

# AA THE PROBE AA

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## Hospital Family Campaign Breaks Million-Dollar Mark

The Hospital Family Campaign has broken the million-dollar mark, a total of 174.6% of their original goal of \$630,000. This division began its drive in June and includes Hospital employees, the Hospital Board of Directors, the Medical and Dental Staff, Junior Aides, Auxiliary, the Nursing Alumni and the Hospital volunteers.

Each division has now officially kicked-off its drive. Edward Donley, chairman of the board, Air Products and Chemicals, Inc, and chairman of The Allentown Hospital modernization fundraising campaign, hosted a cocktail party at the Lehigh Country Club on Tuesday, October 20, 1981 for the kick-off of the Leadership Gifts Division. This division has a

goal of \$680,000, the largest of the campaign. "The Allentown Hospital Modernization Campaign Fund drive is more than half way home," Mr. Donley said preceding his introduction of Alfred E. Douglass III, vice president, Merrill Lynch, Pierce, Fenner & Smith, Leadership Gifts Division chairman.

Mr. Douglass is chairman for the following 27 divisional volunteers: Richard Fleming, chairman, Richard Fleming Associates, Inc.; I. Cyrus Gutman, president, Industrial Development Corp.; Philip I. Berman, chairman of the board, Hess's Inc.; William C. Roberts, president, Allentown Pneumatic Gun Co.; J. Walton St. Clair, Jr., president, First National Bank; Valeria S. Boyer, secretary,

The Allentown Hospital Board of Directors; Abram Samuels, chairman of the board, Automatic Devices Company; Morton I. Silverman, M.D., cardiologist; William S. Hudders, Esquire, Butz, Hudders & Tallman; Robert Teufel, president, Rodale Press, Inc.; Aman Barber, Jr., chairman Beyer-Barber, Inc.; Malcolm N. Briggs, vice president, ANDFA, Inc.; Fabian I. Fraenkel, president, Penn Linen & Uniform Service, Inc.; Robert J. Johnson, Esquire, Butz, Hudders & Tallman; Gene S. Cesari, president, Cedar Crest College; William J. Kuhnsman, president, Crowder Jr. Company; Irving W. Coleman, Esquire; Inez

*(Continued on last page)*

## Fairgrounds Parking Lot Renovated



*Before . . .*



*After . . .*

*These before and after photographs show that last month the Fairgrounds parking lot was temporarily closed for a long-awaited facelift. Fencing was installed around the entire parking perimeter to increase security for employee vehicles and also help control traffic patterns. This fence can be disassembled and reassembled for "Fair Week" each year.*

*In addition, the entire lot was striped to provide planned parking spaces. The Fairgrounds and the Hospital simultaneously patched potholes.*



## President's Corner: On Beginning A New Year

With 1981 drawing to a close, we can be proud of the many accomplishments which took place this year. From the State Department of Health approval of the Modernization Project to the dedication of the Philip and Muriel Berman Radiation Therapy Center, this year has been both productive and historical for The Allentown Hospital. This month alone, we dedicated the regional Neonatal Intensive Care Unit and surpassed the entire projected goal for the Modernization Campaign fund.

1982 promises to be as monumental. The year will begin with great festivity with the ground-

breaking ceremonies for the Modernization Project in January. This has been a long-awaited event for the Hospital Family and Community. What better way to start a new year than with the groundbreaking for a new project: Indeed, 1982 promises to be a very special year for The Allentown Hospital.

Of course, these many achievements enhancing quality patient care in the region would not have been possible without the collective efforts of all members of the Hospital Family. I want to take this opportunity to wish each and every member of the Hospital Family a Happy Holiday Season and New Year.

### Hospital Certified as ACCC Member

The Allentown Hospital was recently certified as a Delegate Institution in the national Association of Community Cancer Centers (ACCC). As a member of ACCC, The Allentown Hospital meets the standards of the Association and is recognized as a delegate institution in good standing.

