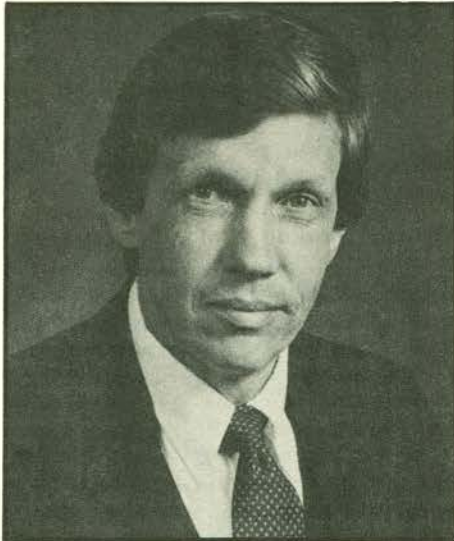


## HealthEast President Named



David P. Buchmueller

The HealthEast Board of Directors has named David P. Buchmueller as the system's first president and chief executive officer. Buchmueller, who is president of Neponset Valley Health System (NVHS), Norwood, Massachusetts, joined HealthEast July 1.

Buchmueller has been president and chief executive officer of NVHS, a multi-institutional organization, for the past two years. After completing ten years as administrator of Norwood Hospital, now a component of NVHS, he was instrumental in forming his system. He led negotiations for the purchase of the system's second hospital, established Massachusetts' first community hospital-sponsored alcoholism treatment center and two satellite primary care centers. NVHS also has a home health agency and a fund raising foundation.

A native Midwesterner, Buchmueller graduated from Coe College in Iowa and earned his Masters in Business Administration from the University of Chicago. He was a member of the Medical Service Corps of the United States Air Force and served as Chief Fiscal Officer and Personnel Officer at the United States Air Force Hospital in Weisbaden, West Germany. From 1967-1973, he was on the management staff of Rush-Presbyterian-St. Luke's Medical Center in Chicago.

In Massachusetts Buchmueller

(Continued on page 8)

(For related story see page 2.)

## HealthEast Holds Annual Meeting

Nearly 300 people attended the annual meeting of HealthEast and its subsidiaries on Wednesday, June 13 at the Tompkins Center at Cedar Crest College. Annual reports were delivered by HealthEast chairman Gene Cesari, president of Cedar Crest College; Chairman of The Allentown Hospital's Board of Directors, William C. Roberts who is president of Collier Group; and Richard Fleming, Chairman of the Board of Lehigh Valley Hospital Center. Remarks concerning the future of HealthEast were delivered by the new HealthEast President, David P. Buchmueller.

During his remarks, Dr. Cesari reported the formation of a HealthEast Board Committee, chaired by Bill Roberts, for the purpose of investigating new business opportunities. "This group of physicians and businessmen will investigate any options available to HealthEast consistent with its mission," he said. "HealthEast's ability to diversify and to avail itself of capital markets is a distinguishing advantage of our corporate system."

Echoing the thought that new business ventures are certainly a priority item, Mr. Buchmueller said that the decisions HealthEast makes about the types of ventures "will be guided by the questions, 'Does it benefit the patient, the community, HealthEast, physicians and other health professionals?'" (For related story see interview with Mr. Buchmueller on page 2.)

William Roberts recognized the Hospital Family who have "resolutely managed in the past to work so

diligently in uncomfortable and inefficient surroundings ... always keeping our patients' best interests in mind ... For all these reasons and more, the completion of the modernization project is a long-awaited and exhilarating event for us and our community."

Mr. Roberts highlighted the Hospital's construction progress, the increased usage of our outpatient services, such as the 21 per cent increase in Home Health visits and the increase in visits to both the Emergency Center and the Ambulatory Surgery Unit; and reviewed the educational programs which have been available this year.

Richard Fleming summarized the accomplishments of the Lehigh Valley Hospital Center during the last fiscal year and announced that he would retire as chairman of the board, a position he's held for the past six years. He will remain as a LVHC board member.

Also honored during the annual meeting were Valeria S. Boyer, who retires from the HealthEast board; Dr. Morton I. Silverman, elected to honorary board status for The Allentown Hospital as his term expires on the HealthEast board; Dr. Theodore L. Donmoyer, whose terms expire on the board of The Allentown Hospital and as president of the Hospital's medical and dental staff; Dr. Robert P. Fenstermacher Jr., as his term expires on The Allentown Hospital board; and Dr. Walter J. Okunski, whose terms expire on the Lehigh Valley Hospital Center board and as president of the Hospital Center medical staff.

## New Logo Instituted



To assist HealthEast and its subsidiaries in gaining recognition among its many publics, a new logo and typeface have been designed for use beginning July 1. The symbol defines HealthEast as an integrated system and is illustrated by the individual segments forming the circle. It connotes energy and vitality, organization and excellence, descriptive qualities chosen by members of the Board. When printed in color on such items as stationery and business cards, the logo is russet which is commonly associated with caring, patience and friendliness and the word HealthEast is grey which is associated with no-frills efficiency.



