

THE PROBE

 **The Allentown
Hospital**
A HealthEast Component

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Satisfaction Guaranteed First of its Kind in the Valley

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Almost everyone has visited a friend or relative in the hospital. It's a confusing place. The last time Norman Smith visited The Allentown Hospital he got lost trying to find his way out of the building. As he looked around in wonder, he heard, "Are you lost? Can I help?" The voice was Pete Quinones. He is a Hospital house-keeper. He often finds himself helping out hospital visitors. He knows it is easy for them to get confused in the corridors, especially when they are worried and anxious about a patient. And he knows that little things, like a smile and a helpful word, can make all the difference when you are in the hospital — as a patient or a visitor.

Alice Briggs was a patient at The Allentown Hospital. She says she felt like a special customer because she was given such personal treatment. Any time her respiratory therapist came to give her a treatment, he knocked before entering, she says. "May I come in, Mrs. Briggs," John Mitch, respiratory therapist, said. When it was time for Mrs. Briggs' treatment, he never just barged in on her. He figured that while she was staying at The Allentown Hospital, this was her bedroom, and she deserved home-like privacy.

Based on the fine service of its employees, The Allentown Hospital has started a new program called *Satisfaction Guaranteed*. The program went into effect on July 1 and is the first of its kind in the Lehigh Valley.

Satisfaction Guaranteed is a two-part program. Both parts are related since they stem from the quality of service provided by Hospital employees.

The first part of the program, known as the "Hospital-ity" portion, focuses on activities of employees. Employees are attending workshops which emphasize the values and mission of the Hospital. The workshops describe the importance of the program, guidelines for hospitality in the Hospital and some communi-



Harriet Samuels, director, Patient Representatives, explains the "Satisfaction Guaranteed" program to Marwood C. Schoedler from Allentown, a patient on S-4. The patient representative explains that if during his hospital stay, the patient has a problem or concern, he can call the "Satisfaction Guaranteed" hotline. A member of the Hospital's management team will investigate the concern within 24 hours and work to come up with a mutually satisfactory solution which could include a credit to the patient's bill.

cation skills.

Hospital employees have been asked to remember the importance of the "human touch". Patients do not often have the expertise to judge the Hospital's technology, but they can and do judge the "hotel-type" services. Although the Hospital is not to be thought of as a hotel necessarily, patients should receive some of the same services they have come to expect in good hotels and restaurants.

With "Hospital-ity" goes another part — the Hospital's guaranteeing of the satisfactory delivery of its services. "Patients can expect, as always, to receive high quality care at The Allentown Hospital," says Hospital president Darryl R. Lippman. "It doesn't matter that length of stay is shorter or that reimbursement from

health care insurers has decreased — patients still deserve the best of care."

Satisfaction Guaranteed was established to guarantee to patients the satisfactory performance of "hotel-type" hospital services provided by the Hospital. "At The Allentown Hospital, we believe that our patients deserve the very best in health care," says Lippman. "We take great pride in our employees and other members of our Hospital Family who provide these services."

Through *Satisfaction Guaranteed*, the Hospital tells patients, their families and visitors that its employees aim to make their hospital experience a pleasant and comfortable one. However, if they feel they are receiving less than satisfactory treatment, *Satisfac-*

(Continued on page 3)

President's Corner:



Mission Statement

The Allentown Hospital's mission statement describes the very essence of our Hospital. It provides the framework for the Hospital's existence. It is therefore very important for our employees, medical staff, and volunteers, as well as the public, to know what our mission is and what services we have to offer.

The mission statement describes The Allentown Hospital as being progressive and having a major teaching orientation. It defines the primary service area as the Lehigh Valley. And it specifies in general terms the services offered: general acute care, such as medical and

surgical services, and selected specialty care, such as intensive care, pediatrics, psychiatric and renal care. The mission statement also emphasizes the Hospital's services in ambulatory care, including one-day surgery and home health.

