

# CheckUp

## this month

VOL. 13, NO. 4 • APRIL 20, 2000

## MHC to Become Lehigh Valley Hospital—Muhlenberg

Pending final approval by the LVHHN board of trustees on May 3, Muhlenberg Hospital Center becomes Lehigh Valley Hospital—Muhlenberg.

“The action to change the name of MHC is the next milestone in the exciting partnership that began with the merger of Muhlenberg and Lehigh Valley Hospital two and a half years ago,” said Elliot J. Sussman, M.D., president and CEO of LVHHN. “Since that time, plans for Muhlenberg that included new and enhanced services are all being realized, strengthening LVHHN and improving health care in our community.”

Results of the original commitment to further enhance and develop services at Muhlenberg include: the opening of the MHC Cancer Center, Breast Health Services and Express ER, groundbreaking for The Children’s Hospital of Philadelphia Specialty Care Center and a new facility to consolidate network psychiatric services, the development of the region’s most advanced in vitro fertilization laboratory, and enhanced capabilities and technology in cardiac and radiology services, Sussman said.

And there’s more expansion in the works, including enhanced women’s health services and programs, vascular and imaging services, and a new medical office building that will house physician practices and a medically based fitness center.

“The MHC board enthusiastically endorses the name change,” said Timothy J. McDonald, who serves as chairman of Muhlenberg’s board of trustees and is also on the LVHHN board. “It clearly links MHC and LVH, and underscores the substantial commitment LVHHN has made to expand existing programs and develop new ones for the Bethlehem community.”

Bethlehem residents have recognized this commitment. A recent survey documented their increased preference for LVH over the last three years. “Utilizing this information, the elements of the new name presents the best of both worlds,” said Stu Paxton, senior vice president of operations



Psychiatric model of care committee members, (L-R) Jim Ezrow, LVHHN psychiatric social work director; Donna Stevens, LVHHN program director of adult inpatient unit and chair of the model of care committee, and Cynthia Kotch, R.N., Muhlenberg, discuss progress of the new inpatient unit opening in July on Muhlenberg’s campus.

### LEHIGH VALLEY HOSPITAL Muhlenberg

*This will be  
Muhlenberg’s  
new logo when  
its name change  
is official.*

at Muhlenberg. “It capitalizes on this community preference, while reflecting the important history and traditions.”

When board approval is received, new temporary signage will be erected within a week. Permanent building and location signs will be completed by fall. Stationery and other printed materials will display the new name.

“However, our most powerful method of communication remains word of mouth and personal communication from all network personnel,” Paxton said.

Among the advocates is nine-year employee Donald Hougendobler, LVHHN’s director of safety and Muhlenberg’s director of housekeeping, who has witnessed the evolution of services that has benefitted friends, family, neighbors and even staff.

“The message we send with our new name is an exciting one, addressing both the rich history of Muhlenberg and its future as a part of LVHHN,” he said. “It can only serve to enhance our fine reputation throughout the community.” ■

### Board Extends Sussman’s Contract, Recommits to His Leadership Team

Lehigh Valley Health Network’s board of trustees has renewed employment contracts with the network’s top management.

In an April 5 letter to staff and physicians, Board Chairman Kathryn P. Taylor announced that Dr. Elliot Sussman’s contract was renewed through Dec. 31, 2003, and that “long-term employment contracts have been agreed to with Louis Liebhaver, chief operating officer, and Robert J. Laskowski, M.D., chief medical officer.”

Taylor added that “the board shares Dr. Sussman’s vision for LVHN and recognizes his significant contributions toward achieving that vision,” especially during the current financial challenges the organization is facing. She said that, thanks to Sussman and his management team, “we start this new cycle of revenue improvement and cost containment well positioned to achieve our goals.”

“Stability of our fine management team is key going forward. With this experienced and competent team managing our great hospital system, the board is confident that LVHN will be ably led through the difficult times ahead.”

Taylor also expressed confidence in LVHN’s staff and physicians in helping top management achieve the network’s vision: “We know we can rely on your support for them and the efforts we will undertake together to fulfill our mission.” ■

*by Rob Stevens*

Along with a new name, Muhlenberg has a new area code -484- and exchange -884.  
Also, look for stories about Muhlenberg programs and staff on pages 2, 4 and 6.

**LEHIGH VALLEY**  
HOSPITAL AND  
HEALTH NETWORK

# HealthWorks Keeps Businesses Healthy

When Kristen Trombley received her physical therapy degree, “beer keg lifting” and “marshmallow peep baking” were not required subjects. But as a physical therapist for HealthWorks, Muhlenberg’s occupational health program, she customizes work simulation stations for companies such as Banko Beverages and Just Born Inc.

Trombley is just one of the staff who provides HealthWorks services to more than 400 companies throughout the Lehigh Valley. The program includes treatment of workers, from injured “peep” bakers to strained “keg” lifters, and education on injury prevention, physicals, substance testing and OSHA compliance.

“We are committed to addressing the specific needs of our employer customers through innovative programming,” Trombley said. “Our job analysis service is just one way we accomplish this goal.”

Job analysis breaks down a job into its individual job tasks and identifies factors that may place an employee at risk for injury. HealthWorks then makes recommendations to reduce potential for injury.

In addition to the clinic at Muhlenberg, HealthWorks now provides on-site services, with a physi-



Kristen Trombley, physical therapist, instructs Just Born Inc. employee Maurice Bashour in proper lifting techniques.

cian and clinician at the company’s work site, resulting in a more cost-effective method of delivering care to businesses.