# Buchmueller Interviewed

*In an effort to find out some of the thoughts and plans of the new HealthEast President and CEO, Probe recently interviewed David P. Buchmueller. The following questions and answers are excerpts from that interview.*

**PROBE:** You have spent a lot of time putting together a successful health care system in Massachusetts. Why would you want to leave that and come here?



**Buchmueller:** There are three or four fundamental reasons. One is the reputation of the two hospitals. They're very well regarded and I think the capability of doing things that we, being on the doorstep of Boston, would not have been able to do in terms of tertiary services. Also, the size of the organization is somewhat larger. Secondly, the fact that some of the national trends which have adversely affected hospitals have not yet hit the Lehigh Valley. Therein lies an opportunity and a challenge. We can choose to ignore them until they hit us or we can do some creative things in anticipation of them and position the organization with the capacity to serve well into the future. The third thing was the Pool Trust. The ability to move the organization is substantially enhanced with a resource like that standing behind them. From a more personal standpoint, I think the people that I met when I came here are committed to the area and they believe in the two hospitals. And they were people with

whom I could work comfortably. Also at Neponset Valley Health System we recently completed a major building project. We acquired another hospital which is solidly in the black and running well. So it was an opportunity to leave something that, I believe, won't be hurt by my departure.

**PROBE:** Neponset Valley Health System and HealthEast have several similarities. Are there ideas you will be bringing with you to this position?

**Buchmueller:** Some of the solutions we came up with in Massachusetts may or may not be valid here. I need to see what the medical environment is here before making any proposals. We have gotten into several untraditional roles such as durable equipment and related services which certainly tie in with Home Care and may be feasible. There are a number of things that I think the dominant place in the marketplace of the two HealthEast hospitals will give us a chance to do. Home Care is just an example that when you have referrals coming out of 700-some beds, you have more than the critical mass to support a Home Health service. And then if you provide a range of services, you're more than there and the community is better off. While I will undoubtedly make references to where I'm coming from, I don't intend to thoughtlessly transplant those ideas and concepts that may or may not be relevant here.

**PROBE:** What do you see as the priority items facing you here?

**Buchmueller:** First and foremost is putting together a mission statement for HealthEast. Another very high priority will be to find innovative, creative, and mutually beneficial ways in which the system and the hospitals can joint venture with physicians. We've got to be sure that the hospitals and the physicians, whose futures are so tied to one another, do in fact work together and there are many common denominators on which to build. A third top priority is communications. I am not coming with a lot of preconceived ideas. I need a lot of input from a lot of people as we set our goals and directions. And that's only going to happen if we have good communications.

**PROBE:** How do you see your role as HealthEast's CEO?

**Buchmueller:** To organize HealthEast into a credible, strong entity and to be an interpreter of the environment. I consider myself an employee and a very strong advocate for the employees. One of the most

important things to me where I am is the job security of the 2,100 or so people who depend on the Neponset Valley Health System. I am very proud of the fact that no one in our organization has ever lost a minute of work due to work stoppage or layoffs. I don't think that just happens by accident. Especially with strikes and layoffs occurring in almost every hospital around us.

**PROBE:** Hospitals are making business decisions every day, but we want to keep our caring posture at the forefront. How can we do both?

**Buchmueller:** First, caring about people is a part of the professional make-up of our physicians, nurses,



and others involved in caring for our patients. So we are starting on a positive basis. Secondly, caring about people has to be kept as more than just a philosophical commitment. It has to be practiced in the decisions management makes at every turn. One of the reasons I feel so strongly about financial viability is because it is the financially viable institution that can say yes to the little old lady who has had a stroke, but who may not have adequate third party insurance coverage. Another thing structurally is the concept of decentralization and to make sure the hospital boards run the hospitals as opposed to the HealthEast Board. The hospital boards, among other things, have a responsibility for the quality of care in their institutions. Those boards appoint the medical staffs. They set the policies. They should be reviewing the quality assurance reports. They should be insuring that both hospitals maintain full accreditation. The hospital boards must be concerned with the quality of care.



