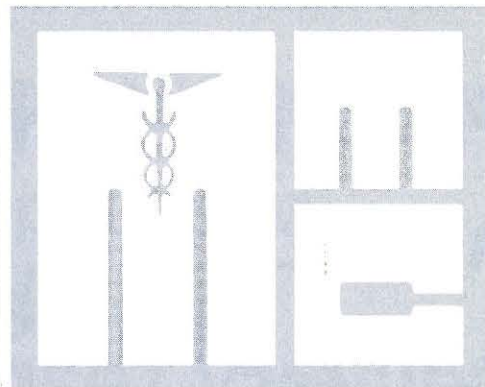


PULSE



MUHLENBERG MEDICAL CENTER BETHLEHEM, PA.

AUGUST

1983

Hand Surgery Vital Part of Acute Care

On the evening of Monday, July 12, 1982, John Parry, 26 years old, was busy at work. It was his first day back from vacation, and he was working second shift at the textile mill. A shift supervisor, John often found himself tinkering with the machines, doing a lot of fine-tuning himself.

This particular evening he was working alone on an equipment breakdown. The machine jogged on. A belt grabbed the four fingers on his left hand and carried them over a pulley.

The resulting injuries: fractures of the middle and ring fingers, a ruptured tendon, loss of the tip of the index finger, and several tearing and crushing lacerations.

It was a severe hand injury which needed prompt, specialized care to avoid the risk of permanent damage and disability.

"The whole thing was over in just a few seconds. I guess I was so mad at what happened that I didn't even think of the pain. I drove myself to Muhlenberg Medical Center's Emergency Room, thinking I only needed stitches."

The Emergency Room physician assessed the severity of the injuries and contacted the surgical specialist who was available through the hand surgery "on call" system that Muhlenberg Medical Center has set up specifically for hand trauma. When the surgeon examined John's hand and studied the x-rays, he



The severe hand injury that John Parry sustained needed meticulous surgical repair to avoid the risk of permanent damage and disability.

scheduled surgery for the next morning.

Almost half of the hand injuries that come to Muhlenberg Medical Center are sustained in industrial accidents. These are people who in many cases earn their wages by working with their hands. Not only is the lost productivity an economic drain, but it's also a drain on the emotional reserves of that individual and of the entire family.

A large portion of John's responsibilities at the textile mill revolve around quality control. He tests the yarn fibers with his hands,

feeling the strength, the texture, the overall quality—even tying knots with the yarn to evaluate the fibers' resiliency. John states bluntly, "Try tying knots with just one hand! If I can't work with my hands, I can't do much. . ."

In the operating room the next morning the surgery revealed even more damage than had been previously suspected. The procedures entailed meticulous removal of the crushed tissue and repair of tendons and lacerations. The fractures were "set" with fine pins. A plaster splint was used to

protect his hand while healing began.

After surgery and discharge from the hospital, then began the follow-up care that Muhlenberg Medical Center offers in the form of hand therapy.

Slow but steady therapy for return of movement is the way it's done, and hand injuries of that severity take months for complete recovery. The hospital's Hand Program emphasizes the importance of early intervention. Beginning to work with the hand patient at the earliest possible time prevents much of the long-term stiffness associated with hand problems, and also minimizes time lost on the job.

Mary Ann Gimbel, a licensed physical therapist in the hospital's Department of Physical Therapy, worked with John to help him regain function. After skin healing, but still before the pins were removed, exercise of certain joints was begun to keep them from becoming too stiff.

The results were excellent. The acute care that John received in the Emergency Room and Operating Room greatly decreased his chances of permanent damage. And, with the aid of follow-up care, John has been able to return to normal activities.

"I don't notice any restrictions," John comments. "Last night I played basketball for three hours, and I've played volleyball all summer. I'm even back working on the same machine . . . no qualms."

ME

Summer Festival Coming Up August 19-21

They've done it again! The Summer Festival planners have organized an array of good entertainment, good food, good buys and good times at the 22nd Annual Muhlenberg Medical Center Summer Festival. Mark your calendars for August 19, 20 and 21—those three days promise to be a spectacle no one should miss.

