

# Medical Library **CheckUp** *this month*

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5

## LVHHN to Offer Vitality Plus<sup>SM</sup> to Persons 50+

STAYING HEALTHY AND ACTIVE IS KEY TO GETTING THE MOST OUT OF LIFE, AND LVHHN WILL SOON LAUNCH AN EXCITING new program designed to help people ages 50 and over do just that.

Called *Vitality Plus*<sup>SM</sup>, the low-cost program, which debuts in early May, features many opportunities and activities for individuals and couples, from exercise classes and cooking seminars, to social galas and even dance lessons. *Vitality Plus* members also get discounts on prescriptions, health care products, travel and hotel reservations, and many other products and services.

The program is available through participating family practice and internists in cooperation with LVHHN and other PennCARE<sup>SM</sup> hospitals and will soon be available at Muhlenberg Hospital Center. According to physicians, having so many health and wellness opportunities tailored to individual patients' needs is what makes *Vitality Plus* unique.

"*Vitality Plus* is designed to help people stay healthy and have fun doing it," said Francis Salerno, M.D., chief of geriatrics, LVHHN. "The heart of the program really centers on ways to extend the efforts of physicians in making a positive difference in the health of their patients."

LVHHN physicians and consumers from Lehigh,

Northampton and Bucks counties played a role in developing the program. "To ensure that *Vitality Plus* met customer needs, we held focus groups where physicians and community members shaped the program," said John Stavros, senior vice president, marketing and public affairs, LVHHN. "They gave us input on everything from the name of the program and the services included to the membership cost."

*Vitality Plus* is the first program of this size and scope to be offered through physician offices and their affiliated hospitals in eastern Pennsylvania. It's among the first in the nation to integrate such a diverse array of benefits into one health and wellness package.

The program's goal is to help physicians keep people well, active and productive through a comprehensive package of health education and wellness services, hospital amenities, social activities and medical and lifestyle cost savings. For example, for a person at risk for heart disease, there are exercise programs, nutrition classes, stress reduction seminars and other resources available through *Vitality Plus*. If members have questions about insurance claims, their prescriptions or long term care, *Vitality Plus* offers qualified assistance. If an individual wants to expand social opportunities and meet people, there are special events, a dining club and travel discounts.

## Vitality<sup>SM</sup> PLUS

*Vitality Plus* members receive a comprehensive array of benefits...

### ■ Health & Education

- Workshops and seminars
- Vitality Plus newsletter
- Prescription review
- Claims and health plan counseling

### ■ Hospital Amenities

- Valet parking
- Cafeteria privileges
- Phone card
- Medical emergency card
- Home Care visit after hospitalization

### ■ Social Events

- Volunteer opportunities
- Vitality galas
- Dining Club
- Dance lessons

### ■ Discounts

- Long-term care insurance
- Eye wear
- Pharmacy
- Hearing care
- Travel
- Medical equipment

*Vitality Plus* was developed by Lehigh Valley Hospital and Health Network, one of the top 40 hospitals for geriatric care in the nation, according to *US News and World Report*.

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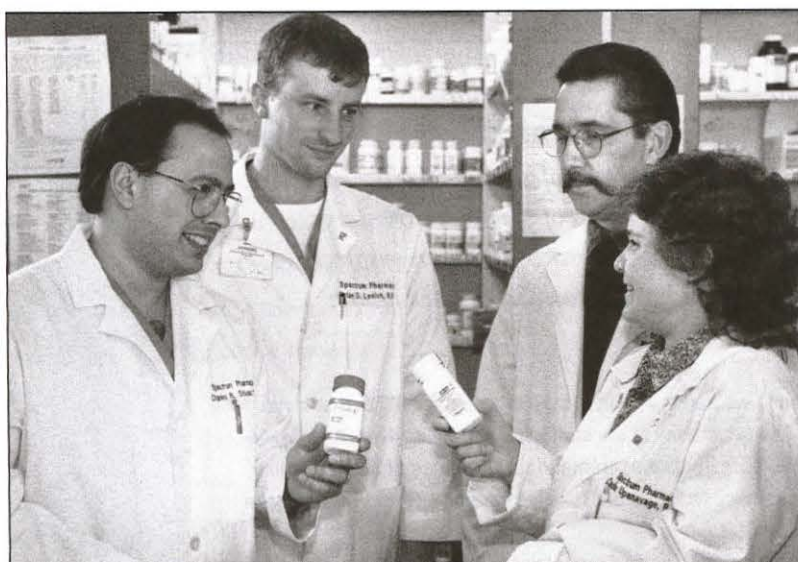
## Working Wonders Helping Home Care and Hospice Programs