# Board of Associates Holds Annual Meeting

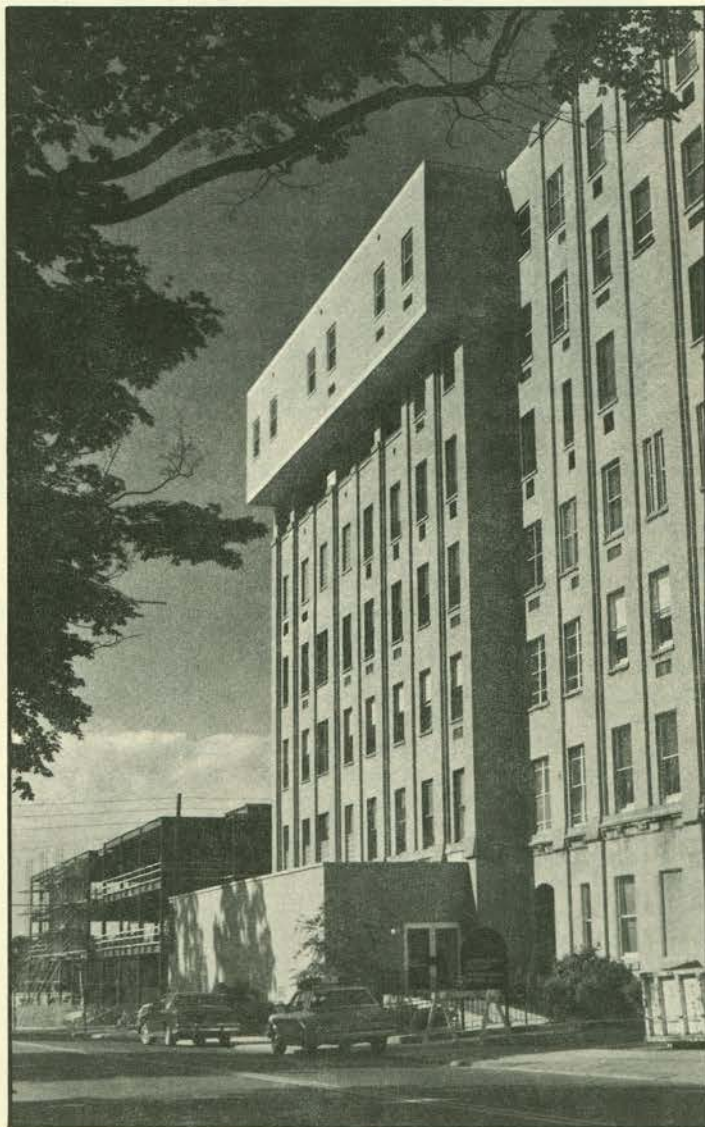
The Board of Associates of The Allentown Hospital held their annual meeting on Tuesday, June 19 in the Hospital's auditorium.

The election by ballot was reported and included the election of Ellen Weller and Mary Frances Stahler, both of Allentown, to three-year terms on the Executive Committee. Other officers for the 1984-1985 year are: S.H. Carl Bear, president; Robert C. Wood, first vice-president; William J. Albert, second vice-president; and Sallie K. Schaeffer, secretary-treasurer,

all from Allentown.

The Board, which now has a total membership of 205, welcomed 13 notable civic leaders to their numbers this spring. They are: Robert Black, Corporate Secretary, Morris Black and Sons; John Body, Manager, Project Management Systems, Air Products and Chemicals, Inc.; John Chappellear, Director of Pension Fund, Pennsylvania Power & Light Co.; Henry Gearhart, Vice President, First National Bank; Ronald Harrison, President, Lehigh Upholstery Cor-

poration; Judy Moatz Hummel, former physical education consultant and Supervisor in the Allentown School District; Katrina A. King, community volunteer; Robert A. King, President, William H. Taylor & Company, Inc.; Charles Marcon, President, Duggan & Marcon, Inc.; David Peifly, President, Smith & Peifly Inc.; Dr. William Stoutenburgh, Superintendent of Allentown Schools; Benjamin Walbert III, architect and planner, Allentown; and Carol Watters, community volunteer.



**Construction Proceeds on Schedule ...** Before and after photos by Hospital photographer Scott Dornblaser show the addition to the Psychiatric Department on the sixth floor. This project, with proposed completion in December of this year, will add 16 needed beds to the Hospital's complement of 39. To the left of the Hospital in the photo on the right, the physician-owned medical office building is seen being constructed on Hospital land. The Hospital's modernization project is proceeding on target as departments move to the new areas each month. The most recent move was the occupancy of a section of the third floor by the obstetrical department.



# Housestaff Honored



*Presentation of the Alumna of the Year Award.*

The Allentown Hospital and the Lehigh Valley Hospital Center joined together Friday, June 8 to honor the residents from the two hospitals who have completed their prescribed medical residency programs. The annual dinner and ceremony is in its ninth year and was held at the Holiday Inn East, Bethlehem.

Dean F. Dimick, M.D., chairman of the Combined Education Committee, and of the Department of Medicine at The Allentown Hospital and the Lehigh Valley Hospital Center, was chairman and Master of Ceremonies for this event. The Allentown Hospital served as the host hospital.

Highlighting the awards presentation was the naming of Anna M. Ziegler, M.D., Coplay, as the Alumna of the Year. Following her graduation from The Allentown Hospital School of Nursing in 1921, she pursued a nursing education career before going to medical school. She graduated from New York University Medical College in 1933 and began her illustrious medical career in Allentown during her internship at The Allentown Hospital in 1934.

Prior to her retirement in 1980, Dr. Ziegler was frequently honored

by various civic organizations for her active volunteer work in Lehigh County Prison. In 1977 she was presented with the Allentown Exchange Club's Golden Deeds Award. A year after that she was cited by the Allentown Human Relations Commission for her work. In 1982 Dr. Ziegler was presented with the Pennsylvania Prison Society's highest honor for meritorious service in the field of corrections.