HealthWork’s medical director Basil Dolphin, M.D., and Lisa Lauer, R.N., care for injured employees at the HealthWorks clinic at B. Braun Medical, Inc.

“Through a strong partnership with B. Braun Medical and its employees, HealthWorks has made the commitment to provide quality health care and service necessary for the prevention and treatment of injuries,” said Tom Deutsch, environmental health and safety manager for B. Braun.

HealthWorks recently acquired on-site services at Lucent Technologies after evaluating the company’s occupational health needs. HealthWorks will begin providing physician coverage for 21 hours a week and physical and occupational therapy services this month. ■

by Melissa Wright

## Upcoming Events

### ■ Bring Your Child to Work

Thursday, APRIL 27

The Professional Nurse Council encourages you to participate in “Take Our Children to Work Day.” The objective of the program is to encourage children to explore health care careers later in life. **To obtain a registration form, e-mail Christina Stoudt or call her at 610-402-1704.**

### ■ Spend a Day with a Nurse

Wednesday, MAY 31

In celebration of Nurses Week (May 6-12), spend a few hours shadowing a professional nurse and see firsthand the diverse roles of today’s nurse. Sign up for an 8:30 a.m. or 11:30 a.m. session. This event is sponsored by the Professional Nurse Council and LVHNN’s Friends of Nursing. **Register by Friday, May 5, by calling 610-402-1704.**

### ■ Join LVHNN Softball Teams

LVHNN employees and friends are welcome to join!

**Modified pitch starts its 21<sup>st</sup> season on May 1** at the home field at CC&I-78. **Home games start at 6:25 p.m. on Monday and Wednesday. Practices are April 17, 19, 24, 26 at 5:15 p.m.** There will be a cost for uniforms. **For details, call Louise at 610-402-1030.**

High-arc, slow pitch co-ed team will start in mid-May and continue to the beginning of August. Games are Tuesday and Thursday at 6:30 p.m. **For information or to form your own team, contact Katie Scaief at 484-884-4823.**



### ■ Calling ALL Penn Staters!

If “Let’s Go Penn State” was once your mantra, then there’s a party you **MUST** attend!

The alumni of Penn State and Penn State College of Medicine (Hershey Medical Center) along with LVHNN is coordinating a reception for Penn State graduates and undergraduates. If you would like the opportunity to mingle with fellow Penn Staters, **please e-mail or call Liz Fulmer, public affairs, 484-884-4828.**

#### Inside... LEHIGH VALLEY HOSPITAL AND HEALTH NETWORK

www.lvhhn.org

**PHYSICIAN-TO-PHYSICIAN** for locating physician/services 800-584-2040

**Transfer Center (24 hours)** ..... 800-280-5524

**Physician Referral (consumer line)** ..... 610-402-CARE (2273)  
(toll-free) ..... 888-584-CARE (2273)

#### CENTRAL SCHEDULING

• **Diagnostic Care Center-Cedar Crest** ..... 610-402-TEST (8378)  
all other area codes ... 877-402-TEST (8378)

• **Muhlenberg Hospital Center** ..... 484-884-2279

**LEHIGH VALLEY**  
HOSPITAL AND  
HEALTH NETWORK

MAIN Cedar Crest 610-402-8000  
NUMBERS Muhlenberg 484-884-2200

## Need a Test, Scan or Exam? Call 610-402-TEST

This Rolodex card was designed and distributed to physicians’ offices to promote the use of the central scheduling service in the Diagnostic Care Center and other physician referral services at LVHNN.

Wendy Coe used to telephone each department in the Diagnostic Care Center (DCC) when scheduling tests for a patient of Heritage Family Practice. Now Coe, office supervisor for Heritage, just dials 610-402-TEST, and those appointments are booked in a single call.

“It’s great having only one number to call, instead of calling each individual department,” Coe said. “It streamlines things for us and our patients who sometimes need to schedule test themselves.”

Since late February, most outpatient tests and all pre-admission testing done in the new DCC in the Jaindl Pavilion, and some at 17<sup>th</sup> & Chew, are scheduled through a call center located in a room behind the reception desk.

There, five schedulers wired to phones and stationed at computers take calls and plot the procedures times in an on-line appointment book for the heart station, pulmonary functions/sleep disorders center, nuclear medicine and neuro-diagnostic lab. Based on last year’s activity, the schedulers can expect to arrange 26,000 tests but with only a fraction of the number of calls.

“Central scheduling” is the final service put in place to fulfill the DCC’s promise to be more user friendly to customers. The facility opened last July inviting patients to “Be Our Guest.”

Not only do the schedulers log appointments, they also register patients, take their insurance information, and tell them what to wear, what they

can eat and what medications they can take before the tests, said Lisa Coleman, director of support services for the DCC.

Then they generate confirmation letters to the patients and even call them the day before their tests as a reminder. Coleman estimates the schedulers, who work staggered shifts so they can cover the phones from 7 a.m. to 7 p.m., currently get 30-40 calls a day and can handle about 100.

Diane Roth, L.P.N., said she and her co-workers at Trexlertown Medical Center like calling 610-402-TEST but admits they sometimes forget—reverting to a past habit—and call a department directly. “It’s something we need to get in the habit of doing,” she said. “But when we call a department, they remind us that we can call central scheduling.”