LVHHN'S OUTPATIENT PROGRAMS ARE BENEFITTING FROM WORKING WONDERS, AS THE COST-SAVING, REVENUE GENERATION and quality improvement initiative reaches far outside hospital walls.

A team from Health Spectrum Pharmacy is helping Lehigh Valley Hospice save \$11,500 annually. With physician approval, they are substituting a less costly, equivalent pain medication for a higher-price drug. According to Charles Stivala, the team's spokesman, treating patients with the more cost-effective drug will also qualify Hospice for rebates from the drug manufacturer.

Stivala said he and teammates, Richard Schappell, Cade Upanavage and Brian Lenich, are working with Hospice on other cost-control ideas to submit to Working Wonders. Each member pocketed 86 AwardsPerQs for his contribution to the project.

Carol Miele, Home Care of the Poconos' performance improvement coordinator is faithfully living up to her title. And you could add to that title others like



A Spectrum Pharmacy team prescribed Working Wonders success for Lehigh Valley Hospice, saving more than \$11,000. Pictured here discussing their cost-saving idea are (from left) Charles Stivala, R.Ph., Brian Lenich, R.Ph., Whip Schappell, R.Ph., and Cade Upanavage, R.Ph.

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**LEHIGH VALLEY**  
HOSPITAL AND  
HEALTH NETWORK





## Benefits Update

### The Cost of Delaying Retirement Savings

VALIC, The Copeland Companies, Fidelity Investments and T. Rowe Price Investment Services, Inc., provide tax-deferred savings programs for LVHHN employees. Here is a commonly asked question and answer about retirement and its effect on benefits.

#### What is the cost of delaying retirement savings?

Probably the biggest obstacle in saving for retirement is getting started. The cost of procrastinating can be significant when it comes to long-term savings. The table below indicates the amount lost over a 20-, 25- or 30-year period, when retirement plan savings is delayed one or more months.

	\$100/month			\$200/month			\$300/month		
Delays	20 yrs.	25 yrs.	30 yrs.	20 yrs.	25 yrs.	30 yrs.	20 yrs.	25 yrs.	30 yrs.
1 month	\$467	\$685	\$1,006	\$934	\$1,368	\$2,012	\$1,401	\$2,052	\$3,018
3 months	1,390	2,041	3,000	2,780	4,082	6,000	4,170	6,123	9,000
6 months	2,753	4,044	5,942	5,506	8,088	11,884	8,259	12,132	17,826
9 months	4,090	6,008	8,828	8,180	12,016	17,656	12,270	18,024	26,484
1 year	5,401	7,935	11,659	10,302	15,870	23,318	16,203	23,805	34,977

Look at the years at the top of the table to find the number closest to the years you have before retirement. Then compare the amount of savings you will lose if you delay starting a plan for the various monthly amounts and lengths of time.

For example, if you have 25 years until retirement and you want to save \$200 per month, but wait one year before starting your savings plan, you will lose \$15,870 for that delay.

Amounts shown assume a fixed annual return of eight percent. This table is for illustrative purposes only and is not intended as a guarantee of a specific rate of return. Note: Tax-deferred annuities are taxed as ordinary income when withdrawn. Withdrawals before age 59 1/2 may incur tax penalties and restrictions.

If you have not started saving for retirement, check into the tax-deferred savings programs available through payroll deduction.

For more information, or to start a plan, employees of the not-for-profit divisions should call:

- Kevin Rhodes at VALIC, ext. 9486;
- Steve Lehman at The Copeland Companies, ext. 8001; or
- Fidelity Investments, 1-800-841-3363.

