

# FOCUS

Route to:

_____
_____
_____
_____
_____

*The Quarterly Newsletter for Physician Office Staff*

Volume 11, Number 1  
February, 2002

## In This Issue . . .

- LVH Medical Staff Reappointment  
Page 1
- LVHHN to Expand Facilities and Services at  
LVH-Muhlenberg  
Pages 2 & 3
- News from Lehigh Valley Diagnostic Imaging  
Page 3
- For the Calendar  
Page 3
- Spirit of Women 2002  
Page 4
- Physician Office Practice Forum  
Page 5
- 15<sup>th</sup> Annual Art Auction  
Page 5
- Health Network Laboratories Lab-Links  
Pages 6 & 7

## **Lehigh Valley Hospital Medical Staff Reappointment**

In compliance with the regulations of the Pennsylvania Department of Health, the Medical Staff and Hospital Bylaws, and the standards of the Joint Commission on Accreditation of Healthcare Organizations, each member of the hospital's Medical Staff must be reappointed a minimum of once every two years.

On March 3, this year's biennial reappointment process will be put into motion when

Reappointment Packets will be mailed to over 1,000 members of the Medical Staff. Each packet will contain a five-page Application for Reappointment to the Medical Staff, a copy of the addressee's current privilege sheet, a new blank privilege sheet to transfer currently approved privileges, a malpractice claims report, a self-addressed return envelope, and to simplify the process, a Checklist has been included to assist in completing the information.

Although much of the information on the application is preprinted for each physician, it is of paramount importance that ALL the information is reviewed, changes made where necessary, and missing data completed. Before returning the application, please take a moment to review the Checklist to make sure all the information is complete and all the required documents have been attached to the application.

Please Note: **Associate** and **Affiliate** members are required to provide a letter of good standing from their primary hospital. It is the physician's responsibility to insure that the good standing letter is received by the Medical Staff Services Office.

The deadline to return reappointment applications is March 22. Your prompt attention to this matter is both requested and appreciated.

If you have any questions regarding the reappointment process, please contact one of the Credentialing Coordinators in Medical Staff Services at (610) 402-7800.



## ***LVHHN to Expand Facilities and Services at LVH-Muhlenberg***

To better serve the needs of the growing and aging Northampton County community, Lehigh Valley Hospital and Health Network (LVHHN) has announced plans for the continued expansion and improvement of facilities and services at Lehigh Valley Hospital-Muhlenberg (LVH-Muhlenberg) on Schoenersville Road in Bethlehem.

A multi-story building will be constructed to house an extension of the network's Regional Heart Center and contain 56 beds for critical care, cardiac and general medical/surgical patients. Work on this pavilion is expected to begin in the fall and be completed in June 2004. At its January 9 meeting, the health network's board of trustees approved \$39 million in funding for these facilities and services improvements, of which \$13.5 million (\$8.5 million for invasive cardiology; \$5 million for surgery) is designated for Regional Heart Center expansion. A comprehensive open heart surgery program, an integral part of LVH's Regional Heart Center, will be launched at LVH-Muhlenberg in June.

The Regional Heart Center space will comprise non-surgery cardiology diagnostic testing and treatment services--two cardiac catheterization/electrophysiology laboratories, and patient preparation and recovery areas--and patient care units for medical cardiology and recovering open heart surgery patients.

In addition, the building will house an intensive care unit and a general medical/surgical unit. The top floor will be reserved for future development. The 100,000+-square-foot wing will be located adjacent to the Children's Hospital of Philadelphia Specialty Care Center on the western edge of the campus. The new addition's entrance will face north, and it will be visible and accessible from Routes 378 and 22, and Schoenersville Road.

Open heart surgery at LVH-Muhlenberg will be performed in a specially designed operating room within the hospital's surgical suite. During construction of the wing, a second cardiac

catheterization lab will be built on the hospital's second floor adjacent to the current lab. This new lab will be moved to the new building upon its completion, where a second new lab will be added.

"These improvements will enhance and expand our ability to provide high-quality heart care to any patient who comes to this hospital," said cardiologist Anthony Urbano, MD, medical director of interventional cardiology at LVH-Muhlenberg. "As a Lehigh Valley Hospital and Health Network initiative, this project brings to the LVH-Muhlenberg campus the combined resources and expertise of a broad range of network specialists."

