

CheckUp

this month

CheckUp takes a holiday in December. Look for the next issue on Jan. 18, 2001. Season's Greetings!

VOL. 13, NO. 11 • NOVEMBER 16, 2000

MEET the *stars* of LVHHN



Chances are you'll know if you encounter one or more of LVHHN's "stars" during your daily work. These pillars of PRIDE, who were honored at LVHHN's Star Celebration on Oct. 6, routinely exceed service expectations and inspire their co-workers to do the same. Their stories below resound with themes of customer satisfaction, teamwork, process improvement and community service, the foundation of LVHHN's culture. It's hard to find any better role models.

GEORGE
GULDIN
EDUCATIONAL
MEMORIAL
AWARD

Sandra Colon Breast Health Services

Nominated by Linda Durishin,
Vaughn Gower, James Rotherham



Sandra Colon, director of patient accounting, led her staff in a year-long effort to improve employee and customer satisfaction.

The results were significant: increases of 35 percent in staff satisfaction, 48 percent in satisfaction among supervisors, 22 percent in satisfaction among co-workers, 12 percent in customer satisfaction. Department turnover fell by 69 percent, and patient accounting staff members who said they'd encourage others to apply for a job in the department increased by 70 percent.

"Sandra Colon is an excellent role model and leader for everyone in the network," said Linda Durishin, organizational development consultant. ★

Open Heart Unit's Reward & Recognition Committee

Nominated by Mary Jean Osborne,
Angela Sinkler, Linda Zanolini

MOST
CREATIVE
REWARD &
RECOGNITION
PROGRAM

Whether celebrating a co-worker's birthday or Nurses' Week, or simply saying "thank you" to each other, the open heart unit's staff members make reward and recognition routine and fun.

The committee "has successfully created a program that assures participation at all levels and affords ease of access to recognition on a daily basis," said Mary Jean Osborne, clinical services director for open heart and transitional open heart.

Staff also post thank-you notes from patients and recognize other departments with which it works.

The program's philosophy: "No act, however small, is ever wasted," Osborne said. ★



(L-R) Kathleen Brown, R.N., Ellen Kosciolk, R.N., Eileen Kulp, Kim Szep, R.N., and Kim Lockett, R.N. (Not pictured: Nancy Buckner, R.N.)



(L-R) Deb Fry, Terry Burger, R.N., and Carol Guanowsky, R.N.

Rapid HIV Testing Group

Nominated by Terry Burger

GEORGE
GULDIN
EDUCATIONAL
MEMORIAL
AWARD

Representatives from infection control and employee health services teamed with representatives of Health Network Labs to create and implement a new process for rapid HIV testing in the event of an employee blood/body fluid exposure. Instead of waiting the usual 48-72 hours, HIV test results are now returned in about 95 minutes.

"The rapid response reduces anxiety for exposed employees and their families and also decreases the amount of post-exposure prophylaxis given to exposed employees," said Terry Burger, manager of infection control. "This project truly represents a significant performance improvement." ★

Please turn to page 2

LEHIGH VALLEY
HOSPITAL AND
HEALTH NETWORK

Star Celebration

Continued from page 1



**MOST
COMMEN-
DATIONS
FROM
PATIENTS
AWARD**

Susan Hontz Breast Health Services

Susan Hontz, X-ray technologist, won this award last year with 23 letters. This year, her accolades

more than doubled to 59. Her patients' praise speaks for itself: "I request the services of Susan Hontz because of her professional and kind service"; "I consider her the best"; and "Susan was excellent, courteous, well spoken and made the experience painless."

"This is an honor because it comes from the patients, which is why we're here," Hontz said. ★



**COMMUNITY
SERVICE
AWARD**

Lynn Nagel AIDS Activities Office

Nominated by Vanessa Taggart

Lynn Nagel, staff assistant in the AIDS Activities Office, has taken her volunteer work as an emergency medical technician for Cetronia Ambulance Corps a step further by creating programs for teen-agers interested in emergency medicine careers.

"Lynn and community service are synonymous," said Vanessa Taggart, manager, procurement services.

With another corps member, Nagel began the American



Red Cross Emergency Responder Course to teach teens first aid and the Teen Association Program to provide graduates with the opportunity to assist paramedics, EMTs and other health professionals in providing emergency care to patients. Nagel also helped create Cetronia's Explorer Program. ★

**WALKING
ON WATER
AWARD**

Pediatric Intensive Care Unit

Nominated by Cindy Max

The 3-year-old boy with cancer had a wish: to go to Disney World. Staff of the Pediatric Intensive Care Unit (PICU) and the pediatric oncology clinic made that wish a reality in the last days of his life.

They contacted the Make-A-Wish Foundation to arrange the trip and planned his medical care for a safe vacation. The team inserted a special travel chest tube, prepared his parents with instructions and dealt with complications during his trip by coordinating with Amtrak and a pharmacy in Virginia to deliver medications.

"His smile touched all our hearts," said pediatric oncologist Julie Stern, M.D. "The staff worked very hard to provide a wonderful experience for this special little boy and his family." ★

The PICU staff will hold a bake sale to benefit the family on Nov. 22, 8 a.m. in PICU.

**MOST
IMPROVED
PATIENT
SATISFACTION**

Preadmission Testing at LVH—Muhlenberg

In the Press Ganey world, where a one-point increase in patient satisfaction is significant and two points is considered great, LVH—Muhlenberg's preadmission testing department increased its score by 10.9 points in just one quarter.

