

PULSE

Muhlenberg Medical Center

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MUHLENBERG MEDICAL CENTER, BETHLEHEM, PA

NOVEMBER 1982

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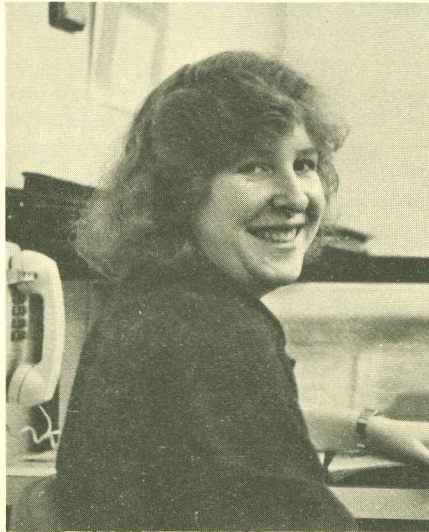
Jeffery Fuehrer

Hospital Names Jeffery Fuehrer Controller

Muhlenberg Medical Center is pleased to announce the appointment of Jeffery Fuehrer to the newly created position of controller. Mr. Fuehrer is responsible for the day-to-day operational decisions of the financial area. These duties include the coordination and direction of the accounting and business office staff and the coordination and preparation of the year-end audits by the public accounting firm and third party auditors. The controller is also responsible for the preparation of financial statements and the implementation of a formal budget and forecasting program.

Ronald J. Macaulay, vice-president-finance, explained the impetus behind the new position by stating, "Increasing pressures by the federal government to alter the reimbursement mechanisms and the requirement of continued financial stability were factors in this decision. The creation of this position exemplifies the complexity and importance of finance in the health care field."

Mr. Fuehrer holds a bachelor of arts degree from Moravian College
(continued on page 3)



Carole Mazzeo

Carole Mazzeo New Medical Librarian

Tremendous quantities of pertinent information in the health care field are published daily—on a multitude of subjects ranging from skills and procedures to technological advances and governmental regulations. The health care professional, if not for the existence of a medical librarian, could spend all day reading and not scratch the surface of knowledge on a given subject.

Carole Mazzeo is Muhlenberg Medical Center's new medical librarian. A graduate of Kutztown State College with a B.S. degree in library science, she comes to the medical center from St. Luke's Hospital where she was assistant medical librarian.

Mrs. Mazzeo is in the library on the hospital's lower level Monday through Friday from 9 a.m. to 1 p.m. "I encourage the employees and medical staff to utilize the many services," she stated. "Medical, nursing and dental journals, basic texts and reference works are available on the library shelves. The library is open until 4 p.m., and after hours a key may be obtained from Security."

(continued on page 3)

Original Building Renovations Also Completed

The fourth floor addition to the hospital's patient wing was officially dedicated on Friday, October 15. The new floor, which houses 32 medical/surgical beds, was opened for patients in late June.

Mrs. Sara Fritch Henry, a Muhlenberg Medical Center board member since 1956, cut the ribbon. In his remarks, President Joseph Fitzgerald called the project "the end of a transition. In 1956 the founders dreamed of an acute care hospital. Ten years ago last month we opened the surgical wing. Now, with this project we have fulfilled the hopes and aspirations of the founders."

The third floor renovations have also been completed and Pharmacy and several offices have relocated there.

INTENSIVE CARE PLAN UNDERWAY

A \$500,00 improvement program for the Intensive/Coronary Care Unit at Muhlenberg Medical Center got underway in early October. The plan was approved by the Pennsylvania Department of Health in early August. Joseph W. Fitzgerald, the hospital's president, said the project should be completed within 6 months.

The unit, which currently has 7 beds, will be moved from the east wing to the west wing of the main building. One bed will be added and 5 of the beds will be in private rooms.

Mr. Fitzgerald pointed out that the existing unit lacks the space and private rooms that modern hospital standards demand.

The private rooms are needed especially for cardiac patients so they can be insulated from the noise or activity that can occur in intensive care treatment. The president added that little replacement or new equipment will be needed to complete the project which will expand MMC Intensive/Coronary Care from 2,000 to 5,100 square feet.

Employees Enroll In Healthy Back and Back Care Pgm.

Muhlenberg Medical Center employees are improving their health and fitness levels through two programs: the Healthy Back and Back Care Program and aerobic dance classes.

Healthy Back and Back Care is offered to specific hospital departments through the Physical Therapy Department. Richard Frantz, the department's director, explained, "This program is provided for those employees who have back problems or who have an interest in preventing problems from occurring."

Phyllis Vaughan, a registered physical therapist, conducts the weekly classes which consist of informal discussions and exercises. "Once the back is injured," she explained, "there are no quick solutions. The key is prevention and education, through awareness of natural body mechanics and what the spine is capable of, posture and conditioning exercises. The program stresses total back care, but the lower back is especially susceptible to problems."