The ACCC was originally founded to provide a mechanism for exchange of information among oncologists who believe that a high quality of cancer care should be available to the 85% of cancer patients treated in our nation's communities, such as the City of Allentown. Throughout its existence, the Association has sought to encourage an entire multidisciplinary team to participate.

The regional cancer program at The Allentown Hospital represents several disciplines and includes the recently dedicated Berman Radiation Therapy Center and the Comprehensive Community Cancer Center cosponsored with the Allentown and Sacred Heart Hospital Center.

### the "The Stethescoop" Informs Employees



Since September The Allentown Hospital employees have been receiving a new communication avenue in a biweekly newsletter, called *The Stethescoop*, designed just for them.

"The Stethescoop" was the winning entry chosen from over thirty suggestions submitted in the "Name the Newsletter" contest run by the Public Relations Department. Harry Kintzi, M.D., an Allentown Hospital Emergency Center physician, submitted the prize-winning name.

"The Stethescoop" features employee's birthdays, anniversaries, marriages, greetings and farewells, a "Plan Ahead" section to inform employees of upcoming events and additional sections of specific interest to Allentown Hospital employees. This was initiated to supplement *The Probe* which has a mailing list of 2800 and is also sent to employees.

The Public Relations Department accepts news items and ideas for the newsletter anytime. In fact, the more news the better. Just send the information to Public Relations.



### **LVPC Float Gets Top Prize in Allentown Halloween Parade . . .**

"The Sinister Garden," depicting pretty but poisonous flowers found in home gardens, was the theme of the Lehigh Valley Poison Center's (LVPC) float for the annual Allentown Halloween parade. It was accompanied by five Hospital employees who marched alongside the float in the parade. The float, decorated in orange, green and black, received the first prize in the "Float with Marchers" category. This was the fourth year the LVPC has entered a float and third year their entry was awarded a top prize.

Work on the float usually begins about a month before the late-October parade. This year, the LVPC was helped with the construction of the float by members of the Emergency Room, Engineering and Public Relations Departments.

Pictured left to right are: Peg Parry, R.N., C.E.N.; Ilene Anderson, L.P.N.; Pat Rhoads, R.N., C.E.N.; Barbara Korsak, R.N.; Patricia Weber, educational coordinator, LVPC; and Bonnie M. Smith, administrator, LVPC.

### **Junior Aides Bake Sale . . .**

On Friday, November 6, 1981, the Junior Aides of The Allentown Hospital sponsored a bake sale in the Hospital lobby. Many employees took advantage of the wonderful array of home-baked cakes, cookies, and cupcakes offered for sale.

The Junior Aides will be in the Hospital lobby again on Friday, December 11, 1981 for their annual Poinsettia and Craft Sale. To order your red and/or white five to seven bloom holiday plants, call Public Relations at extension 2581.





# Happy Holidays

## The Business of Educating Educators



**Capping Ceremony.** . . The 91 members of The Allentown Hospital School of Nursing Class of 1984 were "capped" by their "big sisters and brothers" (Class of 1983) in October in the School of Nursing.

The Class of 1983 dedicated this year's ceremony to Mrs. Joyce Dresser, R.N., graduate of the Class of 1946. Now serving as Medical-Surgical Nursing Supervisor of The Allentown Hospital, Mrs. Dresser "has been both a friend and inspiration" to the class.

The following members of the Class of 1983 served on the capping committee: Alma Babish, Susan Haupt, Cheryl Klein, Mary Lechner, Eileen Luchansky, and Dawn Shaddinger. Jane Buehler provided music for the ceremony. Mrs. Marie Seyfried, and Mrs. Marjorie York are faculty advisors to the Class of 1983.

Twenty teachers from schools within the Allentown School District attended Business Education Day at The Allentown Hospital on Wednesday, October 14, 1981. A yearly event, sponsored by the members of the Allentown-Lehigh County Chamber of Commerce, Business Education Day is conducted to promote a better understanding of various business practices, such as "image," employment policies and others.

The day began with a greeting by Darryl R. Lippman, Hospital president. Throughout the day, other Hospital personnel spoke to the group regarding their respective fields and departments.