Staff of the for-profit division should contact Charlotte Gross, ext. 7449, about savings programs through T. Rowe Price Investment Services, Inc. ■

### Project Valentine Finds "Heart" at LVHHN

*Response to Project Valentine, sponsored by the Professional Nurse Council in February, was tremendous. Contributions of personal care items from LVHHN staff to the LVH AIDS Outreach Program inspired the following letter to Chris Carolan, who coordinated the effort:*

Dear Ms. Carolan:

On behalf of AIDS Outreach and all those we serve, I want to take this opportunity to thank you for your leadership in "Project Valentine." The generosity of the staff of Lehigh Valley Hospital is overwhelming; the quantity of infant and personal care items was tremendous. Because of donations like yours, AIDS Outreach is able to provide these necessities to our families who often lack what we take for granted, including safe housing and food to eat.

I will share an example of what your gifts mean to us and the families that we serve. I was asked recently by a case manager to take diapers and wipes to a home of a young woman who was weak and sickly due to HIV-related illness. When her choice is between food to put on the table and disposable diapers, her choice must be to feed her family. Without our provision of the diapers, her baby would have gone without.

I thank you all again, and look forward to your continued support of AIDS Outreach.

Sincerely,

Linda S. Lobach, executive director, AIDS Outreach



Home Care of the Poconos' Carol Miele displays a graph showing improved turnaround of therapist and physician evaluations, which was a key outcome of her Working Wonders process redesign project. Miele earned 1,800 AwardsPerQs for her idea.

improvements. Miele said that the Stroudsburg, Milford and Mt. Pocono offices of Home Care have implemented the process, and the central office in Allentown is scheduled to soon follow. The remaining Home Care and Lehigh Valley Hospice branches should initiate the practice within the calendar year, Miele said.

*Because of deadlines and space limits, not all approved ideas are included in this article. For more information on Working Wonders, contact a coach in your area or call headquarters at ext. 7551. ■*

By Rob Stevens

### Vitality Plus Continued from page 1

"Vitality Plus was created to appeal to different people with different needs," said Susan Hoffman, who directs the program. "But no matter what the reason is for joining, once you're a member, you open the door to a wide range of opportunities and value. And it's all in one resource."

The cost of membership is also a key advantage of Vitality Plus. At \$20 per year for an individual or couple, members can save up to \$550 annually. For example, all new members receive two months of free exercise classes at community locations, discounts on eyewear and pharmaceuticals, savings on long-term care insurance and much more.

Vitality Plus will soon have a toll-free phone line—Vitality Link—to keep members informed about classes, events or general health issues. People can call Vitality Link at (888) 584-PLUS to find out if their doctor is a participating Vitality Plus physician and receive a membership application. ■

By Susan Hoffman

### Working Wonders Continued from page 1

"forms modifier," "reimbursement accelerator" and "work process simplifier."

Miele's Working Wonder focused on redesigning several treatment plan forms used by therapists and social workers and eliminating the data entry process. The result of her efforts is a simpler, quicker and more effective process for documenting medical care provided by Home Care's rehab staff and social workers.

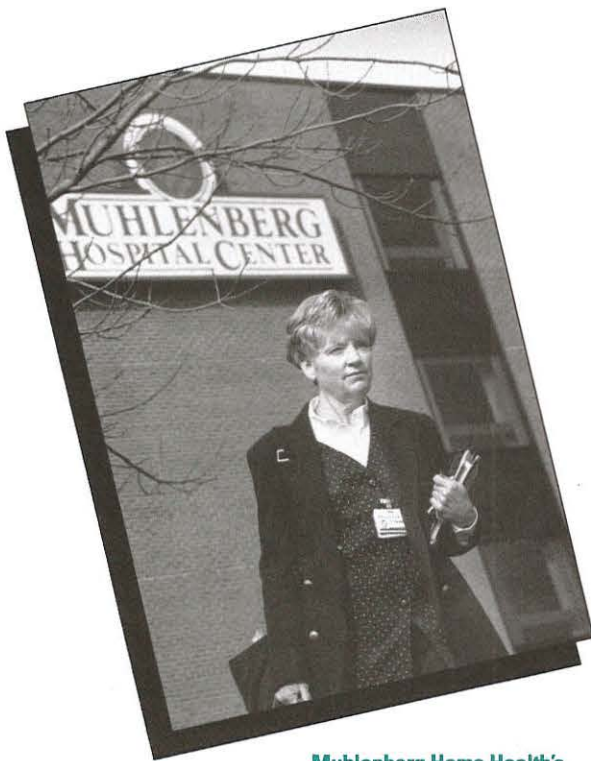
According to Miele, the process promotes improved compliance with Federal regulations governing the timeliness of obtaining physicians' signatures on treatment forms, which will help prevent the denial of submitted claims, ultimately maximizing reimbursement.

