Let's Shop

Your gift shop holiday shopping guide, page 8

A PASSION FOR BETTER MEDICINE

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Lehigh Valley Health Network

december 2013

Focus on PRIDE



Beyond Our Walls

Your generosity brightens spirits during the holidays

Whether I'm reading a letter from a grateful patient or witnessing your passion in person, I am constantly amazed by your efforts to heal, comfort and care for the people of our community. I firmly believe in LVHN's mission, and am proud and thankful you feel the same way.

I'm equally proud to see so many of you serve our community beyond the walls of our health network. Some of you volunteer at shelters, soup kitchens and other local nonprofits. Others provide financial support or help people stay healthy by staffing – on your own time – events like our annual free flu shot clinics.

Your passion shines particularly bright this time of year. For most of us, it's a joyous time. It's a chance to connect with loved ones, eat our favorite holiday goodies and carry on other cherished traditions. Some in our community, however, are unable to enjoy the holidays due to financial hardship, illness or because they have no family. That's where you come in.

So many of you – individually or as departments or units – go above and beyond to make sure these neighbors are not forgotten. Here are just two of the many ways you brighten spirits:

Center for Healthy Aging Christmas Tree Event – For the past 12 years, teams of colleagues have decorated miniature trees for Meals on Wheels clients who would not otherwise have a tree. The trees, which often include hanging cash "ornaments" and gift cards, are displayed in the Center for Healthy Aging at Lehigh Valley Hospital–17th Street before delivery in mid-December. If you have a chance, stop by to see these whimsical displays of creativity and generosity.

Adopt-a-Family – Coordinated for the last 10 years by our Center for Professional Excellence, this program helps children and families receiving care at Lehigh Valley Hospital–17th Street community practice clinics. Teams of colleagues "adopt a family" and purchase items from the family's holiday wish list. Approximately 60 families benefit from this heartwarming effort every year.

You may not consider spreading holiday cheer to be part of our mission, but these acts of kindness touch lives and make our community a better place to live. And that's precisely what our mission is all about. Thank you for caring, and I hope you and your family have a happy and healthy holiday season.

I am constantly amazed by your efforts to heal, comfort and care...

ON THE COVER ____

CAMILLE GIFT SHOP MANAGER ELIZABETH MONAGHAN HAS THE GIFTS YOU'RE LOOKING FOR, AND SO DOES THE TEAM AT OUR OTHER GIFT SHOPS.

Validation and Collaboration

Workflows get the Epic treatment

We're getting into the flow of things.

That's because during the latest step in the Epic electronic medical records (EMR) transformation process, we're validating – and even debating – each area's proposed workflow.

"Based on its work with nearly 300 medical institutions nationwide, Epic has developed best-in-practice workflows," says chief medical information officer Donald Levick, MD. "During our validation process, colleagues across our network are voicing their opinions about how well each proposed workflow will work for us."

Eighty-five validation sessions were held in October, and more are taking place in November and December. "Colleagues who attend are subject matter experts (SMEs) in their departments," says Levick. "They were assigned because of their knowledge of processes within their department and for their ability to work collaboratively on the EMR implementation."

One of the side benefits of validation is the collaboration it requires. "We have people from all areas of patient care involved in the sessions," says Jan Wilson, RN, clinical champion assigned to the Epic project. "With doctors, nurses, technical and administrative partners all observing what each other's role is, we become more appreciative of the work each of us does for our patients."

VALIDATION VOTING

During validation sessions, SMEs view a demonstration of each department's workflow. "After we see the proposed workflow, we vote," says Matt Miller, DO, inpatient physician lead for our Epic project. "We select a green card for processes that work well, or a yellow or red card for those we don't agree with." Any workflows receiving yellow or red cards are discussed. "In sessions I've attended, we worked through the concerns colleagues raised when a workflow was flagged," Levick says. "It's all part of the process to ensure the final EMR works best for LVHN."

WHATS NEXT?

Workflow validation will conclude in December. Then the Epic team in Wisconsin will revise or completely re-engineer flagged workflows. Starting in January, multiple tactics will happen at once, including new validation sessions for the re-engineered workflows, as well as the first rounds of content validations advisory group sessions.

– Jenn Fisher



The Power of Patient-Centered Care

How three colleagues changed Teresa Romano's world



Terrified. That's how Teresa Romano, MD, felt upon learning her daughter, Ashley was born with Down syndrome.

