

# PULSE

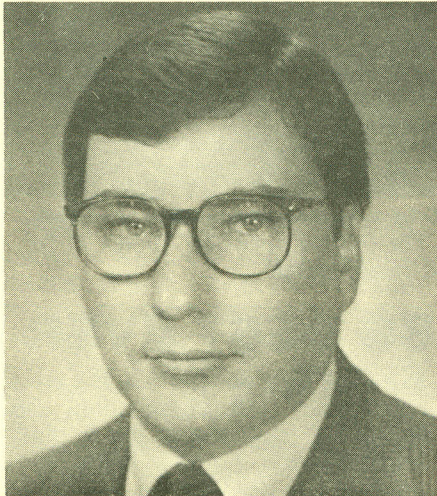
## Muhlenberg Medical Center

VOL. 14 NO. 3

MUHLENBERG MEDICAL CENTER, BETHLEHEM, PA

JULY 1981

### SEPTEMBER START FOR EXPANSION PROJECT



Joseph W. Fitzgerald



William R. Mason

### NEW EXECUTIVE DIRECTOR DEFINES MISSION, "BEST POSSIBLE CARE"

### 267 Volunteers Served 47,271 Hours Past Year

Contrary to a nationwide trend, volunteers and volunteering increased substantially in numbers and hours of service at Muhlenberg Medical Center during the hospital's year that ended June 30.

Mrs. Mary Grace Stanton, director of volunteers, reported that the 267 male, female, and youth participants in the program was an increase of 15 percent over the 233 of the previous year. The 47,271 hours of service was 20 percent more than the 39,425 hours in 1979-80.

Volunteers now serve in all areas of the hospital except nursing and medical. During the past year emergency, data processing, employee health and ambulatory surgery were added to the list.

Mrs. Stanton noted that Lehigh University pre-medical students are continuing to serve in surgery, where they stock shelves and transport patients to and from the operating rooms.

"Muhlenberg Medical Center is a fine general hospital which can serve 90 percent of the community's patient care needs." Joseph W. Fitzgerald, who became executive director on July 1, added, "our mission is to provide the best possible care. This can be assured by long and short range planning, with goals predicated on what is needed for the community, and on a sensible fiscal policy. We must not let existing programs suffer, in order to fund some new ventures."

Mr. Fitzgerald pointed out that the Valley's major hospital centers are providing such specialties as open heart surgery and burn treatment, which he emphasized are "costly to operate." He does not envision any specialty programs at MMC that are not definite trends in medicine.

Mr. Fitzgerald is most concerned about controlling the cost of care, and he noted that business and industry who pay most of the health care premiums are taking a hard look at the costs.

"We must listen to their appeals", he said, "and be prepared to respond".

The executive director felt that the  
(continued on page 3)

### 32 NEW MEDICAL SURGICAL BEDS ON FOURTH FLOOR

The contract for supplying the steel for construction of the fourth floor of the new MMC patient wing was awarded to Bethlehem Fence Co. Bids for the steel were opened on July 7 and the general construction plans and specifications were made available on that same date. Lester Stein, Nazareth, is the architect.

Joseph W. Fitzgerald, executive director, stated that the target for start-up of the project is September, and he anticipated that all of the work would be completed by July of next year.

Plans call for construction of 32 medical/surgical beds on the new floor. Seven medical/surgical beds in the original section of the hospital

*Washington - The Department of Health and Human Services approved the Muhlenberg Medical Center expansion and renovation project. This action was the last step in the hospital approval process.*

will be eliminated and the 22 bed skilled nursing facility will be phased out.

Mr. Fitzgerald pointed out that there is no longer a need for skilled nursing beds in acute care hospitals in the Lehigh Valley, due to the ample number of nursing homes which can provide this type of care. The community will save \$300,000 to \$500,000 a year, as the Medicare reimbursement formula had to include all of the hospital overhead. The section now occupied by those beds will be converted to ancillary services and office space.

The MMC program was approved by the staff and project and regional committees of the Hospital Systems Council of Eastern Pennsylvania and the State Department of Health. It also was supported by the Lehigh Valley Business Conference on Health Care.



## DR. COOK IS NEW DENTAL RESIDENT



**Dr. Karen Cook**

Dr. Karen Cook became the resident in the MMC Dental Clinic on July 1. She succeeded Dr. Ramon Arreola, who completed his one year residency and moved to Texas.