"Cardiovascular disease is the leading cause of death in the U.S. and is primarily responsible for about 40 percent of all deaths in the Lehigh Valley," said Fernando Garzia, MD, chief of cardio-thoracic surgery at LVH-Muhlenberg. "With national research predicting an even greater need for cardiology services in the future, Lehigh Valley Hospital and Health Network's decision to enhance heart services at the Muhlenberg campus is an important step in responding to the health care needs of Bethlehem and the surrounding Northampton County communities."

The LVHHN Regional Heart Center performs the largest volume of interventional and surgical heart care in the region, in keeping with its tradition of innovative leadership. The first case of open heart surgery in the Lehigh Valley was performed at Lehigh Valley Hospital, 17th & Chew (then called Allentown Hospital) in 1974. The Regional Heart Center is also a pioneer in new technologies, including the use of radiation to prevent the re-closing of vessels after angioplasty, and stenting; beating heart surgery; and radio-frequency ablation to cure atrial fibrillation, an irregular quivering of the heart, which can lead to stroke. Each year, cardiac care teams at LVHHN perform 5,000 catheterizations, 1,900 angioplasties, 1,250 procedures for electrical problems of the heart, and more than 1,000 cases of open heart surgery.

(Continued on Page 3)



(Continued from Page 2)

Since the 1997 merger of LVHHN and Muhlenberg Hospital Center, the following services and facilities have been added at Lehigh Valley Hospital-Muhlenberg:

- ❖ The Children's Hospital of Philadelphia Specialty Care Center
- ❖ The Behavioral Health Science Center
- ❖ The Lehigh Valley Hospital Cancer Center
- ❖ The region's only advanced technology in-vitro fertilization laboratory
- ❖ The new ambulatory surgery unit, including the area's only ambulatory pediatric surgery facility
- ❖ The Sleep Disorders Center
- ❖ The Wound Care Center
- ❖ The Rehabilitation, Physical Therapy and Sports Medicine Center
- ❖ A new Breast Health Center

***News from Lehigh Valley  
Diagnostic Imaging***

Lehigh Valley Diagnostic Imaging has recently invested in several new software programs and has done the necessary education of physicians and staff to be able to offer you these new services.

A coronary artery calcium scoring (CACS) program will help you better manage your cardiac patients and proactively monitor their cardiac risk factors. CACS is one of the safest and easiest testing tools for coronary artery disease. Calcium deposits in the coronary arteries can be detected by using a CT scanner and this special software package. The test itself takes only minutes to perform and is painless and non-invasive.

LVDI will also have the capability to do Lung Screenings, which can detect lung cancer in its very earliest stages. This test is non-invasive, takes about 10 minutes to perform, and it is not necessary for the patient to disrobe.

Also coming in the near future is the addition of Virtual Colonoscopy. Although there is some patient preparation required for this test and it

involves the introduction of air into the bowel, it is far less invasive than a barium enema or traditional colonoscopy or even sigmoidoscopy. More information will be forthcoming when service becomes available.

Initially, LVDI plans to introduce these new services on a limited basis. These cases will be performed on Saturdays between noon and 4 p.m. Please call (610) 435-1600 for convenient scheduling. Since most insurance plans currently do not cover the cost of these tests, LVDI does accept VISA and Mastercard.

If you have any questions regarding these new services, please contact either Candy LaBarre, Marketing Representative, or George Gavalla, Director of Operations, at (610) 435-1600.

***For the Calendar***

Following are the dates for the General Medical Staff meetings for 2002. Please mark your calendar.

- ❖ March 11
- ❖ June 10
- ❖ September 9
- ❖ December 9

The meetings will begin at 6 p.m., and will be held in the Auditorium of Lehigh Valley Hospital, Cedar Crest & I-78, and via teleconference in the First Floor Conference Room at Lehigh Valley Hospital-Muhlenberg.

All members of the Medical Staff are encouraged to attend.