"I wanted to run out of the room," says Romano, a Children's ER physician. "My husband, Jake, and I are both physicians, but you're just parents in moments like that. We didn't know what to expect. We couldn't imagine the impact it would have on our other daughter, Reese, who was 3 years old at the time."

By the time Romano left Lehigh Valley Hospital–Cedar Crest, however, she had a completely different outlook about her future with Ashley. What changed her attitude was the support she received from three colleagues whom she had never met before.

Today, Ashley is a thriving, happy toddler. Romano is a staunch advocate for people with Down syndrome, sitting on the board of directors for the Eastern Pennsylvania Down Syndrome Center. Had it not been for the three colleagues, things might have turned out differently. Their stories demonstrate the power of patient-centered care.



AFTER ASHLEY'S BIRTH

Romano's memory: "The nurse anesthetist (Ernie Deeb, CRNA) held my hand, stroked my arm and talked to me quietly, saying what a beautiful child she is and how everything would be all right. He helped me through those first moments. We started talking about different things, and he talked about wine. That night, he sent a bottle of wine to my room with a note of congratulations. We were so touched by the gesture."

Deeb's inspiration: "Giving a bottle of wine to patients with a new baby is something I do often. I'm a people person. I learned as a kid to be good to people, to go the extra mile. I consider myself lucky to do the work I do. You can't help but feel good when patients like this turn out so well."



IN HER ROOM

Romano's memory: "When the lactation consultant (Jolie Maehrer, RN) came to see me, she had tears in her eyes telling us how beautiful Ashley is and asked if she could hold her. Jolie explained she had just returned from a family vacation with her nephew, who has Down syndrome. She said her nephew is a delightful boy and offered to put me in touch with his mother. I spoke on the phone with the mother for 25 minutes. It gave us so much confidence about children with Down syndrome. I could never thank Jolie enough."

Maebrer's inspiration: "My nephew is 14, and he's such a wonderful kid. He made the vacation fun for everyone by being so happy and full of energy while we were on the beach and swimming in the waves. When I called his mom, she was driving. But she pulled over and called Teresa to give her an idea of what to expect. I'm so glad I shared the joy our nephew has given our family with Teresa."



ON THEIR WAY HOME

Romano's memory: "We still weren't sure how Reese would react. Then Joey (DeFulvio) shows up with a wheelchair to take us downstairs. He was a breath of fresh air. He is the son of the physician (Joseph DeFulvio, DO) who cared for me when I was pregnant. He saw Ashley and told us how lucky we are. He spoke about his brother with Down syndrome and all the things they do together. He also gave us his mom's phone number. When we started home, we knew everything would be fine. It's been wonderful ever since."

DeFulvio's inspiration: "It was completely random that I was transporting them. I congratulated them right away, and it gave me a chance to brag about my brother. We're a tight-knit group, those of us with someone with Down syndrome in our lives. I'm glad to know everything is going well for them, but honestly, I never had a doubt."

– Ted Williams

A Precious Gift

Donating blood helps relieve annual winter shortage

Less daylight and dropping temperatures mean winter is just around the corner. It also means something else is about to plummet: our available blood supply. The dip occurs annually without fail, says Lehigh Valley Hospital (LVH)–Muhlenberg volunteer coordinator Peggy Shupp, who coordinates the hospital's blood drives.

"It's due to inclement weather and because it's cold and flu season," Shupp says. "People also are busy with holiday preparations. Donating blood becomes less of a priority."

One blood donation can save up to three lives. Want to learn how you can help? Here are answers to common questions about our health network's need for blood.

WHO USES THE MOST BLOOD?

Trauma/accident victims, premature babies, surgery patients, hemophiliacs, cancer patients, kidney dialysis patients, violent crime victims, burn patients and people with sickle cell anemia are among the most common users. They are transfused with red cells or other blood components, such as platelets or plasma.

HOW GREAT IS THE SHORTAGE?

Ideally, LVHN should have 1,000 units of red cells available every day, along with 60-90 units of platelets. At times during the winter, those levels can drop to 600-700 red cell units and 45-50 platelet units.

WHO COLLECTS THE BLOOD?

The nonprofit Miller-Keystone Blood Center is the supplier for LVHN and 25 other Pennsylvania and New Jersey hospitals.

WHERE CAN I DONATE?

Miller-Keystone conducts mobile blood drives at LVH–Cedar Crest and LVH– Muhlenberg every eight weeks. Periodic drives also are conducted at LVH–17th Street and LVHN–Mack Boulevard.