The exercises, specifically designed for flexibility and mobility, include methods for relaxation, stretching and strengthening. The group also discusses the roles nutrition, diet and weight play in healthy back care. "The classes relate body mechanics with each person's specific job," the therapist continued. "In desk jobs especially, the back is a vulnerable area. If the employee gains an awareness of sitting positions, bending and lifting techniques and even exercises he or she can do at work, then we've made progress."

This approach to a healthy back has been a successful program for patients since January. With minor changes, the program became applicable to hospital employees. Individuals from the business office and occupational therapy comprise the first group, and the session is expected to run four weeks.

In aerobic dance, under the guidance of Lucy Canzano, admissions director, participants move through a series of exercise routines set to music. The purpose is to strengthen the cardiovascular system, and heart rates are measured after the most rigorous routines are completed.

10 Granted Medical Privileges

The following physicians, dentist and podiatrist were granted privileges by the Muhlenberg Medical Center's Board of Trustees following their recommendation by the Credentials Committee of the Medical Staff. The new staff members are:

Mohammad Arastu, M.D., endocrinology and metabolism. A native of India, he is a graduate of Andhra & Osmania University and Institute of Medical Sciences in India. Dr. Arastu interned at Osmania General Hospital in India and was a resident in internal medicine at Conemaugh Valley Memorial Hospital in Johnstown, PA, and a resident in endocrinology at University of Michigan Hospital. His office is in Bethlehem.

John Brown, M.D., pathology. Born in Houston, Texas, and a graduate of Massachusetts Institute of Technology and the University of Colorado School of Medicine. Dr. Brown was a resident at University of Minnesota Hospital in Minneapolis.

Frank Ferrara, M.D., anesthesia. Born in Philadelphia, he is a graduate of St. Joseph College and Pennsylvania State University's Milton S. Hershey Medical Center. He interned at Presbyterian University Medical Center in Philadelphia and was a resident in anesthesia at University of Pennsylvania Hospital.

Stewart Fox, M.D., cardiovascular, thoracic surgery. A native of Brooklyn and a graduate of University of Pennsylvania and Medical College of Virginia. He interned and was a resident in cardiovascular, thoracic surgery at Yale. His office is in Allentown.

David Kohan, D.O., anesthesia. Born in Johnstown, PA, Dr. Kohan is a graduate of California State College

and Philadelphia College of Osteopathic Medicine. He interned at Grandview Hospital in Dayton, Ohio, and was a resident at Hospital of University of Pennsylvania. His office is in Allentown.

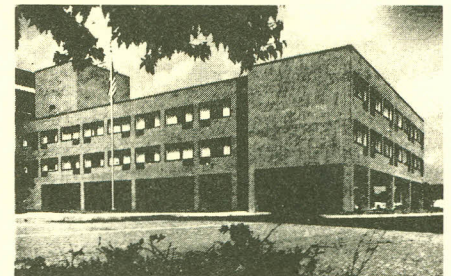
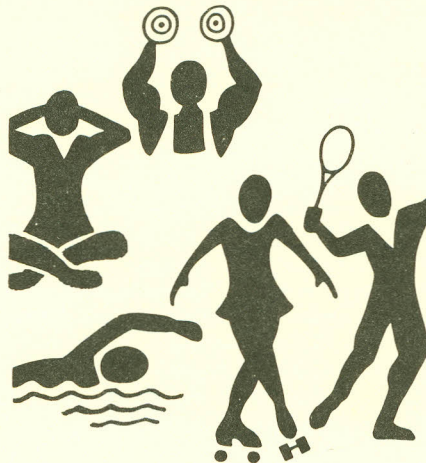
Ellen Munves, M.D., internal medicine. A native of Philadelphia and a graduate of Wilkes College and Hahnemann Medical School. She interned and was resident in internal medicine at Cleveland Clinic Foundation in Cleveland, Ohio. Her office is in Bethlehem.

Jonathan Munves, M.D., internal medicine. Born in New Rochelle, NY, Dr. Munves is a graduate of State University of New York at Albany and George Washington University. He interned and was a resident in internal medicine at Akron General Medical Center in Akron, Ohio. His office is in Bethlehem.

F. Geoffrey Toonder, M.D., cardiovascular, thoracic surgery. Born in Elizabeth, N.J., Dr. Toonder is a graduate of Hiram College and University of Buffalo. He interned at University of Utah Medical Center and was a resident in cardiovascular, thoracic surgery at St. Joseph Hospital in Denver. His office is in Allentown.