Dr. Cook is a graduate of Muhlenberg College and the University of Pennsylvania School of Dental Medicine. She is a native of Bethlehem and was graduated from Freedom High School. Her father, Dr. Edward Cook, has been practicing dentistry in Bethlehem for the past 25 years.

The Dental Clinic was opened in July 1980 to serve indigent people of the community.



A "tree of life" is planted on the MMC grounds as part of the observance of National Hospital Week. Charlotte Hottle, who has been an employee since the hospital's planning began in 1958, tosses in the first spade of earth.



**HARROWGATE STRING BAND** will be a feature attraction at the MMC Summer Festival on Sunday, August 23. The festival opens on August 21 for three days and nights of exhibits, food and entertainment.

## FESTIVAL WILL BE BEST EVER

The famous Harrow Gate String Band from Hulmesville, PA., will be the feature attraction at the 20th annual MMC Summer Festival, which will be held on the hospital grounds, August 21-23. Harrow Gate, scheduled to play and strut at 7 p.m. on Sunday, August 23, appears annually in the Mummers Parade in Philadelphia and has won many honors for their music, costumes and marching.

The string band will ring down the curtain on three days and nights of entertainment, games, rides and fun. The list includes the Trexler Game Preserve Petting Zoo, Lenni-Lenape Indian Land, KooKoo Clown College, handwriting analyst and the art of bee-keeping. Austin Ueberroth, the general chairman, anticipates the largest crowd in the festival's history.

The fete opens on Friday, August 21, with a concert by the East Hills Junior High Band at 10 a.m. The hospital's 96 incorporators have been invited to attend and will be treated

## Stroke Club Pgms. Resume in Fall

The Lehigh Valley Stroke Club will resume its monthly meetings in September. The club was organized by MMC and St. Luke's Hospital last January.

In the final meeting of the season on June 17 at Muhlenberg Medical Center, the topic was "Management of the Stroke Patient at Home."

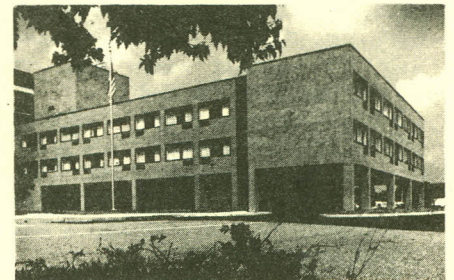
An average of 75 persons—stroke victims and members of their families—attend the meetings. Information can be obtained by calling Community Relations, 861-2228.

to a 20th birthday party in the dining room after the ceremonies. Rev. Ralph Hartzell, one of the founders and presently chairman of the Northampton County Council, will cut the ribbon.

The midway will feature games, a wide variety of food and refreshments and rides for the kiddies. Many items made by the Auxiliary will be on sale. Two large tents will house one of the area's largest collections of working craftsmen and women, and the clothesline art show is always a big attraction.

The Auxiliary will serve lunch and barbeque chicken dinners on Friday and Saturday and baked ham dinners on Sunday. Radio Station WPGA will broadcast direct from the grounds on Friday.

The Summer Festival is co-sponsored by the Auxiliary and the Men of MMC with a big assist from the Junior Auxiliary. Last year the proceeds were \$40,000, a figure that Mr. Ueberroth expects to top this August.



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Published Bi-Monthly by the  
**Muhlenberg Medical Center**  
Schoenersville Road,  
Bethlehem, PA 18017



# Fitzgerald Takes Reins as Donald Porter Retires

Donald E. Porter, retiring executive director, and Clarence A. Reichard, the hospital's first president, were honored during the banquet held in observance of Muhlenberg Medical Center's 20th anniversary. The affair at the Hotel Bethlehem on June 5 was attended by members of the board of directors and the administrative and medical staffs.

Mayor Paul M. Marcincin proclaimed the day "Donald Porter Day" in Bethlehem. His proclamation cited Mr. Porter's 35 years in health care and his contribution to quality care in the city.

Presentations were made by Atty. Jacob S. Kolb, the board chairman. He thanked Mr. Porter for his leadership in carrying out plans for the hospital's new programs and the expansion of its facilities. He recalled that Dr. Reichard had served as president during the stages of planning and construction of the hospital and its transitional years of operation.

In addition to Dr. Reichard, H. Scott Ashton, Rev. Frank Flisser, Mrs. Sarah Fritch Henry, Atty. Kolb and Irvin H. Lengel have served on the board of directors continuously since 1961.