The Festival's star attraction will be Matt Gillespie and his Orchestra who will perform Sunday evening at 7:30 p.m. Bethlehem's big band leader is well-known for his dance concerts featuring big band, jazz and pop music. Whether you're into dancing or listening, plan to come and enjoy.

Festival Chairman Austin Ueberoth reports a unique exhibit at this year's Festival. The Pennsylvania Game Commission will provide fas-

cinating mounted displays of non-game species such as river otter, bobcat, certain types of shore and water birds, and a mature bald eagle.

The entertainment schedule is below, and of course the three day extravaganza will feature concessions, amusement rides, hot air balloon rides, and the ever-popular arts and crafts.

Friday, August 19

10 A.M. Opening Ceremonies
11 A.M.-2 P.M. Cafeteria style luncheons in tent and barn
2 P.M. Leh's Fashion Show
4 P.M. "The Hive & the Honey Bee" demonstration
4-7 P.M. Barbecued chicken dinners in tent and barn
6:15 P.M. Miss Jeanne's School of Dance Arts

7:20 P.M. Wilma and her Elephant, Bondi
7:30 P.M. Crowning of Miss MMC
8:45 P.M. Musical group "Southern Reign"

Saturday, August 20

10 A.M. Festival opens
11 A.M. The 5th Annual Fun Run
11 A.M.-2 P.M. Cafeteria style luncheons in tent and barn
11:30 A.M. Baby Race
12 Noon "Plexus" contemporary gospel
2 P.M. "The Hive & the Honey Bee" demonstration
2 P.M. "The Colonies" Fashion Show
4-7 P.M. Barbecued chicken dinners in tent and barn
5 P.M. Female quartet "Satin 'n' Lace"
6 P.M. Happy Boombadears

7:10 P.M. Wilma and her Elephant, Bondi
7:30 P.M. East Side Senior Citizens Orchestra

Sunday, August 21

12 Noon Festival opens
11 A.M.-3 P.M. Baked ham dinners in tent and barn
1:30 P.M. Ding Dong Band
3 P.M. Jan Nagy Fashion Show
4:30 P.M. Dance group "McCole and Company"
6 P.M. Saucon Squares
7:30 P.M. Matt Gillespie Orchestra
10:45 P.M. Cash raffle
11 P.M. Festival closes

The Summer Festival is co-sponsored by the Auxiliary of Muhlenberg Medical Center and the Men of Muhlenberg Medical Center with assistance from the Junior Auxiliary.

Fiscal Services: A Part of the Health Care Delivery Team

More photos on
page 4

Sound financial management aids the health care clinicians in fulfilling Muhlenberg Medical Center's commitment to the community to provide quality health care. In the words of Jeff Fuehrer, controller, "The efforts of the fiscal area provide the financial wherewithal to make available the human and material resources necessary to meet these clinical priorities. Furthermore, the multitude of day-to-day tasks provide hospital management with the information and data they need to oversee the hospital's financial health."

Accuracy and timeliness important

The Business Office provides an excellent starting point to show the importance of accuracy and timeliness in sound financial management. Data processing, billing, and credit & collection make up the Business Office which operates on the premise that patients' bills must be sent out and collected in as timely and courteous a manner as possible.

Barbara Wolfe, data entry clerk, with the aid of batching clerk Pat Lambert who sorts the various charge slips, records the patient charges daily onto a computer diskette. Before all this data comes out in the form of a bill, Miriam Griffing verifies all the particulars of coverage for each patient admitted.

Dorothy Gangwer, billing clerk, reviews every bill before it is mailed. She checks again the coverage, sorts and routes the bills to the appropriate third party payors, such as Blue Cross, Medicare and Medical Assistance. She also complies with any special billing procedures these payors require.

"Once the payment is received," explains Business Officer manager Betty Yochum, "we have the task of crediting the patient's account and safeguarding the money." The money received goes to Joanne Kratzer, cashier, who works with Connie Hall, posting clerk, to check and doublecheck the daily totals. Bank deposits are prepared every day.