We also want our patients, the community and our own Hospital Family to understand that The Allentown Hospital exists to provide compassionate, high quality care in a cost effective manner. Standards like these will keep our Hospital in the forefront of *caring*, while at the same time, meeting the many other future challenges.

MISSION STATEMENT

The Allentown Hospital, a component of HealthEast, is a progressive not-for-profit health care facility with a major teaching orientation. Its primary mission in community service is to provide general acute and selected specialty care and ambulatory care to the residents of the Lehigh Valley. To enhance its position as the health care facility of choice for the services it offers, the Hospital will provide compassionate, high quality care in a cost effective manner. In addition, it will promote sound management practiced within a framework of excellence, concern for care and financial viability.

SATISFACTION GUARANTEED

(Continued from page one)

Satisfaction Guaranteed provides patients with the opportunity to voice their concerns.

Patients receive a brochure upon admission that details how the program works. Nurses on the patient floors and patient representatives who visit patients will remind patients about *Satisfaction Guaranteed*. If a patient, family member or visitor has a problem, he or she is asked to call a special hotline number within 24 hours, and work to come up with a mutually satisfactory solution which could include credit to the patient's bill.

"*Satisfaction Guaranteed* is really an extension of our patient representative program which was established in 1978," says Harriet Samuels, director, patient representatives. "*Satisfaction Guaranteed* gives us the opportunity to tell the community and patients that this service exists."

Samuels continues, "From the time of a patient's admission to the discharge, patients should know that all our employees and especially our patient representatives are here to assist them. We want to make their hospital stay as comfortable as possible," Samuels adds.

Besides being a vehicle for patients to voice their concerns, *Satisfaction Guaranteed* is a way for The Allentown Hospital to insure quality of service. According to Lippman, "We have developed the *Satisfaction Guaranteed* program because we want to insure that we never forget that the reason for our Hospital's existence is the patient. We want to continue to build on our fine reputation for delivering quality, personalized care."

Speaking to the question of why the program was started, Lippman says that all hospitals are undergoing rapid change and are facing so many technological advancements that we need to further the "human touch."

"The Allentown Hospital has taken a progressive stance and developed *Satisfaction Guaranteed* to highlight the "human touch." Our questionnaires already indicate a tremendously high note of satisfaction by patients. We still feel we can do an even better job," says Lippman. "The community as consumers of health care has become more aware than ever of what they pay for hospital care and they have high expectations of the service they receive. We are highlighting to the public the already excellent services being provided by our employees," Lippman adds.

According to patient representative Samuels, patients need *Satisfaction Guaranteed* now more than ever. "Unlike Hospital management, patients are not thinking about such things as prospective payment or cost effectiveness," she says. "A patient only

knows that she's sick or he's scared. With complex technology and a push towards shorter lengths of stay, patients are likely to feel more concerned than ever."

At The Allentown Hospital, commitment to patients is so strong that the hospital guarantees satisfactory performance of the services received. Due to the nature of human illness, it is not possible to guarantee the results of a person's medical condition or the services provided by the patient's doctor. Also, the Hospital cannot guarantee waiting time in instances when a more seriously ill patient must be treated first.

The following hospital services are guaranteed:

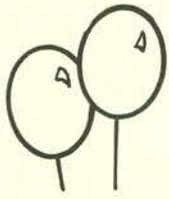
- Prompt admission/registration
- Room cleanliness
- Confidentiality
- Food — of appropriate temperature and quality
- Courteous employees
- Clear and concise explanation prior to tests and procedures
- Timely treatment
- Quiet hall and public areas
- Visiting guidelines — to provide a safe and healthful environment.

If you use the services of The Allentown Hospital, and are not satisfied, let your patient representative know or call the *Satisfaction Guaranteed* hotline, 778-2487.

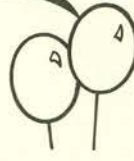


A VISITOR FROM WASHINGTON —

Don Ritter, United States congressman, made a trip to The Allentown Hospital recently. He took a tour of the hospital's newly modernized facilities. In the new seven-story wing, he visited the Physical Medicine Department. Left, Ritter chats with patient William Young of Bethlehem and Lisa Maher, director, Physical Medicine.