"We take time with each patient, providing education about



L-R: Carol Shimoskie, R.N., and Stacey Zimpfer, R.N. (Not pictured: Gladys Leatherwood)

the procedure and addressing specific concerns," said Carol Shimoskie, R.N. "It is encouraging to see that these efforts make a difference to our patients." ★

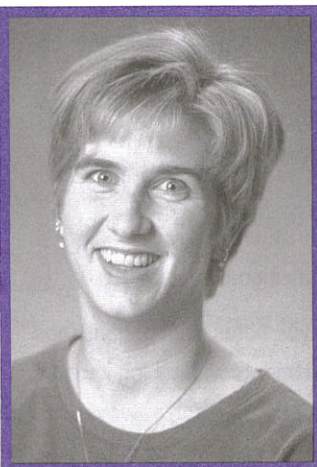
**WALKING
ON WATER
AWARD**

Kim Breinich Neonatal Intensive Care Unit

Nominated by Sharon Smetzer

During a 12-hour NICU shift, respiratory therapist Kim Breinich attended eight infants receiving respiratory treatment, the delivery of a premature baby and the admission of another with a bowel obstruction.

Amid this heavy caseload, Kim's own son was brought into the emergency room and required IV fluid hydration for several hours. "Kim never once refrained from providing her thorough high quality of care to the NICU patients during their critical phase of life," said Sharon Smetzer, former NICU clinical services director. ★



**SERVICE
STAR
OF THE
YEAR
AWARD**

Don Hougendobler Safety and Housekeeping

It's no wonder Don Hougendobler received a standing ovation when he was awarded a monthly Service Star award and is now the top honoree for service. As the director for safety at LVH and housekeeping at LVH—Muhlenberg, Hougendobler has earned a reputation for his brimming personality and "can do" attitude.

With his "sense of humor, charm and willingness to go the extra mile," Hougendobler brightens the day of co-workers and visitors, said Stu Paxton, senior vice president of operations at LVH—Muhlenberg.

Inundated with service requests at all hours, Hougendobler "immediately addresses each situation as though it is the utmost important," said Tim Docherty, industrial hygienist. "He is...a shining example of how we should all treat each other." ★



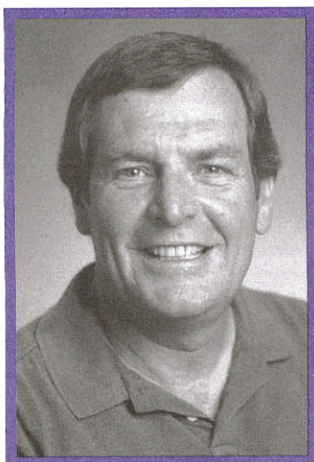
**PHYSICIAN
SERVICE
STAR
AWARD**

Deiter Leipter, D.D.S.

Nominated by Pat Atno and dental department clinical staff

Deiter Leipter, D.D.S., is an oral surgeon whose loyalty to the patients and residents at the LVH dental clinic amazes the staff there.

"He is frequently covering for others who cannot see clinic patients at the last minute due to private emergencies or trauma call, often rearranging his private practice schedule to assure the residents are supervised," said Pat Atno, practice manager. "He also helps us with difficult surgery cases, special needs patients and has even seen patients in his private office, regardless of their ability to pay." ★



Want to recognize a co-worker for a job well done or good deed? Thank him or her with a formal commendation, which is placed in the person's human resources file. Call 610-402-CARE to receive a form. Also see page 5 to read about this month's Service Star.

Quality Valley Awards Honor Staff's Commitment to Excellence

LVHNN's focus on high-quality patient care was recognized and rewarded by Quality Valley USA (QVUSA) last month when four network teams won awards at the Celebration of Quality.

This is the fourth consecutive year that LVHNN has taken part in the QVUSA program and won. In addition to the teams, the network was represented this year by Jack Dunleavy, organizational development, who presented a workshop on "Measuring Customer Satisfaction on the Inside."

This year the winning LVHNN teams were...

Length of Stay Reduction Team Highest Achievement Award

This multidisciplinary team reduced the length of stay at LVHNN by ensuring timely testing and therapy services and placing patients in the most appropriate care setting as quickly as possible.

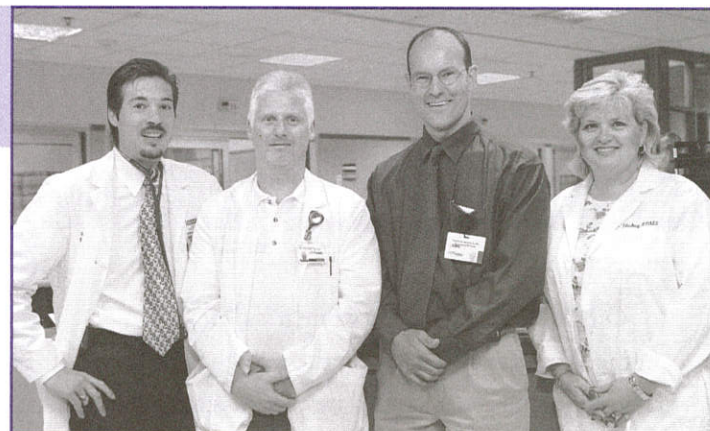


Team Members: (Alphabetical listing)—Susan Lawrence (co-leader), Paula Stillman, M.D. (co-leader), Kathleen Baker, Gavin Barr, M.D., Terry Capuano, R.N., Ruth Davis, Cindy Heidt, R.N., Steven Jagiela, Beth Karoly, Jack Lenhart, M.D., Zubina Mawji, M.D., Chuck Nace, Mary Jean Potylycki, R.N., Maureen Sawyer, Cathy Story, Vince Tallarico, case managers and patient care directors

Emergency Department Ultrasound Team Highest Achievement Award

The radiology and emergency medicine departments used teamwork to investigate barriers and implement procedures that allowed them to provide more efficient and timely ultrasound testing for patients.

Team Members: (L-R) Gary Bonfante, D.O., Michael Desantis, Richard Mackenzie, M.D., and Janice Hickey (leader) (Not shown: John Cox, M.D.)