Here are the upcoming drives:

- ▶ Dec. 5: LVH–17th Street auditorium, 7-11 a.m.
- ▶ Dec. 16: LVH–Muhlenberg ECC rooms B, C and D, 8 a.m-2 p.m.
- ▶ Dec. 18: LVH–Cedar Crest main entrance, 8 a.m.-5 p.m.

In addition, Miller-Keystone operates donor centers in Allentown, Bethlehem, Easton and Reading.

DO I NEED TO REGISTER?

Walk-ins are accepted, but registering guarantees you a time slot and less waiting. Registering online is fast and easy. To select a specific LVHN location, type "Lehigh Valley Health Network" and follow the prompts. Be sure to select your desired timeframe before searching.

ARE THERE ANY DONOR RESTRICTIONS?

You must be at least 17 years of age and weigh at least 110 pounds. If you are pregnant or actively ill, you are not eligible to donate. Certain medical conditions and medications also may prohibit you from donating. See these donor eligibility guidelines for more details.

HOW OFTEN CAN I DONATE?

You can donate every eight weeks for whole blood (which yields red cells). Plasma can be donated every four weeks, and platelets up to 24 times per year.

HOW LONG DOES DONATION TAKE?

It takes less than an hour. A 20-minute mini physical exam comes first. The actual draw time is 5-12 minutes, followed by brief rest and light refreshments. As a thank you, you'll leave with a voucher for a free beverage and \$4 in dining credit from Sodexo.

- Gerard Migliore



Why He Donates

Lehigh Valley Hospital–Muhlenberg physical therapy assistant David Domin donates blood every eight weeks. "I would donate more, but that's as often as I'm allowed," he says. He began the routine shortly after arriving at LVHN in 2003. Several years earlier, his father required frequent blood transfusions while undergoing cancer treatment. When Domin learned he could donate blood at work, he jumped at the chance. "I know how crucial the need is," he says. "I want to help people like my dad." An added bonus is the boost of energy he feels for several days after each donation. "I'm not sure why it happens," he says, "but I look forward to the experience every time."

Holiday Shopping in Our Gift Shops

They offer variety and convenience. . . and the money you spend comes back to LVHN





Looking for a way to complete your holiday shopping list, but don't have time to get to the mall? Try shopping at the gift shops in our hospitals. You'll be surprised with what you find. From holiday ornaments to specialty candy, lamps to candles, our gifts shops are filled with hundreds of holiday gift ideas. And because they're operated by the auxiliaries of Lehigh Valley Hospital and Lehigh Valley Hospital–Muhlenberg, the money you spend comes back to LVHN to enhance patient care throughout our health network.

Here's your gift shop holiday shopping guide.

Locations

Lehigh Valley Hospital–Cedar Crest

- ▶ Tree Top Gift Shop, Pool Pavilion
- Pavilion Gift Shop, Jaindl Family Pavilion
- Atrium Gift Shop, Morgan Cancer Center atrium

Lehigh Valley Hospital–Muhlenberg

Camille Gift Shop

Check the hours. Items vary at each shop.

Lehigh Valley Hospital-17th Street

(Sadly, this gift shop will close Jan. 1, 2014.)

Create an account

If you always seem to be without cash or a credit card, consider signing up for payroll deduction. Money taken out of your pay every two weeks (up to \$150) will be added to your personal account. To use your account to make a purchase, simply show your LVHN badge. To sign up, bring your badge to any gift shop.

Check out the sales

Every "Wacky Wednesday," save 20 percent when you buy the day's thing or color. For example, if the day's "thing" is an angel, any item that is an angel or has one on it is 20 percent off. If the day's color is pink, any pink item is reduced.

Great gift ideas

Jewelry – There are styles and prices to please everyone. Watch for \$5 jewelry sales too.

Willow Tree Angels – Comfort and inspire a loved one with these figurines.

LVHN-branded clothing – Look great in a fleece, sweater, hat, vest or scrubs adorned with our logo.

Yankee Candles – Make your home smell warm and welcoming.

Original artwork – Check out the beautiful paintings at the Pavilion Gift Shop.

Unique teas, spices, snacks and condiments – They're terrific stocking stuffers.

Holiday Items

- One-of-a-kind wreaths
- Greeting cards
- Ornaments
- Decorations
- Garden flags

Gifts for children

Visit the Pavilion Gift Shop for clothes, hats, toys, games, puzzles, rattles, picture frames, books, stuffed animals and anything else you can think of for infants, toddlers and young children.