The other speakers were R. Bradford Waldman, risk manager, "The Role of the Employee in Confidentiality," Janice Holtzman, R.N., curriculum coordinator at the School of Nursing, "Nursing Shortage," Marion Edwards, computer coordinator, "Hospitals in the Computer Age," Lee Hawk, vice president-Finance, "Rising Health Care Costs," and Bonnie M. Smith, director, Lehigh Valley Poison Center, "The Poison Center as a Resource."

Lorraine Fenstermacher, director of patient representatives, led the group on a tour of the hospital.

Mr. Lippman has received very positive feedback regarding the program.



**Auxiliary Dinner . . .** The Allentown Hospital Auxiliary presented Morton I. Silverman, M.D., chairman of the Hospital's Board of Directors, with a check for \$50,000 at the annual Italian Night Dinner and Raffle last month. In making the presentation, Lorraine A. Fenstermacher, president of the Auxiliary, noted that this was the third installment towards the Auxiliary's \$250,000 pledge towards the Hospital's Modernization Campaign Fund.

A festive atmosphere was created in the Hospital's dining room where Auxilians served over 400 people an elaborate pasta dinner. Checkered tablecloths, candles, and organ music provided by Jeannette Miller, an employee in the Hospital's Psychiatric Department, helped to make this annual fundraiser a very successful event.

Throughout the evening, prizes were raffled off, as well. A week for 6 at the Carriage House in the Poconos, handmade items, several restaurant dinners, 26 items in all, were given away. The raffle was chaired by Mrs. Dorothy Zarella and Mrs. Sallie K. Schaeffer.

The chairwomen for the dinner were Mrs. Ann Smith and Mrs. Julie Guthrie.



# MAKING THE ROUNDS

**Harvey M. Yorke**, senior vice president, was elected to the Emergency Medical Services (EMS) Council Board of Directors for 1982. Mr. Yorke is one of five board members from Lehigh County serving on the six-county, 27-member board.

Prior to coming to Allentown, Mr. Yorke was active in EMS organizations in Indiana. As a member of the local EMS Council board of directors, Mr. Yorke will help to strengthen the effective link between the EMS system of patient care and the Allentown community the Hospital serves which is so vitally important to increasing the quality of life in this region.

**Scott Dornblaser**, Medical Photographer, **Leslie Chittick**, office manager of the Clinical Oncology Program, and the staff of the Hospital's **OB/GYN** clinic were recipients of Community Service Awards given at the second annual recognition dinner of the Rape Crisis Council of Lehigh Valley.

"**Diet and Behavior**," is the title of the January, 1982, course in the Dental Continuing Education Program. Unlike the other courses which are held in The Allentown Hospital Auditorium, this one will be conducted at the George Washington Motor Lodge, 7th Street and Route 22, Allentown, from 8:30 a.m. to 4:30 p.m. Wednesday, January 6, 1982. Lendon Smith, M.D., a noted speaker on the subject of diet and health, has appeared on "The Johnny Carson Show," and "The Merv Griffin Show," and "The Mike Douglas Show." Dr. Smith will demonstrate practical, down-to-earth treatment methodology for dealing with odd behavior, allergies, and illness. In addition, Dr. Smith will provide participants with a fresh perspective on human behavior through a step-by-step evaluation of the effect of diet on the neurologic and biochemical pathways. There will be a \$25.00 fee for each auxiliary and spouse attending to defray the cost of their luncheon

and registration. A late fee of \$30 will be charged to those registering after December 20, 1981. For more information, call The Allentown Hospital Dental Clinic at 821-2245.

The EEG department recently expanded its services and the department's new hours are 7:30 a.m. to 7:00 p.m., Monday through Friday. **Judy Flammino** is the second technician in the department. Judy received her training at Graduate Hospital in Philadelphia. Prior to coming to Allentown, she was employed at Jefferson Hospital in Philadelphia.