"We need our staff in homes giving care, not in the office burdened with paperwork," Miele said, who earned 1,800 AwardsPerQs for her idea.

The net worth of her idea could reach \$40,000 a year, through revenue received from Medicare, as well as staff salary savings through process



# Muhlenberg Home Health Serves 600 in Bethlehem in First Year



Muhlenberg Home Health's  
Betsy Kozlowski, R.N., leaves  
Muhlenberg Hospital Center to  
begin her day on the road visiting  
Bethlehem-area patients.

*For more information about  
home care services, call ext. 7300.*

IN AN AVERAGE WEEK, KALEAN SCHNECK SCHEDULES 30 APPOINTMENTS with 15 people and drives a total of 250 miles to see them in their homes. Can you guess Schneck's occupation? She's not a salesperson. She's a nurse.

Last year, Schneck and her co-workers at Muhlenberg Home Health (MHH), a program of Lehigh Valley Home Care, brought a new type of health care to Muhlenberg Hospital Center. Instead of caring for patients in a hospital room, Muhlenberg Home Health staff takes health care into homes.

A joint program between PennCARE<sup>SM</sup> partners, Lehigh Valley Hospital and Health Network (LVHVN) and Muhlenberg Hospital Center, MHH celebrated its first anniversary last month. In its first year, MHH provided high-quality home health services to nearly 600 residents of greater Bethlehem. These services included skilled nursing, physical, occupational and speech therapy, home health aide services, and social services. MHH is staffed primarily by Muhlenberg Hospital Center employees.

According to William Dunstan, administrator, Lehigh Valley Home Care, "The success of Muhlenberg Home Health illustrates the strength of the PennCARE<sup>SM</sup> partnership. Both organizations

*"The success of Muhlenberg Home Health illustrates the strength of the PennCARE<sup>SM</sup> partnership. Both organizations have shown they are committed to providing a continuum of care to the Bethlehem community."*  
— William Dunstan

have shown they are committed to providing a continuum of care to the Bethlehem community."

Lehigh Valley Home Care staff worked closely with Muhlenberg Hospital Center throughout the year, providing education and management services. According to Lehigh Valley Home Care employee Deborah Search, R.N., who

manages MHH, the working relationship between the two organizations has been extremely positive. "The home health staff from Muhlenberg has been eager to learn from Lehigh Valley Home Care's experiences," Search said. "Everyone has been warm, professional and receptive." She adds that MHH has successfully brought the PennCARE<sup>SM</sup> partnership to a staff level.

To celebrate its first successful year, the MHH staff held an informal open house in early March. Elliot Sussman, M.D., president and CEO, LVHVN, and William Mason, president, Muhlenberg Hospital Center, were on hand for the cake-cutting ceremony along with staff from both organizations. ■

*By Jen Greiner, Hospice*

## New Compensation Plan Almost Ready for Launch

A DRAFT OF LVHVN'S NEW COMPENSATION PLAN WILL BE SUBMITTED FOR APPROVAL ON MAY 6 TO THE BOARD OF trustees' compensation and development committee. The plan was developed over the past six months by a group of LVHVN managers and vice presidents representing major functional and business areas (see box at right). Details of the approved plan will be announced starting in mid to late May, with implementation slated to begin in July.

The plan will provide a more meaningful, flexible and market-driven method for compensating staff, similar to plans used nationwide in many industries, including health care. In addition, the plan will support LVHVN's cultural shift towards individual, team and organizational achievement, customer service and skill development.

The proposed pay structure will compete more closely with wages paid by organizations comparable to LVHVN, based on information obtained in March through local and state-wide market surveys. According to Keith Strawn, director, compensation, the market data shows that "LVHVN employees are well-paid, with hourly staff earning higher than average wages when compared with their peers."