Gag gift idea

Dammit Doll – When life gets stressful, take out your frustrations on these dolls, handmade by our volunteers. (Tree Top Gift Shop)

Shop at Mack Boulevard

On Dec. 20 (and the second payday of each month), do some shopping at the temporary gift shop in the hallway outside the café. There will be holiday items, as well as handbags, apparel, kitchenware and more.

Did you know?

More than 120 volunteers staff our gift shops, many for more than 20 years.

"Gift shops are a place to breathe and regroup for patients, families and colleagues who need a break from their challenges and struggles," says Elizabeth Monaghan, Camille Gift Shop manager.

Patients and family members can call the gift shops to order flowers, gifts, magazines, candy, balloons and more, and the items will be delivered to the patient's room free of charge.

A gift cart visits every unit at Lehigh Valley Hospital–Muhlenberg Mondays and Thursdays with items for purchase.

The Tree Top Gift Shop was renovated as part of Lehigh Valley Hospital–Cedar

Crest's lobby renovation project. *Gift-wrapping* is available. *Credit cards* are accepted.

Gifts from the auxiliaries

The Lehigh Valley Hospital Auxiliary has established endowed chairs in critical care medicine and emergency medicine. The auxiliary is raising funds to establish an endowed chair in cancer care and complete an endowed chair in orthopedics.

The Lehigh Valley Hospital-

Muhlenberg Auxiliary has supported many programs and services over the years, including recent support of diabetes care, the Children's ER, our Miles of Smiles mobile dental clinic and hospital equipment needs.

– Rick Martuscelli

Presidential Physicians



The American Board of Medical Specialties comprises 24 approved medical specialty boards. Each of the 24 boards is led by a president who works to advance care in that specialty nationwide through education and research. Now two of the 24 board presidents are LVHN physicians. In October, Alex Rosenau, DO (left), assumed the presidency of the American College of Emergency Physicians, and Robert X. Murphy Jr., MD, was named president of the American Society of Plastic Surgeons. "Drs. Murphy and Rosenau have been able to blend their years of clinical experience with strong academic



and administrative skills," says our medical staff president, Bob Motley, MD. "Their appointments show that LVHN is a great training ground for today's and tomorrow's health care leaders."

OB/GYN Nurse of Year

Wendy Prutsman, CRNP, Maternal Fetal Medicine-Allentown, is passionate about caring for women facing a high-risk pregnancy and has devoted her 23-year career to them. "Pregnancy is supposed to be an exciting time," Prutsman says. "When things don't go as expected, it's challenging and frightening." Prutsman's dedication hasn't gone unnoticed. She was honored by the March of Dimes as the OB/GYN Nurse of the Year. The award recognizes a nurse who delivers the highest standard of care and has significantly and positively impacted the lives of patients and families. "I am where I am thanks to the support of my colleagues on all levels," she says. "I am blessed to have patients put their faith in me."



Walk the Mindful Mile

If you want to start a walking routine at work that requires more than strolling to a meeting, the Mindful Mile may provide the encouragement you need to walk at lunch. Each Wednesday, you can purchase a healthy bagged lunch in the cafeterias at all three hospitals and Mack Boulevard. The lunch will include a sandwich or wrap you can eat as you walk, a bottle of water and healthy treats. Colleagues from Well U., LVHN Fitness and Sodexo collaborated on the Mindful Mile initiative. Online maps of all the hospitals and Mack Boulevard, and goal-tracking cards will help you plan and track your progress. Indoor "trails" also are mapped so you can walk no matter the weather.

Visit Mission Central for more stories celebrating colleagues.

Flu Defense

Influenza may be more serious than you think. In addition to causing people to miss work and school, this viral infection is responsible for an estimated 30,000-50,000 deaths annually in the U.S. More than 800 volunteers donated their time to help protect our community during our 16th annual free Community Flu Shot campaign Nov. 9-10. We vaccinated more than 12,000 people at our drive-through clinics at Allentown's Dorney Park and Coca-Cola Park. Community members also donated more than 16,000 pounds of nonperishable food for the AIDS Activities Office, Allentown Area Ecumenical Food Bank, Allentown Rescue Mission and Second Harvest Food Bank.





Service Star of the Month



Robert Reier

Chaplain, pastoral care

For 15 years, chaplain Robert Reier has dedicated himself to helping our patients during a medical crisis. Like all pastoral care colleagues, he offers spiritual support and guidance for patients, their families and staff when they need it.