And when they do, Roth said, they find it’s the right call for them and their patients. “The schedulers are doing a great job.” ■

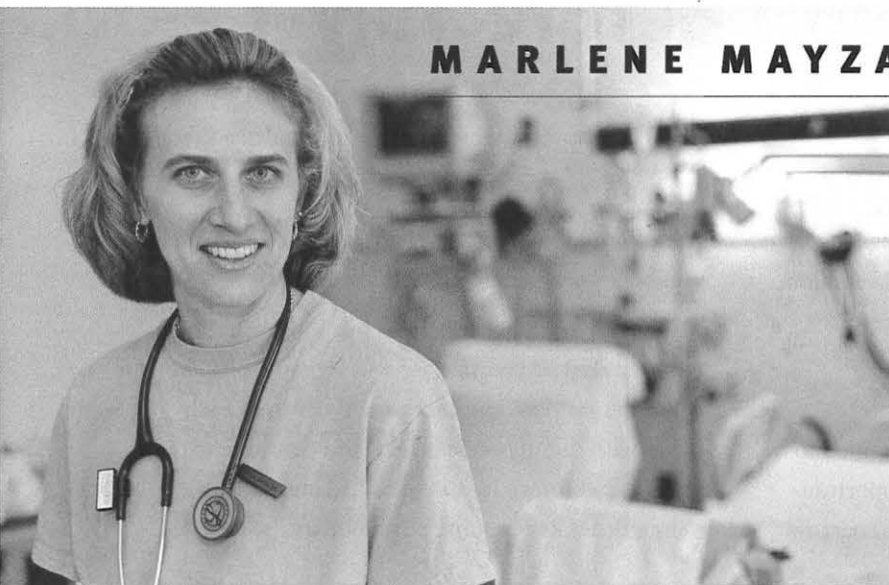
by Rob Stevens



# Caregivers with Heart Win AHA Awards

Regina Cannady, R.N., believes that people who take special care of heart patients deserve special pats on the back, and she's taken action to make her point. The staff nurse on the open heart unit nominated two of LVH's three winners of this year's American Heart Association (AHA) awards for excellence in cardiovascular care. A total of 24 LVH employees and physicians were nominated by their peers for these awards. Fourteen winners from the Lehigh Valley region were announced at the AHA's Heart Ball on April 1.

And the winners from LVH are...



**MARLENE MAYZA, R.N.**

## Transitional open heart unit low level/telemetry CARDIOVASCULAR CARE-SURGICAL AWARD

An "astounding nurse" is what Cannady calls Marlene Mayza, R.N., whom she has known for 12 years. "I have witnessed Marlene's nursing skills in emergency situations and can attest to her confidence and absolute brilliance in providing only the best of care for her patients," Cannady wrote in her nomination letter.

Cannady recalled a particular memory of Mayza's confidence under pressure. "When a patient coded, Marlene took charge without hesitating. She wasn't shaken by the critical moment," Cannady said. "She stands out as one of the best nurses."

**RAYMOND SINGER, M.D.**

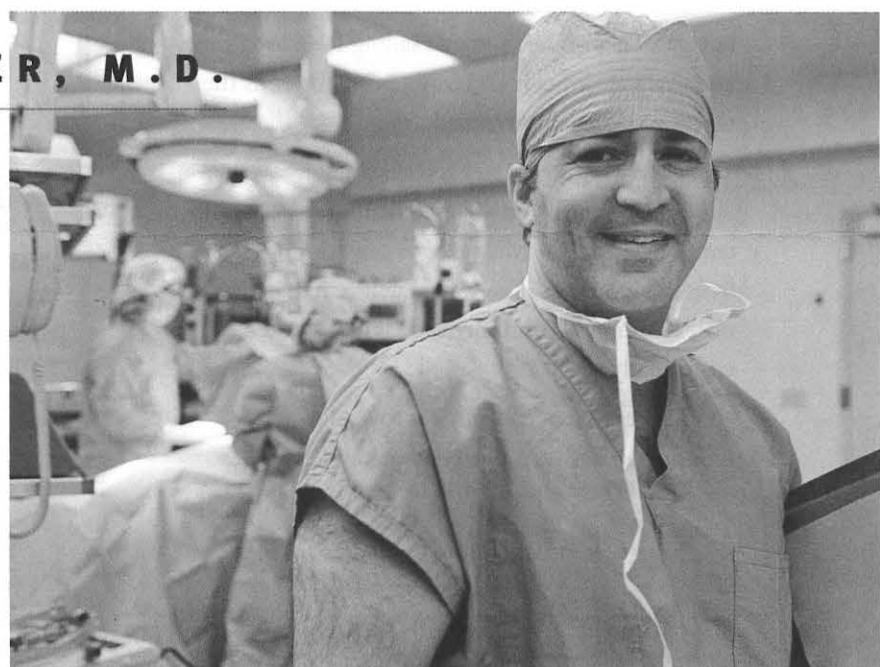
## Cardio-thoracic surgeon ACUTE CARDIOVASCULAR CARE-SURGICAL AWARD

Raymond Singer, M.D., can also thank Cannady for the kind words she wrote when recommending him for an award: "Dr. Singer's loyalty to his patients and their families is apparent by his steadfast advocacy, consistency and tireless hours in caring for his patients." She noted, too, that Singer makes rounds every day including weekends whether or not he's on call.

"The detailed preoperative teaching, the long operating room hours and the meticulously managed postoperative care with excellent outcomes are confirmation of his credibility as an excellent surgeon," Cannady's letter continued.

She also pointed to the value Singer brings to LVH through teaching and surgical innovation, and attached to her nomination letter a list of 17 new technologies he introduced at the hospital.

"In addition to arranging the Annual Update on Heart and Lung Surgery, he provides education for staff on what's new out there and insight on what we're doing," Cannady added.