Supporting this efficient billing system is an equally important credit & collection operation. Donna Stauffer and Joanne Fidelman, accounts counselors, meet with patients or their representatives as necessary to discuss the financial obligations of their hospitalization. This counseling determines the patient's financial resources and sets up mutually agreeable payment terms when necessary. If a patient's financial status is such that state assistance is necessary to meet the obligations, the accounts counselors assist with the applications.

Although outpatient visits represent a larger volume, the systems set up for outpatient billing

are similar. In this area Karen Clucas, outpatient supervisor, works with Diane Hencheck and Grace Young to assure that the bills are handled appropriately.

Responsibility to meet hospital's obligations


Ask a hospital employee to name a function of Fiscal Services, and the usual response is payroll. Gretchen Trigiani and Nancy Fromhartz handle payroll and accounts payable—the money the hospital is paying out for services and supplies. Here the inter-relationship between Fiscal Services and the rest of the hospital is quite clear: Without funds, Muhlenberg Medical Center couldn't retain the high-calibre personnel and acquire the supplies and equipment necessary to provide quality health care. This area has the responsibility of seeing that the money collected through billing operations is properly spent—whether in the form of payroll or payments to the hospital's vendors—to meet the hospital's obligations.

The Accounting Department within Fiscal Services has the responsibility of accumulating all the pertinent financial data of the hospital and summarizing this data into useful reports. Chief accountant Ruth Kellett, along with Jeff Seidenberger and Tom Hall, prepare monthly statements and other periodic reports on the financial status of the hospital. Through these reports, hospital administration and the Board of Trustees are provided with the information they need to further oversee the hospital's "health."

Vital forecasting function

Beyond tallying the expenses and revenues and reporting on the institution's financial viability, Fiscal Services also serves a vital forecasting function through the budgetary process. Muhlenberg Medical Center expanded its budgetary capability this year with the addition of Bob Beckowski as budget/cost analyst. Not just a function of Fiscal Services, the budgetary process is a hospital-wide effort which calls for a close working relationship with all the areas of the hospital.

A numerical representation of the hospital's goals and objectives, the budget is a valuable management tool. Under the Tax Equity and Fiscal Responsibility Act (TEFRA) and the changes in reimbursement, the ability to know where the hospital stands financially within the fiscal year is very important.

Fiscal Services is an important part of the health care delivery team at Muhlenberg Medical Center. The mission of the hospital, to provide quality health care, depends upon close cooperation among clinical, supportive and business areas. 



(Clockwise, starting at front) Diane Hencheck, Karen Clucas and Grace Young.



(Back, left to right) Dorothy Gangwer and Donna Stauffer.
(Front, left to right) Miriam Griffing and Joanne Fidelman.


President's Corner

Over the years in my career in visiting other hospitals as well as speaking "off the cuff" with other hospital executives, it seems that one concept continually emerges. Regardless of whether the hospital is large or small, or in an urban or rural area, the hospital is only as good as the people it employs. Taking this truism a step further, it is also accurate to say that the lasting impression our guests . . . that is, the patients and visitors . . . retain comes from the "treatment" they receive.

Certainly "treatment" in its clinical and medical sense is critical to our main mission. However, the "treatment" that I am referring to consists of the so-called "little things." By now I am certain that I have read thousands of patient questionnaires and what surfaces from the responses is that "little things mean a lot." The compliments and the complaints primarily have to do with one thing—the personal touch or the lack of it.

Typical comments range from "The individuals who cared for me were so nice to me and my family" to "The individual never said a word to me the whole time the test was being performed."

In short, what really counts are competency and the personal approach that goes along with doing a good job for our guests. Furthermore, the right approach goes far in alleviating patients' and families' fears over one's hospitalization. The right approach is simple: a friendly and helpful attitude, a smile and a cheerful "good morning."

To my way of thinking, there is really only one goal for our hospital—that is, to deliver the highest quality care to our patients. I believe that the "treatment" of our guests is inherent in this mission and we can never lose sight of it. 