Also honored at the event were Teachers of the Year chosen by the residents from each of the programs for outstanding contributions to the educational programs. These awards were presented to: Obstetrics/Gynecology, Joseph A. Miller, M.D.; Internal Medicine, Joseph Candio, M.D.; Dentistry, Paul Schwarzbach, D.D.S.; and Surgery, Michael Rhodes, M.D.

The Paul R. Bosanac, M.D. Research Award was presented by Lawrence P. Levitt, M.D., Pool Trustee, to Arthur V. Stein, M.D.

Christopher Brown, M.D., Lehigh Valley Hospital Center Radiology Department, presented the Radiology Case of the Week Award to Joseph Podany, M.D.

Another special presentation was

the award for the Highest Grade in the Oral Surgical Exam which was presented to Dominick Trivisonno, M.D. by F. Geoffrey Toonder, M.D.

Receiving certificates for completion of their residency programs were: First Year Residents: Cecilia M. Brennecke, M.D., David Fields, M.D., Charmaine Kowalski, M.D., Sheryl Nagle, M.D., Mark S. Yuhasz, M.D.; Internal Medicine: Francis P. Day, M.D., Andrew M. Ecker, M.D., Paul Guillard, M.D., Robert C. Klingler, M.D., Joseph J. McHugh, M.D., David B. Peichert, M.D., Victor J. Powers, M.D., Richard C. Silver, M.D.; Chief Medical Resident and Fellow in Internal Medicine: Loretta Witczak Keil, M.D.; Obstetrics and Gynecology: David F. Podrasky, M.D. and Robert J. Snyder, M.D.; General Surgery: Jeffrey R. Chain, M.D., Mark W. Griffith, M.D., Thomas D. Meade, M.D.; Chief Surgical Residents: Frederick Dentsman, M.D., and Ayman R. Hakki, M.D.; Plastic Surgery: Vilma G. Fule, M.D.; Dentistry: Steven Fishbaine, D.D.S.; Fellow in Diagnostic Radiology: Steven P. Karr, M.D.; Fellow in Vascular Surgery: Stephen J. Gawronski, M.D.



# 83rd Annual Commencement for School of Nursing

Forty-eight seniors graduated from the The Allentown Hospital School of Nursing last month. Judge Madaline Palladino, Commonwealth Court of Pennsylvania, gave the keynote address.

The ceremony was the capstone to the graduation festivities including a Senior Breakfast given by the Hospital; a luncheon given by the Allentown Rotary Club; a dinner sponsored by the Alumnae Association; and a Junior-Senior Banquet hosted by the underclassmen.

Awarded special prizes at graduation were Alice Mary McDonald, Andrea Feeney, Laurie Rittenhouse and Linda Marks, all of Allentown; Jane Kerstetter, Emmaus; Elizabeth Koons, Bethlehem; Michelle Roman, Quakertown; Margaret Rhoades, Oley; and Marcia Valletta of Birdsboro.

An award winner earlier this year was Lisa Kokolus, Class of 1985,



who was named Outstanding Student for the 1984-1985 school year.

The Alumnae Association held their "Golden Anniversary Celebration of Homecoming" in May with the Class of 1934 as honored guests.

Over 350 alumni traveled from different parts of the country to attend this luncheon. Martin Levine, the first male graduate of the School in the Class of 1925, came from California to attend this year.

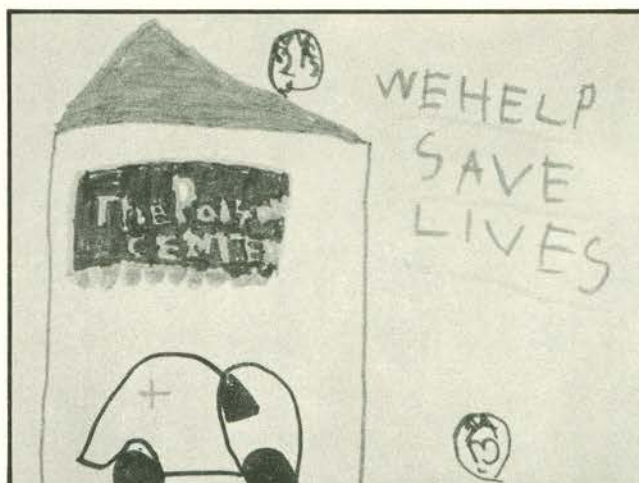


## MR. YUK:

## A Noted Personality in the Lehigh Valley

The Lehigh Valley Poison Center (LVPC), which is sponsored by The Allentown Hospital and has twenty member hospitals, is probably best known for its poison emergency and 24-hour information hotline. Last year alone, the LVPC handled 9,689 telephone calls from citizens, health professionals and businesses throughout Lehigh Valley.

However, an integral part of the Center's services are poison prevention educational programs, including preschool programs, classroom presentations and community lectures. This year a \$16,890 grant from Blue Cross of Lehigh Valley has assisted in the funding of these programs and other special projects connected with Poison Prevention Week that are aimed at school age children.



A hospital and ambulance are featured on the first place poster drawn by first-grader, Keyl Groff, Kernsville.

