

CheckUp

this month



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LVHHN Forms New Cancer Institute with Penn State Geisinger

Lehigh Valley Hospital and Health Network (LVHHN) has joined as an equal partner with the Penn State Geisinger Health System to form the Penn State Geisinger Cancer Institute.

The institute will coordinate all services that will continue to be offered at five major sites: LVHHN's John and Dorothy Morgan Cancer Center, Hershey Medical Center, Geisinger Medical Center in Danville, Wyoming Valley Medical Center and the Penn State Geisinger Health Group in State College.

According to Gregory Harper, M.D., physician in chief, LVHHN Cancer Services, those sites combined treat more than 5,000 new cancer cases annually, comparable to the nation's top cancer centers. LVHHN Cancer Services treats 2,000 alone. The new partnership will create greater access to more research studies on the treatment, causes and prevention of cancer, and more educational opportunities for patients, health care professionals and the community, Harper said. "We also expect more highly specialized cancer services to be available right here in the Lehigh Valley soon, through the Morgan Cancer Center at CC&I-78, and its new satellite site at Muhlenberg Hospital Center in Bethlehem," he said. That would include specialists in bone marrow transplantation, for which a facility is being prepared in the new hematology/oncology unit on the seventh floor at CC&I-78 site.

"And with more than 100 physicians in all 19 cancer specialties united under the umbrella of the Penn State Geisinger Cancer Institute, our patients here will experi-

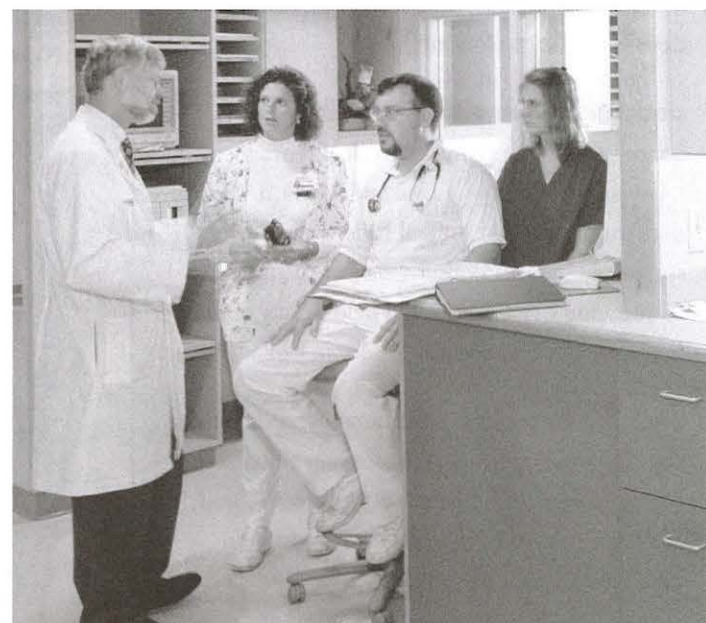
ence the benefits of that shared knowledge and experience as we continually improve our outcomes in cancer care," Harper said.

These benefits were unavailable through LVHHN's previous affiliation with Johns Hopkins University and Medical Center in Baltimore, Harper said. That arrangement was terminated in June of this year.

"This enhancement to our strong relationship with our university partner is a clear 'win' for the people of the Lehigh Valley," said Elliot J. Sussman, M.D., president and CEO, LVHHN. "Our increased participation in clinical research, for example, ensures that LVH remains a leader in discovering new ways to treat and prevent cancer." The institute also provides a bridge to cancer-related scientific research conducted at Penn State's College of Medicine.

Harper said institute partners intend to pursue designation by the National Cancer Institute, a "stamp of approval" that acknowledges nationally recognized clinical services and innovative, integrated and collaborative research. ■

by Mary Alice Czerwonka



Greg Harper, M.D. (far left), chats with (left to right) Melissa Kratz, R.N., James Kocis, R.N., and Jacqueline Arthur, technical partner, on the 7C hematology/oncology unit at Cedar Crest. A section of the unit has been designed as the future site of LVH's bone marrow transplant facility, set to open next year. According to Harper, one of the benefits of LVHHN's partnership in the Penn State Geisinger Cancer Institute will be the establishment of LVH's bone marrow transplant program. Recruitment of medical leadership for the program is under way.

*Come Celebrate
A New Muhlenberg for A New Millennium*

Please join your fellow employees
for a special preview of the *growing* Bethlehem campus
and the new services to be offered at Muhlenberg Hospital Center.

Tuesday, Sept. 21, 1999 7-9 a.m.
In the first floor conference room at Muhlenberg Hospital Center

Light refreshments will be served.



*Celebration of
Community*
YEARS

Visions of the Future

As the transformation of the MHC campus begins, staff are encouraged to view and hear plans for the new facilities and services that will be vital to positioning LVHHN to serve its communities in the 21st century. Network representatives will be on hand to discuss the vision for cancer, children's, psychiatry, and reproductive endocrinology and infertility services, as well as the addition of a new medical office building.

See related articles on P5

LEHIGH VALLEY
HOSPITAL AND
HEALTH NETWORK



ABOUT OUR PEOPLE

Organizational development's **Linda Durishin, R.N., M.S.N.**, and **Kristi Schurr, M.B.A.**, published "Surviving a Merger: Tuning into Cultural Differences" in the July edition of *Nursing '99*. Their co-author was **Cassie Solomon-Gillis, M.B.A.**, organizational development consultant.

Joseph Antonowicz, M.D., director of consultation/liaison psychiatry, lectured on "Assessing Capacity—Legal and Medical Perspectives" at the Second Annual Elder Law Institute sponsored by the Pennsylvania Bar Institute for Continuing Legal Education held in July at the Pennsylvania Convention Center in Philadelphia.

Fran Feathers, child life therapist, completed a five-day training course this summer titled "Helping Children and Adolescents Cope with Grief," at the Center for Loss and Life Transition in Fort Collins, Co. As a child life therapist, Feathers focuses on the psychosocial and emotional needs of hospitalized children and their families.

