

# MUHLENBERG MEDICAL CENTER

# PULSE

Vol. 10, No. 4

MUHLENBERG MEDICAL CENTER, BETHLEHEM, PA.

August, 1977

## Lehigh Valley Summer Festival, Aug. 26-27-28

### Plans For Medical Office Building At MMC Announced

A \$500,000 medical office building will be constructed on the Muhlenberg Medical Center campus this fall. The project's financing has been approved by the Lehigh County General Purpose Authority, and plans have met with the approval of the Bethlehem Planning Commission.

Donald E. Porter, executive director, announced that offices will be leased only to physicians. The 12,000 sq. ft. in the one-story building will be partitioned according to tenants' wishes. A roadway will be constructed to a special parking lot for the physicians and their patients.

Mr. Porter pointed out that the proximity of the hospital will provide convenient test-

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### Hospital's First Administrator To Address Auxiliary

Sister Louise Burroughs, first administrator of Muhlenberg Medical Center, will be the speaker at the 20th anniversary meeting of the hospital's Auxiliary. The Luncheon will be held at Danny's Restaurant, Schoenersville Road, Bethlehem, at 12:30 p.m., September 26.

Mrs. Frank Muhr, Auxiliary president, announced that reservations for the lunch can be made with area chairladies and a deadline of September

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**GROUNDBREAKING**—Atty. Jacob S. Kolb, MMC president, tosses the first spadeful of earth to launch the hospital's expansion program. In the ceremony, left to right, are Donald E. Porter, executive director; Atty. Bernard D. Broeker, speaker for the occasion, and George Bell, Medical Care Systems.

### Groundbreaking Sets Hospital Expansion Program In Motion

"Every citizen must be concerned about the quality and availability of health care in his community."

Atty. Bernard D. Broeker of Bethlehem made this statement at the ground breaking ceremonies at Muhlenberg Medical Center on July 17. He was the speaker for the launching of the \$6.5 million expansion and renovation program, which will enable MMC to assume its full role as an acute care hospital.

Atty. Broeker, chairman of the Lehigh County General Purpose Authority, discussed the part citizens have always played at MMC since its very inception. He added, "We must be encouraged by the evidence of more public participation and interest in health care. More people are serving on boards of hospitals and health care regulatory agencies and many more are volunteering for hospital duties."

Atty. Jacob S. Kolb, MMC president, traced the beginnings of the hospital, noting its change in direction from care of the chronically ill to an acute care facility. He described the expansion program as "the fulfillment of the dream of our founding fathers of a hospital that offers the most modern facilities and equipment and care and treatment that is second to none."

Donald E. Porter, MMC executive director; George Bell, Medical Care Systems, Inc., and Attorneys Broeker and Kolb participated in the ground breaking ceremony. Mrs. Margaret Berger, a member of the hospital's board and past-president of the Auxiliary, was the mistress of ceremonies.

Members of the Auxiliary served refreshments to the as-

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### Super Line-up Of Events Scheduled

"The most exciting program in our history." This enthusiastic statement by Mrs. Frank Muhr, chairlady of the 1977 Lehigh Valley Summer Festival, August 26-28, is echoed by every member of the committee. The entertainment lineup includes a variety of features that offer "something for everybody."

The big fete on the Muhlenberg Medical Center grounds gets underway at 10 a.m. on Friday, August 26, and Lehigh Valley Fashion Show, Kim's Karate Demonstration and a Revue by Miss Jeanne's School of Dance will be the day's features. Miss MMC-1977 will be crowned at 6:30 p.m.

On Saturday Orr's Fashion Show, a Tyrolean German Band, a gymnastic exhibition by the Parkettes and dancing by the Saucon Squares will be in the entertainment spotlight. The Sunday lineup includes the Tyrolean Band, Rose Harsch presents "Applause for Muhlenberg Medical Center" and the Amazing Scalzo's Magic Show. (See schedule of events on page 4).

Each day there will be the big outdoors arts festival, as well as one of the Valley's largest arts and crafts shows.

The popular midway will include a number of rides and games, and the various areas of the Auxiliary will sell baked products, needlework and other items in midway booths and in the barn upper level.