**CAROL PASIEKA, R.N.**

## Progressive coronary care unit LOW LEVEL/TELEMETRY CARDIOVASCULAR CARE-MEDICAL AWARD

In her nomination letter, Millie Constantino, R.N., paid Carol Pasioka what might be the ultimate compliment to a fellow nurse.

"If I were to become a patient, I would want Carol to be there as my nurse to help me recover," she said. "She is truly an example of an ideal nurse...dedicated, conscientious, whose knowledge and caring attitude and extensive experience serve as a role model not only for her fellow nurses but also to other caregivers."

The two nurses have worked together for 11 years on the progressive coronary care unit. In that time, Constantino said she has seen in Pasioka the essence of a caring professional.

"She takes her time with patients, respecting their privacy," Constantino said, adding that Pasioka is also an ideal colleague who is "knowledgeable and is there for you as a team player."

Such a gifted nurse might aspire to higher levels of authority, especially with 25 years experience to draw on. But not Pasioka, said Constantino. "She could move up, but patient care is what she wants to do, making patients happy."

No doubt, this same gift brings smiles to her co-workers' faces, too. ■

by Rob Stevens

### Recognize Your Colleagues!

You can nominate your co-workers for a number of awards. If you know anybody with PRIDE qualities who goes the extra mile, nominate him or her for a Service Star Award (see page 5). If an inspiring health care provider has captured your attention, get her in the running for a Spirit of Women Award!

Call 610-402-CARE for a Spirit of Women nomination form or submit a Service Star nomination to [forms\\_rewards](mailto:forms_rewards@lvh.org) through e-mail's bulletin board.



*Lou Liebhaber*

## Issues & Initiatives

Issues & Initiatives is a series of activities providing employees with information about current health care issues at Lehigh Valley Hospital and Health Network.

# LVHHN Must Find \$25 Million Before July 1 to Achieve a Modest Surplus in FY2001

I recently spoke about health care finances to operating room nurses from 200 hospitals from across the country. During my talk, I asked the audience, "How many of your hospitals are not in financial distress?" Only one nurse raised her hand. She works in a rural hospital in South Dakota, where there is no competition or managed care!

Today's health care environment is a churning sea of white water, through which hospitals must navigate. It won't be smooth sailing for a long time, and that's as difficult and frightening for us as the threat of being shipwrecked.

The good news is LVHHN is a stable vessel piloted and staffed by a skilled team that's committed to delivering quality care to our community over the long run. The waters will remain treacherous, so our skills and fortitude will be tested continually.

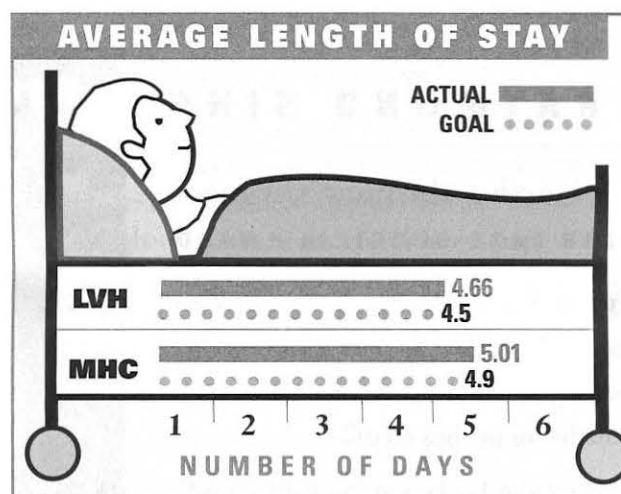
Our near-term challenge is to bridge a \$25 million gap between our revenues and expenses

before we enter fiscal year 2001, which begins July 1. If we succeed in identifying this \$25 million, we'll earn a modest surplus from patient care at the end of FY2001. There's no "treasure chest" awaiting us on some uncharted island.

Over the past three months, we've struggled to cut our expenses and find new revenue opportunities, achieving a savings of \$13.6 million to narrow

the \$25 million gap. By May 5, we'll be able to tell you how we expect to close that gap.

Please remember this: It is our long-standing commitment to you that we will avoid layoffs and other drastic personnel actions. We'll treat each other with dignity and respect, and continue to serve our community in the skilled and sensitive manner that has become our hallmark. ■



*Reducing length of stay is a key focus in our financial turnaround strategy.*

*Since January, a team of physicians, care managers, patient care directors and support services staff has been instrumental in improving the transition of patients from the hospital to settings that match their level of acuity.*

*These early successes are encouraging. Still, many challenges lie ahead, so we must remain diligent in our efforts to identify new opportunities to reduce unnecessary inpatient stays.*

## Teamwork Between Muhlenberg and LVH Pays Off

"We would have done it anyway," is what they're saying in the computerized tomography (CAT scan) and interventional radiology divisions of imaging services at Muhlenberg, where employees are cashing in on their Working Wonders ideas.

Reducing the use of film and X-ray storage sheets, by putting 20 smaller images on a sheet instead of the routine 12, earned CAT scan technologists \$950 each and will save the network \$25,487 a year.

"Initially, our concern was making sure the radiologists were comfortable with the quality of the smaller images," explained Cindy Cianela, technologist. "But they welcomed the idea."

A previous attempt to make this change was rejected by radiologists who left the organization last year. But Margarete Weiss, Joan Leicht, Patricia Corcoran and Cianela persisted. "The radiologists from LVH who replaced this group knew savings were important," Cianela added. "They felt it was one way we could contribute without hurting the quality of care."