HealthPage won the 1999 *Award of Excellence in telephone answering and message delivery* sponsored by the Association of TeleServices International (ATSI), the industry's largest trade association for providers of telecommunications services. To qualify for the award, HealthPage underwent more than six months of testing by a team of independent judges contracted by ATSI to evaluate message services throughout North America. The judges evaluated courtesy, response time, accuracy and overall service to their clients. ■

BALLPLAYER TREATED FOR HEAD INJURY

Wife Goes to Bat for LVH

Neurosurgeon Mark Lester, M.D., said the injury was common, but how it happened was not. "This is one of the more unusual mechanisms for a head injury that I've seen," Lester said.

Lester was commenting on the injury sustained by Northern League baseball first baseman Jeff Keaveney, 23, of the Waterbury Spirit, during a game against the Allentown Ambassadors at Earl F. Hunsicker Bicentennial Park on Aug. 9.



Ballplayer Jeff Keaveney (right) with wife Kristina

After more than an hour of surgery the next day, Lester was encouraged about the prognosis for Keaveney. "I thought he would do pretty well after the surgery, and that his speech would get better, but at that moment I wasn't sure just when it would improve, or how much."

One week later, on Aug. 16, not only was Keaveney talking again, his speech still somewhat

slurred, but he was out of trauma neuro intensive care and about to be released from LVH. He's now taking speech therapy three days a week and the time frame for his return to the field remains unclear. "We're taking it day-by-day," Keaveney's wife, Kristina, said. "He'd like to be ready by next spring."

She wasn't traveling with her husband, but was at home in Florida when she was told about the accident. "I was scared at first," she said, "but having worked at a Level 1 trauma center in Florida, and then seeing Jeff when I arrived, I was confident because this (LVH) is a Level 1 trauma center."

Lester and Jeff Keaveney's father, Steve, praised the staff that took care of Jeff, in particular, the nurses in the trauma neuro intensive care unit, the transitional trauma unit and the operating room. "These people gave him the best care," Steve Keaveney said. "They took a personal interest—they were wonderful."

Jeff Keaveney also used a modern sports cliché to thank Lester for his work. "He's THE MAN," Keaveney said. ■

by Brian Downs



As a batter for the Ambassadors connected with a pitched ball, his bat split in two and the thick barrel portion struck Keaveney in the head as he focused on the batted ball from his position at first base.

"I never saw it," said Keaveney

about the surprise projectile that knocked him to the ground—stunned. "I wanted to talk, but I couldn't," he added.

Keaveney was not fully conscious and was suffering "seizure activity," according to Lester, when the athlete was brought by ambulance to the LVH emergency room at Cedar Crest. Keaveney was diagnosed with a depressed fracture of the skull and a laceration to the brain that interrupted his speech.

FALL 1999 Psychiatry Grand Rounds

Nov. 18

"Sleep Disorder in Mental Illness"

Norman Sussman, M.D.

Clinical Professor of Psychiatry, New York University of Medicine, Dept. of Psychiatry; Director, Psychopharmacology Research & Consultant Service, Bellevue Hospital Center, N.Y., N.Y.

Pre-registration: 11:15 a.m.

Presentation: 11:30 a.m.-12:30 p.m.

Muhlenberg Hospital Center

Dec. 16

"Team Treatment of Eating Disorders"

Sarah L. Stevens, M.D., M.P.H.

Adolescent Medicine, LVPG

Pre-registration: 11:45 a.m.

Presentation: Noon-1 p.m.

LVH, 17th & Chew, Auditorium

FAMILY FUN at the 38TH ANNUAL MHC SUMMER FESTIVAL



Above, friends watch as Andrew Bertalam (seated) learns about the artistry of weaving from Tom Cox (right), one of the 150-plus craftspeople and artisans at the festival.



Left, McGruff "The Crime Dog" and his police officer partner give kids pointers on crime prevention on Children's Day.

Standing Tall for Employee Satisfaction



Employees from departments with the highest participation in the employee satisfaction survey pose at the CC, 17 and MHC sites to compose a "100," signifying the 100 percent completion rate many of the areas achieved, as well as a reminder that this year is LVHHN's 100th anniversary.

Forming the "1" at MHC are (from top to bottom): Mary Jane Dinan, occupational/physical therapy; Sandra Casella, physical therapy; Rob Claushitzer, occupational/physical therapy; Judy Watfa, stress testing/neuro; Leann Newhartz, stress testing/neuro and Elizabeth Johnson, foundation office

Making the first "0" at 17th & Chew are (clockwise from top-center): David Snyder, AIDS activity office; Lynn Nagel, AIDS activity office; Beatrice Rodriguez-Ramirez, AIDS activity office; Allen Smith, AIDS activity office; Ginny Kovalovich, ambulatory surgical unit; Cindy Hertzog, ambulatory surgical unit - PAP; Cindy Poniktera, ambulatory surgical unit - PAP; Jane Stutzman, ambulatory surgical unit - PAP; Susan Rabe, ambulatory surgical unit - PAP; Sue Micek, PGME - Pediatrics; Erin Creamer, AIDS activity office; Wendy Brunner, AIDS activity office; Cindy Mompie, AIDS activity office; Carmen Ozoa, AIDS activity office and Tony Strobel, AIDS activity office;

The second "0" is formed at CC by (clockwise from top-center): Patrick Schoepple, I/S clinical services; Duane Harris, I/S clinical services; Joanne Rodgers, neuroscience research; Wendy Robb, care management systems; Sherry Haas, care management systems; Karen Marchetto, I/S clinical services; Maryjane Cerrone, neuroscience research; Nancy Eckert, neuroscience research; Mark Short, I/S clinical services; Glen Meyers, I/S clinical services; Earl Marlatt, I/S clinical services; Gary Haas, I/S clinical services and Angelo Cavuoto, I/S clinical services;

Note: Press Ganey was unable to link more than 1,000 surveys to their cost centers because the cost centers weren't included on the completed surveys.