Garden Party



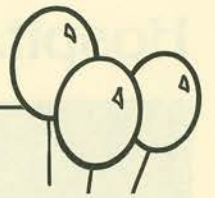
The Allentown Hospital and the Allentown Medical Center held a joint celebration to mark the completion of their respective building projects.

On Friday, May 31, over 1,500 employees and physicians of The Allentown Hospital and the Allentown Medical Center, were honored for their contributions to the building program's success. The event took place on the Medical Center's parking lot.

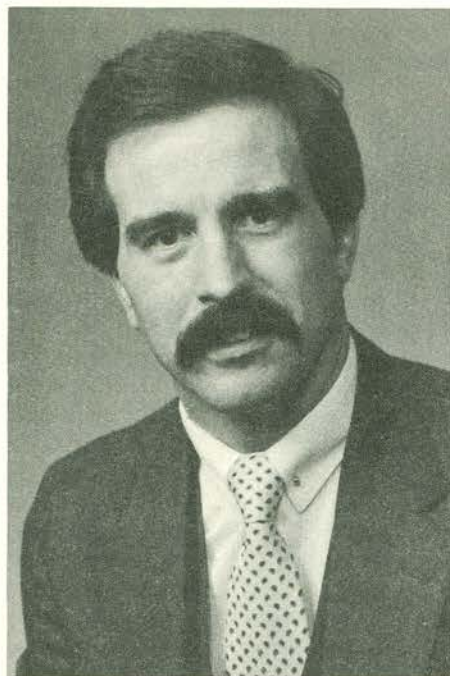
The garden party featured lunch under a large tent. The Hospital's Dietary Department prepared and served the food. Entertainment included a musical group from Bethlehem's Musikfest and a clown troupe led by Shakey Jake.

The Allentown Hospital's modernization project included a new seven-story wing, expanded Emergency Center and three floors of medical-surgical patient rooms. The Allentown Medical Center, in full operation since January, 1985, is a physician-owned building with over 50 physician's offices, an in-house hospital lab and X-ray suite, and other businesses including a bank, restaurant, and pharmacy.





Hospital Introduces Employee Assistance Program



Where can hospital employees turn for help when personal problems affect their job performance or general well-being? As part of their comprehensive employee health care benefit program, The Allentown Hospital and Lehigh Valley Hospital Center have answered this question

by introducing an Employee Assistance Program (EAP) for this purpose.

Initiated in May, this EAP is a confidential counseling program whose objective is to help employees with any type of problem, whether family, job, marriage, or self-related. In order to ensure this confidentiality, an outside counseling agency called The Counseling Program has been contracted to administer this program. In addition, the program will have a location independent of both the hospitals, with its office at 3131 College Heights Boulevard.

The program will function in several ways: as a center for short-term therapy, for information, and for referrals. Employees who make an appointment, for example, will receive up to five sessions a year free of charge. If further professional help is needed, The Counseling Program will then refer that individual to the appropriate community agency or private practitioner.

The newly-appointed Program Coordinator of The Counseling Program, Oliver Neith, will perform both counseling and administrative duties. He will function as the initial contact person, offering problem-assessment,

short-term therapy, and making appropriate outside referrals.

Neith is an experienced practitioner who is well-acquainted with services in the Lehigh Valley area. Most recently, he was Director of Social Services at Northampton County Children and Youth Services Division. He also served the Valley as a clinical social worker for the Family Counseling Service of Northampton and Warren Counties and as a case worker for the Protective Services Unit of the Northampton County Children's Bureau. He holds a master's degree in social work from Rutgers University.

The Counseling Program has received pilot funding from the Dorothy Rider Pool Health Care Trust. An advisory committee chaired by Joseph Vincent, M.D., and including personnel and psychiatry representatives will continue to advise The Counseling Program in areas of personnel policies, marketing, and so on.