The Greater Lehigh Valley Independent Practice Association General Membership meetings have been scheduled on the following dates:

- ❖ Tuesday, March 26, 2002
- ❖ Monday, June 24, 2002
- ❖ Tuesday, September 24, 2002
- ❖ Monday, December 16, 2002

All meetings will begin at 6 p.m., in the Auditorium of Lehigh Valley Hospital, Cedar Crest & I-78.



## ***Spirit of Women 2002*** **The Heart of a Woman**

Almost everyone knows that women have a lot of heart. However, did you know that the heart fails in 370,000 women each year, making heart disease the number one killer of women in America. Another 93,000 women die of stroke.

Spirit of Women, a community project of Lehigh Valley Hospital and Health Network (LVHNN), will help women make a difference in their cardiovascular health through its Spirit of Women 2002 initiative. Spirit of Women will kick off the initiative in February, hosting workshops throughout the year and a major conference from October 24 to 26 at the Holiday Inn in Bethlehem.

### **Passport to Heart Health**

Women need to be empowered to learn their unique risks for heart disease and stroke and the many ways to reduce them. They need to know their cholesterol, blood pressure, and all their important health numbers to begin making positive change.

A cornerstone of the Spirit of Women initiative is the Women's Heart Health Passport. This pocket guide provides women with heart healthy tips for diet, exercise, and more, and provides a place to track their heart healthy goals, key risk factors, and healthy habits. Women can earn prizes for healthy habits by entering their accomplishments in a monthly Spirit of Women drawing. The grand prize, two fully paid entries to the conference, will be awarded in August. The passports will be distributed through primary care physicians and cardiologists. You can receive copies of the Passport for your office by calling (610) 402-CARE (2273).

### **The Heart of a Woman Conference**

The conference in October will venture beyond the body into mind and spirit, providing

activities that journey into all dimensions of a woman's heart. The conference will feature prominent keynote speakers, interactive and entertaining workshops, and will provide access to experts from LVHNN's Regional Heart Center and the American Heart Association.

For more information about Spirit of Women 2002, please call (610) 402-CARE.

#### ***What is Spirit of Women?***

*Spirit of Women is a women's health initiative spearheaded by Lehigh Valley Hospital and Health Network. In collaboration with area businesses and organizations, it strives to help women understand and address work, family and health issues and celebrate their accomplishments. Spirit of Women also expands to a national level through a partnership between PREVENTION magazine and corporate sponsors. To date, 24 health networks representing more than 120 hospitals nationwide have joined the initiative.*

#### **New Directories Available**

The January, 2002 edition of the **Lehigh Valley Hospital and Health Network Medical Staff Directory and Departmental Roster** is now available in limited supply. If you have not yet received your copy, please contact Janet M. Seifert in Physician Relations at (610) 402-8590.

## Physician Office Practice Forum

To help your practice stay in touch with upcoming changes and happenings at Lehigh Valley Hospital and Health Network, two Physician Office Practice Forums have been scheduled as follows:

### Tuesday, March 19

- LVH-Muhlenberg - First Floor Conference Room at 8:30 a.m., and

### Wednesday, March 20

- LVH-Cedar Crest & I-78 - Classroom 1 at 11:30 a.m.

Topics to be discussed at the forums will include:

- **LVH-Muhlenberg Master Plan**  
Members of the hospital's management team will provide you with an overview of new and exciting additions and changes which will take place at LVH-Muhlenberg in the upcoming months and years.
- **Spirit of Women 2002**  
Spirit of Women is a women's health initiative spearheaded by Lehigh Valley Hospital and Health Network (see article on Page 4). Learn more about this year's initiative -- *The Heart of a Woman*. Information about the program and samples of the Women's Heart Health Passport will be available at the forums.
- **Medical Staff Reappointment**  
On March 3, reappointment packets will be mailed to over 1,000 members of the Lehigh Valley Hospital Medical Staff. Although information will be included to help simplify the reappointment process, you may still have questions regarding reappointment. Members of Medical Staff Services will be available to answer any questions you may have about the reappointment process.

Invitations for the Physician Office Practice Forum will be mailed in early March. Mark your calendar now to reserve the date.