Congratulations and thanks to the top departments for their outstanding participation rates:

Greater than 75 Employees:
LVH Pharmacy 48%

25-75 Employees:
LVH's Clinical Services 88%

Less than 25 Employees, (all of which had 100% participation):

LVH
Central Supply Room AIDS
Activity Office
Legal
Clinical Process Development
Care Management Systems
Neuroscience Research
Lab-Human Leukocyte
Antibody
Ambulatory Surgical Unit-PAP
Endocrine Testing Station
Hemophilia Center
PGME-Pediatrics

MHC
Cardiac Rehab
Occupational Therapy
Biomedical Services,
Critical Care Administration
Foundation Charges
Dialysis Services, Stress Testing
Medical Library
Home Care-Tamaqua
Info. Services-Easton

LVPG
Collections
Fairgrounds
Urogynecology

Each employee in these departments received a free AT&T 15-minute calling card.



Local Broadcast Journalist to Manage LVHHN Media Relations

You might not recognize the face, but you'd probably know the voice.

LVHHN has named longtime local radio news anchor, writer and reporter Brian Downs public affairs manager for media relations.

Downs comes to LVHHN from radio stations WAEB-AM, WKAP-AM, WAEB-FM and WZZO-FM in Whitehall Township, where he worked for more than 16 years.

Downs will handle local, regional and national media requests and inquiries for LVHHN, and provide reporters with news of medical breakthroughs, technological advances and other health and medical information of importance to LVHHN patients, their families and the Lehigh Valley community.

"I have met many members of the media in my 16 years covering the Lehigh Valley and have formed a good working relationship with dozens of newsmakers over those years," Downs said.

"I plan to work with those community connections to ensure that the people of this area receive the best health care and medical information that LVHHN or anyone else can provide."

Downs began his broadcasting career in Harrisburg after graduating from the Pennsylvania State University. He then moved to a radio station in

New Castle in the western part of the state before settling in the Lehigh Valley at WAEB and its sister stations in 1982.

"I have done many news stories over the years about Lehigh Valley Hospital and its doctors, and patients whose future depended on the care they received there; now I have the opportunity to work at the premiere health care institution in the region and one gaining a national reputation for clinical care," Downs said.

Downs reminded LVHHN employees and medical staff members to follow the policy of referring all media inquiries to public affairs. He also urged anyone recognizing an unescorted member of the media on LVHHN property to inform the reporter or photographer about the policy and to contact public affairs so that an escort can be provided.

"The policy is in place so that the privacy of patients, employees, doctors and others is protected," Downs said. "If followed, the policy will make LVHHN an even better place to work and serve the community because everyone will know that his or her right to privacy is secure."

Downs also would like anyone with an idea for a media opportunity that would let the community know about LVHHN's services to contact public affairs at 610-317-4819. ■



Childbirth Services "Due" Jan. 14 in Jaindl Pavilion

Remember this "birthday": January 14, 2000.

Lehigh Valley Hospital and Health Network will deliver the "ultimate birthing experience" with a move of childbirth services from its 17th & Chew site to the new Jaindl Family Pavilion at Cedar Crest & I-78.

Already the leading provider of childbirth services in the Lehigh Valley with more than 100,000 births, the hospital will continue to offer a full range of obstetrical care, including a Level III neonatal intensive care unit.

"We're bringing our expertise and quality childbirth care together with all our hospital resources, while providing the latest and greatest in customer service," said Stephen Klasko, M.D., chair of obstetrics and gynecology. "Our goal is to offer a very cozy, home-like experience for new moms and their families."

Some of the new perks:

- 27 private family rooms, decorated like home
- 12 birthing suites in a soothing environment
- A massage tub and whirlpool to ease labor
- Sleeping chairs that open into beds for dads
- Free valet parking for quick access

Please turn to page 6



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.

Medicare Cuts Threaten Hospitals' Ability to Give Quality Patient Care

Medicare cuts take toll on patients, business

By Josh Goldstein
INQUIRER STAFF WRITER

On a sunny August day nearly two years ago, President Clinton signed into law the first balanced budget in a generation. Even as politicians in Washington celebrated an end to 28 years of deficits, few looked beyond the bottom line.

More than half of the spending cuts in the Balanced Budget Act of 1997 — \$112 billion over five years — were to come from the Medicare program.

Reduced payments for hospital and nursing-home stays and for physical rehabilitation, among other changes, had such immediate impact that in March the Congressional Budget Office increased its five-year estimate of Medicare savings to \$197 billion.

One of the most common questions I hear around LVHHN is this: Why do we put so much emphasis on cost reduction and quality enhancement? It's a fair question, one that we've tried to answer in the context of our operations improvement efforts.

But obviously, we need to do a better job of providing information to you on what's happening to health

care providers locally, regionally and nationally.

Rather than going into a lot of details, I encourage you to read the headlines and portions of news articles that I've included in this Issues & Initiatives. They highlight serious financial struggles faced by many organizations similar and familiar to us, and some not very far away.

Our biggest challenge today and in the future will be to remain financially viable in the face of massive payment cuts resulting from the Balanced Budget Act of 1997. LVHHN has suffered

Hospitals take \$39 billion hit in Clinton Medicare proposal

revenue shortfalls of millions of dollars since '97, and things will probably get worse. According to the American Hospital Association, 70 percent of American hospitals will lose money from treating Medicare patients in 2002. We'll have to tighten our belts even further in preparation for increased government cuts.

Hospitals in the Lehigh Valley are suffering from the reimbursement cuts. St. Luke's had one of their worst financial years ever last year, has laid off workers and is reducing employee benefits. Easton is losing millions annually taking care of their elderly patients.

Scores of Philadelphia hospitals are also experiencing huge financial crises. The University of Pennsylvania has begun widespread staff cuts to reduce its costs by hundreds of millions of dollars per year. They found that buying hospitals and physician practices didn't bring the payoffs they'd forecasted.

Our colleagues at the Penn State Hershey College of Medicine also face the dreadful task of budget and cost cutting so they can survive the next round of Federal revenue reductions.

Jefferson to lay off 125, drop 250 jobs

The hospital system wants to save \$21 million in costs. Lower reimbursements were cited.

Stanford University in California learned the hard way that merging three hospitals without sufficient planning produced red ink of nightmarish volumes, rather than creating the ideal health system they had dreamed it would be. Their troubles are far from over.