"**Christmas in the City**," this year's theme for the annual charity Snow-Ball sponsored by the Junior Aides of The Allentown Hospital, will be held Friday, December 18, 1981 at the new Allentown Hilton, 904 Hamilton Mall. Tickets are \$50 per couple. All proceeds benefit the Pediatrics Center. Call Sara Heintzelman at 432-4637 for reservations.



## **Allentown Hospital School of Nursing Annual Open House**

The Allentown Hospital School of Nursing's annual Open House was held on Thursday, October 22, 1981. Approximately 125 area high school students, parents, guidance counselors and school nurses attended the two-hour event which featured tours of the School as well as the Hospital.

In the auditorium, there were various exhibits depicting numerous divisions of the Hospital in which nurses can specialize. Participants had the opportunity to view a short slide presentation and ask questions about the 33-month diploma program offered at the School of Nursing.

Refreshments were served throughout the afternoon.

## Profile: Florence Kritis



For Florence Kritis, a recent recipient of Allentown's Human Relations Commission Volunteer award, the greatest reward of her volunteering is the fact that she's working because she *wants* to. "Working for nothing," Mrs. Kritis says, "is what pleases me most."

A retired sewing industry supervisor, Mrs. Kritis began working at The Allentown Hospital 35 years ago. She first became dedicated to the Hospital during her late husband's lengthy illness. Wanting to express her gratitude to the Hospital, Mrs. Kritis began volunteering. She became a life member 15 years ago.

Her volunteering efforts include church visitation, and patient and shut-in transportation. She also helps out in the Gift Shop. Mrs. Kritis has a total of 1200 volunteer hours so far this year.

Never one for fanfare, Mrs. Kritis was thrilled and surprised when she read her name in the paper announcing that she was to receive the Human Relations Commission's award. When asked to make an unexpected speech at Cedar Crest College during the awards ceremony, she remembers, "All I could think of was the biblical quote, 'He who exalts himself shall be humbled; he who humbles himself shall be exalted.'" Mrs. Kritis says humility and good health will allow her to continue her volunteering for years to come.

# New Staff Members



**Louis Fox, M.D., Associate Staff, Department of Surgery, Division of Vascular Surgery**, earned his medical degree from the University of Maryland School of Medicine in 1975. Dr. Fox served his internship at Grady Memorial Hospital, Atlanta, Georgia from 1975-76. From 1976-77, he completed his surgical residency at Boston University Medical Center and Wayne State University, Detroit, Michigan from 1977-80. Dr. Fox completed a fellowship in peripheral vascular surgery at Baylor University Medical Center, Dallas, Texas from 1980-81. He was certified by the American Board of Surgery in 1981. Dr. Fox will be associated with Dr. Tamar Earnest at 1251 S. Cedar Crest Blvd., Allentown.



**James J.P. Goodreau, M.D., Associate Staff, Department of Surgery, Division of Vascular Surgery**, received his medical degree from Louisiana State University in 1972. Dr. Goodreau served his internship from 1972-73 and his general surgery residency from 1973-77 at the National Naval Medical Center. His residency in peripheral vascular surgery was completed at Northwestern University Medical School from 1977-78. Dr. Goodreau was certified by the American Board of Surgery in 1978. He will be associated with Dr. Harry Kaupp and Dr. Kenneth McDonald at 1275 S. Cedar Crest Blvd., Allentown.



**Saverio Laudadio, M.D., Courtesy Staff, Department of Psychiatry**, received his medical degree from Kirksville College of Osteopathy and Surgery in 1967. His internship was at Allentown Osteopathic Hospital from 1967-68. Dr. Laudadio's residency in Psychiatry was completed at Kirksville College of Osteopathic Medicine from 1968-73. He was certified by the American Osteopathic Board of Neurology and Psychiatry in 1975. Dr. Laudadio will be practicing at 1620 Hamilton Blvd., Allentown.