"Salaried staff wages cluster around the mid-range, making their pay about average in relation to other organizations of our size, number of beds and annual revenue," Strawn said.

The market salary information, provided in aggregate form and not focusing on any single organization, will help LVHVN answer a key question on future wages, Strawn said. "Where do we set our

*"Job description rewriting and job title consolidation will help LVHVN more accurately compare how it pays its employees to the relevant marketplace."* — Keith Strawn

pay ranges to compete with comparable organizations?"

He expects the approved plan to contain fewer, wider pay ranges, offering employees the opportunity to earn higher compensation for outstanding performance. Ultimately, pay raises will be based on market conditions and LVHVN's financial status, Strawn said.

The performance appraisal component of the new program will focus mainly on the evaluation of job competencies, teamwork and customer service. An LVHVN-wide customer service program to be launched next month will outline the behaviors that the organization will seek and reward. Performance categories, such as "Meets Expectations" and "Exceeds Expectations," will replace the numbers long-used to measure individual performance and calculate wage increases.

According to Strawn, the job description rewriting and job title consolidation activities begun in January are nearly completed. "These aspects of the redesigned compensation plan will help LVHVN more accurately compare how it pays its employees to the relevant marketplace." ■

*By Rob Stevens*

### TIMELINE OF COMPENSATION REDESIGN EVENTS

- May 6**  
LVHVN board compensation and development committee reviews new plan.
- May 15**  
Department head workshop held.
- May 16-28**  
Department head staff meetings to discuss plan.
- June 25-Sept. 15**  
Employee-specific compensation information distributed to staff.

### COMPENSATION REDESIGN TEAM

- David Beckwith, Ph.D., vice president, operations
- Jim Burke, vice president, operations
- Pat Gavin, controller, Lehigh Valley Physician Group
- Mary Kay Gooch, vice president, human resources
- Carole Moretz, manager, nurse staffing
- Molly Sebastian, director, patient care services
- Bill Mosser, director, purchasing
- Ed O'Dea, controller
- Kate Quinn-O'Hara, nursing administrator
- Chris Rock, administrator, Lehigh Valley Health Services
- Meg Schaffer, manager, information services
- Keith Strawn, director, compensation and benefits
- Leilani Souders, analyst, compensation and benefits





# Issues Initiatives

Issues & Initiatives is a series of activities providing employees information about current health care issues at Lehigh Valley Hospital and Health Network.

## LVHHN's Success Comes Through Sacrifice

LVHHN'S TRADITION OF PROVIDING CARE TO THE PEOPLE OF THE LEHIGH VALLEY IS BUILT ON THE MANY ACCOMPLISHMENTS of our employees and physicians. Our health network is stronger than ever and positioned for a bright future. Still, few success stories are complete without some acknowledgment of the sacrifices that were sustained to reach the ultimate goals.

When we break ground on Aug. 18 for the East Building at Cedar Crest & I-78, we'll take a giant step into the 21st century, reaffirming our commitment to health care for our community and the region. As a major component of an institutional priority, the construction project appears prominently on the blueprint that is successfully guiding LVHHN through an era of both vast opportunity and uncertainty. *(Please see the updated Institutional Priorities diagram below.)*

But our success will come at a price. Over the next three years, the construction of the East Building will be time-consuming for many of us and a source of inconvenience for others. While our community will benefit greatly from the project, there will no doubt be some detractors. But we'll strive on, sure that we're fulfilling our mission by remaining a vigorous provider of quality care.

Over the past several months, we have seen

positive results from our PennCARE<sup>SM</sup> partnerships and the U.S. Healthcare contract. Our inpatient census hovers in the 90s, even sometimes reaching 100 percent, while this time last year, staff were furloughed because of low admissions.

These higher-than-expected volumes have strained our systems and staff. These "growing pains," are a normal part of growth, and they won't last forever. Our future will be bright if we can manage the many issues we're facing and remain focused on our institutional priorities.

