

PULSE

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SURGICAL PROCEDURES INCREASE 20 PERCENT



Albert V. Moggio



Jacob S. Kolb, Esq.

Moggio Re-Elected President. Officers, Directors Return

AUXILIARY ELECTS OFFICERS FOR '81-'82

Mrs. Paul Florenz was elected financial secretary of the MMC Auxiliary at the organization's annual luncheon meeting. The auxiliaries re-elected the following officers:

Mrs. Ralph Henry, Allentown, honorary chairman; Mrs. Warren Long, Lehigh, chairman of the board; Lena E. Kistler, Slatington, president; Mrs. Joseph Rutkiewicz, Easton, president-elect; Mrs. Stephen Solloy, Allentown, vice-president; Mrs. Aral Hollenbach, Allentown, secretary; Mrs. John Detthof, Bethlehem, treasurer; Mrs. Clifford Sloyer, Easton, assistant treasurer; Mrs. Allen Rau, Schnecksville, corresponding secretary; Mrs. Raymond Hoffert, Jr., Bethlehem, membership chairman, and Mrs. William Siebler, Stockertown, historian.

Mrs. Florenz succeeded Mrs. Bertram Nagle, Bethlehem, who will continue on the board of directors.

The Auxiliary announced that a new pledge has been made in the amount of \$35,000 to underwrite the cost of a Non-Invasive Vascular Laboratory.

Albert V. Moggio, retired Allentown manufacturer, was elected to a third term as president of the Muhlenberg Medical Center. The hospital's board of directors also re-elected the other officers to one year terms.

Atty. Jacob S. Kolb, Bethlehem, chairman; Donald P. Schlegel, Bethlehem, first vice-president; C. Robert Fowler, Bethlehem, second vice-president; Sara F. Henry, Allentown, secretary; Joseph W. Fitzgerald, Bethlehem, assistant secretary; John W. Woltjen, Bethlehem, treasurer, and Jerry V. Jones, Bethlehem, assistant treasurer.

During the hospital corporation annual meeting the following directors were re-elected to 3-year terms:

H. Scott Ashton, Dr. James J. Heller, Jerry V. Jones, Paul Marcincin, Leon L. Nonemaker, Mary Stever and Donald R. Wily, all of Bethlehem; Albert M. Lerch, Northampton, and Rev. Walter Kuntzleman, Emmaus. Rev. Wilson E. Touhsaent, Wescosville, was re-elected as an honorary member.

Mr. Moggio, a member of the board since 1965, is past-president of the Allentown-Lehigh County Chamber of Commerce and is a member of the board of the Lehigh County Authority.

Dr. Maish Lists Several Reasons For 3 Year Trend

The 20 percent increase in surgical procedures at Muhlenberg Medical Center in this calendar year can be attributed to four factors, according to Dr. George Maish, Jr., chief of surgery. He listed increased demand, an excellent mix of procedures including those that are more sophisticated, more physicians and patients relating to the hospital due to the change in its thrust and a wider acceptance of MMC as an acute care facility.

Dr. Maish pointed out that there were 1,565 surgical procedures in 1979, 1,995 last year and he anticipated more than 2,400 in calendar 1981.

He noted that artery, peripheral vascular and urological procedures are growing and the phenomenal increase in the number of Emergency Department patients also contributed to the 20 percent growth in surgery. These patients include victims of highway accidents on Routes 22 and 378 who suffer a variety of injuries, particularly chest and abdomen trauma. Only those with head injuries are sent to Allentown and Sacred Heart Hospital Center or St. Luke's Hospital.

Each month 32 different surgeons use the operating room which is served by a staff of 30 hospital personnel. Only neuro-surgery and cardiology are excepted from the procedures.

The chief pointed out that oral surgery has increased with the opening of the MMC Dental Clinic. He added that the American Dental Association has approved the two year dental residency program.

Dr. Maish is enthusiastic about the Non-Invasive Vascular Laboratory which will be opened by the hospital. The purpose of the new laboratory is to evaluate persons with poor leg and head circulation which may be

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EXECUTIVE'S CORNER

by Joseph W. Fitzgerald

A concern that I have had, particularly over the past few years, is the growing one-sided attitude of people about hospital costs. One no longer needs to search too far in the various media to hear opinions or find articles that are based on the presumption that hospital costs are out of control and that a firm hand must re-establish control. Often these advocates propose that the government, in cooperation with the business community, develop more regulations and limitations on hospital growth and the expansion or development of services.