Work Flow Analysis Project Serious Commitment Award

This team designed a process to remove nonessential work and roadblocks to providing quality patient care to ensure that the right people are doing the right work at the right time on the clinical units at LVHNN.

Team Members: (L-R) Seated: Cynthia Heidt, R.N., Deborah Halkins, Kim Hitchings, R.N., Terry Capuano, R.N.; Standing: Susan Pool, Yvonne Bryan (leader), Betsy Seislove, R.N., and Mary Jean Osborne, R.N. (Not shown: Carol Fox, R.N., Steve Jagiela, Larry Kleinman, M.D., Robert Laskowski, M.D., Stephanie Mascavage, Gwen Rosser, R.N., Kristi Schurr, Tina Stoudt, Betty Tartaglia, Janice Wilson, R.N., Mark Young, M.D., and clinical nurse specialists)



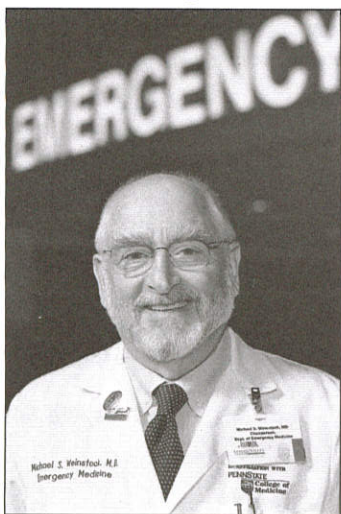
Diagnostic Care Center Project Significant Progress Award

The Diagnostic Care Center, which opened in the Jandl Family Pavilion in July 1999, was designed by this cross-functional team of employees from throughout LVHNN. Their goal was to create a new facility and process to deliver world-class customer service to patients undergoing inpatient and outpatient testing in a central location.

Team Members: (L-R) JoBeth Newhard, Audrey Lichtenwalner, George Ellis, Margaret Jessup, Sheila Sferrella (leader), Alice Madden, Bernard Valasek, Lisa Coleman and Jennifer Pope (Not shown: Louis Liebhaber (sponsor), Sharon Boley, Jack Dunleavy, Linda Durishin, Mark Holtz, Steve Jagiela and Dorothy Kurinec)



Physician Awarded the Emergency Medicine "Oscar"



Michael Weinstock, M.D., LVHNN's chair of emergency medicine, is in select company in his profession.

Weinstock was honored by the American College of Emergency Physicians (ACEP) with the prestigious James D. Mills Outstanding Contribution to Emergency Medicine Award on Oct. 25 in Philadelphia, and was also recognized by the White House, receiving a letter of congratulations from President Clinton.

"It's very exciting," Weinstock said of the honor, which he compares to an actor

winning a lifetime achievement Oscar. "It's wonderful to be recognized by your peers in a specialty."

ACEP, which has 23,000 member physicians nationwide, singled out Weinstock for his role in establishing some of the early residency programs

in emergency medicine and for continuing to make important contributions to the specialty.

"I have grown to respect and admire his energy, his productivity and his loyalty to both the College and the specialty of emergency medicine," ACEP board member Michael Carius, M.D., said of Weinstock.

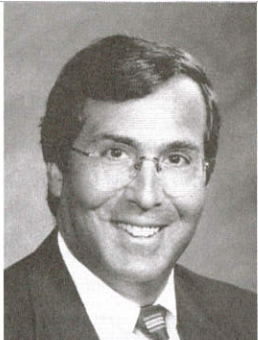
The award, which recognizes an active, life or honorary member of the College, is named after the late James D. Mills Jr., M.D., one of the College's founders and its second president.

Weinstock said receiving the award is personally special because he and Mills were partners, and Mills was the driving force behind having emergency medicine recognized as a specialty in 1979. Mills also is credited with development of the Alexandria Plan of emergency department full-time staffing and management. ■

by Brian Downs

Another Emergency Services Milestone

The University MedEvac program made its 25,000th flight on Oct. 23. Since 1981, flight team members have flown 2.4 million miles, the equivalent of traveling around the world 105 times.



Lou Liebhaber, COO

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.

Support for Our Community Extends Beyond the Walls of LVHHN

On Oct. 21, some 3,700 women walked or ran in the Women's 5K Classic in the Lehigh Parkway. The largest all-female timed race in the state, the event raised a record \$100,000 this year to benefit the fight against female cancers. If you were there, chances are, you saw lots of familiar faces.

The previous month, I had joined some 30 LVHHN employees and hundreds of other community residents—for the Heart Walk, the American Heart Association's major fund-raiser for research on heart disease.

Whenever there's an opportunity to help the less fortunate in our community, LVHHN staff, physicians and volunteers are involved. We take the same approach to improving others' lives when we're away from work as we do when we're on the job.

This month the Professional Nurse Council (PNC) is busy with its annual Adopt A Senior program, which will provide food and other necessities to 59 needy seniors at Thanksgiving.

The PNC also collects clothing each winter for the less fortunate students at Central School in Allentown and Donegan School in Bethlehem. Last year, they distributed hats and mittens to help these youngsters keep warm when they're not in class.

You've seen the messages on e-mail, the stories in *Checkup* and the coverage in the local media.

GETTING INVOLVED THERE'S A REASON IN EVERY SEASON

Want to help the needy weather the winter? Consider donating to one of these drives at LVHHN:

- **Adopt A Family**—Perinatal outreach workers collect clothing, food and household goods all year. **Call 610-402-2668.**
- **Knits for Kids**—The Professional Nurse Council will collect sweat pants for Central School students after the New Year. **To donate, call 610-402-1789.**

And don't forget these worthy events during the year:

- APRIL—March of Dimes Walk
- MAY—Cystic Fibrosis Walk
Miles for Matt Run
MS Walk
Parkinson's Walk
- JUNE—MS 150 PA Dutch Ride
Relay for Life
- JULY—Hope Manley Memorial Golf Tournament
- SEPT.—Heart Walk
MS 150 City-to-Shore Ride
- OCT.—Women's 5K Classic
Diabetes Walk

For more information on how to get involved, call 610-402-CARE.