Easton Hospital to slice 62 jobs, shut neonatal unit

■ Revamped Medicare rules costing hospital millions annually, officials say.

By JEFF GELMAN
Of The Morning Call

Continuing to feel the crush of Medicare cuts, Easton Hospital will eliminate 62 full-time jobs and temporarily close its Neonatal Intensive Care Unit.

It will be the second employee lay-off in a year for the hospital.

Last summer, the hospital eliminated about 40 jobs.

"We want to survive for the future," hospital spokesman Michael Cox said of the latest cuts, which were announced Thursday.

He said the 237-bed hospital, which is in Wilson, has no plans to move to Lower Nazareth.

The hospital is losing millions of dollars a year due to decreased Medicare reimbursements, Cox said.

Medicare is a federal health care insurance program that helps pay certain costs for the elderly and disabled.

In March, the hospital reported that 55 percent of its patients are covered by Medicare, the highest percentage in the Lehigh Valley.

Over the last two years, the federal Balanced Budget Act of 1997 has caused the hospital to lose \$9.7 million in Medicare reimbursement, Cox said. Between 1998 and 2002, the hospital projects it will lose another \$36 million.

Over the past five months, hos-

Fortunately, our backs are not up against the wall like these hospitals. Thanks to your commitment, insight and expertise, we've been able to systematically reduce our operating expenses by some \$80 million in six years while maintaining quality. This isn't the case at Penn, Hershey and Stanford. They have hired high-priced consultants to take costs out of their systems by slashing programs, staff and services. Their only focus seems to be improving the bottom line.

You, however, demonstrate through your actions that you care about costs and quality. And the sum total of this approach means job security for us and better health care value for our community. ■

St. Luke's Hospital lays off 9 workers

■ It says federal cuts and insurance companies are forcing the facility to tighten its belt.

By DAVE LEVINTHAL
Of The Morning Call

St. Luke's Hospital, Allentown Campus, on Monday laid off nine staff members.

Hospital officials said a nurse, mammography technician, pharmacy technician, nuclear medicine technician, patient transporter, medical affairs secretary and three physical therapy workers lost their jobs.

ously look at ways to consolidate," Schantz said, noting that federal funds to hospitals are increasingly scarce.

The nine positions are about 2 percent of the hospital's staff, or the equivalent of 7.85 full-time workers out of 385.

The displaced workers will receive two weeks' pay and free out-placement counseling from Right Management Consultants in Allentown, Schantz said.

Laid-off workers also receive priority hiring status if new positions open up. In time, most of those laid off should find other jobs at the hospital, Schantz said. St. Luke's Allentown Campus

Job cuts to the hospital's need to reduce costs. Federal fund cuts and stingy insurance companies are making that necessary, she said.

"There is no question that the Balanced Budget Act and reduced payments from insurers have had the greatest impact," Schantz said. "This is not a new phenomenon, and it's happening at hospitals all over the nation."

Statistics support her claim.

The 1997 law will force Pennsylvania hospitals to work with \$2.7 billion less in federal Medicare through 2002, according to

from Medicare this fiscal year.

Hardest hit this past year was Lehigh Valley Hospital, which eliminated 500 jobs. Easton Hospital laid off 50 of its 1,650 workers in 1998, including 12 nurses.

Federal cuts are no longer reducing spending waste as they were designed to do, said Louis C. Gable, spokesman for the Hospital Association of Pennsylvania, which represents 225 of the state's hospitals.

"The fat is gone, and now they're cutting into muscle and bone," Gable said. "The average

MGH will cut 130 jobs, raise prices

Budget shortfall, Medicare cuts cited

By Alex Pham, Globe Staff, 03/20/99

Massachusetts General Hospital yesterday announced to its employees that it will eliminate 130 positions and raise retail prices for its services by 10 percent across the board in order to cope with a multimillion dollar shortfall in its budget.

Health care observers say the Mass. General staff reduction is one of many wrenching cutbacks likely to hit Massachusetts hospitals because of a planned five-year reduction in Medicare reimbursements that began last year.

Mass. General, which employs 11,825 full-time workers, lost nearly \$5 million in the first quarter of its fiscal year 1999 ended Dec. 31, despite record numbers of patients cared for at the Boston teaching hospital.

Want to voice your opinion on Medicare payments?

Here's your chance to try to make a difference. Write your congressman today, and tell him in your own words how continued Medicare budget cuts threaten to hurt patient care. Use real-life examples, but please be sure to maintain patient confidentiality. Encourage your co-workers also to write letters. Send them to:

The Honorable Pat Toomey, 511 Cannon House Office Building, Washington, D.C. 20515

"Everybody Loves Mike"



An equipment technician in the Health Spectrum rehabilitation department, Mike Kurinec comes to the aid of adults and children whose lives have been touched by life-changing injuries. When a wheelchair malfunctions or other "life-enhancing" equipment fails, these people know they can depend on Kurinec.

"Mike has a calming and relieving affect on them," said his supervisor, Jeff Craig. "The services we provide are often their only means of mobility and access to the world, so Mike's empathy means a great deal. They understand he respects their concerns and follows through on all promises made."

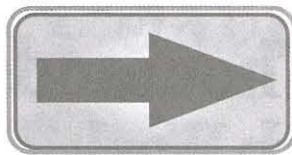
It's no surprise Kurinec has been named August's Service Star. Just like a Star, he has sacrificed personal time on countless occasions. Palm Sunday, a special holiday to Kurinec, was one of those days.

"He got paged to repair a woman's power chair during his family's celebration," Craig said. "Without a second thought, he went to her aid, and even brought her a palm. She was so touched, it made her cry."

Customers adore Kurinec so much that when he joined the Health Spectrum team, "many called to say they were bringing their business to us," Craig said. "Hardly a week goes by that we do not receive a call or letter lauding Mike as a caring, compassionate, empathetic and knowledgeable human being. Everybody loves Mike." ■

by Pamela Maurer

LVHHN Plans MOB at MHC



Driving to MHC? CHECK THIS OUT!