Another concern that I have with this perspective is that those advocating this approach have over-simplified the issue. They fail to recognize that any costs in the marketplace are controlled primarily by supply and demand. In an era where close to 90 percent of all citizens have health insurance provided to them by either government programs or through fringe benefits, the presumption to control only the supply side is far from the correct approach. Experts have found over the past 15 years a direct correlation between the amount of health care benefits provided and the amount of services utilized.

Still another problem with this one-sided attitude is the failure to recognize that the hospital "product" has changed over the past 20 years. Pharmaceutical and technological advances have made significant progress during that period. In addition, the community's concept of the role and expectations of the hospital from the 1960's to the 1980's has also changed drastically. Frankly, what was once in the eyes of many a place to die has now evolved into a facility where recovery is the norm.

Perhaps what troubles me most is that there are no simple answers to any of the issues being raised. I am concerned, however, that those who continue to advocate only supply side controls, without any regard to the demand side, will bring about a health care system which will be unable to meet the community needs of the future.

Innovation by both the hospital community and industry and government working together is the only answer.



DISASTER DRILL. Bethlehem Fire Department begins rescue of patients trapped on the fourth floor of the main building by a "bomb" explosion. Hanover Township Ambulance Corps personnel are in the foreground.

DRILL DEMONSTRATES HOSPITAL DISASTER PLAN EFFECTIVENESS

The fourth floor of the hospital was chosen for the simulated disaster and the Muhlenberg Medical Center's disaster plan was put to the test at 6:30 p.m. The "disaster" was a bomb which exploded on the east side of the building creating a crater and starting a fire.

Twelve volunteers were made up as "victims" by the Emergency Management Agency. The fire alarm was sounded to start the drill and Joseph Fitzgerald, the executive director, gave the signal to put the disaster plan into effect when he was notified of the explosion. As soon as Code Red, the hospital's code for disasters was announced, the administrative staff called department heads who, in turn, called in necessary personnel.

The Bethlehem Fire Department responded to the call within three minutes, placed ladders and began evacuation of those "victims" who could not be reached from inside the building because of the bomb crater and fire. Other accessible victims were carried down the fire tower steps to the Emergency Room for treatment. Two firefighters were also treated there for smoke inhalation.

The drill lasted an hour, during which patients were being evacuated, treated and either admitted for more treatment or discharged. Then the volunteer victims washed off the simulated blood and shed

their splints and bandages. They had proved to be exceptional actors, and their screaming while in the disaster area was most convincing.

The drill was organized by members of the hospital's Disaster Committee, the Bethlehem Fire and Police departments, the Ambulance Corps and the Emergency Management Agency.

Mrs. Shirley Ragsdale, director of nursing and vice-chairman of the Disaster Committee, reported that the drill went very well. She added that drills of this type are required by the Joint Committee on Accreditation of Hospitals (JCAH) to assure the readiness of the hospital for unusual occurrences that demand additional staff and emergency contingencies.

July Target for Expansion Program

Construction of the fourth floor of Muhlenberg Medical Center's Patient Care Wing is proceeding on schedule. The floor was bricked-in by early December, so interior work could be performed during the winter months.

The new floor will accommodate 32 medical/surgical beds, which will help the hospital meet an increasing demand for more service. These beds will be ready for occupancy in July.



THE LABORATORY where almost 200,000 tests will be performed in fiscal 1981-82. This new facility was occupied in September 1979.

Lab Tests Double Since '78

Charles Fenstermaker, Muhlenberg Medical Center's Chief Medical Technologist, describes the hospital's Laboratory as "a diagnostic aid to conform or disprove the diagnosis of a patient's condition." It's an aid upon which the physicians rely heavily and, according to Mr. Fenstermaker, "They must be able to trust our reports."

The ever-increasing volume of tests made in the Laboratory are extremely important to the program of care and treatment. The staff is now performing about 500 tests a day, more than double the number when Mr. Fenstermaker became chief in January 1978. The Laboratory is almost completely automated and manual testing is exceedingly rare.