The same was true for the interventional radiology team of Michele Amadoro, Debbie Fegely,

*CAT scan technologist Cindy Cianela reviews her team's idea to significantly reduce the cost of film and sheets used to store X-ray images. Each team member received \$950 for their idea and saved Muhlenberg \$25,487 a year.*

Diane Figueroa, Laura Nork and Mary Ellen Ottinger, who streamlined the telephone answering process to improve customer service.

In the past, radiologists at Muhlenberg relied on the Health Page answering service to monitor off-hour telephone calls. But LVH interventional radiologists began questioning this process after the merger of the two departments last October.

"They wanted to be responsible for patient calls," Amadoro said. "By eliminating the answering service and directing all calls to radiology, we cut out two to three unnecessary phone transfers." This process improvement has saved patients' time



and the hospital \$1,200 a year. And for their efforts, the group shared a payoff of nearly \$200.

When it comes to cost savings and patient care, both groups agree teamwork is the key. "As a whole, you do work together to improve everything you can," Cianela said. "I can't see having the attitude that 'it's not my money, I don't care.' In the long run it really is everyone's money, so we would have done it anyway." ■

*by Marion Varec*



## Her Gentle Care Is a Gift

During the last hours of her grandmother's life, Susan Kunsman was able to thank her for her love and support, and reminisce about their time together in her own special way.

"After my husband's death, she helped raise my daughter," she said. "My most vivid memory is hearing her sing Patty Cake to my baby. There, in the hospital, we sang it together one last time. It was a moment I'll always cherish."



Jo Ellen Ferguson, R.N.

Kunsman thanks Service Star Jo Ellen Ferguson, R.N., for the opportunity to share the special moment, and for helping her and her family through a difficult time—especially the stressful decision to provide only comfort measures that evening in the emergency department.

"My grandmother was on her feet and living on her own three weeks earlier, and her deteriorating health was so hard for us to accept," Kunsman said.

"Jo Ellen allowed the whole family to be there, and provided tender loving care to ease our minds and ensure us that we made the right decision."

Kunsman, a research coordinator and nurse in LVH's trauma development, knows from professional experience the challenge of providing medical care for seriously ill patients while also providing compassionate care for the family. "There was a lot

to do—monitor the IV, check stats, administer oxygen," Kunsman said. "But Jo Ellen worked around us. She was an absolute saint."

A float pool nurse and former home care nurse, Ferguson has made a difference for many patients throughout LVH and continues to do so. "There are many different personalities of nurses, and Jo Ellen had the right personality for us," Kunsman said. "We will never forget her thoughtful, gentle care and support." ■

by Pamela Maurer

## Get into a 'MAY DAZE'

The daze of May is all about kicking back with some good times and great music. So support the **Auxiliary of Lehigh Valley Hospital** during a weekend of popular band performances, rides, arts & crafts, and FREE health screenings at its annual **MAY DAZE FESTIVAL** at CC&I-78.

**Friday, May 19 • 4-10 p.m.**

• Rock n' Roll Band RetroSpecs

**Saturday, May 20 • 10 a.m.-10 p.m.**

• Traditional folk and bluegrass performer Dave Fry

• Cool Island sounds of Lime Time Caribbean

• Mike Dugan and the Blues Mission with selections from their latest CD

**Sunday, May 21 • Noon-6 p.m.**

• Country group Southern Reign

**Call 610-402-CARE for more information.**

# The Road to Service Recovery

MAKING A DISSATISFIED CUSTOMER LOYAL AGAIN

For patient representative Maryanne Falcone, dealing with a patient who had been kept waiting an hour for scheduled tests meant playing the right card.

"I could see she was really frustrated," Falcone said. "So I apologized for her inconvenience, and offered her a phone card with 15 minutes of free long-distance calling in return. She was surprised to see that we appreciated her patience."

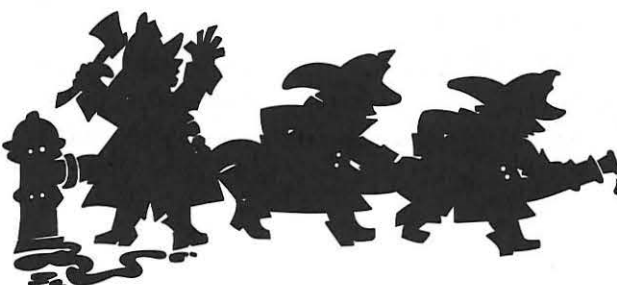
Falcone was practicing service recovery—actions employees take to bring a dissatisfied customer back to a state of satisfaction with LVHHN.

Ideally, service recovery should come before the customer leaves the building, according to Jack Dunleavy, organizational development consultant. "That's because studies show that out of every 100 customers of an organization, 25 will be so dissatisfied that they won't return for that service—but only four will actually complain to the organization about the poor service," he said.

The others will complain instead to their friends and neighbors. "On average, customers will tell 16 to 30 other people about a negative service experience," Dunleavy said. "We can't afford to let dissatisfied customers stay that way."

In fact, if you apologize and resolve the problem in the customer's favor, 70 percent of unhappy customers *will* return for service.

Take it from Falcone. "Efforts such as offering phone cards really do work," she said. "It shows people who we've inconvenienced that we don't take them or their time for granted." ■



We're sorry.  
I'd feel the same way...  
How can we make this up to you?