The volunteer spirit is alive and well in our organization. We walk, run, ride bikes and play golf for worthy causes. We donate money, household items, food, gifts and clothes to the homeless, the sick and those less fortunate than us. LVHHN ranks among the top 18 organizations in the Lehigh Valley for total contributions to the United Way.

We support events that help people with illnesses we treat. Sometimes a colleague fields a team to raise money for research toward a cure of a disease from which a loved one suffers. Employees hold bake sales or other fund-raisers to benefit a co-worker in need. The motivation is personal as often as it is professional.

These efforts raise the value of LVHHN to our community. If you support fundraisers or drives to benefit others, you have my gratitude and admiration. If you'd like to become involved, choose one from the list at left or look for something that you'd like to support. *(I realize this is not a complete list, but it does give a broad range of opportunities to become involved.)*

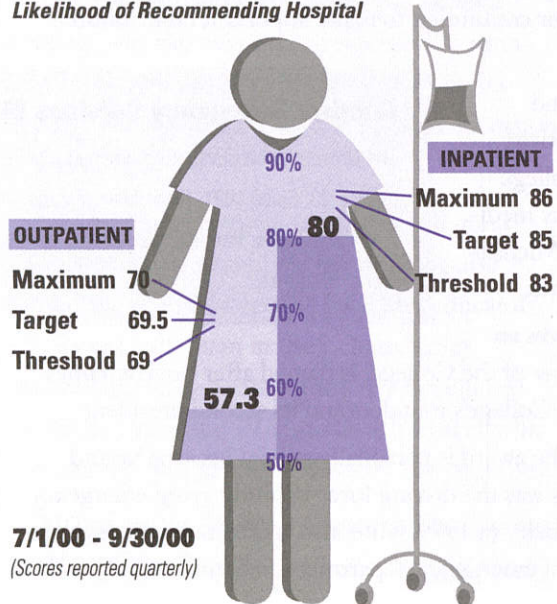
The holiday season can be a time to give thanks and thought to how we can give back to our community. I hope you'll choose to do both. ■

See page 7 to read about an employee in the 5K Classic and a beginner's training program for next year's race.

LVH SHARED SUCCESS PLAN RESULTS - As of Sept. 2000

Patient Satisfaction - Press Ganey

Likelihood of Recommending Hospital



LVHN's Expense/Adjusted Case

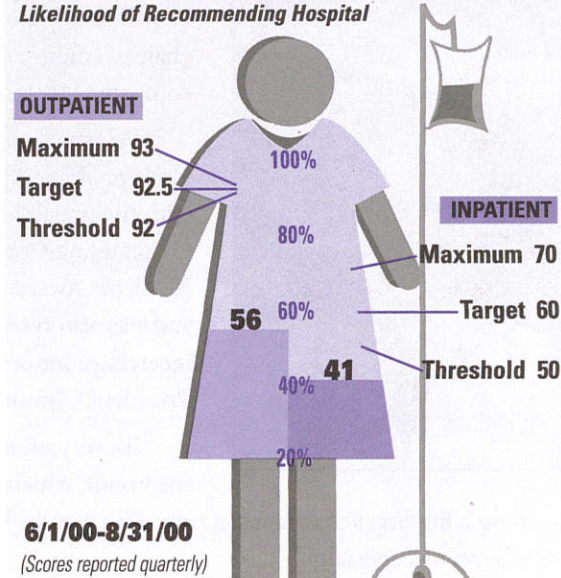
7/1/00-9/30/00 (Lower is better)



LVH—MUHLENBERG SHARED SUCCESS PLAN RESULTS - As of Sept. 2000

Patient Satisfaction - Press Ganey

Likelihood of Recommending Hospital



GYN/ONCOLOGY STAFF MEMBERS Help Patients Help Each Other

(L-R) Sandi Tkach, R.N., Karen Wallace, Carla Donkus, R.N., and Leah Kern



Helping patients find healing strength among themselves. That's a guiding principle to October's Service Stars, members of the gyn/oncology staff—nurses Carla Donkus and Sandi Tkach, insurance coordinator Karen Wallace and medical assistant Leah Kern.

They were recognized for creating the GYN Cancer Support Group, a forum for patients to discuss their feelings and challenges and offer each other support.

The idea for a facilitated support group for gynecological cancer patients came from hearing the same questions over and over from patients, Donkus said. "These were questions about dealing with chemotherapy and its effects that

I couldn't answer as a nurse, but that other patients could answer because they've gone through this."

The first meeting in October 1999 drew four patients; now at least 15 patients participate in the monthly sessions.

The gyn/oncology staff joins the group in creating special projects such as the "Garden of Hope" outside the John and Dorothy Morgan Cancer Center, and September's "Celebration of Life" ceremony at Muhlenberg College's Chapel for patients and their families.

One truly special project was the creation of a "survivor's quilt" with 30 panels decorated with patients' handprints. The staff displays the quilt in its reception area to remind patients of the support they can give and receive.

The staff's teamwork in caring for patients makes the support group successful and exemplifies PRIDE behaviors, said nominator and practice manager Pamela Repetz. "The group has made a tremendous difference in the lives of our patients." ■

by Bob Martin

Congratulations to all other nominees for October's Service Star—

- **Ernie Deeb, C.R.N.A., anesthesia**
Nominated by Amy Keller, M.D.
- **Burn Center nursing staff, respiratory staff and William Dougherty, M.D.**
Nominated by Jackie Fenicle and George Ellis
- **Labor and delivery staff**
Nominated by Sheryl Repischak

Want to recognize a colleague as a Service Star? Call Gwen Roser at 484-884-4865.

