Volunteer Hours Of Service Up 10% In The Last Year

Schaffer, Witz Assigned To New Staff Positions

Virginia Schaffer, R.N., of Easton, has been named Data Systems Analyst and Coordinator at Muhlenberg Medical Center. She will be responsible for coordinating the efforts of each department in maintaining the flow of data in the computer based information system within the hospital itself and between MMC and the main computer center at ASH Hospital.

Mrs. Schaffer joined the MMC staff in 1977 as Quality Assurance Coordinator. A native of Scranton, the new data systems coordinator is a graduate of the Easton Hospital School of Nursing. She served as field and program coordinator for the Easton Visiting Nurses Association and, later, as part-time staff nurse at Warren Hospital, Phillipsburg.

Presently, Mrs. Schaffer is chairwoman of the MMC Forms Committee and a member of the National Association of Quality Assurance Professionals. She also holds the office of By-Laws chairwoman on the executive committee of the Pennsylvania Association of Quality Assurance Professionals.

Mrs. Schaffer resides in Forks Township with her husband, Wayne, and their three children.

20 Yrs. Ago This Month

The walls were up and the roof was on the new hospital under construction in northwest Bethlehem. It already had a name...Muhlenberg Medical Center....and the building trades people were hustling to beat the cold weather, so the interior work could be accomplished during the winter months. Target date for completion was spring, 1961.

MMC Accredited For 2 Years By JCAH

Muhlenberg Medical Center has received a 2-year accreditation by the Joint Commission on Accreditation of Hospitals (JCAH).

Donald E. Porter, MMC executive director, stated that this recognition is the result of a survey of the hospital made by field representatives of the Joint Commission's Hospital Accreditation Program.

The announcement indicates that Muhlenberg Medical Center operates according to standards set by the commission. These standards set forth the optimal achievable goals of excellence against which a hospital can measure itself and can be measured by the survey team.

“A Definite Asset To The Health Care Team”

Volunteers contributed 37,970 hours of service at Muhlenberg Medical Center the past year, a 10% increase in the number of hours since the expansion program began, according to Mary Grace Stanton, director of volunteer and community services.

The director commented that the hours were donated by 250 volunteers who had worked in nearly all service areas of the hospital. She pointed out that the various volunteers included candy strippers, with 7557 hours; cheery-cherry ladies, 1294 hours; gift shop volunteers, 5890 hours; junior males, 395 hours and Red Cross youths, 2332 hours.

The volunteers contributed 228 hours at the reception desk, 2367 hours in the emergency room, 228 hours in mail and messenger service, 1360 hours in occupational therapy and 4398 hours in physical therapy.

Mrs. Stanton also noted that the (continued on page 4)

Auxiliary Luncheon September 22

More than 150 members and friends are expected to attend the annual luncheon meeting of the MMC Auxiliary on Monday, September 22, 12:30 pm at the Holiday Inn of Bethlehem.

Tickets are $6.50 and reservations can be made by calling 861-2228.
Reflections Of A Medical Director: The First Year
by George L. Donaghue, M.D.

Well, I arrived on Labor Day, which was arranged by the seasoned obstetrician (Mr. Porter), with some humor, I suspect. On my announced and somewhat secretive tour, it was evident that Muhlenberg Medical Center was about to have a new birth all its own. The final transition to an acute care facility seemed imminent in every unit, including the boiler room. No one could have predicted all the nuances that would be required, but assistant obstetricians in the role of Joe Fitzgerald, Shirley Ragsdale and Bill Mason were mobilized. It was clear that it was not twins but a "BIG BIG BABY."

My direct responsibility was in the immediate post delivery phase. To insure survival from this aspect, some changes had to be instituted, namely:
- Restructuring the staff bylaws (completed July, 1980).
- Departmentalizing the medical staff (there are now eight departments, each with individual chiefs).
- Increasing the membership of some departments for better service, particularly on the surgical side.
- Improving committee input to staff for better representation.
- Establishing a Quality Assurance Group to oversee all aspects of hospital life...with a view to improved hospital care.
- Expanding the inter-hospital liaison with St. Luke's to improve our base operation and potential for improved community service.

As you know, the baby was delivered and that created a few problems of its own, not the least of which was finding that the crib was too small. Our bed count has been strained to capacity (ask any nurse, or for a real grunt-Mrs. Ragsdale, Nursing Director).

The only other physical defect seemed to be its inability to frequently say "Hello" or "May I help you". The speech therapist recommended that these phrases be extended to all by all, including doctors, nurses and particularly visitors and strangers. If one is not sure of this point, observe for a moment the success of the volunteers in the front lobby or house-keeping in greeting our public (fantastic). Such an effort will go a long way in selling our product—high quality patient care with caring.

Unrelated to the above, the infant did require some psychic reorientation, so the 4th and 5th floors have been remodeled (plush) and a new chief and head nurse added.

Premature erupting teeth necessitated the addition of a dental clinic (also plush).