Harold M. Petersen, president of Blue Cross of Lehigh Valley, said that the grant represented the Plan's support of health education and services to the community. "It also is a method of helping contain hospital costs through the reduction of poisoning cases resulting in a hospital emergency room visit," he said.

An example of special programming by the LVPC is the annual Poison Prevention Week Contest held for children in grades 1-6. Students from approximately 75 schools in Lehigh and Northampton Counties participated by designing posters which incorporate a poison prevention message and the Mr. Yuk symbol. First and second place winners were then chosen from each grade and were awarded \$50 and \$25, respec-

tively. The prize-winning posters were on display at the Hospital during Poison Week.

A different type of program addressed a concern of many adults today: how safe are the art products on the market today? Professional artists, art teachers and students, and parents are affected by the products, such as markers and paints, available for use. In response to many inquiries on the subject, the LVPC organized a seminar entitled, "Safe Practices in the Arts and Crafts." Held at The Allentown Hospital, the program was well-received by the 75 people in attendance, and requests for another seminar on similar topics were received.

Valarie A. Basheda  
Public Relations Intern



# Grant Makes Education

Funding from a Dorothy Rider Pool Health Care Trust grant has made several valuable educational programs possible to children throughout the Lehigh Valley.

One of these, held annually in May and expanded from one to two days, was the popular "Incredible Human Body" health fair. Over 1800 third graders from 75 classes and 35 schools attended the event which is sponsored by The Allentown Hospital Maternal and Children's Center. While there, the students were amazed, intrigued and informed by the twelve learning stations making up the fair, ranging in topics from "Eyes: What is it Like to be Blind?" to "What's Inside an Ambulance?" and "Bones: How We Hang Together." Five of these stations were presented by departments of The Allentown Hospital. Other contributors included: Cetronia Ambulance Corps, Lehigh

Valley Hospital Center's Wellness Center and Shock/Trauma Unit, Lehigh Valley Poison Center, Good Shepherd Home and Rehabilitation Hospital, Lehigh Valley Association for the Blind and the Burn Foundation.

In addition to viewing these learning stations, each student also received a bag of healthful literature containing educational material from the following organizations: March of Dimes, Blue Cross of Lehigh Valley, American Diabetes Association, American Lung Association, American Heart Association, Alisa Ann Ruch Burn Foundation, American Kidney Foundation, National Society to Prevent Blindness, and Heinz Foods Corporation.

Another of these educational programs, which began in March, is entitled, "Hello, Hospital." Developed by The Allentown Hospital and cosponsored by the Lehigh Valley

Hospital Center, "Hello, Hospital" is a classroom presentation available without cost to first grade classes in Lehigh and Northampton counties.

This program was designed to familiarize children with the general hospital environment, insuring a more comfortable and less traumatic stay in case they ever need hospital care. It includes a demonstration of equipment and instruments, a film, and discussion. Each child also receives a pamphlet to take home to his or her parents that explains the program and offers first-aid tips.

Since its inception, 28 presentations have already been made and have received complimentary feedback from the teachers involved. The program will be made available again for the next school year, and may be scheduled for any Wednesday.

Valarie A. Basheda  
Public Relations Intern



*Lungs from a cow and a pig were greeted with mixed reviews at the Respiratory Department's station: "Lungs: Smoking Stinks."*

*The students from our School of Radiologic Technology wowed the third-graders for the second year in a row with "Bones: How We Hang Together."*





# nal Programs Possible

*Cetronia Ambulance Corps volunteered their time to show the children "What's Inside an Ambulance."*



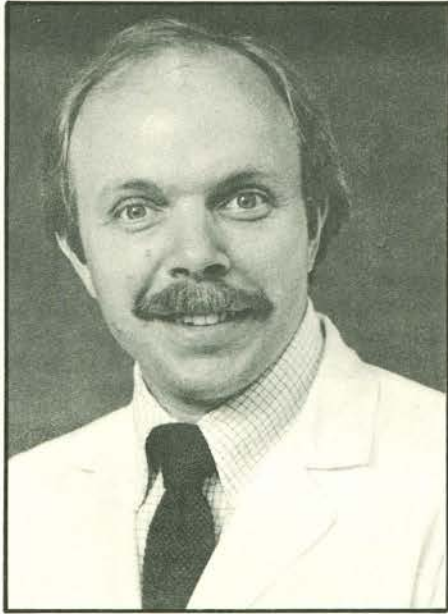
*Hospital volunteers greeted each class and were their "chaperones" throughout each session.*



*Joining for the first time was the Burn Foundation who taught the "Stop, Drop and Roll" technique.*

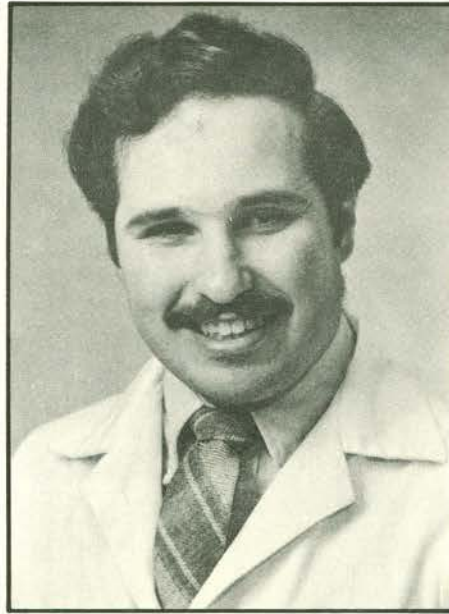


# Emergency Center Adds New Staff



*George W. Hager III, M.D.*

Two new physicians recently joined the staff of the Hospital's Emergency Center: George W. Hager III, M.D. and Robert G. Bagian, M.D. Dr. Hager



*Robert G. Bagian, M.D.*

will be Assistant Medical Director for the Center.