If you have any questions regarding the upcoming Physician Office Practice Forum or to pre-register, please call Janet M. Seifert in Physician Relations at (610) 402-8590.

## 15<sup>th</sup> Annual Art Auction

Mark your calendar! Lehigh Valley Hospital and Health Network's Professional Nurse Council is rolling out the red carpet . . . and you're invited!

**Art at the Oscars** -- this year's Crystal Anniversary Celebration -- will be held on Friday, April 5, in the Fred Jaindl Family Pavilion, Lehigh Valley Hospital, Cedar Crest & I-78. A cocktail reception and preview will be held from 6:30 to 7:30 p.m., followed by the art auction at 7:30 p.m.

This year's event will be presented by Avatar Galleries for the benefit of "Friends of Nursing."

For tickets or additional information, please contact Jann Christensen in Professional Development at (610) 402-1789 or Tina Stoudt at (610) 402-1704.





# LAB-LINK

Information and Advice About Our Laboratory

## Amplified DNA probes for *Chlamydia trachomatis* and *Neisseria gonorrhoeae*

Effective March 1, 2002 Health Network Laboratories (HNL) is pleased to announce the offering of amplified DNA probes for *Chlamydia trachomatis* and *Neisseria gonorrhoeae*. These amplified probes offer increased sensitivity and will replace direct DNA probes.

Acceptable specimens include urethral, female cervical, or clean catch urine specimens from both symptomatic and asymptomatic individuals.

*Chlamydia trachomatis* and *Neisseria gonorrhoeae* are two of the most common sexually transmitted infections worldwide. In 1999 there were an estimated 582,000 new cases of Chlamydia and 323,000 cases of gonorrhoeae in the United States. *C. trachomatis* can cause non-gonococcal urethritis, epididymitis, proctitis, cervicitis, acute salpingitis and PID. These infections are often asymptomatic in males and females. Children born to infected mothers have an increased risk for inclusion conjunctivitis and chlamydial pneumonia.

Cell culture was once considered the gold standard for Chlamydial detection. Although culture is quite specific, recent publications have demonstrated that probe technologies have a greater sensitivity.

The majority of gonococcal infections are uncomplicated lower genital tract infections. However, if left untreated in women, these infections can ascend and cause PID. Culture methods which require the isolation of gonococcal organisms on selective media are quite specific, but are highly dependent on proper specimen handling, collection and incubation. If improperly handled, false negative results may occur.

AMPLIFIED CHLAMYDIA AND NEISSERIA GONORRHOEAE DNA Probe Testing	
Clinical Utility	Detection of Chlamydia and N. gonorrhoeae in urethral, endocervical or urine samples in male and female patients
Test Codes	GCAMP – Neisseria gonorrhoeae Amplified DNA Probe CTAMP – Chlamydia Amplified DNA Probe
Specimen Requirements	<u>Male</u> – urethral swab OR first clean catch urine <u>Female</u> – cervical swab OR first clean catch urine Please obtain transport containers from HNL
Turn Around Time	72 hours upon arrival in laboratory

If you have any questions, please call Georgia Colasante, Microbiology Technical Specialist at 610-402-8170.

# LEHIGH VALLEY

HOSPITAL AND  
HEALTH NETWORK

Cedar Crest & I-78  
P.O. Box 689  
Allentown, PA 18105-1556

Non-Profit Org.  
U.S. Postage  
PAID  
Allentown, PA  
Permit No. 1922

---

## ***FOCUS***

Edward M. Mullin, Jr., MD  
President, Medical Staff  
John W. Hart  
Vice President

***Editorial Staff:***  
Janet M. Seifert  
Managing Editor  
Pat Skrovanek  
Lori Tucker

### **From the Editor:**

**Please help us keep our records accurate. If your office manager has changed, please call Janet Seifert in Physician Relations at (610) 402-8590.**

***FOCUS* is published quarterly for the office staffs of physicians on the Medical Staff of Lehigh Valley Hospital. Articles for the next issue should be submitted by May 3, 2002, to Janet M. Seifert, Medical Staff Services, Lehigh Valley Hospital, Cedar Crest & I-78, P.O. Box 689, Allentown, PA 18105-1556. For more information, please call Janet at (610) 402-8590.**