Working Wonders Winner Draws Free Trip to Philadelphia

Marcia Shaffer didn't even think about being rewarded for the Working Wonders idea she and Ruth Held had submitted. After all, putting the medical staff directory on e-mail so it can be easily read by employees is a process improvement that won't really save or raise money for LVHHN.

So it was a nice surprise for Shaffer, administrative associate/office coordinator for family practice, when she won the grand prize in Working Wonders' first incentive drawing: three days, two nights in historic Philadelphia.

"I feel lucky," said Shaffer after the Oct. 19 department head meeting, where her name was drawn from among 24 LVHHN team captains who had Working Wonders ideas approved between July 1 and Sept. 30.

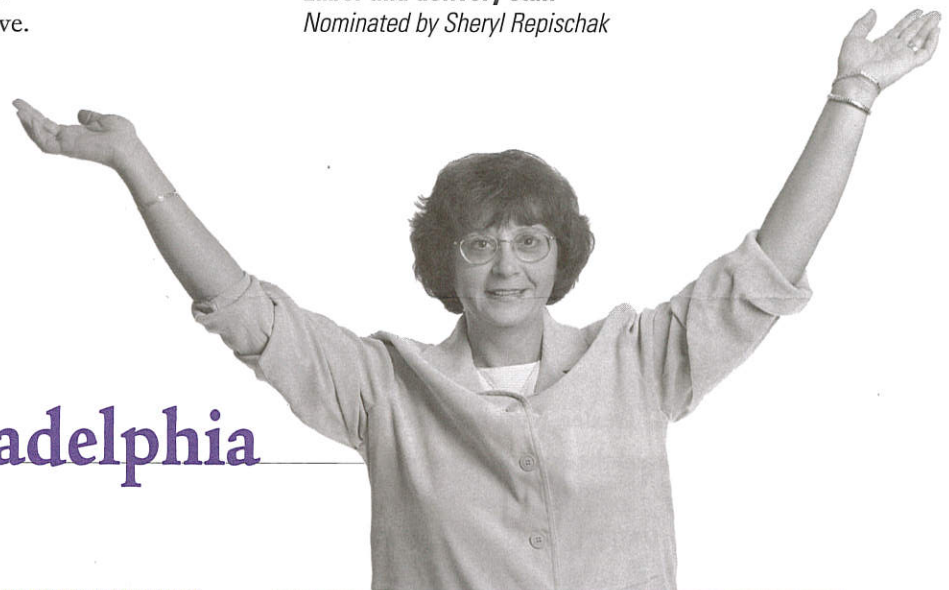
Shaffer and her husband, Dennis, haven't been to the City of Brotherly Love for more than two years, she said, but had talked often about going there by rail. "My husband is a train freak, so it will be great," she said.

As for her, she's looking forward to visiting the historic district, shopping and maybe attending a play. Her \$50 Working Wonders reward for an approved process improvement idea will come in handy. It might even cover the cost of the round-trip train ride for Shaffer and her husband. ■

by Rob Stevens

THE FOLLOWING STAFF ALSO HAD WORKING WONDERS IDEAS APPROVED (between July 1 and Sept 30)—

- Nancy Beidler, *TLC moderate care*
- Russell Buskirk, *engineering, LVH—Muhlenberg*
- Lisa Flok, *radiation oncology, CC*
- Susann Groller, *7A/dialysis, CC*
- Diana Haines, *emergency dept., LVH—Muhlenberg*
- Terri Hilbert, *radiology, CC*
- Suzanne Holveck, *pharmacy, CC*
- Sandra Kulp, *pharmacy, CC*
- Wanda Lopez, *family practice administration*
- Robin Miles, *obstetrics, CC*
- Vicki Mint, *emergency dept., LVH—Muhlenberg*
- Jessie Moser, *Project Alert*
- Martina Remaly, *open heart unit, CC*
- Denise Rex, *patient accounting, 1770*
- Sherry Sawka, *administration, LVH—Muhlenberg*
- Frances Schankowitz, *Spectrum Administrators*
- Kay Schwalm, *perinatal unit, CC*
- Sally Seigfried, *emergency dept., LVH—Muhlenberg*
- Mary Lou Shook, *OR, CC*
- Karen Steixner, *cath lab, CC*
- Rob Stevens, *public affairs, 1770*
- Troy Swartz, *bio medical engineering, CC*



Her Winning Idea

Slide, Click and Find the Doctors

Want to know a doctor's phone number, specialty, practice address or division at LVHHN? The Medical Staff Directory, listing this information and much more, is now available to network employees via an e-mail bulletin board called "Directories." All it takes is a slide and a click of your mouse to find it.

Compiled and maintained by medical staff services, these routinely updated documents provide volumes of the most current information about LVHHN physicians and allied health staff.

Here's what you'll find on the Directories bulletin board:

- Medical staff phone numbers/pagers
- Medical staff directory
- Division/section roster listing
- Medical staff group listing
- Allied health staff directory
- Department chair/division section chiefs
- Medical directors' listing
- Medical staff UPIN numbers

For tips on submitting Working Wonders ideas, call Jackie Straley at 484-884-4840.

Nonclinical Staff Should Prepare for JCAHO, Too



If you're working in a nonclinical area, how concerned should you be about next month's JCAHO inspection? Plenty, says JCAHO coordinator Robin Anthony.

"There's a lot of interaction during a JCAHO visit in all departments," Anthony said. "In addition to 90-minute sessions on all clinical units, the surveyors dedicate interviews to specific groups of employees and tour the facilities."

During tours, surveyors can talk with anyone—employees, volunteers, physicians—and include those discussions in their review. "No one is free from the responsibility to talk with the surveyors," Anthony said. "Some even ask patients and visitors about their experience with the hospital."