Joseph W. Fitzgerald

People in the News People in the News People in the News


New dental resident

Amy Ludwig, D.M.D., is the new resident in the Muhlenberg Medical Center Residency Program.

A native of Bethlehem, Dr. Ludwig studied biology at the University of Pennsylvania, and earlier this year graduated from the University's School of Dental Medicine.

A noteworthy aspect of her background is that she and close family members share dentistry as a vocation. Her father and sister have a dental practice in Bethlehem, and her brother-in-law is a local oral surgeon. And there's more—Dr. Ludwig's husband also recently graduated from dental school and has a practice in Center City, Philadelphia.

"In spite of all this, we do find plenty of other topics to talk about when we're together!" she says.

Dr. Ludwig will serve a general practice residency here for a year. 



Amy Ludwig, D.M.D.

Mrs. Madej appointed CND on 3-South

Mrs. Sue Madej brings varied experience and educational background to her new position as clinical nursing director on 3-South. In fact, hers is no doubt a familiar face to many Muhlenberg Medical Center employees since she worked as staff nurse in the hospital's ICU/CCU and Emergency Room, and also was a clinical instructor.

Her familiarity with Muhlenberg Medical Center will certainly have its advantages. She worked here when primary nursing was implemented and even helped to train nurses in the system. Having been exposed to all areas of the hospital, she is already aware of many of the procedures and systems.

Most recently, Mrs. Madej was head nurse in the Emergency Care Unit at St. Luke's Hospital.

Her educational background is certainly worthy of note—a nursing degree from Harford Community College in Maryland and a B.A. degree from the University of Maryland. Furthermore, she just completed an M.S. degree in health education from St. Joseph's University in Philadelphia. This graduate degree, with a concentration in patient education, encompassed a broad spectrum of 12 areas ranging from health care resources and health administration to innovations in education.


Of the twelve areas studied, Mrs. Madej remembers at least one with a smile. For the original research required by the advanced research seminar, she mailed over 400 questionnaires and letters to nurses across the nation—39 states total. Expecting the usual low percentage of return for such a project, she



Mrs. Sue Madej, R.N.

was taken aback by the 75% return! Undaunted, she set about the monumental task of tabulating the results.

How does she describe the agonizing hours spent on the statistical analysis of such a project—"Horrible . . . but ultimately rewarding. I learned a lot!"

For her energy, qualifications and expertise in her field, Mrs. Madej was recently selected to appear in the Marquis' Publication of "Who's Who in the East." 

Area Auxiliaries Work Throughout the Year

"There's more here than meets the eye."

These words ring true when applied to the Muhlenberg Medical Center Summer Festival. To the unknowing, the Festival appears to be just that, a "summer" project—that is, three months of preparation and activity followed by nine months of rest and recuperation.

This is simply not true. Countless hundreds work in area granges, churches, meeting halls and homes on specialized projects throughout the year. The products of their labor are sold at the Festival and the proceeds donated to that fund-raising effort. The significance of these projects does not lie in numbers but in the unfailing dedication shown by these volunteers.

Mrs. Theresa Muhr, Area Projects Chairman, has the responsibility of overseeing these projects, but she stresses that the enthusiasm and energy run so high in the Auxiliary areas that her task is simple. "Ever since the beginning of the Summer Festival, each area has had its own project . . . As soon as the Festival is over they start right up. Maybe they wait a month, then get going around September or October."

And when they "get going," they really go. The Allentown area Auxiliary is always busy working on their knitting projects—baby clothes, children's and adults' sweaters, hats, gloves, blankets. Look for their blue booth on the midway.

The Bethlehem area contributes handmade items for their "Holiday Booth," such as pillows, toys, aprons, macrame, Christmas ornaments and other handcrafted items. They set up shop in the crafts tent.

The group from Carbon County-Lehigh invite donations from

other areas and friends of the hospital for their "Attic Treasures" which is housed in the barn. Anyone looking for a treasure is advised to shop early.

A number of Catasauqua-Northampton-Whitehall Auxilians meet every two weeks throughout the year to make toys and knitted things for their "Tiny Tots" booth. Look for their red booth on the midway.


