

# AA THE PROBE AA

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## Bermans Give \$500,000 to Hospital



Muriel M. Berman



Philip I. Berman

Philip and Muriel Berman are the contributors of \$500,000 for the establishment of the very sophisticated cancer treatment facilities and equipment currently being constructed and installed at The Allentown Hospital.

"Muriel and I are thrilled at the prospect of helping to bring to actuality a project which will significantly improve the access and quality of cancer treatment in the Lehigh Valley," said Philip Berman, Chairman

of the Board, Hess's Department Stores, Inc.

The Bermans' gift is the most substantial single contribution by an individual ever to be received by the Hospital. In gratitude of the Bermans' generosity, the Hospital Board has determined that the radiation therapy department will be named the Muriel M. and Philip I. Berman Radiation Therapy Center.

"I believe this says a great deal about the Bermans' commitment to

the health and welfare of the residents of the Lehigh Valley," commented Morton I. Silverman, M.D., Chairman of The Allentown Hospital's Board of Directors. "We are, of course, very grateful for the Bermans' foresight and understanding in contributing to a project which will considerably improve cancer treatment in the Lehigh Valley. We are equally appreciative of the Bermans' commitment and confidence in The Allentown Hospital as it continues to maintain and implement important health services in the community."

The addition of the new sophisticated 20 MeV Linear Accelerator, the only one in the Lehigh Valley, was approved by the Health Systems Council of Eastern Pennsylvania in 1980, and its building and installation are now being completed. It will complement the cobalt unit and array of other cancer treatment services currently available at the Hospital. Patients are expected to begin treatment in the new addition in June. One of the many cancer treatment services at The Allentown Hospital is the Cancer Control Program, which is one of only nine such programs approved by the National Cancer Institute.

*Continued on page 5*

## Bulette Appointed Chairman of Psychiatry

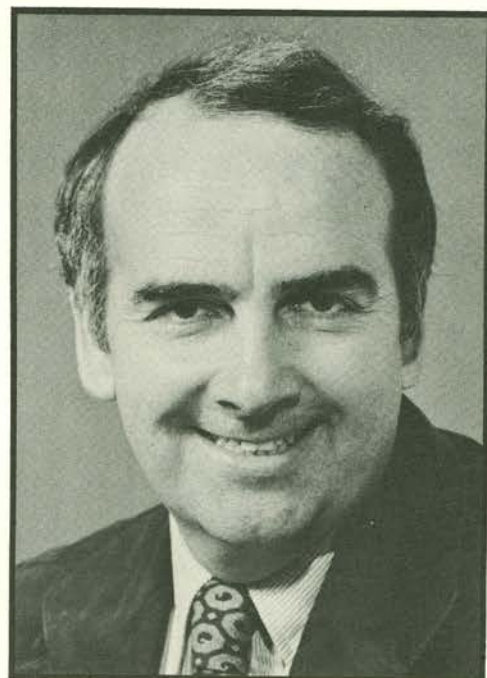
John L. Bulette, M.D., Gwynedd Valley, PA, has been appointed Chairman, Department of Psychiatry, at The Allentown Hospital. He has been associated with the Medical College of Pennsylvania, Philadelphia, as Director of General Hospital Psychiatry and Assistant Professor of Psychiatry.

After receiving his medical degree from Temple University School of Medicine, Dr. Bulette entered the United States Public Health Service for his internship and internal medicine residency. He was chief psychiatric resident at The Medical College of Pennsylvania and received psychoanalytic training at the Philadelphia Psychoanalytic Institute. He was a Ginsburg Fellow with the Group for the Advancement of Psychiatry.

Dr. Bulette is board certified by the American Board of Psychiatry and Neurology. He is an associate member of the American Psychoanalytic Society and is a member of the Pennsylvania Psychiatric Society and the Philadelphia Psychiatric Society.

He is replacing Charles W. Umlauf, M.D., who has been chairman of the Hospital's Department of Psychiatry for the last 12 years. Dr. Umlauf will continue his active private practice and continue to be an active participant in the Department's future developments.

Dr. Bulette and his wife Jane, who has a masters degree in medical/surgical nursing, have two children, Jonathan, five, and Emily, two. Dr. Bulette enjoys tennis and golf and is looking forward to relocating his family to the Allentown area.