Dr. Hager received his undergraduate degree from Wittenberg

University and his medical degree from Jefferson Medical College, Philadelphia. He was chief surgical resident and chief resident — house staff at Cooper Hospital/University Medical Center during his residency. He is board certified in surgery and board eligible in Emergency Medicine. He is a fellow in the American College of Surgeons, a member of the American College of Emergency Physicians, American Medical Association and the North American Society of Pacing and Electrophysiology.

Dr. Hager is an active member in the New Jersey Committee on Trauma.

Dr. Bagian joins The Allentown Hospital from Northeastern Hospital in Philadelphia. He is a Phi Beta Kappa graduate of Temple University. He received his medical degree with honors from Thomas Jefferson University where he had an elective rotation with the Flight Medicine and Biosciences Department of NASA at the Johnson Space Center in Houston. He is a member of the American College of Emergency Physicians.

## Employees, Volunteers Honored at Dinner

Employees and Volunteers of The Allentown Hospital were honored at two separate dinners held this spring.

At their annual Employee Recognition Dinner, 161 employees with a total of 1580 combined years of service were recognized, including two who were celebrating 35 years at the Hospital: Sally M. Roessler, Administration and Carolyn Fink, Nuclear Medicine. Four other employees earned awards for 25 years of service: Christine Boyle, Home Health; Rosemary Christie, Pediatrics; Dorothy Dengler, Nursing; and Carrol Readinger, School of Nursing. Employees celebrating 5, 10, 15 and 20-year anniversaries were also honored.

Volunteers were feted at a dinner held to kick off National Volunteer Week. The Hospital's 307 volunteers will work over 66,000 hours this fiscal year — an increase of 8000 hours over last year. These valuable helpers include members from the Red Cross, Men of Retirement Age (MORA)



*Carolyn Fink and Sally Roessler were honored for 35 years of service to the Hospital.*

Club, the Hospital Auxiliary and Junior Aides, Allentown Garden Club, Hospital Patient Representatives, and over 60 junior volunteers. The department is coordinated by Hazel M. Kramer.

The festive evening took place at

the Allentown Hilton and began with a welcome by Darryl R. Lippman, president. The volunteers were entertained by the Macungie Minstrel-aire. Tables were decorated with flower arrangements donated by 26 area florists.

## HealthEast President Named *(Continued from page 1)*

was a director of the BayBank Norfolk Trust Company and a board member of MMI Companies, a professional and general liability corporation. He has held faculty appointments to several colleges and universities,

including Boston University and Harvard School of Public Health.

He and his wife, Florence, have two sons, Thomas and Ross, and a daughter whose name is Susan.



# MAKING THE ROUNDS

**Larry R. Glazerman, M.D.**, active staff, Department of Obstetrics and Gynecology, was recently certified by the American Board of Obstetricians and Gynecologists.

**Joseph Pascal, M.D.**, associate chief, division of urology, Department of Surgery, was recently installed as a Fellow of the American College of Surgeons. Dr. Pascal is a Diplomat of the American Board of Urology.

**Robert Wasko, M.D.**, chief, urology division, Department of Surgery, was appointed President-Elect of the Urological Association of Pennsylvania. This organization is comprised of approximately 200 urologists from Pennsylvania and concerns itself with educational and socioeconomic aspects of the practice of urology in Pennsylvania.

**Gregg T. Frey, D.D.S.**, chief, orthodontic division, Department of Dentistry, was recently elected president of the Lehigh Valley Society of Orthodontists. **John Steciw, D.D.S.**, Emmaus, was elected vice president of the local organization.

The following members of The Allentown Hospital Emergency Center staff completed the Emergency Department Nurses Association Core Curriculum Course and passed the certification examination necessary to become Certified Emergency Nurses: **Jane Sill, R.N., C.E.N.**; **Eleanor Good, R.N., C.E.N.**; and **Francine Miranda, R.N., C.E.N.**

Allentown Mayor Joseph Daddona was the kickoff speaker who issued the official proclamation declaring the week of April 8-14 **National Medical Laboratory Week**. This year's celebration in the Lehigh Valley focused on educating the public about the medical laboratory science field. The Allentown Hospital School of Medical Technology, among others, sponsored laboratory open houses and tours geared to students but open to the public. All area junior and senior high schools, colleges, and youth organizations were formally invited to attend these sessions which included a videotape of micro-laboratory careers and a visit to all laboratory departments. **Deb Johnson, M.T., (ASCP), CLS**, program director, School of Medical Technology, was Laboratory Week chairperson in the

Lehigh Valley.