LVHHN will break ground in mid-November for a new three-story medical office building on the Muhlenberg Hospital Center campus.

According to Stuart Paxton, senior vice president for operations at MHC, the 58,000-sq.ft. building will include medical office space for Lehigh Valley Cardiology Associates, the anchor tenant. The group currently has 11 physicians, with plans to add three more.

The building also will house a 17,200-sq.ft. fitness center on the first floor, whose programs will include comprehensive orthopedic and cardiac rehabilitation, corporate and community fitness, educational seminars and wellness programs. A membership program will be limited to patients who choose fitness after rehab, network employees and corporate clients of HealthWorks, an occupational medicine program of MHC.

Muhlenberg Behavioral Health also plans to lease space in the building. The remaining space will be available for additional physician offices, as will space that is vacated in the medical office building at 2597 Schoenersville Rd. when LVCA relocates. The new building will be located between the parking lot for the building at 2597 Schoenersville Rd. and the current one-story medical office buildings at 2649 and 2657 Schoenersville Rd.

The new building will be ready for occupancy by Sept. 1, 2000. Projected cost is \$6.7 million. ■

by Mary Alice Czerwonka

Thanks for helping out!
We'd like to send special thanks to staff at 17th & Chew for their understanding and support of the Auxiliary's parking fund-raiser during this year's Great Allentown Fair. With your help, we raised close to \$7,000 for the hospital.

—The Auxiliary of Lehigh Valley Hospital

Driving on the MHC campus is challenging these days as construction changes parking assignments and traffic flow. If you're going to MHC in the next month, here's some information you'll need to know:

- The PT lot outside the southeast corner of the hospital will be closed on Sept. 20 to be prepared for construction of the psychiatry building. This lot will be closed for at least one week.
- A new employee parking lot opens Oct. 4 north of the 1770 Building. The lot will provide 165 spaces to accommodate drivers displaced due to construction on the campus.
- On Oct. 4, the road that runs off Schoenersville Road in front of the rehab center will provide access to the new lot north of the 1770 Building.
- Work begins in early October or sooner on the central utilities building. This will remove 125 employee parking spaces from the lot on the northwest edge of the campus.

Stay updated on construction and parking changes at MHC by visiting the bulletin board on E-mail titled "/MHC_Const-Parking_Info," or call security at 610-402-8220.

HONOR the LVHHN "STARS" OCT. 1

Join the Reward and Recognition Committee at the fourth annual STAR CELEBRATION, Oct. 1 at the Holiday Inn Conference Center, I-78 and Route 100, Fogelsville. If you haven't done so as yet, please RSVP as soon as possible since seating is limited.

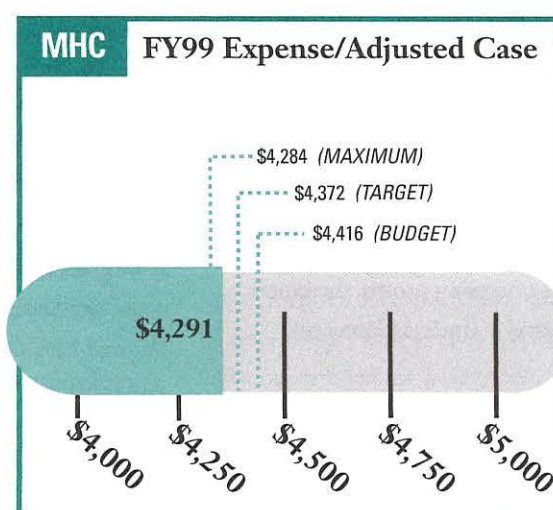
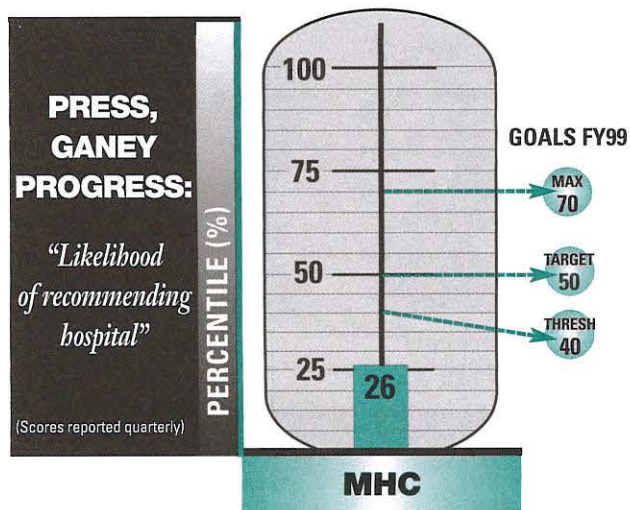
This event recognizes the employees who have 10 years or more service, as well as staff, departments and physicians who have demonstrated exemplary accomplishments and behavior at LVHHN. This year's event will also feature a "Celebration of Community" award in honor of LVH's 100th Anniversary.

The schedule for the evening is as follows:

- 6:30 - 8 p.m. ☆ light buffet
- 7:30 - 8:30 p.m. ☆ program & celebration
- 8:30 - 9:30 p.m. ☆ dessert & coffee
- 8:30 p.m. ☆ DJ & dancing

Complimentary beer, wine and soda will be provided. Door prizes will be awarded (you must be present to win).

MHC SHARED SUCCESS PLAN PROGRESS (AS OF JUNE 1999)



Nurses Save Thousands Monkeying Around with Working Wonders

CABLEFEST '99

GET YOUR FREE TICKETS!

Saturday, Oct. 9, 1999
Stabler Arena & Rausch Field House
10 a.m. - 6 p.m.

CableFest '99—an awareness campaign that unites the strengths of cable television, the corporate community and local non-profit groups—has something for everybody!

Hang out with Rugrats characters and professional WCW wrestlers. Learn to improve your golf swing from the Golf Channel. Deliver the news on an actual CNBC set or try out to be a forecaster for the Weather Channel. Join a free-throw basketball game with TBS superstition or scale ESPN's rock climbing wall.

And don't forget to check out interactive displays at the 19 nonprofit agencies, including Spirit of Women and the Burn Prevention Foundation.