# President's Corner:

## On The Bermans' Contribution

The munificent contribution of \$500,000 by Philip and Muriel Berman to support the Hospital's new cancer treatment facility and equipment speaks of the donors' deep personal interest in improving the health and treatment capabilities for the citizens in the Lehigh Valley.

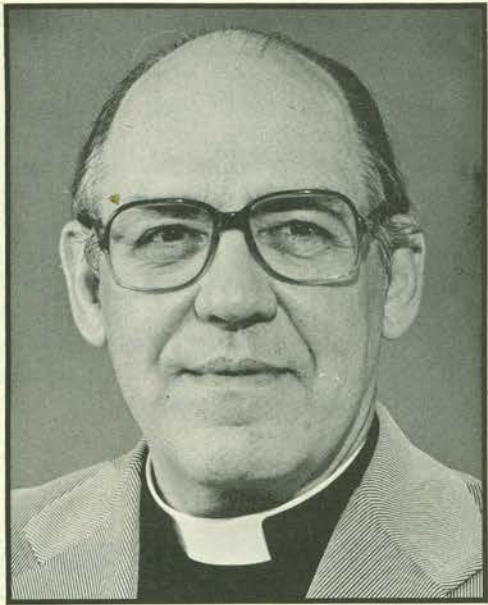
Morton I. Silverman, M.D., Chairman of the Hospital's Board of Directors, expressed it exceedingly well when he stated, "We are, of course, very grateful for the Bermans' foresight and understanding in contributing to a project which will considerably improve cancer treatment in the Lehigh Valley. We are equally appreciative of the Bermans' commitment and confidence in The Allentown Hospital as it continues to maintain and implement important health services in the

community."

In gratitude for the Bermans' generosity, the Board of Directors decided to name the radiation therapy department "The Muriel M. and Philip I. Berman Radiation Therapy Center" during the dedication ceremonies that are currently being planned for late June.

Cancer is the second leading cause of death in our country. The new cancer treatment capabilities at The Allentown Hospital will offer enhanced expertise and benefits not now available in the Lehigh Valley. The Hospital is indeed deeply appreciative to Muriel and Philip Berman for their gift.

*Morton I. Silverman*



### Rev. MacMillan Receives Award

The Rev. A. Malcolm MacMillan, a member of The Allentown Hospital Board, became the first recipient of the Leonard Pool Prize, established by the Dorothy Rider Pool Health Care Trust to recognize "outstanding contributions to health care in the Lehigh Valley."

Fr. MacMillan was honored for his "extraordinary leadership in the development of the Lehigh Valley Hospice" at a reception May 11, 1981 at the Holiday Inn, Bethlehem.

Lawrence P. Levitt, M.D., a trustee of the Pool Health Care Trust, presented the award, a challenge

grant of \$50,000 to Lehigh Valley Hospice in honor of Fr. MacMillan. Dr. Levitt explained that, under the challenge grant, the Pool Trust will match every \$2 raised by Lehigh Valley Hospice in the community with \$1 of Trust funds up to a maximum of \$50,000.

Dr. Levitt also displayed the model for an 18-inch bronze medallion to be mounted in the lobby of Allentown and Sacred Heart Hospital Center to commemorate the recipients of the Pool Prize. In addition, he noted that Fr. MacMillan and subsequent recipients will receive 4-inch replicas of the medallion.

He cited the many individuals and organizations who contributed to development of the Lehigh Valley Hospice and called it "a truly remarkable cooperative effort."

"A contribution of one person, however, has been exceptional in bringing all sorts of people, organizations, corporations and health care institutions together to work toward this important goal. That person has been referred to as the cement that bound together our area hospitals and home health organizations to address the planning effort for hospice...and the ultimate diplomat, getting them to work together to improve care to the dying patient and his family that already was being given in the Lehigh Valley."

Dr. Levitt said it is "in recognition of that extraordinary contribution to health care in the Lehigh Valley that

the Trustees of the Pool Health Care Trust have given me the privilege to award the first Leonard Pool Prize to the Rev. Malcolm MacMillan.

Fr. MacMillan is rector of the Associated Episcopal Parishes of Allentown. He has served on the boards of Pennsylvania State University, the Mental Health Association, as well as the Hospital. He has been active in diverse community organizations, including the United Way, Boy Scouts of America, and the Comprehensive Health Planning Agencies. His service has earned him numerous awards here in the Lehigh Valley and elsewhere.