The Dupont ACA, purchased by the hospital's Auxiliary, performs up to 35 different random tests. Its primary function is the chemical analysis of blood serum and other body fluids, in order to determine the levels of such things as alcohol, drugs, enzymes and other chemicals.

The Coulter S-plus-2 counts the blood cells, determines the size of both red and white cells, as well as the concentration of hemoglobin they contain. It also counts platelets and provides a graphic picture of the population of cells.

How effective is this equipment? A complete blood count that can now be performed in 45 seconds at a cost of 21 cents, formerly took up to two minutes at a cost of \$1.50.

When it is not economically feasible to perform a rare test at MMC, it is sent to a major reference laboratory. Mr. Fenstermaker pointed out that his laboratory will do more of these tests in the future.

The hospital's blood plasma and component supply comes from the Miller Memorial Blood Center which

is located on the MMC campus. All blood is cross-matched through compatibility tests.

Most tests involving micro-biology are done manually. Bacteria, parasites and fungus are identified through such tests.

With new equipment the laboratory will be able to identify organisms and antibiotic sensitivities in 4 to 8 hours. Such tests now take from 24 to 48 hours to complete.

The staff of pathologists includes Arthur Altman, M.D., Chief Pathologist; Steven Diamond, D.O.; Charles Barnett, M.D., and Steven Ebrom, M.D.

The 24 employees include technicians, technologists and secretaries. Technologists must have a 4-year degree or have been qualified for certification by the Department of Health and Human Services. Mr. Fenstermaker earned a bachelor of science degree at Ashland College and is also a graduate of the U.S. Naval School of Medical Technology in Bethesda, MD. He is now working for his master's degree through the University of Scranton.

Since every patient has basic laboratory work—complete blood count, urinalysis and chemistry profile, the MMC Laboratory is a highly utilized service within the hospital.

SURGERY (continued from page 1)

caused by blocked arteries. The opening of these arteries can often prevent stroke.

The monthly Surgical Department lectures are well-attended and the speakers include both guests and members of the staff. These sessions are held on the fourth Wednesday of each month at 12 noon at the hospital. Dr. George Tyler is in charge of the educational program.

Echo Lab Testing Provides Important Heart Information

Ultrasound waves that travel through body fluids and muscular tissue are giving Muhlenberg Medical Center physicians important information about the condition of patient's hearts. This machine in the new Echocardiology Laboratory is operated by Suzanne Bernhard, R.N., a cardio-pulmonary nurse specialist.

The sound waves, which operate on the naval sonar principle, describe the state of the aorta and tell whether the valve is closing or opening properly. It also enables the physician to learn if sufficient blood is passing through the left ventricle and into the body, and if the ventricular wall is moving properly. Another message relayed by the sound waves helps to determine whether the heart is enlarged or atrophied.

When a physician suspects that there is something wrong with a patient's heart, the echocardiology machine can determine whether or not he or she has had a heart attack. It also reports whether the medication for a cardiac patient is working effectively.

Mrs. Bernhard pointed out that the ease of using the machine is one of its salient features.

No preparation is necessary, and the patient does not have to refrain from intake of food or liquids. There are no needles and the patient suffers no discomfort.

The series of pictures taken in the Echo Laboratory will play an increasingly important role in the diagnosis of the condition of patients' hearts.

Mrs. Bernhard joined the MMC staff in 1973 as an X-ray technician. After receiving an associate degree in nursing from Northampton County Area Community College, she took advanced coronary care and EKG courses and worked in the hospital's Intensive/Coronary Care Unit for three years. She later completed a course in echocardiology.

Mrs. Bernhard is currently studying for her bachelor's degree in nursing at Cedar Crest College.

Dr Maish is a general and peripheral vascular surgeon. He was graduated from Penn State University and the Temple University School of Medicine. After an internship at St. Luke's Hospital, he was a resident in general surgery at the Mayo Graduate School of Medicine and opened his practice in Bethlehem in 1973. Dr. Maish was named chief of surgery in November 1979.