Spirit of Women will provide free seated massages as well as information about the initiative and child-birth services at the new Jaindl Family Pavilion. The Burn Prevention Foundation will teach children life-saving skills with the help of its Koola Bear's Fire Safety house.

A sponsor of this event, Lehigh Valley Hospital and Health Network is offering a limited number of free tickets (valued at \$10) to employees and volunteers. Distributed on a first-come, first-serve basis, tickets can be retrieved at volunteer offices at Cedar Crest & I-78, 17th & Chew and MHC or by calling 610-402-CARE. ■

BAZAAR

Nov. 18 & 19

Nov. 18 6 a.m.-8 p.m.

Nov. 19 7 a.m.-4 p.m.

The Recreation Committee will be holding their annual bazaar in the Anderson Wing Lobby, CCE-178.

Any interested crafter should contact Sharon Bartz at 610-402-9008 to reserve space.

It's not what you think!

Judy Bailey, R.N., patient care specialist, and Barbara Larson, R.N., on 5B/5C, have a working relationship that's more than just monkey business.

Their efforts to decrease hospital costs and increase patient satisfaction have them dangling for Working Wonders ideas. Now, the mamour sling, a traction device for hip replacement patients, is a thing of the past.

"Back in the old days, we didn't have bedside therapy and stays averaged seven days, so the sling was important," Bailey said. "The device allowed patients to exercise their hip, and those who moved sooner healed faster."

As length of stay decreased to three days, the sling became a nursing nuisance and a loser for cost efficiency. A staff member spent two hours constructing and dismantling the gym-like contraption. Add in time spent on education and don't forget the \$150 charge to the patient.

So, Bailey and Larson swung into action for a savings of nearly \$17,000. Their research found hospitals in the Northeast had already abandoned the mamour sling with no significant change in outcomes. With the support of the orthopedic physician division, the nursing practice committee revised the policy.

"Aggressive bedside physical therapy and timely rehab has greatly improved the healing process and significantly decreased complications such as (hospital-acquired) infection and deep vein thrombosis (blood clots)," Bailey said.

The reward? A \$2,400 split. While Bailey peeled her money away at the U.S. Open, Larson wrapped up a vacation.

But that's not all. The two will shortly split a \$509 award with Sharon Boley, manager of hospital operations, Laboratory Hospital Services, for their Working Wonders idea to eliminate the splash tube used in pt/ptt testing hospital wide. But the \$3,394



Judy Bailey, R.N. (left) and Barbara Larson, R.N., hang the mamour sling for the last time. They saved LVH \$16,788 by eliminating the traction device. That's no monkey business!

savings isn't the big payoff here; patient satisfaction wins the award this time.

"The number one reason to eliminate the splash tube is not the monetary award but the patient reward," Bailey said. "When people draw blood, the most frequent reason a stick fails is because you have to change tubes."

Splash tubes originally served as a safety measure, but recent literature deemed this unnecessary. "Blood contains natural anticoagulants, which was thought to alter the results of the pt/ptt," Bailey said. "For this reason, blood was drawn in the splash tube (red top tube) and discarded. Then a blue top tube completed the process."

After calling and E-mailing "every single nursing unit" to implement the new process, you'd think the pair would be done monkeying around with Working Wonders. Well, hang on because Bailey is already working on a project with the urology department and Larson with orthopedics.

"Working Wonders," Bailey said, "is just a win-win situation for everybody." ■

by Marion Varec

Childbirth Services, Jaindl Pavilion

Continued from page 3

- Internet "baby press conference" for families and friends
- Seated showers
- Special bassinets for babies to room with moms
- A cozy day room to relax with visitors

Childbirth services will be on the third and fourth floors, in the same building with diagnostic services, intensive care units and cardiology and adjoining the main hospital that houses operating rooms, the emergency department, the Level I Trauma Center and the pediatrics unit.

Want a Sneak Peak? Tours for employees and expectant parents are being planned for this winter. Call 610-402-CARE to get on the mailing list for more details. ■

by Pamela Maurer

Web Site Wins Award—Two Years in a Row

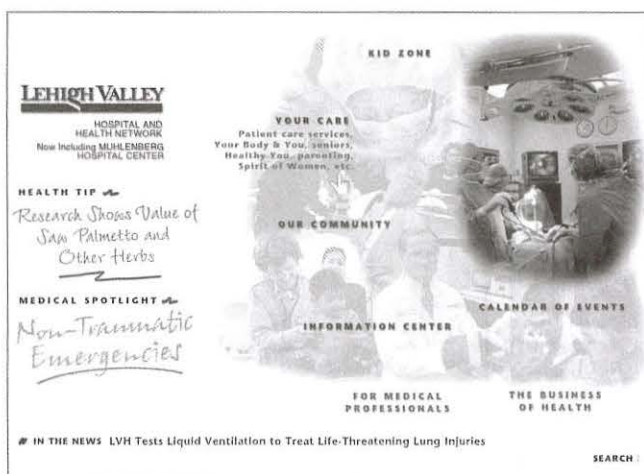
For the second year running, Lehigh Valley Hospital and Health Network's web site—

www.lvhhn.org

—won a merit award from the Sixteenth Annual Healthcare Advertising

Awards, sponsored by the Healthcare

Marketing Report. This is the largest health care advertising awards competition in the country. Over 3,200 entries were submitted from over 1,000 health



care institutions from all 50 states and five foreign countries.

Judges for the Healthcare Advertising Awards consist of a national panel of health care marketers, advertising creative directors, marketing

and advertising professors and the editorial board of Healthcare Marketing Report. ■

by Kristen Hoffman

The Old School of Nursing

It brings back Memories for Josephine Ritz



Josephine Ritz, just 17, as a nursing student in 1947.

Josephine Ritz has taught nurses, directed nurses and raised funds for nurses at Lehigh Valley Hospital and has dedicated more years of service than any other employee. But her fondest memories are of the days when she was a student at the old School of Nursing at 17th & Chew Streets.

Dates waiting in the parlor...the strict house-mother in matronly black and white, her hair in a bun...the 10 p.m. curfew. These are the things Ritz remembers—from can it possibly be?—53 years ago.