Jerome Kleponis, D.M.D., general dentistry. Born in Ashland, PA, he is a graduate of Allentown College of St. Francis DeSales and University of Pennsylvania School of Dental Medicine. His office is in Bethlehem.

Robert Kaplan, D.P.M., podiatry. Born in Easton and a graduate of Syracuse University and Pennsylvania College of Podiatric Medicine. Dr. Kaplan was a resident at St. Joseph's Hospital in Philadelphia. His office is in Phillipsburg, N.J.



PULSE

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Nurses, Managers Attend Graduate Study Classes

Every Thursday night some 40 men and women interested in improving their knowledge and expertise in the health care field assemble in the third floor classroom at Muhlenberg Medical Center for classes in graduate studies offered by the University of Scranton. The classes are part of a Master of Science degree program in Human Resources Administration, and the students include nurses, middle managers and supervisors and upper levels of management.

Dr. John Stout, Director of Graduate Studies at the university and the coordinator of this off-campus program, pointed out the stated objective: To prepare supervisory and administrative personnel for public and private health and human services agencies, organizations and systems. "The courses help the students do their jobs better, as well as add credentials for upward career movement," he added.

All of the current students are in their second year. Students may complete the academic requirements for degree in approximately 24 months, if all courses are taken as scheduled. Course work is offered at the hospital during the evening from 5 p.m. to 10 p.m. once each week.

William Mason, MMC vice-president-operations helped to organize the program, which is the first to be held off-campus in a number of years. The Human Resources Administration program was readily applicable to health care and the university added courses specifically geared to the field.

They include Organization and Administration; Leadership, Motivation and Satisfaction; Financial Administration; Human Behavior in Organization; Administrative Issues; Health Services Systems; Legal Aspects of Health Care and Hospital Systems.

The faculty are John Stout, D.Ed.; John Williams, D.Ed.; Thomas Decker, Ph.D.; Charles Coles, M.B.A.; Jeffery Fuehrer, M.B.A.; Aaron Matte, J.D., L.L.M.; Larry M. Rothenberger, M.A. and Matthew Sorrentino, J.D.

Dr. Stout, who taught two courses last year, received his doctorate in education from Penn State University. He is an associate professor in the Department of Human Resources at Scranton.

He commended the hospital for its interest in programs that upgrade the knowledge of the employees. Both the hospital and the university look forward to starting the 2-year cycle again in the fall of 1983.



Richard Frantz



Mary Grace Stanton



Nancy Black, R.N.

THREE EMPLOYEES JOIN 20 YEAR SERVICE GROUP

Muhlenberg Medical Center recently held its first recognition dinner honoring 38 employees for their years of service to the hospital. Service awards were given to those employees who marked their 5th, 10th, 15th, 20th and 25th anniversaries during the year May 1981 to May 1982.

President Joseph W. Fitzgerald, who acted as emcee, thanked the employees for their loyalty, dedication and hard work. He was assisted in the presentation by two members of the Board of Trustees, Reverend Walter A. Kuntzleman, Pastor Emeritus at Holy Spirit Lutheran Church in Emmaus, and Mrs. Mary Stever, Bethlehem community leader.

This year marked some changes in the recognition program. Acting upon recommendations by employees and members of the Board of Trustees, the administrative staff worked out an overall program plan which included the dinner and service awards. Their objective was a personal, high quality program. As Mr. Fitzgerald noted, "We are proud to recognize the accomplishments of our employees. They're our greatest asset."

Charlotte Hottle was recognized for 25 years of service in the Ac-

counting Department. Nancy Black, Nursing; Richard Frantz, Physical Therapy, and Mary Grace Stanton, Volunteers / Community Services, were also recognized for 20 years.

Other employees receiving recognition awards included: Irene Boro-wiak, Nona Gemi and Ingeborg Miller, Nursing; Carol Gainer, Physical Therapy; Dorothy Gangwer, Business Office, and Charles Herbster, Maintenance, for 15 years of service.

Betty Dieter and Barbara Jurnock, Medical Records; Winona Gange-were, Gift Shop; Lorraine Kern, Communications, and Shirley Nagle, Nursing, all for 10 years of service.

Merrit Beck, Radiology; Susan Bednar, Pulmonary Medicine, Norma Bicking, Jane Frey, Roseann Gabriel, Elaine Hallock, Henry Heller, Nancy Hricak, Virginia Kleintop, Mary Lo, Robert Mulligan, Helen Ohmacht, Nancy Scheetz, Betty Tagtaglia, and Peggy Yerk-Holt, Nursing; Helene Boyle, Nuclear Medicine/ Ultrasound; Edward Gerlach and Ann Rittenhouse, CSR/Linen; Jean Hansel, Admissions; Beth Rose, Physical Plant; Virginia Schaffer, Informational Systems; Karen Stanz, Laboratory, and Donna Stauffer, Business Office, all for 5 years of service.