If you're nonclinical, surveyors may question you about several issues such as:

- Fire response
- Infection control (*Surveyors have been known to watch whether employees wash their hands after using restrooms, Anthony said.*)
- LVHNN's mission and values
- Effectiveness of your orientation to the network
- The network's commitment to performance improvement and patient satisfaction

To prepare, Anthony said, review safety and organization information and ask your supervisor for a JCAHO Visit Manual, which lists sample questions. And always exemplify the PRIDE behaviors. ■

by Bob Martin

See page 8 for the dates of the JCAHO visit, or call Robin Anthony at 610-402-8638 for more information.

What's New at 17th & Chew?

Trexler Trust Gives \$2.5 Million Toward Community Programs

The Harry C. Trexler Trust has given a record \$2.5 million toward the cost of expanded ambulatory services for low-income adult patients at 17th & Chew. LVHNN recognized the Trust on Oct. 17 by renaming 17th & Chew the Trexler Pavilion.

The gift—the Trust's largest ever—will be paid over five years. With federal funds already earmarked for the geriatric and adolescent services at 17th & Chew, the Trexler grant will fund services targeted to the "bridge" generation, adults who comprise 61 percent of Allentown residents and also play a pivotal role in caring for adolescent and geriatric residents.



Dexter F. Baker, Harry C. Trexler Trust trustee, cuts the ceremonial ribbon of the Trexler Pavilion in recognition of a \$2.5 million grant awarded to Lehigh Valley Hospital from the Harry C. Trexler Trust.

"This generous grant will enable us to provide primary health care to the economically vulnerable," said Elliot Sussman, M.D., president and CEO. "Not only will we be able to improve the quality of lives in our community, but we will be able to stretch health care dollars by preventing more serious medical treatment at another time."

The funds will be used to reconfigure space to accommodate more patients, develop new programs, improve access to continuous primary care, and consolidate information and services with social agencies.

State Funds Diabetes Educational Program

The Helwig Diabetes Center will receive funding over the next three years to help uninsured and underinsured people with diabetes improve control of their disease through education and training.

The State Department of Health will grant \$92,500 per year to support the teaching and clinical activities of a certified diabetes educator (CDE) and a dietitian in the Lehigh Valley Physician Practice facility (formerly the clinics) at 17th & Chew and a Latino health worker who will take the program into minority communities.

The program, Diabetes Outreach Management and Education (DOME), will place special focus on promoting better self-care in Latinos, who are

twice as likely to suffer from diabetes as the general population. Poorly controlled diabetes can lead to blindness, heart, kidney and vascular disease, and sometimes requires amputations of the toes and feet.

"By learning self-management, our patients will greatly reduce their risk of developing these long-term complications of diabetes," said Deb Feden, R.N., C.D.E., who is implementing the program.

DOME is one of five programs in Pennsylvania awarded a grant for promoting better health in minority diabetes patients. ■

by Rob Stevens



Barb Carlson, R.D., director, Helwig Diabetes Center (left), and Deb Feden, R.N., diabetes nurse educator, discuss proper nutrition as a key to diabetes self-care, the focus of the DOME project being implemented at 17th & Chew for low-income persons.

Making Things Happen at LVHHN

5K Classic was an Inspirational Win for Female Cancers

Molly Sebastian, R.N., has placed first in several 5K races and recently completed her first marathon, but winning the Women's 5K Classic in her age group last month was her most inspirational experience, she says.

"It's awesome to run alongside 3,700 women who are there to make a difference in the fight against breast cancer," said Sebastian, administrator of the medical/surgical/trauma division. "And it overwhelms me that many of those women are breast cancer survivors."

Together, the women raised \$100,000 to help battle breast cancer and other female cancers—a portion of which will benefit the creation of a breast cancer risk evaluation program at LVHHN—and participated in a health expo at the John and Dorothy Morgan Cancer Center the previous evening.

To help more women become involved, Sebastian is one of many mentors who coach beginner walkers and runners through a 12-week training program, called Making Strides. The beginners "graduate" at the 5K Classic, where the mentors cheer them across the finish line. "The women achieve goals far beyond what they ever imagined," Sebastian said. "It's such a high." ♦



Molly Sebastian, R.N. (left), placed first in the 5K Classic in her age group, and Leslie Baga, study coordinator for trauma development, placed fifth. It is the largest all-female timed race in Pennsylvania.

If you're interested in joining a mailing list about Making Strides and receiving a 5K Classic fact sheet, call 610-402-CARE.

Seniors' Horizons Reaches More People Than Ever

Who says that seeing double is unhealthy? Those at Seniors' Horizons, the Lehigh Valley's information and entertainment fair for people 50 and older, saw double the number of attendees compared to last year's event.

More than 7,000 people flocked to Agricultural Hall in late September, where LVHHN doctors and nurses provided vascular, balance, stroke, breast cancer risk and bladder screenings, and held classes about heart health, women's health, fitness, prostate health and stroke prevention.

"Seniors' Horizons is a great opportunity for LVHHN to educate the Lehigh Valley's older adults about healthy choices and prevention," said Susan Hoffman, executive director, Vitality Plus, the event's sponsor. "We also reach the adult children of these folks who need to gather information about caring for their aging parents."

Liz Carr of Allentown, who attends Seniors' Horizons every year, says she has reaped the benefits. "I always learn something valuable at Seniors' Horizons," she said. "And it's a fun social event. I always see friends there and meet new people." ♦



Susan Oliver (right), infection control, teaches a Seniors' Horizons visitor about the importance of hand washing through the GlitterBug Program.

If your department is interested in participating in Seniors' Horizons 2001 on Sept. 26 and 27, call 610-402-CARE.

LVH's High-Quality Heart Care Attracts the BBC

The British Broadcasting Corporation (BBC) wanted to know what makes LVH a regional and state leader that has been recognized nationally for heart care. So, the broadcasters visited CC & I-78 to find out.