**Theresa Mylet, R.N.**, was recently appointed new Head Nurse of the Acute Coronary Care Unit (ACCU). In her new role, Theresa will be responsible for supervision and management of the unit, orienting new employees, and setting up in-service programs. Theresa has been with the Hospital staff since 1978 after graduating from Hazelton Nursing School in 1977. She worked on medical/surgical floors before transferring to the Coronary Care Unit in 1979. Theresa has completed the Hospital's Critical Care Course and is ACLS-certified. She is matriculating for her Bachelor of Science degree in Nursing at Cedar Crest College.

**The Comprehensive Community Cancer Center**, sponsored jointly by The Allentown Hospital and the Lehigh Valley Hospital Center, has been awarded a contract by the Pennsylvania Department of Health involving the screening and detection of women diagnosed as having breast cancer and their adult sisters and daughters.

**Judy Braun, R.N.**, coordinator, Nursing of Children for the Hospital's School of Nursing spoke on "Child Abuse" for a Pediatric Nursing Course sponsored by the Lehigh Valley Hospital Center's Department of Nursing. The course ran for three weeks. **Sandra Eberwein, R.N.**, Nursing of Children instructor for the School, spoke on "Creating a Safe Environment." Pediatric staff nurse **Helen Perkins, R.N.**, spoke on "Growth and Development" for the three-week course.

**Russell B. Puschak, M.D.**, chairman, Department of Pediatrics, spoke on "The Practicing Pediatrician and the Adolescent" at a seminar entitled "Adolescent Medicine - Physical and Psychological" held at Quakertown Community Hospital early in June in cooperation with Lehigh Valley Hospital Center. **Janine Fiesta, B.S.N., J.D.**, Director of Legal Affairs for the Hospital and the Hospital Center, also spoke at the seminar on "Legal Aspects of Treating the Adolescent." **Judy Braun, B.S.N., M.Ed.**, coordinator, Nursing of Children, addressed the group on "Adolescent Abuse, Fact or Fantasy."

Special thanks to the **Lehigh Valley Mothers of Twins Club** for their donation of infant sleepers and crib mobiles for the Neonatal Intensive Care Unit. A bake sale, coordinated by Karen Vitale, Charity Chairperson for the group, provided the funds used to purchase these items.

**Regina Nichols, Anne Brown, Renee Costello, and Louise Egolf**, all registered nurses in the Intensive Care Unit have taken the Advanced Cardiac Life Support course and are certified at this time.

**Charles A. Kosteva, D.D.S.**, chairman, Department of Dentistry, was recently appointed the Director of Extramural Continuing Education Programs at the University of Pennsylvania School of Dental Medicine. In his new position, Dr. Kosteva will organize, oversee and expand the operations of four such programs in Pennsylvania and New Jersey with one of these currently based at The Allentown Hospital.

**Sue Hawrylo, A.R.T.**, became president-elect of the Lehigh Valley Medical Record Association which has a membership of 80 people regionally. Sue also was elected to a two-year term as a member of the Board of Directors of the Pennsylvania Medical Record Association.

A total of 33 registered nurses attended the **Oncology Core Course for Nurses** this spring. The ten-session program provides nurses with a multidisciplinary approach to cancer care. The participants represented acute care facilities and were private duty, community health, home care and visiting nurses primarily from the Lehigh Valley area. However, there were several participants who traveled from Altoona, Camp Hill and the Pocono area for the course. Physicians, nurses, social workers and allied health professionals from the community gave presentations to the group.

Our **Department of Social Service** hosted a special meeting of the Society for Hospital Social Work Directors of the Greater Lehigh Valley on June 21. Together with the admitting staffs of area nursing homes, the discussion included new relationships and problem-solving regarding the DRG system.

(Continued on page 10)



# Finance Department Reorganizes



Michael P. O'Boyle  
Vice President- Finance



Stuart S. Paxton, Jr.  
Controller



Joseph Kerns  
Assistant Controller



Susan T. Keller  
Business Office Manager

Michael P. O'Boyle was recently named Vice President — Finance and Stuart S. Paxton, Jr., named Controller following reorganization of The Allentown Hospital's Finance Department. In addition, Joseph Kerns has joined the Hospital as Assistant Controller and Susan T. Keller was promoted to Business Office Manager.

O'Boyle, Schnecksville, served as Controller and Acting Vice President since January 1, 1984, replacing Lee W. Hawk who retired in December, 1983. O'Boyle joined The Allentown Hospital in October, 1981, as Financial Manager. Prior to accepting his position at the Hospital, O'Boyle was a member of the audit staff of Ernst and Whinney, Allentown. A graduate of Allentown College of St. Francis de Sales, O'Boyle holds a Bachelor of Science degree in Accounting and Business and is a certified public accountant. He served as an adjunct instructor in Accounting and Finance in the Allentown College of Continuing Education

Program. O'Boyle is a member of the Pennsylvania and American Institutes of Certified Public Accountants and the Hospital Financial Management Association.