Three Physicians, Podiatrist, Oral Surgeon Get Privileges

Medical staff associate privileges have been granted to three physicians, an oral surgeon and a podiatrist by Muhlenberg Medical Center. The announcement was made by Dr. George Donaghue, the medical director.

Ronald Albright, M.D., will have privileges in nephrology. He is a graduate of Washington and Lee University and the Medical School of the University of California at Los Angeles. Dr. Albright interned at Martin Luther King Hospital, Los Angeles, and was a resident in internal medicine at Cabrini Medical Center, New York City. He has a fellowship in nephrology at St. Luke's-Roosevelt Hospital, also in New York City. His office is in Bethlehem.

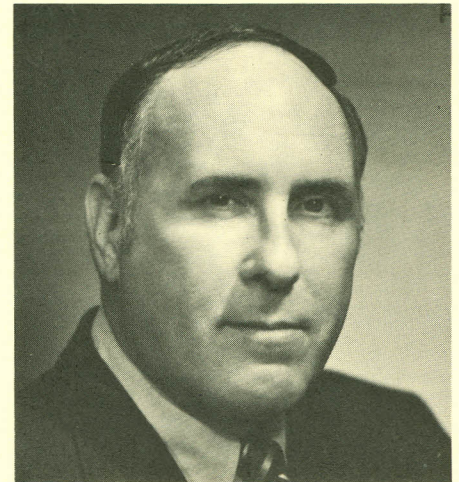
John Ebrom, M.D., will have privileges in pathology. He is a graduate of Loyola-Stritch Medical School. He interned at Blodgett Memorial Medical Center, Grand Rapids, Michigan, and was a resident at Mallory Institute of Pathology and the Uni-

versity of Connecticut Health Center.

Thomas P. Lennox, M.D., will have privileges in emergency medicine. He was graduated from Wilkes College, Wilkes-Barre, and the Hahnemann Medical School, Philadelphia, and was a resident in internal medicine at St. Luke's Hospital, Bethlehem. He resides in Whitehall and his office is in Bethlehem.

Robert C. Miller, D.M.D., will have privileges in oral surgery. He is a graduate of St. Joseph's College, Philadelphia, and the University of Pennsylvania Dental School. He was a resident in oral surgery at Temple University Hospital. His office and residence are in Bethlehem.

Dr. Michael Orowitz, D.P.M. was granted privileges in podiatry. He is a graduate of the University of Bridgeport and the Pennsylvania College of Podiatric Medicine and was a resident in podiatry at St. Luke's Hospital, Philadelphia. Dr. Orowitz lives in Harleysville and has his office in Bethlehem.



Dr. Robert Sherman

Dr. Sherman Med Staff President

Robert J. Sherman, D.O., was elected president of the Muhlenberg Medical Center Medical Staff. He succeeds Farrokh Sadr, M.D.

The staff members also elected Thomas Sauer, M.D., first vice-president; Steven Diamond, D.O., second vice-president; David Hyman, M.D., secretary-treasurer, and David Vasily, M.D., and Jonathan Tenzer, D.M.D., members-at-large.

Dr. Sherman attended Moravian College and is a graduate of Kansas City College of Osteopathic Medicine. He interned at Allentown Osteopathic Hospital and was a resident at the Philadelphia College of Osteopathic Medicine. He is a fellow of the American College of Osteopathic Surgeons.

Dr. Sherman, whose office is in Allentown, is a clinical assistant professor at the Philadelphia College of Osteopathic Medicine. He is certified by the American Board of Urology.



Dr. Raymond J. Lutz, chief of radiology, and Rev. Frank Flisser, a member of the MMC board. Dr. Lutz will retire in the spring.

DR. LUTZ RETIRING

Dr. Raymond J. Lutz, chief of Radiology at MMC, will retire on March 31. He has headed the Radiology Department since its inception in 1963.

Albert V. Moggio, the president, praised Dr. Lutz for the part he played in the department's development, as well as for his role in the overall progress of the hospital. "He was one of our pioneers," Mr. Moggio said, "and his faith in the future of MMC is an example to all of us."

Dr. Lutz was graduated from Penn State University and the Temple University School of Medicine. He interned at Atlantic City General Hospital and was a resident in radiology at the University of Pennsylvania Graduate Hospital. He is certified by the American Board of Radiologists.

