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HOSPITAL CENTER AFFILIATED WITH T.V. SERIES

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THE HOSPITAL CENTER, in conjunction with the Lehigh Valley Area Health Education Center (LVAHEC), is presenting a weekly community medical educational T.V. program entitled "Talk With Your Doctor." The program is funded by a grant from the Dorothy Rider Pool Health Care Trust, and can be seen on Channel 69, WFMZ-TV, on Thursday evenings at 8:30 P.M.

Richard C. Cipoletti, Director of Personnel Services, has announced that Paul Dowling has been employed to produce the show. Paul's responsibilities as producer will include advertising and promotion of the program, developing the technical aspects, and acting as a liaison between LVAHEC, the Hospital Center, and the Medical Director of the program.

Paul, a native of Orland, Pennsylvania, has had previous experience as associate producer of the Company of Televised Theater in New York, and has a masters degree in communications from Julliard School in New York.

Headley S. White, Jr., M.D., Medical Director of the series, explained that the format allows questions pertaining to the weekly topic to be telephoned into the T.V. studio. Questions then will be answered by an area physician acting as a host and a guest medical professional associated with the week's topic.

Seen in a six-county area, "Talk With Your Doctor" will feature such topics as insomnia, immunization, birth control, and marijuana.

HOSPITAL SMOKING LAW IN EFFECT

THE SIGNING OF A STATE BILL prohibiting smoking in patient rooms, treatment areas or other areas designated as non-smoking areas by the Hospital Administrator reaffirms the Hospital Center's policy on this vital issue. On patient floors at the Hospital Center, smoking is permitted only in the solariums and elevator lobbies.

As more stringent non-smoking regulations are being recommended by agencies at the state and federal levels, the Hospital Center is working to develop a more detailed smoking policy which designates specific smoking or non-smoking areas for patients, visitors, and employees.

Watch UPDATE for further developments.

SYMPOSIUM '78

NON-INVASIVE VASCULAR AIDS will be the topic of the Saturday, January 14, 1978 symposium.

According to Harry A. Kaupp, Jr., M.D., Chief of Vascular Surgery at the Center and program chairman, the session will focus on the use of various non-invasive tools and techniques available here at the Center.

Other physicians involved in the program include William Gee, M.D., James A. Pantano, M.D., Charles J. Scagliotti, M.D., and Alan H. Wolson, M.D. Also featured in the symposium will be lectures by George J. Collins, M.D., Assistant Chief of Vascular Surgery Service at Walter Reed Army Medical Center, and John J. Bergan, M.D., Professor of Surgery and Chief of Vascular Surgery Service at Northwestern University.

The symposium will be held in the Hospital Center auditorium, with registration beginning at 8:45 A.M. Category I Credit has been applied for through LVAHEC. Credit has also been applied for through the American Academy of Family Practitioners and the American Osteopathic Association. For further information, contact the Educational Development Office at 2026.

AS PART OF THE ONGOING COST CONTAINMENT PROGRAM at the Hospital Center, the Board of Directors has approved the formation of a Cost Containment Committee.

Ellwyn D. Spiker, Administrator, announced that the committee will consist of Valeria S. Boyer, Associate Administrator; Florence E. Brown, Director of Nursing Services; Richard C. Cipoletti, Director of Personnel Services; Anthony P. Finamore, Director of Management Engineering; Charles Gordon, M.D., Assistant to the Chief of Medicine; Richard F. Manges, Director of Financial Services; John F. Reges, Director of Materials Management; and James Sheets, M.D., Colo-Rectal Surgeon.

By developing an overall philosophy of cost containment, the committee will discuss broad issues, develop new projects, and work within the existing organization of the hospital for cost effectiveness, rather than simply cutting costs at the expense of high quality care.

When deciding on a project, the committee will recommend it to Administration with its reason for pursuing it. If the project receives approval, the committee will make a special effort to assist the department head involved to recognize the need for cost containment. When the project is completed, the committee will review its recommendations for implementing change, if any, with the department head involved, and receive comments and/or suggestions from the department head. The committee will then review its recommendations for implementing change with Administration, along with comments by the department head. Finally, if the recommendations of the committee are approved by Administration, the committee will work with the department head for implementing the program and monitoring its progress.

Some examples of specific projects are the possibilities of flexible staffing; incentive reimbursement as an impetus to cost containment; and deciding on the cost effectiveness of disposable items.

OCCUPATIONAL PRIVILEGE TAX

THE HOSPITAL CENTER is required to withhold an occupational privilege tax of \$10.00 from all its employees. Look for your paycheck on January 13 to be a little smaller because of it! If at the end of 1978 an employee has earned less than \$800.00, a refund of the occupational privilege tax can be obtained by applying at the Treasurers Office, Salisbury Township. The Hospital Center cannot make this refund.

BOARD CHANGES

MORTON SCHNEIDER, President of the Board of Directors, announced that William S. Hudders, Esquire, resigned from the Board of Directors at the Center effective December 22, 1977. The Honorable Henry V. Scheirer will replace him as Secretary.

EDUCATIONAL DEVELOPMENT ASSISTANT

TOM DONDORE, Director of Educational Development, has announced that Sue Gingrich, a native of Lebanon, Pennsylvania, has been appointed to the position of Educational Development Assistant. Sue has a degree in psychology from Albright College in Reading, and a masters degree in counseling from Kutztown. Prior to her employment at the Center, Sue had been a Personnel Assistant at the Hershey Medical Center. Sue replaces Patti Kerr, who became the Assistant after completing the Work Study program. Patti is pursuing her masters degree in English at Clarion State College.



CONGRATULATIONS TO...

GARY EBBERT, SPD Assistant Supervisor, for receiving a masters degree from East Stroudsburg State College. Gary, who has been at the Center since August, 1974, completed his graduate work in Cell Biology.

And to Margaret Shields, Housekeeping, on being promoted to 2nd Shift group leader, according to Tom Birmingham, Director of Housekeeping. Margaret has been at the Center since January 24, 1977.

RECREATION COMMITTEE MEETING

AN ORGANIZATIONAL MEETING for those interested in serving as members of the Recreation Committee will be held on Thursday, January 19, 1978, at 5:00 P.M., in the Hospital Center Board Room. Any questions concerning this meeting should be directed to the Personnel Office.

ATTENTION BOWLERS

THE MEMBERS OF THE A&SHIC BOWLING LEAGUE will resume bowling on Sunday, January 8, 1978 at 6:30 P.M., at Parkway Lanes.