Reier's compassion was apparent while the victim of a mass shooting was receiving care at Lehigh Valley Hospital–Cedar Crest. The patient suffered a life-threatening gunshot wound to the leg. She underwent multiple surgeries and received care from a team of specialists throughout her 10-day hospital stay. However, her health challenges weren't the only thing she would have to confront on her road to recovery.

When she was stable, Reier was with her when she was told her husband had been killed in the attack while trying to protect her from gunfire. Because of her injuries, she was unable to fully participate in planning her husband's funeral. Reier understood the need to view the body as part of the grieving process. He called the funeral home and arranged a private viewing in the hospital's chapel. There, the patient was able to say goodbye to her husband alongside family and friends.

"Rob's compassion toward patients, families and the hospital staff runs deep," says nominator Roxi Kringle. "He follows the patient through the trauma protocols, greets family in the waiting area, escorts them to appropriate rooms, supports families when they are given bad news and communicates family requests with medical staff. He offers gracious hospitality to everyone during their time of crisis and tends to the emotional and spiritual needs of family and staff."

-Matthew Burns

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.
- All colleagues and teams can be nominated. You don't have to provide direct patient care to be a Service Star.

NEXT STEPS

- Nominate a Service Star
- Visit Mission Central to read the stories of these nominees:
 - Tammy Smith, 7K
 - Guillermo Garcia, MD, Toselli, Brusko, Garcia and Garcia Surgical Associates
 - Amal Mahmoud, respiratory therapy, Lehigh Valley Hospital– Cedar Crest
 - Michael Warfel, security
 - Dorothy Nordmeyer, nursing administration, Lehigh Valley Hospital–Muhlenberg
 - Brandy Young, 5B; Doris Ruiz, Sodexo; and Lehigh Valley Hospital–17th Street emergency department night shift colleagues
 - Kay Wilkinson, RN, neonatal intensive care unit; Sarah Mason, 7C; and Aaron Serulneck, information services
 - 2K South Care Team, Lehigh Valley Hospital–Cedar Crest
 - Jim Emery, volunteer, Lehigh Valley Hospital–Cedar Crest

DECEMBER 2013 Happy Anniversary

Ianna Rementer

Regional Heart

Center-Medical

Nursing Education

Amanda Schaeffer

Audrey Schmoyer

Children's ER

Richard Smith

Michael Stettler

Tara Szczepanski

Supply Distribution

Division of Education

Sleep Disorders Center

LV Anesthesia Services

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Home Care

Susan Szoke

Urogynecology

Monet Thorne

Janine White

Max Yesalavage

Lidia Zambrano

TSU

Amy Smith

LV Infectious Diseases

Division of Education

LV Anesthesia Services

Debra Rice

Leah Rizzo

PICU

30 Years

Dorothy Martin Health Spectrum Pharmacy

Leona Onushco-Hardner Office of COO

Marcia Roman Behavioral Health

Joseph Rycek MedEvac

25 Years

Carol Coppola Medical Records

Alison Green Diagnostic Radiology

Lisa Hendricks Breast Health Services

Linda Hummel Pain Management

Michele Moyer NICU

Ann Robin Diagnostic Radiology

Darlene Rompilla PICU

Stacy Zimpfer ASU

20 Years

Linda Fekula Radiation Therapy

Joann Flexer Health Spectrum Pharmacy

Janet Hart CECE

Angela Miller Cancer Center

Susan Minnich HealthWorks

Elizabeth Pretti Home Care

15 Years

Danita Buchanan Heritage Family Practice

Sheila Dinan HealthWorks

Julie Erdman Home Care Amy Grab Nuclear Medicine Philip Horlacher

Information Services

MacArthur Medical Center

Michelle Keeney Obstetrics

David Marth Respiratory Care Deborah Reed

NORI Anthony Riddick Burn Recovery Center

Victoria Sabella Institutional Review Board

Nicole Trexler Operating Room

Heather Ward Trauma Registration

10 Years

Tanya Ambrose CAT Scanning

Esther Aubrey Epic

Robert Barraco Surgical Specialists/Trauma

Geraldine Baur 5K

Katrina Bell TOHU

Marla Bleiler LVPG Reimbursement

Susan Boyer Emergency Department

Gretchen Brown Nursing Float Pool

Michael Cirocco AV-Media Services

Karen Craig Epic

Gordon Frey PACU

Christopher Gray Operating Room Meghan Griech

Rehab Services

Benjamin Hayes Emergency Department

Betsy Heck Kutztown Primary Care Assoc. Pamella Hennessy Progressive Coronary Care Unit

Timothy Howells Diagnostic Radiology

Svetlana Konstantinova Regional Burn Center

Maryellen LaSota Kutztown Primary Care

Lisa Leslie Valley Family Medical Center

Kaye Long Managed Care

Sheila Ludwig MICU/SICU

Pamela Marcks Performance Improvement

Shanetska Melendez Pediatric Hem./Onc.