Robert J. Laskowski, M.D., chief medical officer, was interviewed by the BBC on Oct. 6 about the LVH heart program's positive results reported by the Pennsylvania Health Care Cost Containment Council (PHC4) and the significance of the data in providing patient care.

The BBC looked at the importance and impact of quality outcomes reporting for hospitals in the U.S. including LVH, after discovering a high death rate in heart patients at a hospital in England that had no quality reporting requirements.

"We believe in the value of measuring outcomes of procedures such as cardiac surgery," Laskowski said. "While not perfect, the PHC4 data has certainly increased our awareness of the importance of measuring and scrutinizing what we do so that we can better serve our community." ♦



A BBC crew interview with Robert J. Laskowski, M.D., LVH's chief medical officer, is expected to be televised in England early next year.

Spirit of Women Keeps the Mentoring Spirit Alive

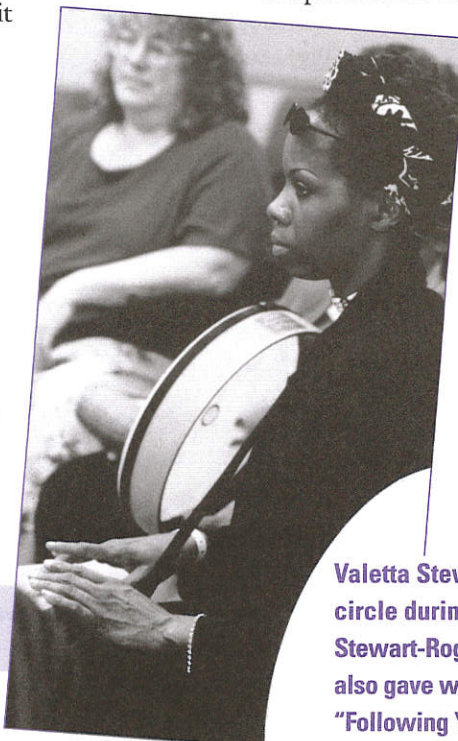
As today's women are faced with the demands of doing it all, who can they turn to for advice? Other women, of course.

That's exactly what 600 women did on Oct. 10 at Spirit of Women's conference, "Women Mentoring Women: Sharing Life's Experiences," at the Zoellner Arts Center. Spirit of Women will keep the mentoring spirit alive with free workshops in

2001, each one addressing either work, family or health.

"More than ever, women need that connection with each other to help find balance and take time for themselves," said Marie Shaw, Lehigh Valley Hospital and Health Network's director of Women's Health Services.

In the first of the series, women can get fit, get educated and get connected with a walking buddy through Spirit of Women's Walk and Talk for Health. Women will gather once a week in February for a morning stroll and chat about health topics such as heart, bone and mental health and cancer prevention—and will have the opportunity to win prizes. ♦



Valettea Stewart-Rogers participates in a drumming circle during the conference's relaxation period. Stewart-Rogers, owner of Textures International Hair Salon, also gave women advice on starting a business in the "Following Your Entrepreneurial Spirit" workshop.

Dates and location will be determined. Call 610-402-CARE or check the events' calendar in January's *CheckUp*.

LVHVN's New Physician Appointments

Anesthesiology



Andrea G. Schellenberg, M.D.
Practice: Allentown Anesthesia Associates, Inc.
Education: Penn State University College of Medicine
Residency & Fellowship: Hospital of the University of Pennsylvania

Medicine



Jai H. Cho, M.D.
Neurology
Practice: Valley Neurology Consultants, PC
Education: Rush Medical College
Residency: Boston University Medical Center

Ob/Gyn



Keith F. Rawlinson, M.D.
Obstetrics—Maternal-Fetal Medicine
Practice: LVPG—Maternal Fetal Medicine
Education: Medical College of St. Bartholomew's Hospital
Residencies: Edinburgh Royal Infirmary; Newcastle General Hospital
Fellowships: University of Alberta; University of Southern California

Surgery



Meinardo R. Santos Jr., D.P.M.
Orthopedic Surgery
Practice: Coordinated Health Systems
Education: California College of Podiatric Medicine
Residencies: California College of Podiatric Medicine; Kaiser Permanente Medical Center
Fellowship: California College of Podiatric Medicine

Upcoming Events

Mark Your Calendar!

- **Recreation Committee Holiday Bazaar**
Thurs., Nov. 16 • 6 - 8 p.m.
Fri., Nov. 17 • 7 a.m. - 4 p.m.
 Anderson Lobby, CC&I-78
- **Pediatric Bake Sale**
Wed., Nov. 22 • 8 a.m. PICU, Jandl Pavilion
Benefits the family of a pediatric patient who passed away.
- **JCAHO Visits**
Dec. 4 - 8 • Cedar Crest, 17th & Chew, LVPG and Behavioral Health
Dec. 11 - 13 • LVH—Muhlenberg
 JCAHO surveyors can appear at any time, including evening hours and weekends, and also in nonclinical departments.
Call Robin Anthony at 610-402-8638 for information.
- **LVHVN Community Annual Meeting**
Wed., Dec. 6 • 5 p.m., CC&I-78—Auditorium
 Learn about the network's community service and hear inspiring stories from patients.
RSVP by Nov. 24 by e-mailing Elizabeth.Fulmer or calling her at 484-884-4828.
- **Holiday Happening Poinsettia & Bake Sale**
Thurs., Dec. 7 & Fri., Dec. 8 • 7 a.m. - 4 p.m. CC&I-78, lobby
Fri., Dec. 8 • 7 a.m. - 4 p.m. 17th & Chew, lobby
 Poinsettias can be pre-ordered. Order forms, available at the gift shops, must be submitted by Nov. 17.
Nov. 16 - Dec. 7 RAFFLE TICKETS sold outside the CC cafeteria for cash prizes and gift baskets
- **Tree Top Shop Sale: Open Overnight!**
Beginning Dec. 7, 9 a.m. through Dec. 8, 8 p.m.
 The Tree Top Shop will be open overnight so employees on all shifts can get a jump on holiday shopping.
- **OPEN ENROLLMENT for Health, Dental and Flexible Spending**
Packets mailed Nov. 17 • Return deadline Dec. 8
 If you don't receive a packet by Nov. 27, call human resources—484-884-4700.
- **Facilitator Workshop**
Thurs., Jan. 25 • 8 a.m. - 4:30 p.m.
 17th & Chew, School of Nursing, Rm. 900
Presenters: Karen A. Peterson, PCS & Gwendolyn D. Rosser, ODC
To register or for more information, e-mail Gwen.Rosser with your name, department and phone number.