Stuart S. Paxton, Jr., Bethlehem, joined The Allentown Hospital Accounting Department as Assistant Controller one year ago. Prior to that, Paxton, a certified public accountant, was treasurer Executive Technology Associates, Allentown, and had been Controller, Lehigh Structural Steel Co. As the new Controller at the Hospital, Paxton filled the vacancy created by Mike O'Boyle's promotion, and will be responsible for all accounting for the Hospital. He earned a Masters degree in Accounting and Finance from the University of New Hampshire and a Bachelor of Arts degree in Economics in 1971 from the University of Virginia. He is a member of the American and Pennsylvania Institutes of Certified Public Accountants.

Joseph Kerns, a native of Ivyland, served as Director of Financial Plan-

ning at Magee Rehabilitation Hospital, Philadelphia, prior to joining The Allentown Hospital. He formerly was Controller at Frankford Hospital and Assistant Controller at Lankenau Hospital, both in Philadelphia. He filled the Assistant Controller position vacated by Dale Apgar, now Controller at Doylestown Hospital. He is a member of the Health Care Financial Management Association and the Financial Executives Institute.

Susan Keller, Wescosville, has been promoted to the position of Business Office Manager to fill the vacancy created by the resignation of Mike Wertz in March, 1984. Keller attended both Westchester University and Lehigh County Community College where she earned an Associate of Arts degree in Business Administration. She is a member of the Administrative Management Society and currently serves on the professional advisory committee for Lehigh Valley Hospice.

## Making the Rounds *(Continued from page 9)*

**Herbert L. Hyman, M.D.**, internal medicine division, Department of Medicine, was visiting lecturer and participant in Grand Rounds at Reading Hospital and Medical Center in April.

**Diane C. Halstead, Ph.D.**, director of microbiology and immunology, has been appointed to the certification board of the National Registry of Microbiologists effective until June, 1986. Dr. Halstead chaired the Registrants' Caucus at the recent 84th annual meeting of the American Society of Microbiology held in St. Louis where she presented a paper entitled "Rapid NH Identification: Selected Case Histories." Dr. Halstead has also accepted an appointment to the National Advisory Committee of Regional Clinical Microbiology Groups as a Lehigh Valley Associa-

tion of Clinical Microbiology and Immunology (LVACMI) representative. Dr. Halstead also helped organize a successful clinical microbiology workshop entitled, "Problems in Pediatric Microbiology" held at Thomas Jefferson University, Philadelphia. The workshop addressed problems involved in laboratory diagnosis of infections primarily seen in the pediatric age group. Medical technologists, students, laboratory directors and supervisors, pediatricians and epidemiologists attended the meeting.

Eleven walkers from The Allentown Hospital participated in **Walk-America '84** sponsored by the March of Dimes pledging a total of \$1035. The walk netted over \$140,000 for the organization which has contributed to the Hospital's Neonatal

Intensive Care Unit in the past. The Hospital walkers were: **Gail Bellesfield**, Fiscal Affairs; **Thomas De Frank**, Operating Room; **Lynette Hersch**, Heart Station; **Carlene Hoffman**, Fiscal Affairs; **Joanne Horwath**, Fiscal Affairs; **Carl Pape**, Dietary; **Davina Short**, NICU; **Sharon Smetzer**, NICU; **Karen Smitresky**, Dietary; **Lois Staack**, Nursery; **Kenneth Sweigart**, Radiation Oncology.

**Elissa Sauer, R.N., C.S., M.S.N.**, **Comprehensive Community Cancer Center**, is now certified as a clinical specialist in medical/surgical nursing by the American Nurses' Association for a five-year period. The voluntary certification process included meeting specific education and practice requirements and passing a written exam.



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## Board of Directors Resolution



*Orlando M. Bowen*

"WHEREAS, Orlando M. Bowen served The Allentown Hospital in a leadership role for thirty years, including twenty-three years as its Administrator;

"WHEREAS, the implementation of many community health programs during his years of service to the Hospital are indicative of his major role in providing for the health care needs of the community;

"WHEREAS, his major contributions to his profession are evidenced by both his Fellowship in the American College of Hospital Administrators, the highest recognition bestowed to a hospital administrator, and by his ascendancy to the Presidency of The Hospital Association of Pennsylvania;

"WHEREAS, Orlando M. Bowen continued to diligently serve The Allentown Hospital in many capacities following his retirement in 1977, including a key role in the establishment of the Hospital's Board of Associates;

"BE IT, THEREFORE, RESOLVED that the Board of Directors of The Allentown Hospital gives formal expression of its grievous loss on the death of Orlando M. Bowen, on March 3, 1984, at the age of 65, and does hereby note on its official records the passing from this life of a man who was respected and dedicated;

"BE IT FURTHER RESOLVED that a copy of this Resolution be tendered to his family, as a humble expression of the Board's heartfelt sympathy in their bereavement."

## THE PROBE

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