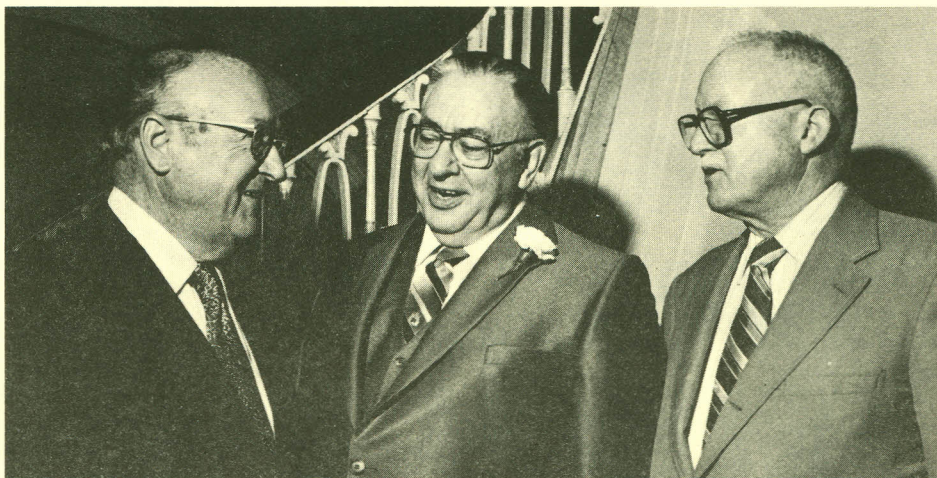
Albert V. Moggio, the president, promised that MMC would continue to meet the health care needs of the community as it faces the challenges of the years ahead.

## FITZGERALD (cont. from page 1)

MMC productivity system, instituted last year, is already proving to be cost effective. In this program, the department heads and supervisors have the responsibility for keeping costs in line.

William R. Mason, the director of Administrative Services since 1980, has been named associate executive director. Mr. Mason came to MMC in 1978 as director of Mental Health Services.

"The hospital is in the best shape ever", Mr. Fitzgerald concluded. "We have an excellent Board of Directors comprised of community leaders who are becoming more and more involved in directing our policy and affairs. Our Medical Staff, department heads and family of professional and non-professional employees are highly skilled and dedicated to our mission of providing care and treatment second to none."



**THE END OF A CAREER.** Donald E. Porter, center, has a retirement party chat with Albert V. Moggio, left, the MMC president, and Atty. Jacob S. Kolb, chairman of the board. Mr. Porter retired as executive director on June 30.

## Eight Granted MMC Medical Staff Associate Privileges

Seven physicians and a dentist have been granted associate privileges at Muhlenberg Medical Center. They were approved by the board of directors following the recommendation of the Medical Staff's Credentials Committee.

Dr. Geo. L. Donaghue announced that the new staff members are:

Andrew Becker, D.O., a graduate of the University of Maryland and the College of Osteopathic Medicine and Surgery, Des Moines. He interned at Martin Place Hospital in Michigan and was a resident in family practice at the Philadelphia College of Osteopathic Medicine. Dr. Becker will have privileges in family practice and emergency medicine.

Neal Berkowitz, M.D., is a graduate of Muhlenberg College and the University of Pennsylvania Medical College. He interned at Sacred Heart Hospital, Allentown, where he also was a resident in family practice. He will have privileges in emergency medicine.

James Cornell, M.D., was graduated from Alfred University, Alfred, N.Y., and the Upstate Medical Center of the State University of New York at Syracuse. He interned at Memorial Hospital, Worcester, MA, where he also was a resident in internal medicine. He had a fellowship in gastroenterology at Temple University Hospital. Dr. Cornell will have privileges in internal medicine and gastroenterology.

Barry Hennessey, D.O., is a gradu-

ate of Stonehill College and the Philadelphia College of Osteopathic Medicine. He interned at the U.S. Public Health Hospital, New York City, and was a resident in orthopedics at Carney Hospital in Boston. Dr. Hennessey will have privileges in orthopedic surgery.

William Kitei, M.D., is a graduate of St. Joseph's College, Philadelphia, and Jefferson Medical College. He interned at Albert Einstein Northern Division and was a resident at the University of Pennsylvania Scheie Eye Institute. He will have privileges in ophthalmology.

Edward Prince, M.D., is a graduate of Penn State and Temple universities. He was an intern and resident at Sacred Heart Hospital, Allentown. Dr. Prince will have privileges in emergency medicine.