We now have a young adult with all the potential that entails. We know it will need full laboratory service with histology capabilities, and this is planned for January. To enrich the mind, the library has been moved to the main building (go just to meet a very marvelous Marian Smith). Its fiscal base has been revised so that it will be largely supported by staff funding. The big news is that we are trying to provide a man sized bed with a hopeful addition to the 4th floor.

Now, what about the people who care for this potential giant? They are probably among the most dedicated people on the face of the earth. These are the people from all walks of life and with variant backgrounds that have to meet the everyday nursing, scheduling, emergency demands, meals, accounting, cleaning, etc. to accomplish this monumental transition.

It would be impossible for me to thank you individually from the Board of Directors to our volunteers, but be assured each of you have my prayer of gratitude for your genuine support. May the future reward you with a visual reality of your efforts.

Susan Vitez Appointed Director Of Medical Records Department

SUSAN VITEZ
Medical Records Director

Susan L. Vitez, RRA, of Bethlehem, has joined the staff at Muhlenberg Medical Center as director of Medical Records. She will be responsible for planning, directing and controlling the activities of the department which maintains complete records on all patients. The director will also be an active member of the Forms, Medical Records/Audit, and Utilization Review committees.

Miss Vitez completed her pre-professional requirements at Moravian College and received a bachelor's degree in Health Records Administration from Temple University's College of Allied Health Professions in 1978. She has done graduate work in Computer and Information Science at both the Wharton School and the College of Engineering and Applied Science at the University of Pennsylvania.

Previously, Miss Vitez was employed by the Hospital of the University of Pennsylvania as a research assistant on a project to design and implement a computerized clinical audit and management information system for the emergency services.

The new director is a member of the American Medical Record Association and the Pennsylvania Medical Record Association.

Dental Staff Lecture Presented By Dr. Eingorn

"Disorders of the Temporomandibular Joint and Related Structures" was the topic of a two session lecture presented to the MMC dental staff, August 5 and 12.

Stephen D. Eingorn, D.M.D., discussed the diagnosis and treatment of problems in the jaw during the sessions that were held in the hospital's third floor conference room.

Dr. Eingorn is on the active staff at Muhlenberg Medical Center and maintains a practice in the Doctors' Campus adjacent to the hospital.

MMC Neurologist To Address Med Staff, Sept. 18

Sidney Sament, M.D., will address the MMC medical staff at its regular, monthly meeting on September 18 at 8 a.m. in the hospital's Conference Room. Dr. Sament, a staff neurologist, will speak on "Epilepsy: Newer Concepts."

The breakfast-lecture sessions are sponsored by the Department of Medicine under the supervision of Ben C. Barnes, M.D., Chief of Medicine, and are held every third Thursday of the month from September to June. All staff physicians are invited to attend.

Laboratory Meets Standards Of Commission, Receives Accreditation

The Muhlenberg Medical Center laboratory has received a 2-year accreditation by the College of American Pathologists. The announcement came from the national office of the Commission on Laboratory Accreditation in Skokie, Illinois.

To become accredited, a laboratory must meet the strict standards and regulations set forth by the Commission. The announcement indicates that MMC's laboratory satisfactorily meets the operating requirements in all areas surveyed, including personnel and quality control.
With the lenses successfully implanted in both his eyes, Mr. Frey is able to read comfortably once again.

Bethlehem Man Is Recipient Of First Lens Implant At MMC Following Cataract Surgery

When the Bethlehem MORA Club Chorus makes one of its many public appearances, Harlan Frey is certain to be on stage. It is not difficult to appreciate Mr. Frey's enthusiasm when one realizes that not many months ago he felt that he would never sing again.

Cataracts were forming over his eyes making the music and lyrics a hopeless blur. Since singing had become a very important part of his life upon retirement from the Bethlehem Steel Company, Harlan Frey was very discouraged.

He had read in Reader's Digest about an airplane pilot who had lost his license because of cataracts. A lens operation, however, had restored his full vision and he was flying again.

Mr. Frey also had read about the opening of offices in the MMC Doctors' Campus by Dr. David Hyman, an ophthalmologist. He made an appointment with Dr. Hyman, who advised him that an operation was his only hope of reading again. The physician answered all of the patient's questions and told him to think it over.

It didn't take long for Mr. Frey to make his decision, and he was admitted to MMC on February 12 for surgery on his right eye. "There was no pain," he recalled, "and, almost miraculously, 20-20 vision was restored to that eye."

On July 1, Dr. Hyman removed the cataract from the left eye and, again, implanted a lens. This surgery was also successful and Mr. Frey was looking forward to singing with the MORA Club Chorus once again.

The ophthalmologist explained that patients who must wear glasses after cataract surgery on one eye tend to get double vision or distorted side vision. The remedy is a contact lens in the eye that has undergone the surgery or a lens implant.

"The implant is an extra step after the cataract has been removed," he added, "and the clear plastic lens serves as a replacement for the human lens." Many patients who have had cataracts removed from both eyes still prefer the lens implant to the contact lens.