The Auxilians from Emmaus area turn their sewing skills to making wreaths, layettes, toys, placemats and other homemade items. They share space with the "Dress Booth" overseen by Mrs. Genevieve Snyder and Mrs. Margaret Berger. There the browser can find beautifully stitched dresses, aprons, tea towels, robes, caftans and the like.

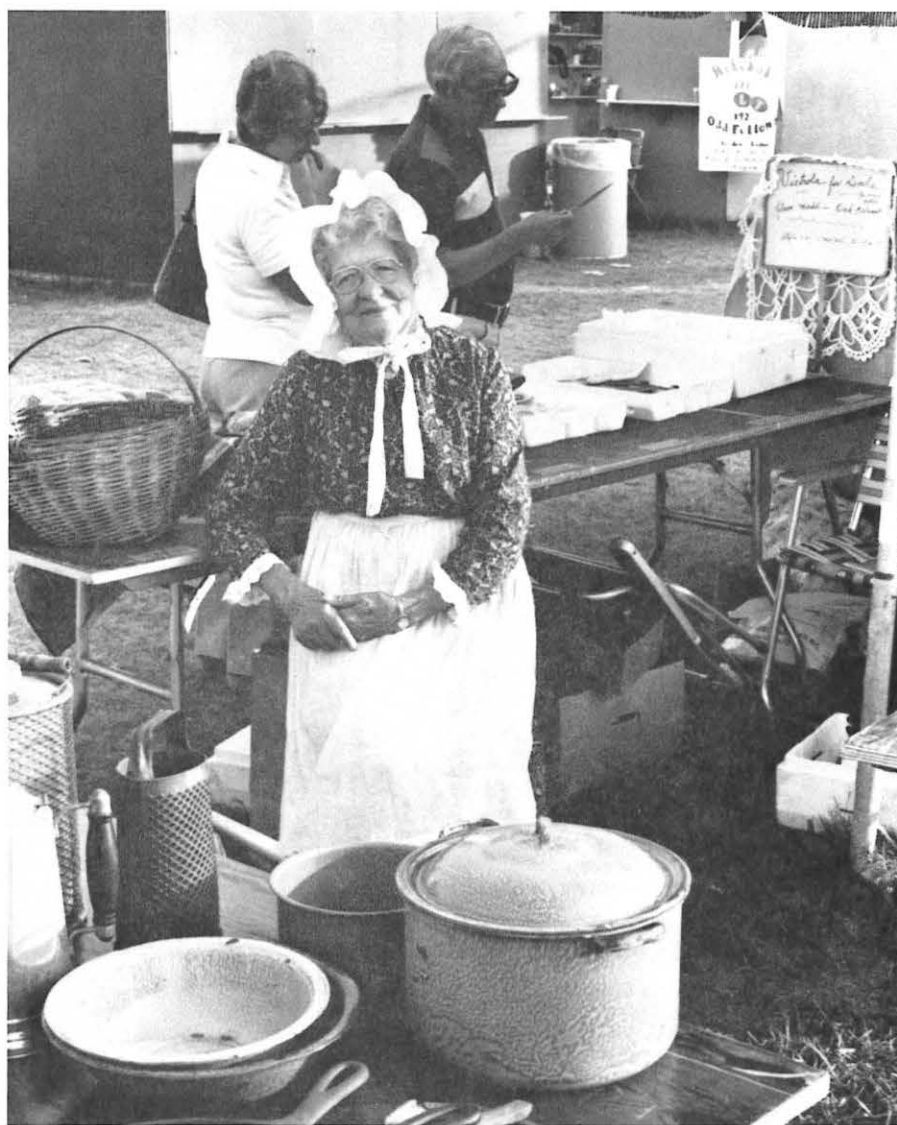
Mrs. Margaret Berger also collects antique odds and ends during the year and will sell them in a booth by the band shell.

The Fogelsville-New Tripoli area tempts Festival-goers with their home-baked goodies. Each year this group faces hours in hot kitchens just a few days prior to the Festival to ensure the freshness of the pastries. Nazareth Auxilians also brave the heat in their kitchens to prepare cookies and candy to sell. Both areas' booths are on the midway.