### ANNUAL ALUMNAE LUNCHEON

The Class of 1974 will be host for the 47th Annual Allentown Hospital School of Nursing Alumnae luncheon at 12:30 p.m. Saturday, June 13, at Holiday Inn West, Allentown. Reservations may be made by sending payment of \$10 to Annabelle Dittbrenner 909 College Lane, Allentown, PA 18103. All alumni of the School are welcome, you need not be an alumni association member to attend. Those needing transportation should notify an Alumnae officer or board member. The chairpersons for the luncheon are Janet Heinz Cook and Lynn Deily Cloak. The group's next meeting at 8 p.m. June 1 in the hospital Nurses' Home will feature a talk by Donald E. Barilla, M.D., endocrinologist, Allentown.



# MAKING THE ROUNDS

**Pat Rhoads, R.N., Peg Parry, R.N., Betty Higgins, R.N., and Diane Motichka, R.N.,** recently passed the National Certification Examination for Emergency Department Nurses. They will now be recognized as RN's certified in Emergency Nursing (CEN).

The four nurses took the exam at Muhlenberg College in February, 1981 and were notified of passing the test in April. Preparation for the exam was sponsored by continuing education programs at Allentown College through the local Emergency Medical Services Council (EMS) and the Emergency Department Nursing Association (EDNA). The national EDNA conducted the exam which is given in an effort to set national standards for Emergency Department nurses specializing in this new area.

**Sue Hawrylo, ART,** Medical Records, was appointed Chairman of the Pennsylvania Medical Records Association's Consultant's Committee for the 1981-82 term by President-elect Betty Anderson, RRA.

Sue, a medical record consultant in Pennsylvania and New Jersey in the field of rehabilitation, clinics, nursing homes, and health care planning, published an article, "The Philosophy of Medical Record Administration in a Rehabilitation Setting" in the Medical Record News, Journal of the American Medical Association.

**Peter J. Barbour, M.D.,** active staff, Department of Medicine, Division of Neurology, passed his Academy of Neurology Boards in May. Dr. Barbour is now board certified in Neurology.

## Day Care Directory Available

A Directory of Child Care Programs containing information on day care and nursery school programs in the Lehigh Valley area is available to employees free of charge in the Personnel Office.

This helpful listing was compiled for the convenience of working parents at The Allentown Hospital to enable them to compare area facilities that correspond to each individual family's need.

The directory contains pertinent information on each center including ages served, capacity, hours and days of operation, months open, cost or fee, meals and other miscellaneous information.

**R. Bradford Waldman,** Risk Manager, was elected to a two-year term as Vice President of the Board of Directors of the Pennsylvania Association for Health Care Risk Management, the Hospital Association of Pennsylvania. Brad was elected by the HAP Risk Management Board of Directors at the annual HAP Risk Management Conference held in Hershey, PA April 29, 1981.

Winners of the first annual Allentown Hospital **softball team** drawing are: Gladys Allen, R.N., S-4; Jack McQuilken, Volunteer; Lisa Landis, Rape Crisis Council of Lehigh Valley; Kathleen Brown, Robert Walker, and Ann Smith.

Prizes ranged from \$100 to \$25 each. The proceeds from the drawing will be used to purchase uniforms and

equipment for the team this season.

Allentown Hospital filled all the **Residency openings for Housestaff** for 1981-82. This will include eight new Internal Medicine residents, four Flexible Medicine residents, two Obstetrics/Gynecology residents and five Surgery residents.

**Lizzie Marsteller,** Seamstress, Housekeeping Department, retired in March after working 17 years at The Allentown Hospital full-time. She now works in the same capacity on a part-time basis.

**Helen Harner,** Nursery Nursing Aide, retired in April, having worked with newborns in the nursery since November, 1960.

Tennis players who are interested in playing on a tennis team should contact Tom Seabourne, extension 2279.



## NATIONAL VOLUNTEER WEEK

*April 29, during National Volunteer Week, our volunteers were feted at the Lehigh Valley Club. Over 175 volunteers were the Hospital's guests for dinner and were entertained by the Allenaires, an Allentown Barbershop Quartet. Each day that week the volunteers were given a red carnation to wear on their rounds. This past year 40 new volunteers donated 1,000 more hours than the previous year.*



# Hospitals Are Interested in Containing Costs

(Reprinted from National Hospital Week publicity.)