Mr. Frey underwent the first implant at Muhlenberg Medical Center and the surgery is now being performed regularly.

The Bethlehem man, now 77 years old, was employed in the Treasury Department of Bethlehem Steel for 35 years. He and his wife have been married for 56 years.

In addition to the 40-voice MORA Chorus, he also sings in the Advent Moravian Church Choir, and he and Mrs. Frey are members of the church's Handbell Choir.

Deborah Serfass of Northampton Named Nurse Manager On Surgical Floor

Deborah Serfass, R.N., has been named nurse manager at Muhlenberg Medical Center. She had served as a staff nurse on the surgical floor for 3 years.

Mrs. Serfass will supervise the nurses and other personnel on the second floor and oversee the pre and post surgery patient care that is provided. She will also act as a liaison between the teaching departments and the staff nurses on the floor.

A native of Philadelphia, Mrs. Serfass received her R.N. status and bachelor's degree in nursing from Albright College, Reading. She was a staff nurse at Eastern Hospital for one year before coming to MMC in 1977.

The new manager resides in Moore Township with her husband, Joel, a Certified Public Accountant with W. N. Serfass Co., Bethlehem.
19th Annual Summer Festival Draws Record Attendance

Candystriper Michelle McConnell Crowned Miss MMC Of 1980

Michelle McConnell, a ninth-grader at Nitschmann Junior High School, was crowned Miss MMC for 1980 on the opening night of the annual Summer Festival. She is the daughter of Mr. and Mrs. Earl Buss of Bethlehem.

An MMC candystriper for one year, Miss McConnell serves in Central Supply. Her award for selling the most Festival tickets (550) was a complete Fall wardrobe from Junior Colony.

The runner-up was Key Neipert, a student at Salisbury Middle School, Allentown. Miss Neipert has been a candystriper for 2½ years assigned to the skilled nursing facility. She received a $25 gift certificate, also from Junior Colony.

Denise Simons, a student at Lincoln Middle School, Catasauqua, was third. She joined the candystripers last September in the medical-surgical unit. Her award was a $15 gift certificate from the store.

More than 4,000 tickets were sold this year by the youth volunteers. Candystripers, Red Cross Youths and Junior Males who met a minimal sales standard of 20 tickets received a gift for their efforts.

With the exception of a rainy opening ceremony on Friday morning, beautiful weather and bigger crowds characterized this year's Summer Festival. Over 20,000 people turned out for the three day event that featured something of 

"fun for everyone."

The petting zoo from the Trexler-Lehigh County Game Preserve was a most popular attraction for the youngsters its first year here, and fashion shows by Leh's and Orr's drew standing room only audiences. In fact, the entire entertainment package proved to be one of the best ever offered.

No one went home hungry, as 1650 barbeque chicken dinners were sold. Baked goods and candy sold out, and concessionaires turned out their traditional midway treats as fast as they could serve them.

The Summer Festival is co-sponsored by the Men of MMC, the Auxiliary of MMC and the Junior Auxiliary. Plans are already underway for the 20th annual festival in 1981.

Bed Occupancy Up 16.3 pct. in July

Occupancy of the total hospital beds at MMC in July increased 16.3 percent over the same month in 1979. Donald E. Porter, executive director, announced that the total occupancy was 95.8 percent compared with 79.5 percent last July. He said that 109.4 percent of medical/surgical beds were occupied, 76 percent ICU/CCU, 80.6 percent psychiatric department and 78.3 percent skilled nursing facility.

OFF TO A RAINY START at the opening ceremonies of the Summer Festival. Congressman Don Ritter cuts the symbolic ribbon under cover provided by Austin Ueberroth, Men of MMC president. Sunny skies prevailed for the rest of the weekend, drawing a crowd of thousands.

Volunteers (continued from page 1)

number of hours contributed by volunteers directly coincided with the hospital census throughout the year, and that, as the expansion program developed, the number of volunteers needed in certain areas was increased to meet the growth of the hospital.

The director emphasized the important role volunteers play in the daily to day operations of the hospital. She said, "Our volunteers are very dedicated and are a definite asset to the health care team in providing supplementary and complementary services to the professional staff." She asks anyone who is interested in becoming a volunteer to call the office at 861-2228.

Dr. Shanmugam Newest Medical Staff Member In Anesthesiology

The Anesthesiology Department recently welcomed Kasinathan Shanmugam, M.D., to its medical staff.

Dr. Shanmugam, a native of India, was graduated from the Madurai Medical College of Madras University. He interned at Governor Erskine Hospital in Madurai, India, and was a resident in anesthesiology at Misericordia Hospital Medical Center, New York, and John Hopkins Hospital, Baltimore, where he was awarded a fellowship.

Previously, Dr. Shanmugam was an anesthesiologist at Community General Hospital, Syracuse, New York. He is a member of the American and Pennsylvania Societies of Anesthesiologists.

Dr. Shanmugam resides in Bethlehem with his wife and daughter.

Kasinathan Shanmugam, M.D.