"Because we weren't allowed to stay out late, most of the fun took place on the front porch," she said. "As soon as we heard the bong of the grandfather clock in the lobby, we would kiss our dates good night and troop in past the housemother. She sat in front of that clock all night, ready to dole out demerits."

Of course, there were ways to evade the curfew. "Sometimes a fellow would climb up the wall in the alley to our windows," Ritz

said with a laugh. "Or we'd sneak to the store in back of the school."

Living with 200 other girls in the mid-1940s, Ritz said, was a bit like being in a sorority. "We used to play tricks on each other, have parties and sing war songs while the housemother played the baby grand piano," she said.

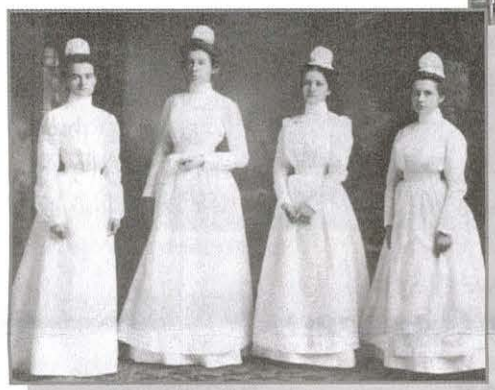
It wasn't all fun and games, of course. "Most of the time we were immersed in the intense nursing curriculum" Ritz said. "If you didn't do well, you were out and there was no second chance."

Waking at 6 a.m. daily, the students met in the chapel before heading to the hospital, a practice that

(Right) In the early 1900s, the Nightingale-style nurse was a godsend.



(Left) The first class to graduate from the School of Nursing in 1901. The program began when Allentown Hospital opened in 1899 and endured for almost 90 years.



The "nurses home" building dates back to 1914. The Allentown Auxiliary of Lehigh Valley Hospital has pledged to restore the School of Nursing lobby as part of the hospital's 100th anniversary celebration.

"went back to the 1800s, when religious women were the health care providers," Ritz said. Then they worked 10-hour days learning their profession.

Unlike nursing students now, who have many career options, "we didn't have a choice about the type of nursing we would do after graduation," Ritz says. "I was told I would be an instructor." Today's students "would faint" at taking orders like that, she said.

Yes, much has changed but Ritz wouldn't have missed her experience. She went on to direct the School of Nursing for 13 years and today is director of nursing resources for the development department, but her memories of the last five decades remain vivid.

"Sometimes it's hard to accept change, but my dedication to the profession has kept me going," Ritz said. "And my happy memories have helped me continue to be a happy person." ■

by Pamela Maurer

*Celebration of
Community*
Y E A R S

Celebrating 100 Years of Nursing Care Enjoy the Memories



1953 • Patricia Stein • 1999

Do you remember when nurses made \$1 an hour... were called by their last names... worked the old Isolation Department at Allentown Hospital?

Patricia Stein, a 1953 grad of the School of Nursing and today a night shift nurse at 17th & Chew's hospice unit, does.

Among her memories is when IV needles were "long, sharp and steel," allowed to be administered by physicians only. Seven years into Stein's career, nurses were finally given the IV responsibility.

"My supervisor pulled a new, strange-looking IV needle out of her pocket," Stein said. "It had little wings and a small plastic tail, and she called it a butterfly."

It was a new and exciting time for nurses, but other disadvantages posed a challenge. "There were no bedside lights, so we actually had to put a flashlight under our chins and stick away," Stein said. "But even with far less materials and technology, we could say 'I love being a nurse.'"

When Betty Rabenold was a nursing student at the School of Nursing in the 1950s, the girls fed and bathed patients, distributed meds and gave backrubs. They toiled harder than industrial laborers, but would earn less in the working world.

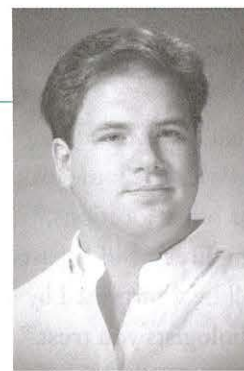
"They wanted to make you professional," she said. "When a doctor walked into a room, you stood up and gave him your seat."

Remembering the strictness, Rabenold, a nurse at MHC's ASU, gets a chuckle. "Our School of Nursing director expected us to be meticulous—starched white uniforms, polished shoes, a hairnet—and can you believe, even a girdle?" Rabenold said. "Sometimes, she would actually pat us in the rear end to make sure we were wearing one."

1954 • Betty Rabenold • 1999



Want to Know More? For a copy of the Healthy You article "Nursing Then and Now," call 610-402-CARE.



1986 • Richard Riccio • 1999

Richard Riccio, a nurse on the trauma-neuro intensive care unit, could be considered among the new generation. In the profession for 13 years, he, too, has grown with the changes. "The stress level has become very high over the years," he said. "One of the most difficult aspects is dealing with death in a positive way."

Through one of the most miraculous advances of this century, Riccio found his way—organ donation. He remembers the first time he comforted a family with the Gift of Life program.

"I developed a closeness with a family that I have never done before as a professional nurse," Riccio said. "Their daughter's legacy continues to live on because her organs were placed with some very special recipients."

And if one thing hasn't changed during the last century, and never will, "it's the personal care of nurses," said Mary Kinneman, senior vice president of patient care services. "Our desire to care, to be compassionate, and to learn and grow will always be there." ■

Women's 5K Classic

3.1 Miles—Running/Walking

Saturday, Oct. 23 • 10 a.m.

Lehigh Parkway, Allentown

This all female event was created by Lehigh Valley Road Runners to raise money and awareness for the fight against breast cancer.

Since it began in 1993, the event has grown from 250 to 2,000 runners/walkers and has raised more than \$90,000 to fund programs including Breast Health Services's Support of Survivors helpline.

There will be a pre-event health expo in the new Jandl Family Pavilion on Friday, Oct. 22 from 4 to 8 p.m.

For information or an application, call 610-402-CARE.