Office hours for The Counseling Program are Monday through Thursday, 7:30 a.m. to 7:00 p.m., Friday 9:00 a.m. to 5:00 p.m., and on Saturday from 9:00 a.m. to noon.



Over two hundred contributors to The Allentown Hospital Modernization Fund celebrated the completion of the Hospital's Modernization Project at a cocktail reception June 19 at the Allentown Hilton.

Amid exhibits depicting the renovated areas and services at the Hospital, major contributors were thanked for their support of the \$21 million project.

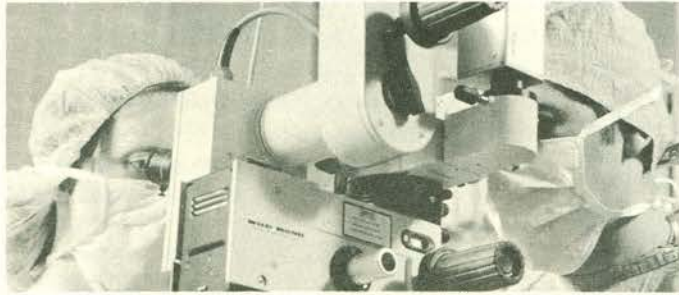
Acting as emcee for the reception, William C.

Roberts, chairman of the Hospital's Board of Directors, thanked the donors for making the "considerable difference we have seen over the last several years."

Morton I. Silverman, M.D., who was Board chairman at the time of the campaign, remarked that he felt like a vicarious obstetrician saying, "The Allentown Hospital has been through procreation, activation, gestation and delivery. Suffice to say the baby is healthy and growing."



The Philip and Muriel Berman Radiation Therapy Center includes a 20 MEV Linear Accelerator for the treatment of cancer patients. The Center, a major cancer treatment facility for the entire region, is part of the Comprehensive Community Cancer Center which is co-sponsored by The Allentown Hospital and the Lehigh Valley Hospital Center.



Patients with eye problems are treated with the latest microsurgical techniques. Ophthalmologists perform many delicate, sight-saving procedures including cataract surgery and corneal transplants. Today, many eye surgical procedures can often be done on an outpatient basis in the Hospital's "same-day" surgery unit.



The regional Renal Dialysis Center offers home training for kidney patients. This option provides patients access to this treatment at home and is more cost-effective than in-hospital dialysis.



Orthopedic surgeons use stainless steel and Teflon prostheses to replace patients' diseased knees and hips. After this intricate surgery, the patient is guided through range of motion exercises by the Physical Medicine staff to strengthen and increase mobility of the joint area.

We're changing with the times . . . for you!

We have a different look . . . inside and out.

New construction, expansion, renovation and relocation were all an important part of our recently completed Modernization Program. And, as a result, every aspect of our Hospital has been improved or updated.

We've made a lot of changes, but we've kept the best part . . .
QUALITY, SERVICE, AND VALUE.

Come see what The Allentown Hospital has to offer. Call the Public Relations Department at 778-2581 for a tour of our facilities.

 **The Allentown
Hospital**

A HealthEast Hospital

CARE CLUB

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I was a patient at TAH, admitted over the weekend for emergency surgery, and I wanted to commend you on the fine staff that I met while passing through the emergency room, the operating room, the recovery room, and the nursing unit in which I was placed.

Each individual that came in contact with me, from nurse to physician, was patient, kind and professional.

So often we forget to recognize the little things people do that make a difficult experience easier to handle. I want to thank you for providing the community with a facility which offers quality care; one which made my stay a pleasant one.

D. Leiner
Walnutport

I found the nurses in labor and delivery and maternity to be wonderful. They were all pleasant, helpful and informative. One nurse in particular, Nadine George, was truly outstanding in her profession.

Denise Repsher
Nazareth

I felt my maternity stay was truly an experience in which every nurse and resident doctor I encountered were so very helpful and friendly. Thanks for making my stay very comfortable.

Cynthia Troxell
Wescosville

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THE PROBE

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