The committee knows that the patron, regardless of age, becomes hungry and thirsty. In addition to the "fast food" booths, a cafeteria-style lunch-

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# PULSE

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Donald E. Porter, Administrator

## Festival Proceeds To Pay For Cardiac Stress Test Equipment

PARADE called it, "The Heart Test That Could Save Your Life." It's a cardiac stress test that will soon become available at Muhlenberg Medical Center.

Donald E. Porter, executive director, announced that proceeds from the 1977 Lehigh Valley Summer Festival will go toward the purchase of the equipment that can detect many cases of hidden heart problems.

Parade points out that each year more than a million Americans are felled by heart attacks—many within weeks or even days of passing standard "resting" electrocardiograms (ECG's). The problem was, "How do you safely test your heart in action?" and medical technology has now come up with the answer.

The new exercise ECG's are performed on a stationary bicycle or treadmill, while a cardiologist monitors the heart continuously. As a result he gets an indirect image of the extent to which the coronary arteries have narrowed.

Stress testing also detects latent stroke dangers such as development of excessively high blood pressure during exercise. This exercise testing is also valuable in ruling out suspected coronary-artery disease.

What symptoms indicate a need for stress testing? Shortness of breath, an occasional sense of pressure when walking up stairs or during some stress and extra heartbeats or palpitations.

This testing also enables the cardiologist to determine the type and extent of exercise he should prescribe for the patient to strengthen his or her heart.

One prominent physician describes stress testing as "probably the most dependable predictor of the potential heart attack victim of all tests available to us." It is estimated that one in ten American males—and a growing number of females—between the ages of 30 and 60 are walking around with unsuspected coronary-artery disease. The new stress testing equipment which will be installed at MMC will be a most valuable addition to its disease detection and treatment capability.

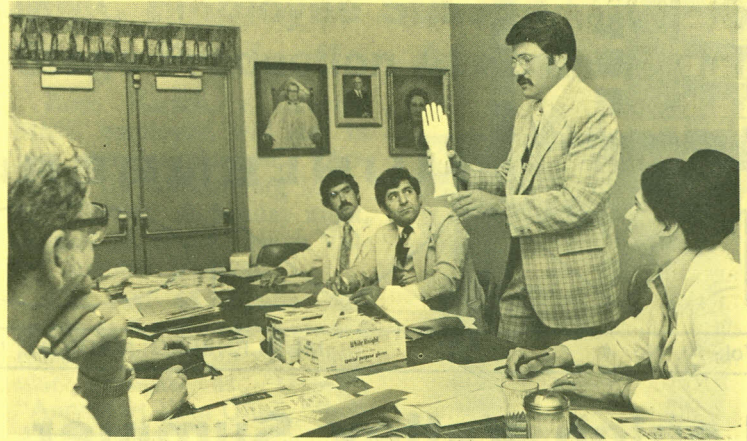
## MMC Privileges Granted To Two Physicians, Psychologist

Two physicians and a clinical psychologist have been granted privileges at Muhlenberg Medical Center. They were approved by the Credentials Committee of the medical staff and the hospital's board of directors.

Charles L. Ludivico, M.D., will have active privileges in internal medicine and rheumatology. A native of York, he is a graduate of the University of Pittsburgh and the Temple University Medical School. Dr. Ludivico interned at Temple University Hospital where he also was a resident in medicine.

Raymond M. Kowalcyk will have clinical psychologist privileges. He was born in Rockville Center, N.Y., and received a bachelor's degree from Adelphi College. Fordham University awarded him a doctorate in psychology.

Arturo Lim, M.D., will have active privileges in internal medicine and nephrology. He was born in the Philippine Islands and is a graduate of the Ateneo de Zamboanga and the University of the East Medical College. Dr. Lim interned at Flushing Hospital and Medical Center and was a resident in internal medicine at St. Clare's Hospital.



DEMONSTRATION of rubber glove helps the MMC Product Evaluation Committee to evaluate new products and standardize purchasing.

## Committee Evaluates Medical Products For Use At MMC

A sales representative of a firm that manufactures rubber gloves is demonstrating his products to a committee of experts at Muhlenberg Medical Center. Several other salesmen are waiting outside the Conference Room for their opportunity to make similar presentations.