The recent publication of research on our patient centered care work processes indicates where the redesign is working and identifies problems that we must correct. The report shows that, in general, our patients are more satisfied than ever with the care we provide, and our physicians have responded positively to PCC. Staff from other hospitals who visited LVH to learn about PCC have praised us for "doing it right," and the Philadelphia Inquirer also hailed our success while citing hospitals in its backyard that have fallen short.

But high patient volumes and staff vacancies have stressed our system and delayed PCC education, slowing our progress. Our difficulties are lessons learned, and we're forging ahead with continued vigor. We're addressing staff morale, aggressively recruiting to fill vacancies and revamping our

PCC training schedules. The implementation schedule for our remaining PCC units has been extended into the next year so positions are filled with qualified care givers and PCC education is completed prior to "go live." We're not out of the woods yet, but we're making plans and taking actions that will help lighten the loads and lift spirits on our patient care units.

One of our greatest challenges is to continue adapting to the unstable health care environment, to seize opportunities for learning and growth. Through the benchmarking process, we're asking the best in our industry how to become the best. We're challenging ourselves to become a more efficient and cost-effective health care provider.

Succeeding at benchmarking is no small task, as we've found. The process has exposed issues and questions about how we can increase our value and control our costs. While there aren't many easy answers, I believe the lessons learned will be worth our efforts in the long run.

We will introduce a new compensation system in May that will encourage staff to share in LVHHN's success by linking pay with the achievement of individual, team and organizational goals. This critical departure from our outdated compensation system will feature simpler pay ranges that compare favorably to wages paid by institutions similar to LVHHN.

We can expect to feel some initial discomfort as the plan represents a departure from the past. But we'll work through the transition together by focusing on the plan's benefits: it will be more meaningful, market-driven and flexible, and reward staff for teamwork, skill development and commitment to our customers.

All of our accomplishments will be in vain if we don't satisfy and retain our customers—our patients and their families, physicians and each other. A new customer service initiative will be launched network-wide over the next six months. Its service promise, service standards and list of vital signs of service will guide us as we learn to manage "moments of truth" in our daily activities. Customer service will be the common thread that ultimately ties together all of our efforts in a meaningful way.

We cannot dwell on past accomplishments or outdated "ways of doing things." Yesterday's successes will mean little tomorrow. Once-prosperous companies that failed to plan for the future have only memories of better days. We are designing the future of health care for our community—we must not settle for the status quo. ■





## Support National Organ and Tissue Donor Awareness Week

The week of April 20 - 26 is National Organ and Tissue Donor Awareness Week. The Greater Lehigh Valley Coalition for Organ and Tissue Donation, in collaboration with Delaware Valley Transplant Program (DVTP), has planned several activities in the Lehigh Valley to help educate the community about organ and tissue donation and transplantation. The goal is to encourage people to talk to their families about organ and tissue donation so their wishes with regard to donation are known. Support National Organ and Tissue Donor Awareness Week by taking part in one or several of the following activities.

If you have any questions or need additional information about the planned activities, contact Linda Petrine at 402-8506.

### Sunday, April 20 • "Hit the Streets"

Centre Square, Easton — Noon - 2 p.m.

Proclamation ceremony at 1 p.m.

Representation from the mayor's office, Northampton County, Larry Holmes

Radio coverage - Diane Lee, Oldies 99.9

### Monday, April 21 • Recognition Reception

Lehigh Valley Hospital, CC& I-78, Auditorium — 5 - 8 p.m.

Presentation from 5 - 6 p.m.; Reception at 6 p.m.

### Tuesday, April 22 • "Hit the Streets"

New and Broad Streets, Bethlehem — Noon - 2 p.m.

Proclamation ceremony at noon

Mayor Smith and Congressman McHale to participate

## If you haven't told your family you're an organ and tissue donor, you're not.

To be an organ and tissue donor, even if you've signed something, you must tell your family *now* so they can carry out your decision later. For a free brochure on how to talk to your family, call 1-800-355-SHARE.

**Organ & Tissue**  
**DONATION**

Share your life. Share your decision.

**Ad Council**

Coalition on Donation

### Wednesday, April 23 • "Hit the Streets"

City Hall (5th and Hamilton Streets), Allentown — 11 a.m. to 1 p.m.

Flag-raising ceremony at 11 a.m.