Hospital costs are viewed differently by different groups of people. But one thing is certain — everyone is concerned about hospital costs.

Business, industry and labor are concerned because the cost of providing health care coverage to employees becomes more expensive each day. They have come to recognize that the area of greatest concern for them — their benefit package — is also the best tool to begin cutting down their health care costs.

Third-party payers are concerned. Premiums are skyrocketing and benefit packages are harder to underwrite. In recent years, third-party payers, like Blue Cross, Blue Shield, and commercial insurance companies, have been increasing coverage for a number of cost-saving procedures like outpatient surgery, second opinions for elective surgery, preventive care services, care provided at home or in an extended care facility and pre-admission testing.

Government is concerned because it has gotten into health care in a big way since the seemingly modest beginnings of Medicare in 1966. Health care is consuming more and more of the government's budget. Government in Pennsylvania has cooperated with hospitals in an area for tremendous potential savings — reform of regulations that increase costs.

You are concerned too. Although most of you pay relatively few out-of-pocket expenses for health care, the day may come when you will have to. Consumers are beginning to see the value of changing lifestyles and using the least expensive level of care. More people are taking advantage of wellness programs offered by businesses and by hospitals. Patients also are taking advantage of cost-saving hospital services like pre-admission testing and outpatient surgery.

Your hospitals are really concerned! We realize that although costs are rising, demand is also in-

creasing for more sophisticated health care. We must meet your needs and at the same time hold down costs.

We are doing our part. Hospitals and doctors, in cooperation with business, industry, labor, third-party payers and consumers, have embarked on a voluntary program to restrain health care expenditures. In Pennsylvania, this Voluntary Effort "saved" over 220 million dollars in its first two years.

But that's not all. Hospitals are identifying areas of savings, such as energy management, and cooperating with insurers, business and industry to realize those savings. In Allentown, for example, energy conservation programs are substantially reducing health care costs.

Our hospitals are also at the center of many health education programs designed to convince people to change their lifestyles.

These are just some examples of how people who have a stake in hospital care are working to contain health care costs. These programs are in place today and are working.

Here at The Allentown Hospital P.E.S.T. is coming ... that's Progress Eighties Savings Techniques ... watch for details in future issues of The Probe.

## HOSPITAL EMPLOYEES PARTICIPATE IN WALKATHON

*Pictured at right are Paula J. Campbell and Nancy E. Bahl, R.N., starting out from Dorney Park, Allentown, on the 25-kilometer annual March of Dimes Walkathon. They were two of the 15 members of the Hospital team walking on April 26 which pledged over \$1,000 for March of Dimes programs to prevent birth defects including the equipment grant for the Neonatal Intensive Care Unit here at The Allentown Hospital.*

*Other members of the team were: Charleen M. Aronowitz, AnnaMarie DeLong, David L. Feist, Dianne L. Hewitt, Jane Buehler, Jane L. Kistler, Harry and Margie Kleiner, Beth J. Kropp, Chell-Doree Miller, Brenda J. Nuss, Cathy Peck, Naomi Solomon and Elizabeth A. Swann.*

*Several Hospital employees also helped on walk day by totalling sponsor sheets at FinanceAmerica. They were Dorothy Cheslock, Christine A. Messina, Marion and Tom Edwards, and Jack Lewis, volunteer.*



## BED RACE TEAM

*Allentown Hospital storeroom personnel placed third on Sunday, May 3, 1981 in the Second Annual Bed Race on Hamilton Mall for the benefit of the Muscular Dystrophy Association.*

*Members of the bed race team, named Code Blue, are Steven Shellhammer, front left; Scott Stahlnecker, back left; Robert Fry, back right, designer and builder of the bed; Rod Gilkeson, front right; and Jeffrey Briggs, in bed.*

*The five-member team raced to victory in two qualifying heats, defeating the Allentown Racquetball Club and members of a local college fraternity team.*

*Code Blue was overtaken in the semi-finals by the Allentown Jaycees, the overall victors for the event.*

*Several Hospital employees turned out for the race and helped to cheer the team on to victory.*





## Bermans Give \$500,000 to Hospital

*Continued from page 1*

Expected benefits of this project are:

- Increase the cure rate of advanced cancer of the cervix.
- Reduce the complications in the treatment of deep abdominal and pelvic cancers.
- Increase the cure rate in cancer of the tonsils because of the ability to deliver higher doses compared to Cobalt 60.
- Increase survival and reduction of side effects in lateralized cancers of the oral cavity and oropharynx.
- Increase the cure rate in advanced cancer of the bladder.
- Increase the cure rate of various head and neck cancers.
- Reduce the complications from treatment of the chest after surgery for cancer of the breast.
- Increase the control rate of cancer which appears again on the chest after breast surgery and previous radiation therapy.
- Treat cases in which there is no alternative to the electron beam, such as large cancers of the scalp.

Philip Berman transformed Hess's from a one-store operation in 1968 to a 22-unit chain. Mr. Berman is also on the board of directors of Crown American Corporation and The First National Bank of Allentown. He is an underwriting Member of Lloyd's of London, chairman of Leader Healthcare Organization, Inc., and chairman of the board of the Pennsylvania Public Television Network Commission, and on the board of the Philadelphia Museum of Art.

Dr. Muriel Mallin Berman, vice president of Hess's Department Stores, Inc., together with her husband, has become known internationally as an art collector and connoisseur. Dr. Berman serves as a member of the Pennsylvania Council of Humanities, the board of trustees of the Pennsylvania Ballet, the Women's Club of Allentown and chairman of the board of Lehigh County Community College. She is also on the Governor's Commission for Women and is a member of the Board of Higher Education in Pennsylvania known as the State Colleges and University Directors. Dr. Berman holds a degree from the University of Pittsburgh, a doctor's degree from the Pennsylvania College of Optometry, as well as honorary degrees from Cedar Crest College and Wilson College.

The Bermans are donors of the Hebrew University National Medical

Library and of the Nurses home and Auditorium at Hadassah Hospital. The Bermans loan many paintings to the Art in Embassies Program for the United States State Department Embassies around the world, and together the Bermans are members and contributors to numerous art museums around the world. They have placed many sculptures and other art throughout the Lehigh Valley, including public buildings, all of the colleges and universities, as well as the Allentown Library, the Lehigh County Courthouse and City Hall.

### We Get Letters

The Hospital is appreciative of the many letters that it receives from former patients:

"The warm attitude of all your personnel was so greatly appreciated that I must make special comment about it."

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"I can't say enough about the nurses of the labor and maternity areas. Everyone was so nice and went out of their way to help and be friendly. The maternity and nursery nurses were also most friendly and helpful. I was really overwhelmed by the general concern for everyone involved."

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"I was impressed by the competent and humane treatment I received by the nurses assigned to W-3 at The Allentown Hospital. I never heard so many 'thank yous,' 'pleases,' and 'Yes, I'll help you' from a corps of workers. They must be an unusual group to be assigned to that area."

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"I found all personnel to be both friendly and competent. I would highly recommend The Allentown Hospital to all."

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"The nursing staff was super. The food was nutritious and prepared with sick people in mind. I can only say my stay in The Allentown Hospital was exceptional and I do appreciate everything that was done for me."

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"Good nurses. Good doctors. Clean rooms. All around excellent care. The Allentown Hospital ... a hospital that cares."

## Student Interns Learn at the Allentown Hospital

Two students from local community colleges are currently enrolled in internships at The Allentown Hospital in two separate departments. Sue Brown, a first-year Activities Specialist major at Lehigh County Community College (LCCC), spends 2½ days each week working in Pediatrics with Carol Ann Yurasits, Play Therapist. Robin Miller, a prospective May graduate of Northampton County Area Community College (NCACC) and Library Sciences major, works in the Hospital library.

In the Library, Robin performs the four basic library functions of cataloguing, reference, ordering, and circulation, in addition to other duties.

Although Robin anticipated an internship in an academic or public library, she was "glad for the opportunity to work in a special library" like The Allentown Hospital Library. Robin feels the internship has been very instructive. Robin is presently working part-time at The Allentown Hospital School of Nursing Library where she does shelving and typing catalogue cards, among other duties. She is also in the process of designing a bulletin board.

A 1975 graduate of Dieruff High School, Sue Brown assists Carol Ann in organizing games for the young patients and conducting craft sessions. An advisor for her church youth group, Sue says she was always interested in working with children and young teens. That's why she enjoys working at The Allentown Hospital so much.