The Product Evaluation Committee is in session, and its job is to evaluate selected new products and equipment to determine their general or specific application, in order to best meet the hospital's needs and requirements.

In the case of the gloves, the committee was seeking a manufacturer that could supply four types—surgeon's, examination, procedure and utility. They found that two of the firms could supply all four, and their products will be tested by nurses, doctors and others for a month. This test will be evaluated and a decision will be made.

Containing costs is an across-the-board policy at Muhlenberg Medical Center, but it makes sense to focus particular attention on purchasing. This is the credo of Harry McGowan, manager of the Purchasing Department, and his staff.

The hospital, of course, is a member of Group Purchasing, one of the Hospital Central Services, whereby more than 40 area hospitals join together in group buying. But there are many special items that must be bought by the hospital's Purchasing Depart-

ment. Many decisions are predicated upon the reports of the Product Evaluation Committee.

The committee, which is comprised of both professional and non-professional members of the MMC staff, meets monthly. The Purchasing Department provides descriptive literature, samples, prices and other pertinent information upon which a product evaluation can be made. In some instances the committee interviews the vendors. Then each member submits his or her report to Mrs. Shirley Ragsdale, R.N., the chairperson.

Mr. McGowan pointed out that standardization is one of the keys to cost reduction. If a product can be used throughout the hospital, it can be purchased in greater quantity, invariably at a lower cost. If several types of a product can be purchased from a single manufacturer, again there is a saving.

What kinds of products and equipment find their way to the committee? A better quality of Bandaid was sought and found, and the group decided on one patient monitoring electrode for anesthesiology and another for the rest of the hospital. Four or five endotracheal tubes were being used, so the committee settled on one. Mr. McGowan stated that pacemakers are next on the agenda.

The committee includes Laurence Bauer, Respiratory Therapy; Mrs. Nancy Black,  
*(Continued on page 3)*

## Staff Members Are Into Theater Roles

"The play's the thing" according to Shakespeare, and a number of Muhlenberg Medical Center employees agree with the bard. Several are actively engaged in local amateur theatricals this summer, and their performances have pleased both critics and audience.

Rose Harsch, secretary in Community Services, starred in "Annie Get Your Gun" at the Percy Brown Applause Theatre in Whitehall Mall. Her singing and acting in that role helped to make the play a smash hit. Mrs. Harsch also had parts in several other Applause Theatre musicals.

Elizabeth Horwath, a staff nurse in the Intensive Care Unit, starred in "The Beauty Part", a farce by S. J. Perelman at the Pennsylvania Playhouse in Bethlehem. Patrick McGlynn, linen room assistant, not only had a leading role in the play, but also was a stage manager.

David Kelly, an orderly in the Psychiatric Unit, was a member of "The Beauty Part" supporting cast.

Denise Johnson, personnel assistant, was a member of the theatrical group at Allentown College of St. Francis de Sales two years ago.

## Summer Festival

(Continued from page 1)  
eon and a bar-b-que chicken dinner will be served on Friday and Saturday. From 12 noon to 4 p.m. on Sunday, the ladies will serve a baked meat loaf dinner.

## Product Evaluation

(Continued from page 1)  
LPN, Central Service; Mrs. Marguerite Boyer, R.N., Staff Development director; James Dennis, Radiology; Mrs. Betty Fitzgerald, R.N., and Mrs. Mary Jane Matte, R.N., nursing clinical coordinators; Casimer Lencheski, R.N., Operating Room coordinator; Ismail Nabati, M.D., Mrs. Pat Richardson, assistant purchasing manager and Mr. McGowan. George Eichler, M.D., chief of surgery, is a special resource member.

## Nurse Management Program Accomplishing Goals

A special management program for nurse managers begun in late 1974 by the MMC Department of Nursing is still in progress. Mrs. Shirley Ragsdale, R.N., director of nursing, stated that the program plays an important part in helping the department to accomplish new goals and objectives in patient care.

The management program began with formal classroom sessions. Special topics in management functions were presented by guest speakers, and special films reviewed the nursing process and related topics. Periodical articles on management topics were distributed and in-basket exercises gave the nurse managers practical experience in decision making.