Mayor Heydt to participate

### Thursday, April 24 • "Waiting for a Second Chance at Life"

Lehigh Valley Hospital, Classroom 3 — 7 - 8:30 p.m.

Presented by Karen Seidel, transplant coordinator, DVTP

## Housekeeping Staff Transfers to Morrison-Crothall

A group of LVHHN general services employees will join the Morrison-Crothall staff on July 1, completing the transition begun two years ago when Morrison-Crothall took over the housekeeping operation for the hospital.

LVHHN and Morrison-Crothall will work together over the next two years to help the employees adjust to the new wage and health benefits package. The details of this plan were announced April 16 to the affected staff. Since LVH awarded the housekeeping contract to Morrison-Crothall in 1995, many of the former housekeepers have accepted support partner positions on patient centered care units.

According to Jim Burke, vice president, operations, "A common trend in hospitals today is to contract with outside expert organizations who provide high-quality, cost-effective services that are not part of the core health care mission. This is why LVHHN turned over its entire food service operation to the Wood Company in 1995 and is completing a similar transition this year with Morrison-Crothall." ■

## A NOTE OF THANKS...

*The response I received in respect to my son Kevin's death was tremendous. I would like to thank everyone who sent sympathy cards, Mass cards, donated to the scholarship fund in his memory or donated PTO to me.*

*Words cannot express my heartfelt gratitude.*

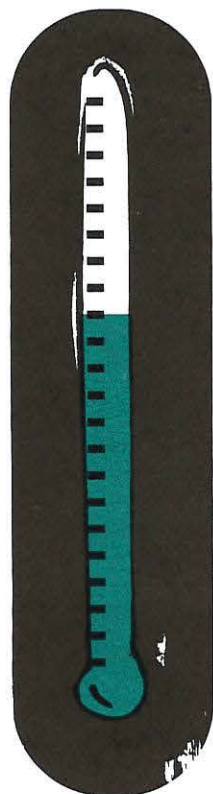
*I would especially like to thank Carol Fox and the employees of 6B for making this difficult time much easier for me. I am so thankful to have such wonderful friends and co-workers.*

*Sincerely, Nancy Trice, L.P.N., 6B*

## Operations Improvement

**FY 1997 GOAL**  
**\$22 Million**

**\$14 Million**  
**through**  
**February**  
**1997**



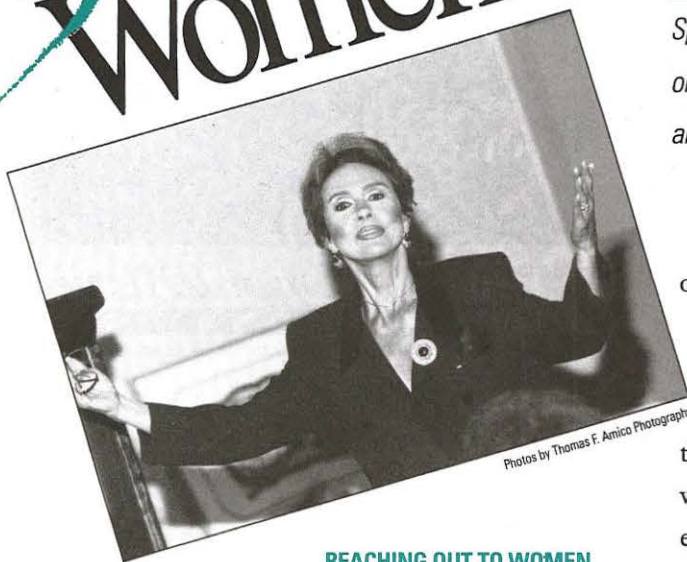
### BELOW:

**Candace Kubek, R.N., cardiac rehab, pins another heart to the wall in her department. Cardiac rehab and other heart care staff and patients gave more than \$200 to the American Heart Association "Have a Heart" fund raiser in February.**





# Spirit of Women®



Photos by Thomas F. Amica Photography

**REACHING OUT TO WOMEN**  
Award-winning performer Rita Moreno describes her life as a Latino actress during her keynote speech at Spirit of Women 1997, a major initiative of Women's Health Services.