**Dieter W. Leipert, D.D.S., Associate Staff, Department of Dentistry, Division of Oral Surgery**, earned his dental degree from Columbia University in 1976. His internship was completed at Fairfield Hills, Newtown, Connecticut from 1976-77. Dr. Leipert served his residency in Oral and Maxillofacial Surgery at Duke University Medical Center from 1977-80. Dr. Leipert was a teaching fellow in Oral and Maxillofacial Surgery at Duke University Medical Center from 1980-81. He will be associated with Dr. Ronald DiLeo at 2200 Hamilton Blvd., Allentown.



**Robert J. Rienzo, M.D., Associate Staff, Department of Radiology, Division of Nuclear Medicine**, received his medical degree in 1975 from New York Medical College. He served his internship and residency in Radiology and Nuclear Medicine at St. Vincent's Hospital, N.Y. from 1975-80. Dr. Rienzo, who is board certified in Diagnostic Radiology and Nuclear Medicine, will be working in Nuclear Medicine at The Allentown Hospital.

# Hospital Family Campaign Breaks Million-Dollar Mark

(Continued from front page)

Donley; Robert C. Wood, president, M.W. Wood, Inc.; Michael P. Zarella, vice-president-Administration, Mack Trucks, Inc.; Henry H. Dent, president, Dent Mfg. Co.; Wilber J. Slocum, executive vice president, First National Bank; William F. Greenawald, president, Warren W. York & Co., Inc.; Charles D. Snelling, president, Mohr Orchards, Inc.; Richard H. Rauch, Esquire, Orville Hawk, chairman of the board, First National Bank, and Robert G. Tallman, Esquire, Butz, Hudders & Tallman.

Reports were given by the other divisional captains at the kickoff celebration.

The second and third divisions of The Allentown Hospital Modernization Campaign Fund drive got underway officially on Monday, November 16, 1981. The volunteers for the Special Gifts division and the Neighborhood Gifts division were brought together at a reception at the Allentown Hilton Hotel also hosted by Edward Donley, and S.H. Carl Bear, Special Gifts division chairman and Reverend A. Malcolm MacMillan, Neighborhood Gifts division chairman.

Mr. Donley reported to the campaign volunteers that the drive had already reached 80.4% of its minimum goal of \$1.5 million. "With a total of \$1,207,256 pledged to date, the campaign is more than encouraging," said Mr. Donley.

Mr. Bear, recently retired chairman of the board of Merchants National Bank, reported "early bird" contributions of \$43,264 for his Special Gifts Division. The goal for this division has been increased to \$150,000. Mr. Bear also announced his team captains including John R. Hudders, Esq., John C. Guthrie, Edward D. Pahule and Donald R. Miller.

Reverend A. Malcolm MacMillan, rector, Church of the Mediator, reported a goal of \$40,000 for his division. His volunteers include members from the West Park Civic Association, the M.O.R.A. (Men of Retirement Age) Club, and the Junior Aides of The Allentown Hospital. His team captains are Don Shire, vice president, Air Products and Chemicals, Inc.; Wilfred M. Post, manager, A-B-E Airport; Bleeker

## Salaries Increased

The Allentown Hospital Board of Directors has approved a wage increase for employees and a nurse classification system, effective December 13, 1981. "These changes are consistent with the Hospital's policy of providing competitive wage and benefit programs," stated Darryl R. Lippman, Hospital president, in a letter to all employees.

The wage and salary increases, which will be reflected in the December 31, 1981 paychecks, were reviewed individually with each employee by the supervisors earlier this month. These meetings also served to update employees on several new services, such as Hot Line and The Stethescoop, and to answer any questions.

Repsom, Northern Homes; Sallie Schaeffer, Hospital Auxiliary; Tretchie Samuels, patient representative, The Allentown Hospital; and Karyl Danford, president, Junior Aides.

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## THE PROBE

Darryl R. Lippman  
President  
Christine A. Messina  
Editor  
Paula J. Campbell  
Staff Assistant  
Scott Dornblaser  
Photographer

Dr. and Mrs. Chas. D. Schaeffer  
2170 Lehigh Parkway No.  
Allentown, Pa. 18103