After completing this part of the program, they were introduced to such management functions as interviewing new personnel, developing and managing unit budgets, preparing staffing time schedules and participating in hospital surveys. The final role involved the supervision of the entire hospital operation with other supervisors and administrators on call for emergencies.

The director pointed out that the nurse managers are oriented first to problems which occur on weekends by working in concert with the clinical coordinator on a one-to-one relationship. After completing this phase of the training the managers are given the opportunity to supervise the hospital during the week, when the clinical coordinators are available for consultation.

Following all of these learning procedures, the nurse managers "solo" with back-up personnel on call. Four nurse managers have now completed the training program, while two are still in training. Even though this phase is almost complete, Mrs. Ragsdale is planning continuing education in management for all nursing personnel involved in this role.

A number of principles underlie the program. First, it provides management skills for personnel who are in close



**LEARNING MANAGEMENT TECHNIQUES**—Members of the nurse manager team, seated foreground, left to right, Jean Roccaro, R.N., Jenny Stover, R.N., Shirley Ragsdale, R.N., director of nursing, and Gloria Deagan, R.N. Left to right rear, Mary Matte, R.N., Shirley Schantz, R.N., Betty Fitzgerald, R.N., Val Bleiler, R.N., and Sue Fullinwider, R.N.

contact with patients and staff. Second, nurse managers who interview prospective employees and participate in their hiring, have vested interests in assisting the newcomers to perform well. Third, the nurse manager, who supervises the entire hospital operation, gains an overall prospective that extends beyond her specific unit. Finally, the director of nursing receives feed-back on problems, as the nurse managers become increasingly aware of management concerns.

One of the important aspects of the nurse manager's new role involves the changing function of the clinical coordinator. In the future, the latter will have fewer supervisory functions, in order to perform other vital services. Since accrediting agencies are equally concerned with the quality of patient care and continual upgrading of staff members, Mrs. Ragsdale foresees the clinical coordinators becoming involved in these two areas in the near future.

Mrs. Betty Fitzgerald, R.N., clinical coordinator for the Emergency Room, Intensive Care and the Surgical Unit, will be able to devote more time to continuing education for critical care nurses. She presently teaches the coronary care course, which Mrs. Ragsdale anticipates scheduling twice a year instead of the present one-annual offering.

Other mini-courses could also be developed for nurses.

Paramedic and emergency medical technician students who will use the MMC Emergency Room for clinical experience, will require supervision and program coordination by Mrs. Fitzgerald.

Mrs. Mary Matte, R.N., the coordinator of the Medical-Surgical units and Skilled Nursing Facility, will become involved in a Quality Assurance Program. Patient care will be monitored by reviewing their charts and interviewing patients and nurses to evaluate patient progress and the quality of care they receive.

Mrs. Ragsdale envisions many new challenges in nursing. The management training program will help the hospital to meet those challenges.

## Auxiliary Meeting

(Continued from page 1)  
14 has been set.

Sister Louise, who resides in New Jersey, was named MMC administrator prior to the opening of the hospital in 1961. She resigned in late 1968 to become associate secretary for deaconess service, Board of College Education and Church Vocations, Lutheran Church in America. She also assumed the post of executive secretary, L.C.A. Deaconess Community.

In 1975 Sister Louise retired from these positions. Last year Muhlenberg College conferred upon her an honorary doctorate.

## MMC Employee Stars In Own Stage Production At Festival

Rose Harsch, a talented MMC employee, will star in her own production, "Applause for Muhlenberg Medical Center," on Sunday night, August 28, at the Lehigh Valley Summer Festival.

The two 45 minute programs at 5 and 6:30 p.m. will feature songs from such popular musicals as "Gypsy", "Annie Get Your Gun", "Bells Are Ringing", "Carnival" and "Gigi".

Members of the cast of the Percy Brown Applause Theatre in Whitehall Mall will be included in the special company Mrs. Harsch has assembled for her production.