Tammy Muth LVPG Billing

Donna Pauloski Central Document Processing

Sandra Potter Nursing Float Pool

Debra Reeder Family Health Center

Kimberly Reitz Emergency Department

Joanne Rumley NICU

Jennifer Slivka Radiation Oncology

Diane Smith Health Spectrum Pharmacy

Shelley Spence Pediatric Rehab

Patti Starr Muhlenberg Primary Care

Michelle Townsend Nursing Float Pool

Jannette Vazquez LVPG Billing

Jennifer Walbert Hemophillia Center

Patty Walter LVPG Internal Medical

Joan Williams 6⊤

5 Years

Ahmad Amani Regional Burn Center

Karla Bachl Volunteer Services

Meredith Borzotta

Laura Cuevas College Heights OB/GYN

Carole DeLong Insurance/Payer Strategies

Carolyn Evans Pastoral Care

LaTasha Ewell Operating Room

Joan Finno Village Lane Primary Care

Katia Fisher ASU-OR

Katie Fredericks Emergency Services

Sara Geer Behavioral Health

Erin Gerhart Children's ER

Michael Hedrick Pastoral Care

Adam Iacocca TNICU

Christa Kattner PICU

Lindsey Leidy Obstetrics

Shannon Lichty 5T

Arun Mancheril Pharmacy

Britnee Meachum Children's ER

Wendy Mortimer HealthWorks

Margaret Myers Regional Heart Center-Medical

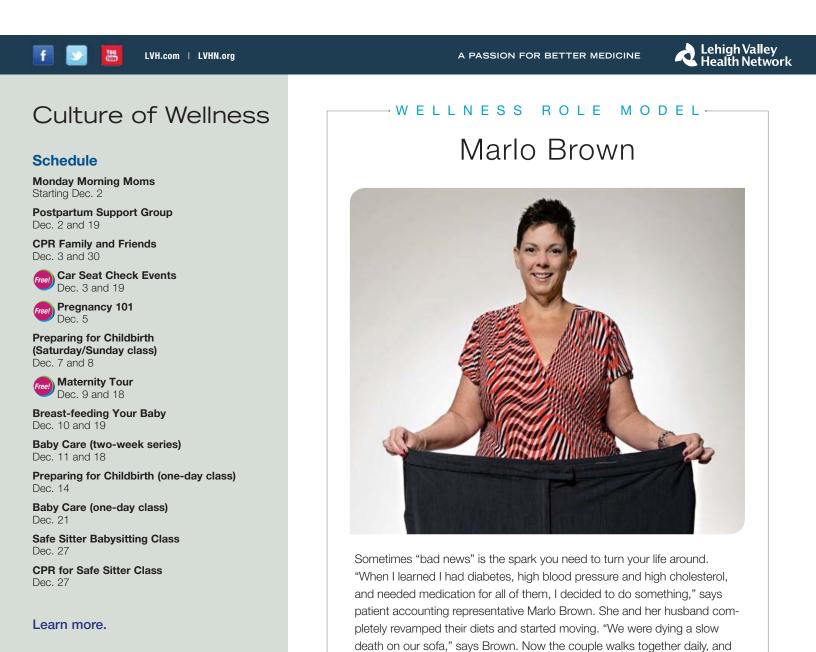
Rachel Pierce Operating Room

Elizabeth Podlasinski Pediatric Unit

Jacqueline Raub Regional Heart Center-Medical Lehigh Valley Health Network Marketing and Public Affairs 2100 Mack Blvd., 5th Floor P.O. Box 4000 Allentown, PA 18105

CheckUp magazine is for Lehigh Valley Health Network colleagues.

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LVHN Fitness Group Classes

Being an LVHN Fitness member allows you to partake in a variety of classes. Call **610-402-CARE** for more information. Get a list of class locations and descriptions.

classes and programs. Call 610-402-CARE for details or to register.

Get a list of Culture of Wellness

– Jenn Fisher

Brown exercises at least six days a week. Since April 2012, Brown has lost

230 pounds, more than half her starting weight. Plus, she no longer needs

medication for the conditions that kick-started her transformation.