outpatient Program

**Karen Leonardis**  
Regional Heart Center-  
Medical

**Christine Lessinger**  
4C Medical-Surgical

**Dalila Luna**  
ASU-PACU/OR

**Erianna Marmolejos**  
LVPP

**Chantia McIntosh**  
ASU-PACU/OR

**Nisaura Mendrell**  
Cardiology

**Robert Montgomery**  
Security

**Pamela Nemetz**  
Hospice Social Service

**Sandra Noto**  
PICC Team

**Cheryl Palm**  
6B Renal Medical-Surgical

**James Pearce**  
Emergency Department

**Rebecca Pounds**  
Pharmacy

**Joel Powell**  
Medical Practice Center

**Tracey Reilly**  
ICU

**Damaris Roche**  
Psychiatry Insurance Billing

**Russell Rogers**  
Sterile Processing

**Catherine Romig**  
7B Medical-Surgical

**Edward Saylor**  
Plant Engineering

**Julie Schaller**  
Case Management-  
Compliance

**Mary Simmons**  
Radiology Administration

**Janet Stazzone**  
Physical Therapy

**Nicholas Stendell**  
NSICU

**Catherine Taranto**  
Breast Health Services

**Cynthia Uranga**  
Patient Accounting

**Shakeera Walker**  
Lehigh Family Med. Assoc.

**William Weber**  
Respiratory Care Services

**Kenneth Werley**  
Security

**Christine Whitehead**  
4K Medical-Surgical

**Kayleigh Zweizig**  
MICU/SICU