## Extinguishing the Flame of Frustration

**Apologize.** Research shows that in 90 percent of all service breakdowns an apology is never given. "Maybe the biggest barrier to effective service recovery is a reluctance to offer a dissatisfied customer an apology," Dunleavy said. "Realize that saying 'I'm sorry' doesn't mean you personally are to blame. You're acknowledging that a problem exists and a promise was not fulfilled."

**Listen and empathize.** "Put yourself in the customer's position, and ask, 'How would I feel if that happened to me? What would make me feel like this organization cared about my problem?'" Dunleavy said. "Listening is a way to take the customer's temperature, to see if the customer feels merely annoyed, or actually victimized, by the service breakdown."

**"Fair Fix" the problem.** Ask the customer what would make them feel fairly treated, and offer suggestions if the customer doesn't have an answer. "Employees also should be ready to offer atonement—to ask 'What can we do to make it up to you?'" Dunleavy said.

**Keep your promises.** "Remember not to make any promises—such as reducing a bill or eliminating a charge—that we can't keep," Dunleavy said. "It's rare that a customer will give an organization a third chance to get it right."

**Follow up.** Since most dissatisfied customers do not complain back to the organization, it's essential to follow up on service recovery efforts. "It lets us know whether we restored their satisfaction with us," Dunleavy said. "And it lets the customer know that we have delivered on our service recovery promise."

by Bob Martin

Take advantage of service wisdom through a special workshop in your department. Call Jack Dunleavy at 484-884-4863 about programs on "The Road to Service Recovery" and more.

## JOURNEY THROUGH THE...

# CANCER EXPERIENCE

## Compassionate Staff Guide Him Through

His test results weren't good. The skin cancer that was discovered in a mole on his back had metastasized throughout his body's soft tissue. Hearing this, Ed Shannon just stared into the face of his oncologist, Victor Aviles, M.D.

"So...does this mean you're quitting?" Shannon asked.

Aviles leaned in closer, his eyes reflecting understanding and compassion, and replied: "We will do everything we can."

"Well," Shannon said, "what's the problem then?"

Journeying through the cancer experience, Shannon has never questioned "Why me?" but instead "Why not me?" "I prefer it to be me rather than my wife and two daughters," he said one day during chemotherapy. "You're dealt a hand of cards—and you either play or give up."

No question, Shannon and his caregivers at the Muhlenberg cancer center are playing hard—15 rounds of radiation, three cycles of chemotherapy and more to come. "The nurses, those are his buddies," said Shannon's wife, Linda. "They treat him like gold."

"My main nurse" is what he calls Janette Tough, R.N., with a smile. He likes to tease her, as well as the others. Heck, going through hours of treatment nearly every day, he could use a good laugh and so could they. "Things can get trying around here," Shannon said, "but Janette and the girls always make time for everybody."

Sometimes caring for 20 patients a day, "we make people feel like they're our only patient," Tough said.



Radiation therapist Denise Melvin (left) and oncology nurse Janette Tough (right) provide just the right touch to caring for patients.

"Some people are really good at what they do, but they're only good at what they do," Shannon said.

"These people are good at what they do and make you feel good, too."

"We're high touch as well as high tech."

Through LVHHN's Cancer Services, patients have access to multidisciplinary consultation, dozens of clinical trials, the cancer support team and more. At Muhlenberg, radiation therapy, chemotherapy, blood product support, infusion therapies and specialized testing are all under one roof. Patients come from Bethlehem, Bangor, Bath, the Poconos and even New Jersey for care.

"We literally function in one suite with a common staff, and that is unique," Aviles said. "Patients see the same staff all the way through their experience and feel like this is the home of their care."

To Shannon, Muhlenberg is like home. He's spent 14 years in facilities management at Muhlenberg, mowing the lawn, setting up the Summer Festival, making friends. He's still making friends. When Sharon Borger, secretary for facilities management, sent an e-mail asking for PTO donations, dozens of colleagues responded from all campuses at LVH—people he didn't even know—with 100 PTO days and monetary donations.

The overwhelming response brought him to tears, but you won't catch him crying in pity. He doesn't need to because "I feel like the world is praying for me." ■

by Pamela Maurer

## YOU CAN MAKE A DIFFERENCE IN THE WAR AGAINST CANCER!

**Matthew J. Worman** was an avid and talented runner, who was a devoted husband, son, brother and friend.

At 34, lymphoma claimed his life.

In his memory, you can benefit LVH's John and Dorothy Morgan Cancer Center and National Marrow Donor Program by joining the

**Miles for Matt 8-hour Relay**  
June 17, 9 a.m. - 5 p.m.

The proceeds help increase the number of prospective donors on the National Marrow Donor Registry. The more potential donors, the greater the chance that patients will overcome their battles with cancer.

**Call 610-402-CARE for a registration brochure.**

## Thank a Volunteer Today



On any given day, LVHHN's volunteers and auxiliary members can be found stuffing envelopes, delivering flowers or working at one of the network's gift shops. These dedicated individuals provide an invaluable service and unparalleled spirit, as Mary Walbert (above) has done for 51 years.

### They Keep on Working!

Check out details about the auxiliary's annual May Daze Festival on page 5 and next month's CheckUp article on special volunteers.

Can you imagine delivering 10,787 flower arrangements or compiling 17,000 admissions packets? How about answering 57,417 patient requests, and with a smile, giving directions 14,501 times?

Sound impossible? It's all in a "year's work" for the 873 dedicated volunteers who devote time and talent to Lehigh Valley Hospital and Health Network.

Each year volunteers and auxiliary members dedicate 162,568 hours of service to LVHHN, Hospice and Muhlenberg. In 1999 alone, volunteers completed 29,662 errands and processed 378,624 pieces of mail. Others chatted with, read to and escorted patients, or comforted those who were lonely, scared or needed a sympathetic ear.