According to Sue, working in Pediatrics is vastly different from the experiences she gained working at the Lehigh County Senior Center, Allentown. Sue explained that the Activities Specialist program at LCCC was originally designed for students who desired to work with geriatrics, but now the program encompasses directing recreational activities for youths as well. Some typical courses required in Sue's program are Physical Education, Child Psychology, Sociology, and several courses in the psychology of aging and geriatrics.

For the 1981-82 academic year, four student interns from local colleges are scheduled to work in the Heart Station. According to Mrs. Jennifer Pope, Chief Technician, Heart Station, the interns will observe and assist with testing for all types of cardiovascular diseases in addition to general clerical duties.



# Special Nursing Students

Two nursing students with interesting backgrounds, currently residents of the Lehigh Valley area, are enrolled in courses at The Allentown Hospital School of Nursing. Completion of the courses is needed in order for them to qualify to take the State Board of Examination for licensure in Pennsylvania.

Mrs. Mary Leatham of the British Isles, a resident of Souderton, PA, and Mrs. Ellen Siebbeles of South Africa have been nursing students here since February. Both concur that the Allentown Hospital School of Nursing is a very nice place to study. They agree, too, that the Hospital is "impressive" and the employees, as well as their instructors and fellow nursing students, are friendly and helpful. Both also enjoy the accessibility of the city of Allentown to surrounding cities such as Philadelphia and New York City.

Mrs. Siebbeles took the Maternity Nursing course and is taking the Psychiatric nursing course until August. She hopes to take her state boards in October, 1981. An American by birth, Ellen was born in West Virginia where she lived until age 12, she lived in South Africa for 15 years. She and her husband, a native of South Africa, moved to Pennsylvania in August, 1980, so he could further his theological studies at United Wesleyan College, Allentown. Ellen holds a diploma in nursing from B.G. Alexander Nursing College, Johannesburg, South Africa. Ellen is looking forward to beginning her clinical work in the coming weeks. She is



"really impressed" with the School of Nursing.

Mrs. Mary Leatham has been living in the United States for over a year. She said her daughter-in-law encouraged her to return to school and she is really glad she did as she is thoroughly enjoying the experience.

Mary worked in management at a hospital in the British Isles prior to moving to the U.S. with her husband, a semi-retired missionary.

In her psychiatric Nursing course, Mary attends classes in addition to

her clinical work. She said that the course has taught her to better understand herself as well as why people act in certain ways. In addition to attending The Allentown Hospital School of Nursing, Mary works as a nurses' aide in North Penn Hospital, Lansdale.

Both Mrs. Leatham and Mrs. Siebbeles are ambitious students, and members of the Hospital Family are proud of these "special" students. They are wished the best of luck in their future endeavors.

## NATIONAL NURSES DAY & NATIONAL HOSPITAL WEEK CELEBRATED

The nurses throughout the Hospital were treated to receptions on each shift on May 13 celebrating National Nurses Day. Specially decorated cakes, fruit, cheese and crackers, coffee and punch were available to snack on. Joyce McGonigle, R.N., director of Nursing Service and Thomas C. Paisley, Jr., Vice President, are shown distributing the red and pink carnations purchased by the Medical and Dental Staff for the nurses.

In the cafeteria, free cake and coffee were available on each shift for all Hospital employees to celebrate National Hospital Week May 10-16.





# Employee Recognition Dinner

A Good Time Was Had By All.





# Special Gifts to Allentown Hospital



*As the Junior Aides and Auxiliary years draw to an end, the members have donated \$10,000 from each organization to the Hospital to be used for modernization.*

*At left, Ellen Weller, president, presented the Junior Aides check for \$10,000 to Morton I. Silverman, president, Board of Directors. The Junior Aides have also purchased several pieces of equipment for pediatrics which total approximately \$5,000 and are facelifting the playroom on the second floor.*

*At right, Sallie Schaeffer, president, presented the Auxiliary's \$10,000 check to Valeria S. Boyer, Secretary, Board of Directors. This brings the Auxiliary's total to \$60,000 donated to the Hospital this year, as well as refurbishing of the furniture in the School of Nursing parlors.*

*The Hospital Family is grateful to both organizations, the many hours the members contribute to the Hospital, and the funds which are donated each year.*

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## THE PROBE

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