HELP LVHNN INVEST IN FUTURES



LVHNN INVESTS IN
Healthy Children
Healthy Families &
Healthy Neighborhoods

1999 LVHNN CAMPAIGN
OCT. 4-22

LVHNN Network Goals—

- 28% participation (up from 24% in 1998)
- \$250,000 raised as our maximum (up from \$206,335 in 1998)
- 100 Leadership gifts (up from 71 in 1998)

This year, every past donor who recruits one new donor will receive a special incentive prize.

See your Departmental Campaign Champion for information, including incentives, or call Linda Durishin, 610-317-4867, or Maureen Sawyer, 610-861-2305.

Breast Health Services Now at Trexlertown

If you're 40 or older, you should have a yearly mammogram.

Not only does Breast Health Services offer the expertise women count on, but now another convenient location for routine mammograms at the Health Center at Trexlertown.

"The new location is staffed by certified mammography technologists with the same excellence service standards as our other locations," said Elisabeth Ladd, program director of Breast Health Services. "Results will be interpreted by the same board-certified radiologists you trust."

Breast Health Services exceeds the national benchmark for early detection of breast cancer. More than 80 percent of breast cancers detected through routine mammograms are found in the most curable stages.

"That's critical since early detection correlates with optimal survival statistics," Ladd said. "Regular mammography is the key to early detection, so call for your mammogram today." ■

BREAST HEALTH SERVICES HOURS AT TREXLERTOWN

Mon. 12:30 - 8 p.m.
Tues. & Weds. 8:30 a.m. - 5 p.m.
Thurs. & Fri. 7 a.m. - 3:30 p.m.
Phone 610-402-0181

Spirit of Women

Conference Focuses on Life's Changes



Judith Briles, M.D.

"Without change, I'd probably have a bad sense of humor, be less interesting, less curious and most importantly, I'd be less courageous."

What are the changes you face in the new millennium? Maybe starting a new position, going through a divorce, moving to another home, seeing your children leave home—whatever you anticipate, it's natural to feel a bit fearful.

But facing transition and becoming more flexible are necessary parts of life. At this year's Spirit of Women conference "Embracing Change in the New Millennium," author Judith Briles, Ph.D., will empower women to identify their resistance to change and create an action plan to grow through it and thrive.

"There are stages of changes that are scary, but if you don't face them head on, you're guaranteed a balcony in the past," Briles said. "Change can open doors that you thought were windows."

Briles should know. Candid about her life, Briles will tell you she has "had everything and lost everything." She has been fired, divorced and embezzled, has fought cancer, been

homeless and experienced the devastating loss of two sons. Through it all, she has learned to deal with ambiguity and change and even had the motivation to earn her master's and doctorate degrees in business administration.

An author of 20 books on women's issues, Briles has appeared on television programs including Oprah, CNN and Good Morning America. Her studies have been featured in the *New York Times*, *Money*, *Self*, *Working Woman* and *The Wall Street Journal*.

While counting down the days to the Nov. 9 Spirit of Women Conference, you can learn more about coping with life's changes. See the September/October *HealthyYou* featuring advice from Rev. Anne Huey, manager of spiritual care at Lehigh Valley Hospice. Call 610-402-CARE for your copy of *Healthy You* or a Spirit of Women conference brochure. ■

by Pamela Maurer

Spirit of Women 1999 Conference

"Embracing Change in the New Millennium"

Tuesday, Nov. 9 • 7:30 - 9 p.m.

HOLIDAY INN

Rte. 100 & I-78, Fogelsville

EVENT IS FREE!

Conference includes presentation of the 1999 Spirit of Women awards.

Convenience Care Center: Walk-In Service for Ill and Injured

Illnesses and injuries seem to happen at the most inopportune times.

- Your brother sprains his ankle in a game of touch football during a weekend get-together.
- Your wife's out-of-town business associate comes down with a stomach virus the afternoon before the big presentation.
- Your daughter gets hit in the eye with a stick during a field hockey tournament.

To help you deal with these unexpected complications, Lehigh Valley Hospital and Health Network now offers walk-in health care seven days a week through the Convenience Care Center (CCC) in the Health Center at Trexlertown.

"The Convenience Care Center provides another option for adults and children ages five and older who need a physician when their regular physician cannot see them," said CCC's Richard Goy, M.D. "It is an excellent choice for out-of-town visitors or new residents who have not yet selected a primary care physician."

Staffed by physicians and registered nurses experienced in urgent care, CCC is currently open 11 a.m. to 7 p.m. daily. No appointments are necessary. On-site laboratory and limited X-ray services are available.

"We see people with cuts requiring stitches or tetanus boosters, sprains and minor fractures, as well as illnesses such as respiratory infections, urinary tract



Richard Goy, M.D. (center), of the Convenience Care Center discusses the treatment of a sprained wrist with Helen Eisenhard, a volunteer at the Health Center at Trexlertown. Trish Lombardo, R.N. (left), assists.

infections, pneumonia, kidney stones and flare-ups of asthma," said Dr. Goy.

CCC has established relationships with many of the insurance providers prevalent in the Lehigh Valley. Depending on the patient's plan, the insurer may cover a portion of the services CCC provides, or patients may pay for services out-of-pocket.

CCC works closely with the patients' doctors, sending them copies of the medical record. CCC instructs patients to receive follow-up care through their regular doctors and if they don't already have one, the CCC staff guides them to LVHNN's physician referral service. ■

by Mary DeHaven

SERVICE ANNIVERSARIES

Congratulations to those employees celebrating September 1999 service anniversaries! Thank you for your continuing service to Lehigh Valley Hospital and Health Network.

Don't forget

Read Service Anniversaries in *CheckUp* on-line!

www.LVH.com

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 Rob Stevens, editor, public affairs, 1770 Bathgate, using interoffice mail or e-mail. *CheckUp This Month* is an employee publication of Lehigh Valley Health Network's public affairs department. For additional information, call 317-4819. Lehigh Valley Health Network is an equal opportunity employer. M/F/D/V Want to read *CheckUp* on-line? Open LVHNN's intranet page—www.LVH.com—and click on the *CheckUp* logo.

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