But who are these dedicated individuals who are so strongly committed to LVHHN?

Some are 14-year-old teen-agers who spend after-school hours and portions of summer vacations running errands. Others are 80-year-old seniors who address envelopes and sort mail. And still others are the familiar faces of the Lehigh Valley Hospital and Muhlenberg auxiliaries and The Men of Muhlenberg volunteer group.

"Hospital volunteers offer a wide range of talents and skills that assist in the delivery of quality patient care," said Mary Ellen Bedics, director, volunteer services, Muhlenberg. "They generously share their valuable time with us and care enough to always give their best."

Their time and effort certainly doesn't go unnoticed at the hospital's most popular annual events: May Daze, the Holiday Poinsettia and Spring Flower sales, and the Summer Festival at Muhlenberg. In addition, auxiliary members can be found expertly running the Tree Top, Atrium, Alcove and Camille gift shops on a daily basis.

So, the next time you see a volunteer delivering an arrangement or helping a visitor find a loved one, take a moment to say "thanks," suggests Betty Anton, director, volunteer services, LVHHN. "They truly are 'angels in disguise,'" she said, "and continue to provide the community with the most admirable service—the gift of unwavering dedication and commitment to LVHHN." ■

by Leanne Strawn

Look for the opening of the new Jaiendl Pavilion Gift Shoppe in May.



# Baring Her Soul Through Art

STEPHANIE REVEALS COURAGE IN BREAST CANCER



"After learning my story, many people glance at my chest almost despite themselves, making me feel embarrassed and ashamed."

Those words flowed from Stephanie Byram's soul after undergoing a double mastectomy. Six years later, she is moved by something much more powerful: beauty, spirit and hope.

By facing her feelings of "lost womanhood, lost motherhood and lost sexuality" and recording her journey with photographer Charlee Brodsky, Byram discovered new opportunities for personal growth.



and helped other women with breast cancer "look deep within themselves."

"Through our unique partnership with the Allentown Art Museum, together we're able to reach women, men and students who otherwise may not become aware—until it personally touches their life," Ladd said. "Breast cancer eventually touches everybody, whether through a mother, a sister, a daughter or friend."

Although cancer still touches Byram's life, "I now live with the emotional intensity," she said. "And I keep in mind that loving and laughing are my best healers." ■

by Pamela Maurer



*"My turning point was a photo in which I compare myself to a Michelangelo sculpture. I began to see my torso as a work of art and feel beautiful."*

Together, the two Pittsburgh women reveal hopefulness and transformation through an inspiring exhibition at the Allentown Art Museum, in partnership with LVHHN's Breast Health Services, from April 26 to July 2. "Stephanie: A Photo Diary of One Woman's Journey with Breast Cancer" begins two months after Byram celebrated her 30<sup>th</sup> birthday, when she felt pain and swelling in her right breast.

She couldn't feel a lump, and a mammogram didn't detect one either. Instead it showed a galaxy of tiny cancer calcifications inside each breast—highly malignant and highly aggressive, especially rare for her age.

"The doctors gave me a 50 percent chance of surviving five years and a 40 percent chance of surviving 10 years," Byram said. "Cancer is the most difficult and most meaningful experience of my life."

In the exhibition, Byram confronts the turmoil, the questions, the uncertainty: "Will I live to celebrate my next birthday? How will my mother cope with her child dying? Will a man ever find me attractive without breasts? What do breasts mean anyway?"

"Art helps explain things that make us uncomfortable and helps express feelings we have no words for," said Elisabeth Ladd, R.N., program director of Breast Health Services. "The exhibition is life-affirming and beautiful, and tells a story that educational brochures miss."



Byram's spiritual road began when she aimed to be the first breast cancer survivor to run every Race for the Cure (there are 109 of these events held nationally each year). A race publicity photo session with Brodsky took a whole new direction when Byram asked, "Do you want to see the scars?"

"Her eyes turned quite serious—the eyes were no longer talking," Brodsky recalled. "It was almost as though I wasn't there anymore. Part of her dealing with cancer was learning not to hide it."

"My turning point was a photo in which I compare myself to a Michelangelo sculpture," Byram said. "I began to see my torso as a work of art and feel beautiful."

Through the experience, Byram, now 37, has come out whole. She has completed her Ph.D., run more than 30 races, found love in marriage

## Stephanie:

A PHOTO DIARY OF ONE WOMAN'S JOURNEY WITH BREAST CANCER

APRIL 26 - JULY 2

EXHIBITION OPEN TO THE PUBLIC  
11 a.m.- 5 p.m., Monday-Saturday  
12 - 5 p.m., Sunday

Allentown Art Museum, Rodale Gallery  
Fifth and Court Streets

Photos by Charlee Brodsky

A documentary photographer for more than 20 years, Brodsky is an associate professor of photography at Carnegie Mellon University. In 1995, she received a Pennsylvania Council on the Arts Fellowship for her project with Stephanie.

**Join a Special Open House for Health Care Professionals!**

**Tuesday, May 23**  
12-6 p.m.

This special program includes a video presentation and self-guided tours of this exhibition.

Other "Stephanie" events include gallery talks with Brodsky, informal gallery talks and guided tours, educational programs for students and faculty, and a special night about "What Every Woman Should Know about Breast Cancer."