Amar Sharma, M.D., was graduated from Barjundra College, Punjab, India, and Punjab University. He interned at Lakewood Hospital, Lakewood, Ohio, and was a resident in pediatrics at St. Vincent's Hospital, New York City. He had a fellowship in allergy and internal medicine at West Jersey Hospital in Camden. Dr. Sharma will have privileges in allergy and clinical immunology.

John C.W. Worsley, D.D.S., is a Lehigh University and University of Pennsylvania School of Dental Medicine graduate. He interned at the U.S. Army Hospital. Dr. Worsley will have privileges in general dentistry.





**LONGEVITY AWARD WINNERS—5 YEARS SERVICE.** Seated left to right, Jackie Selby, Mary DeLazzario, Shirley Zeleski and Julia Eltringham. Second row, left to right, Diane Dolgos, Gretchen Trigiani, Sharon Rabuck, Barbara McLaughlin, Pam Ansell, Connie Wagner and Paul Arnold. Third row, Edward Straub, Nedra Nafzinger, Eileen Bloshuk, Georgine Fontaine and Dean Barton.



Maryann Dudash

## Ueberroth Again Heads Men of MMC

Austin J. Ueberroth of Bethlehem was re-elected president of the Men of Muhlenberg Medical Center. The board of directors held their annual election of officers on May 29 at the hospital.

They also re-elected William C. Waud, Bethlehem, first vice-president; Douglas M. Hunt, Northampton, second vice-president, and Wilbur P. VonSteuben, Bethlehem, third vice-president.

Other officers who will serve new one-year terms are Ralph W. Frantz, Bethlehem, treasurer; Thomas M. Hittinger, Bethlehem, assistant treasurer; Roland W. Yapple, Northampton, secretary, and Paul R. Wierand, Allentown, assistant secretary.

Mr. Ueberroth, who is also chairman of the MMC Summer Festival, announced that volunteers are needed to erect booths for the annual fete which will be held August 21-23 on the hospital grounds. The Men of MMC and the Auxiliary co-sponsor the event.

## Secretary Attends Cancer Data Pgm.

Maryann Dudash, Tumor Registry secretary at Muhlenberg Medical Center, received a certificate for her participation in a 2-week training program on cancer data systems at Fox Chase Cancer Center in Philadelphia.

The purpose of the course was to help improve the quality of cancer information that is being collected and to promote uniform professional standards among tumor registry personnel. A tumor registry is the term for a central reporting system that gathers information on new cancer cases, death rates and treatment results. Comprehensive, accurate data are crucial for research into cancer causes and prevention, and also for measuring the impact of new cancer treatments. A Tumor Registry Committee meets weekly at Muhlenberg Medical Center to share and compile such information.

## 28 Get Service Awards - 20 Year Pin To Sister Esther

Sister Esther Schenker, who serves in the Chaplaincy Department, has been awarded a 20-year service pin by Muhlenberg Medical Center. She was one of 28 employees honored at the annual Service Award Program.

Ten year pins were presented to Dr. Ben C. Barnes, the director of medicine; Margaret Bonam, R.N., nursing; Nina Musselman, Pulmonary Medicine; Mary Muffley, MH/MR Base Service Unit; Stephen Knesz, Security, and Thomas Hall, Accounting.

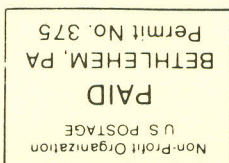
Twenty-one employees received their 5-year pins:

Pamela Ansell, Donna Beahm, R.N., Chris Holub, Chris Kuzio, Nedra Nafzinger, R.N., Sharon Rabuck, R.N., Jacqueline Selby, Edward Straub and Shirley Zeleski, R.N., all in nursing.

David Dylewski, Julia Eltringham and Jeanette Kling, Psychiatric Unit; Dean Barton and Connie Wagner, MH/MR Base Service Unit; Eileen Bloshuk, Personnel; Paul Arnold, Maintenance; Stephanie Coy, Respiratory Therapy; Diane Dolgos, Laboratory; Barbara McLaughlin, Operating Room; Mary Ellen Delazzario, EKG, and Gretchen Trigiani, Accounting.

Awards were presented by Mrs. Mary Stever and Rev. Walter Kuntzleman, members of the board of directors.

*fun for everyone —*  
**MMC SUMMER FESTIVAL**  
*Hospital Grounds*  
**August 21 - 23**



Muhlenberg Medical Center  
Schoenersville Road, Bethlehem, PA 18017