"Stitch-n-Sew" is the name of the Hellertown booth which features hand-sewn afghans, aprons, bean bags, toys and other delightful items. "Stitch-n-Sew" is located in the crafts tent.

Neffs-Slatington Auxilians set up the "Country Store" in the barn. Their candies, jellies, jams and other canning projects are popular, so get there early.

Certainly worthy of mention for all the interested greenthumbers is the Junior Auxiliary's plant and flower booth located between the crafts tent and the artists' area. 



Mrs. Margaret Berger, Trustee and Auxilian, has a popular antiques booth at the Summer Festival.

Fiscal Services

(Continued from page 2)



(Seated, left to right) Pat Lambert and Connie Hall.
(Standing, left to right) Betty Yochum and Joanne Kratzer.



(Clockwise, starting at left) Tom Hall, Bob Beckowski,
Jeff Fuehrer, Ruth Kellett and Jeff Seidenberger.



(Left to right) Gretchen Trigiani and Nancy Fromhartz.

Privileges Granted to Eight Physicians

The following physicians were granted privileges by the Board of Trustees following their recommendation by the Credentials Committee of the Medical Staff:

Michael Benavage, M.D., family practice. A graduate of Universidad Autonoma de Guadalajara, Mexico, he was a resident at Sacred Heart Hospital in Allentown.

Daniel Coster, D.O., family practice. Dr. Coster is a graduate of the Kansas City College of Osteopathic Medicine and Surgery.


Emil Dilorio, M.D., orthopedic surgery. A graduate of the University of Antwerp, Belgium, he was a resident at the Boston University Lahey Clinic.

Thomas Fitzsimmons, M.D., diagnostic ultrasound. A graduate of Pennsylvania State School of Medicine, he served a residency in diagnostic radiology at the University of Southern California-Los Angeles County Medical Center.

Dennis Parenti, M.D., rheumatology. Dr. Parenti is a graduate of the Washington University School of Medicine in St. Louis. He was a resident in internal medicine at Temple University Hospital and was granted a fellowship in rheumatology at Downstate Medical Center, New York.

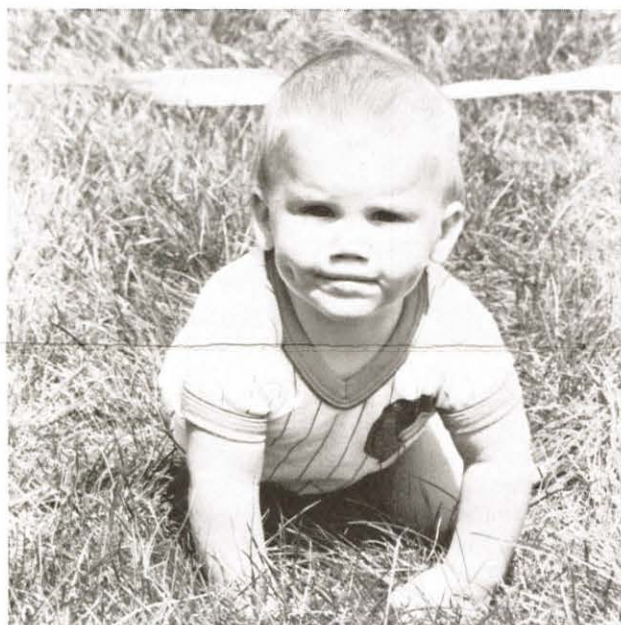
Wilmer Trinkle, M.D., anesthesiology. He is a graduate of Hahnemann Medical College and served a residency at Temple University.

Thomas Ward, M.D., orthopedic surgery. Dr. Ward is a graduate of Jefferson Medical College. He served residencies in general surgery at Nazareth Hospital and orthopedic surgery at the Hospital of the University of Pennsylvania.

Robert Wenger, M.D., psychiatry. A graduate of the Temple University School of Medicine, he was a resident at the Hospital of the University of Pennsylvania. 

Summer Festival

From the baby race to the musical entertainment, the Festival has something for people of all ages. See you there!



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