Rose Harsch

## 1977 Summer Festival Schedule

### FRIDAY

- |                  |                                   |
|------------------|-----------------------------------|
| 10 a.m.          | Ribbon Cutting                    |
| 11 a.m. - 2 p.m. | Cafeteria-style luncheon          |
| 2 p.m.           | Leh's Fashion Show—Dining Room    |
| 3 p.m.           | Kim's Karate Demonstration        |
| 5-8 p.m.         | Bar-B-Que Chicken Dinner          |
| 6:30 p.m.        | Miss MMC Crowning Ceremony        |
| 7 p.m.           | Revue—Miss Jeanne School of Dance |

### SATURDAY

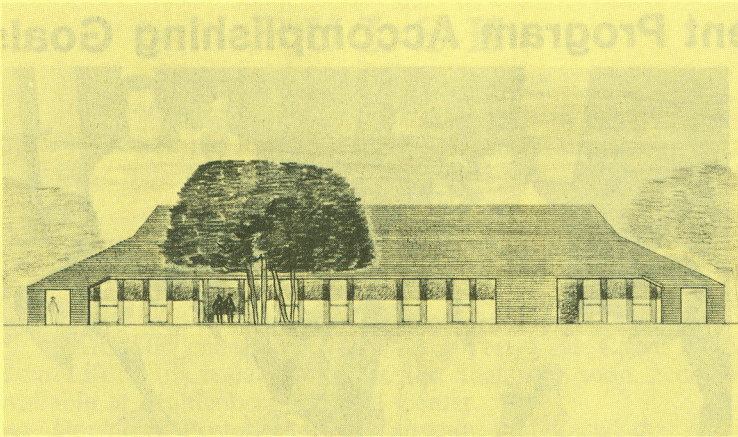
- |                  |                                |
|------------------|--------------------------------|
| 11 a.m. - 2 p.m. | Cafeteria-style luncheon       |
| 2 p.m.           | Orr's Fashion Show—Dining Room |
| 2-4 p.m.         | Tyrolean German Band           |
| 4-7 p.m.         | Bar-B-Que Chicken Dinner       |
| 7-8 p.m.         | Parkettes—Gymnastic Exhibition |
| 9 p.m.           | Saucon Squares                 |

### SUNDAY

- |   |   |
|---|---|
| 12 noon - 4 p.m.  | Baked Meat Loaf Dinner  |
| 2-4 p.m.  | Tyrolean German Band  |
| 5 p.m.  | Prize Drawing   |
| 5:30-7 p.m.   | Rose Harsch presents:<br>"Applause for Muhlenberg Medical Center" |
| 7-8 p.m.  | Magic Show—Amazing Scalzo & Co.                                   |
| 9 p.m.  | Closing Ceremonies  |
| Arts & Crafts—Arts Festival—Helicopter Rides—<br>Dorney Park Characters—all three days. |   |

Muhlenberg Medical Center  
Bethlehem, Pa. 18017

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Permit No. 375



**MEDICAL OFFICE BUILDING** will provide 12,000 sq. ft. on one floor for physicians' offices. Construction is scheduled for fall.

## New Medical Building *(Continued from page 1)*

ing and other out-patient ing to be completed by next services. He expects the build- March.

## New Secretary Is Assigned To Hospital's Executive Director

The bright, cheery voice that answers, "Mr. Porter's office" belongs to Diane Garland, the new secretary to the executive director.

Miss Garland joined the MMC staff in late June, replacing Mrs. Debbie Evans who resigned to resume her education.

A native of Bethlehem, the new secretary is a graduate of Liberty High School and Northampton County Community College, where she majored in secretarial science.

Between high school and college she was a typist at Bethlehem Steel, and her first position upon graduation was secretary to the college's Building and Grounds Department.

Miss Garland's next position was secretary at New Jersey Zinc Company. Prior to coming to MMC, she was secretary to the executive director of the Bethlehem Area Chamber of Commerce.

She serves on the Christian Education Committee at Rose-



Diane Garland

mont Lutheran Church, Bethlehem, where she was a Sunday School teacher for 8 years. The new secretary will be in charge of ticket booths at the Lehigh Valley Summer Festival this month.

Miss Garland resides in Bethlehem with her mother and brother.

## Expansion Program *(Continued from page 1)*

semblage of almost 100 friends of the hospital who braved 90 degree weather to attend. The program was arranged by the Public Relations Committee, headed by Rev. Walter Kuntzman and Mrs. Allen Stever.

The project, which is being funded through a bond issue approved by the Lehigh County General Purpose Authority, will be designed and built by Medical Care Systems, a Blue Bell, Pa., firm.