LIBRARIAN (cont. from page 1)

She is also able to research articles or papers on a particular subject through the Index Medicus, Hospital Literature Index, a cumulative index for nursing and allied health, among others. Books, journals and audio-visual materials are also available through inter-library loan.

"I just want people to use the library," she continued. "Whether they phone or stop by doesn't matter. I'm more than willing to help."

CONTROLLER (cont. from page 1)

and a master's degree in business administration from Lehigh University. He has held a position in hospital finance for the last ten years. The new controller has been involved as an active volunteer for over eight years as a certified Emergency Medical Technician and is also a CPR instructor.

He and his wife Mary reside in Bethlehem with their two children, Kevin and Tommy.

Naomi Rutkiewicz Heads Auxiliary

"Our work together will continue to be dynamic, energetic and an integral part of Muhlenberg Medical Center. I am looking forward to getting to know you and working with you."

With these words, Mrs. Naomi Rutkiewicz officially assumed her position as the new president of the Auxiliary of Muhlenberg Medical Center.

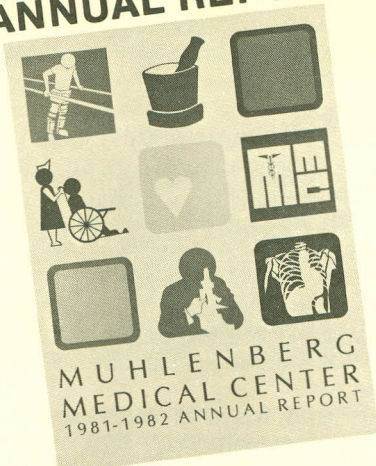
At the Auxiliary's annual luncheon, outgoing president Lena Kistler, Slatington, introduced the officers for 1982-83. In addition to Mrs. Rutkiewicz of Easton as president, Mrs. Helen Solloy, Bethlehem, is president-elect; Mrs. Ginny Hoffert, Bethlehem, vice-president; Mrs. Naomi Hollenbach, Allentown, secretary; Mrs. Helen Detthof, Bethlehem, treasurer; Mrs. Irene Rau, Schnecks-ville, corresponding secretary; Mrs. Dorothy Sloyer, Easton, assistant treasurer; Mrs. Jane Florenz, Bethlehem, membership chairman, and Mrs. Renee Siebler, Stockertown, historian.

Directors serving three-year terms are: Mrs. Verna Ashton, Bethlehem; Ina Engle, Tremont, and Mrs. Betty Ferry, Mrs. Helen Payne and Mrs. Sandy Caruso, all of Bethlehem.

In the past year, under the leadership of Miss Kistler, the Auxiliary completed a \$35,000 pledge which was used to start an echocardiography lab. In his remarks to the luncheon crowd, Mr. Fitzgerald praised Miss Kistler's flexibility, faithful service and close cooperation with the staff of the hospital.

At the luncheon she presented the hospital president a \$3,000 check on behalf of the Auxiliary "to be used as your planning committee wishes."

ANNUAL REPORT



For a copy call Karla Morales, Public Relations Department, 861-2560.



SQUARE DANCERS helped to provide the almost continuous entertainment at the annual MMC Summer Festival. The three day fete is one of the highlights of the Valley's summertime calendar.

21st MMC SUMMER FESTIVAL PRODUCES RECORD \$60,000

"A perfect weekend" is Chairman Austin Ueberroth's apt description for the 21st annual MMC Summer Festival which was held August 13-15. Some 40,000 people attended the two-and-a-half day fete which has become one of the most popular summer events in the Lehigh Valley.

Mrs. Myrtle Berger, whose recent passing was mourned by the entire community, was honored at this year's festival for her many years of service. Among her many endeavors on behalf of the hospital, she served as chairman of the lunches and dinners for the Summer Festival, as well as devoted many hours to in-house volunteer service. President Joseph Fitzgerald and Chairman of the Board Jacob Kolb presented Mrs. Berger with tokens of appreciation for her "unselfish love and total dedication."

The weather conditions for the festival were ideal as the crowds

strolled through the artists' exhibits, the two tents of crafts, the ever-popular country store and all the other attractions. Thousands of chicken and ham dinners were consumed, and, as always, the foods served in the barn were popular items. Highlighting the activities on Sunday was a performance by the Harrowgate String Band, a regular performer and two-time winner in the Mummer's Day parade.

The Auxiliary and the Men of Muhlenberg Medical Center co-sponsor the Summer Festival and donate the proceeds to the hospital. The Summer Festival board announced earlier this month that it will turn over to the hospital \$60,000. This generous donation will be applied toward the cost of renovations of the Intensive/Coronary Care Unit, a project currently underway.

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