For a brochure describing others events or to register (*space is limited*), call

**610-402-CARE.**

# THEY'RE the NICU Couture KIDS



*SHE'S ALL THAT! Little Sarah Horn is among more than a dozen of LVHHN's NICU graduates who showed off their stuff at the March of Dimes NICU Mini Walk and Fashion Show.*

## Watch out, Cindy!

There's a new super-model gracing the runway. At 3 feet, 6 inches and 38 pounds, Sarah Horn of Allentown is among the neonatal intensive care unit's couture kids who made their appearance at the March of Dimes NICU Mini Walk and Fashion Show on March 26 at the South Mall.

Just four years ago, little Sarah was born two months prematurely at 4 pounds, 8 ounces.

Suffering from bouts of apnea and unable to eat on her own, she spent 2-1/2 weeks in LVH's NICU until she was well enough to go home to mom and dad.

"It's just an overwhelming feeling of warmth to see these little ones grow and develop," said Sharon Smetzer, R.N., director of the NICU.

The March of Dimes held the event to celebrate success stories of local NICUs and preview its Walk-America fundraiser, at local sites on April 29 and 30. March of Dimes funds research, community service, education and advocacy to help save babies. One of its biggest breakthroughs has been the development of Surfactant, a substance that has saved a third more babies struggling with underdeveloped lungs.

Lehigh Valley Hospital's NICU graduates are definitely in vogue. In 1968, only 28 percent of low birth weight babies survived. Today, up to 90 percent of these tiny babies live.

Michele Shara, an LVH therapist and president of the NICU Parent Support Group, knows first hand. Her twin daughters, each born weighing about 1-1/2 pounds, spent 97 days in the NICU, and today are healthy and happy in their terrible twos.

Watching her daughters skip around the mall in the Mini Walk was a scene she never thought possible. Diagnosed with uterine cancer more than three years ago, Shara was "more upset that I couldn't have children. I was willing to do whatever it would take to have them."

Instead of a hysterectomy, she opted for several D&Cs and high-dose medicines to treat the cancer. Told she had six months to get pregnant, she found success in fertility treatments. But at 18 weeks, her cervix began to dilate.

She stayed on bedrest—tilted with her feet above her head—until an infection caused her to deliver three months early.

What ensued were many frightening days and evenings of the As and Bs—apneas (*when a baby stops breathing*) and bradys (*when the heart rate dangerously drops*). "You're constantly living in fear," she said.

**THE STYLE OF SUCCESS:** Nathaniel Miller, with his mom, Maria, of Whitehall (right), and Amity Radcliff, with mom Lisa (below) are among the NICU's greatest success stories. Nathaniel was born at just 1 pound, 5 ounces, and Amity at just less than 5 pounds. "I was proud to bring him up on stage," said Nathaniel's mom. But the 2-year-old has more than modeling talent. He can recite the whole alphabet—and count to 10 backwards.



Carol Fryling of Neffs knows the feeling. Her water broke at 20 weeks, four weeks before a baby can survive outside the womb. Praying her pregnancy would endure to at least 24 weeks, "I often wondered whether I would be planning a baptism or a funeral."

Two years later, little Elizabeth Fryling clung to her mom at the NICU Fashion

Show, shying away from modeling her pink Easter dress. "The feeling of her little arms clinging to me is priceless," Fryling said. "She's absolutely amazing." ■

by Pamela Maurer

You can support the NICU Parent Support Group through its **Chinese Auction, May 19 and 20** in the Anderson Wing. For details about WalkAmerica, call the March of Dimes at 610-439-7420.

## Millions Share a Special Moment With LVH Employee

Were you watching the Fox News Channel on March 8, between 7 and 8 p.m.?

Viewers from around the country and the world got to see a first at LVH.

Seven-pound, 8-ounce Colyn Robert Durishin, the day-old son of Linda Durishin (left), organizational development, and the rest of his family were featured on Fox for the national launch of *BabyPressConference.com*.

Mom, dad, his two big brothers, grandparents and Linda's physician, Larry Glazerman, M.D., helped show off little Colyn, born March 7, to invited guests of the "netcast," including Linda's sister-in-law, niece and nephew (right), in Bristol, Ind., where Fox had stationed a second crew to film the event.

The broadcast of the story was available to more than 60 million homes in the United States and around the world. New mom Linda Durishin is now one of *BabyPressConference.com*'s biggest fans. "Immediately following delivery, entertaining and having lots of visitors can wear you out," she said. "Baby Press Conference allows everyone to see the baby, and us to focus our energy where it's needed the most—on Colyn."

Durishin's niece, Jocelyn Drexinger, age 11, had a similar reaction. "It was neat," she told the Fox reporter. "It was better than a 10-hour drive."



## SERVICE ANNIVERSARIES

**Congratulations to those employees celebrating April 2000 service anniversaries! Thank you for your continuing service to LVHHN.** Service anniversaries for this month will be listed on e-mail. Department heads, please print and post service anniversaries in your departments for your staff who don't have computer access.

If you have news or a story idea for **CheckUp This Month**, send your suggestion by the 20<sup>th</sup> of the month for publication in the following month to Elysia Bruchok, public affairs, 1770 Bathgate, using interoffice mail or e-mail. **CheckUp This Month** is an employee publication of Lehigh Valley Hospital and Health Network's public affairs department. For additional information, call 484-884-4819. Lehigh Valley Hospital and Health Network is an equal opportunity employer. M/F/D/V

MANAGING EDITOR Rob Stevens

EDITOR Pamela Maurer

ART DIRECTOR Denise Golant

DESIGNER Christine Baldwin

PHOTOGRAPHER Scott Dornblaser