UNITED WAY DOLLAR ROUNDUP

HI-YO SILVER,
WE HIT OUR GOAL!

With a tip of the hat (and headband), Elliot "Lone Ranger" Sussman and Lou "Tonto" Liebhaber want to thank all their partners at LVHVN who dug into their saddlebags and gave to this year's United Way drive.

The network exceeded its 2000 campaign goal of \$230,000. And for the fourth year in a row, LVHVN won the Community Caring Award for rounding up \$10,000 more than its campaign last year.

Thank you for helping make this "Dollar Roundup for Our Community" posse-ble!



RIGHT ON,
KIMOSABE!



SERVICE ANNIVERSARIES

Congratulations to the following employees on their November 2000 service anniversaries! Thank you for your continuing service to Lehigh Valley Hospital and Health Network.

Thirty Years of Service

Roberta A. Meckes
Pharmacy
Wilma L. Waltz
TNICU

Twenty-Five Years of Service

Coy L. Ackerman
Material Management Administration
Patricia A. Boyer
Kidney Acquisition
William A. Dieruff Jr.
Plant Engineering
Joan K. Easterly
Pediatric Unit
Marilyn M. Fritz
Radiology-Diagnostic, 17th & Chew
Glenda L. Garza
ASU-PACU/OR
Christina Kerecz
Medical Records
Sue Ann Reibman
Emergency Service-C
Patricia A. Rhoads
Emergency Service-A
Pamela G. Richter
Medical Records
Gretchen H. Trigiani
Base Service Unit

Rosemary C. Wimmer
ASU-PACU/OR

Twenty Years of Service

Michael W. Ande
Adult Behavioral Health
Phyllis Bigg
Medical Records
Diane L. Cheer
Respiratory Therapy-Liberty Nursing
Janice Conrad
GICU
Michelle B. Cortright
Cardiac Cath Lab
Diane Fink
Home Care General & Administration
Karen Jost
Emergency Service-C
Jack Mack
Plant Engineering
Barbara S. Nash
Obstetrics
Alfonz Szoldatis
Master Facilities Administration
John Tatkovsky
Plant Engineering
Nancy Trice
Sleep Disorders

Fifteen Years of Service

Carl A. Andreas
Cardiac Catheterization
Frances Arenas
6B Medical/Surgical Unit
Sandra Bird
Case Management
Michele M. Felix
Partial Hospital-Adolescent Psych
Linda L. Graver
Breast Health Svcs., CC & I-78
Loran A. Hind
Home Care-Skilled Nursing
Cynthia L. Honey
Emergency Department
Tammy L. Klotz-Blangger
4A Medical Surgical Unit
Jeffrey Knauss
Psychological Testing
Linda L. Kramer
TNICU
Robert V. Lazansky
PennCARE
Diane I. Micklo
Bed Management
Tracey L. Walters
Electrophysiology Lab
Kathleen A. Weddigen
Info. Services Operations

Sandra Whitby
Radiology Administration

Ten Years of Service

Jeanne M. Decloe
HBSNF
Katherine A. Greene
5C Medical/Surgical Unit
Darlene G. Hinkle
Operating Room
Touli Machlis
Cancer Financial Services
Virginia McDonald
Open Heart Unit
Dianne Metzler
Nursing Float Pool
Pamela Nemetz
Adult Behavioral Health
Mary Ellen O'Connell
Special Care Unit
Eileen D. Rape
Emergency Service-C
Patricia Werdann
Clinical Resource Management
Donna M. Wermann
7A M&S Nephrology Unit

Five Years of Service

Susan M. Angelone
OR Centralized Scheduling
Penny Artiaga
Obstetrics
Danielle M. Bachik
HBSNF
Theodore W. Eastland
Emmaus Medical Associates
Amy Jo Graver
4C Medical/Surgical Unit
Janine Hillegas
Home Care General & Admin.
Shehnaz Hirji
7C Medical/Surgical Unit
Sharon Jodon
6B Medical/Surgical Unit
Gloria Knappenberger
Transitional Trauma Unit
Adrienne LeCause
ABC Family Peds, Coopersburg
Leslie A. Mathis
Home Care General & Admin.
Christine Oczki
Computerized Tomography
Nicole A. Pugh
GICU
Judith A. Rau
Emmaus Medical Associates
Kathleen K. Reape
Post Anesthesia Care Unit
Susan E. Ross
Emmaus Medical Associates
Frank A. Roth
Courier Services
Domenica L. Rothrock
Limited Duty-Work Related
Wendy S. Silfies
7A M&S Nephrology Unit
Patrick K. Taylor
5B Medical/Surgical Unit
Anita R. Troupe
7B Medical/Surgical Unit
Dalkeith Tucker
Progressive Coronary Care Unit
James Wagner
Plant Engineering
Davon Williams
Nursing Float Pool
Debra Williams
5C Medical/Surgical Unit
Heather A. Wittman
5C Medical/Surgical Unit
Roz L. Woodcock-Schira
HSMP General and Admin.
Jocelyn Young
Open Heart Unit
Mark Young, M.D.
Community Health-EXEC

If you have news or a story idea for **CheckUp This Month**, send your suggestion by the 20th 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