"WOMEN BRING UNIQUE TALENTS TO THE WORK PLACE," SAID MARCIE LIGHTWOOD OF THE CENTER FOR Humanistic Change. "There are ways we can use these talents to move successfully and with integrity through a man-made society, and support each other in the process." Lightwood's presentation at the Spirit of Women 1997 conference (April 3 and 4) focused on how women can move "From Sabotage to Support" in the office.

She began with some basic differences between the genders. In communication, for example, men focus on facts and solutions while women seek commonalities and relationship-building. Men define themselves by what they are, women by what they do.

"Simply in our choice of language, we can help move the work place from a hierarchical mode to

## Women Supporting Women at Work — A 'Spirit of Women' Speaker Tells How

Spirit of Women, now in its fifth year, is a collaboration of LVHHN and more than 30 areas businesses and organizations. It is designed to help women of all ages understand and address issues of work, family, community and health. This year, more than 1,000 women came to the conference to share their experiences and strengths.

one of shared power among competent adults," Lightwood said. "Think how much more respectful it is to say 'I suggest' rather than 'I order'." Lightwood then focused on the specific ways women can support each other at each phase of their careers. She used a model of three phases of business success:

**Phase 1: Success at following.** "Here, we're building basic competence," she said. "A woman at this stage needs encouragement, mentoring, constructive feedback, and good role models for the future."

**Phase 2: Success at competing.** "At this stage she's adding responsibilities, branching out and pushing herself," Lightwood said. "Here, a woman needs support in setting priorities, coping with stress, and recognizing her own gifts and limits. She also needs a good listener."

**Phase 3: Success at creating and leading.** "At this phase—which few women reach in the traditional corporate culture—a woman is pulling from her experience and creating something that didn't exist before. She's also a mentor and role model to others.

This phase is where women have the most trouble supporting other women. While we should be cele-

brating our leaders, we too often try to shoot them down. They, too, need positive feedback, support, candid information and friendship."

The key to good personal support at all phases of success, Lightwood said, is kindness. "As author Sharon Marks says in the book, 'It Pays to Praise,' we elevate people through kindness. Even conflict resolution can be done respectfully, by identifying the issue, clarifying the roles, evaluating the

alternatives, and discussing the problem with all those involved, as equals."

Award-winning actress/singer Rita Moreno touched on the same theme in her keynote address at Spirit of Women. "If you're unable to disperse kindness and generosity to others, it's really because you feel rotten about yourself," she said. "The one thing I've always told my daughter, maybe because I had such a hard time in my own youth, is that kindness is everything." ■



**BETWEEN THE ACTS AT SPIRIT OF WOMEN —** Christina Williams (left) and Michelle Lawson were honored April 3 with two of this year's Spirit of Women Awards. They came back the next day to attend workshops, do some networking, and enjoy the energy and support that fill every Spirit of Women conference.

## PCC Update: Unit Redesign Schedule Revised, Extended

THE TIMETABLE TO COMPLETE IMPLEMENTATION OF PATIENT CENTERED CARE ON LVH'S INPATIENT UNITS has been extended into next year to allow more time to recruit and train the staff who will work on the redesigned units, according to Mary T. Kinneman, M.S.N., senior vice president, patient care services.

"We've decided that we need to have 90 percent of positions filled and 70 to 80 percent of staff educated on units before going live," Kinneman said. "This will make more time available to train staff for PCC, because they're caring for patients at the same time. This is especially critical with the high census we've been seeing and the acuity of our patients."

Planning for the recruitment of care givers for redesigned units will begin months ahead to ensure positions are filled when units are slated to open. "We've recently started to actively recruit in advance for many units based on ball-park estimates," Kinneman said.

She noted that a complicating factor in preparing for PCC conversion since the summer has been the high inpatient volume, which, on several recent occasions, has put the census at 100 percent and over. This required opening spare beds, and at times,

temporarily converting ambulatory rooms to serve inpatient needs. "One day in February we had to use 26 additional beds for acute service," Kinneman added.

By Rob Stevens

### Revised Schedule for PCC "Go Live"

Following is an updated time line for the introduction of PCC work redesign on patient care units at LVH:

- Burn Center, Central Nervous System / MAY
- 7C / JUNE
- Medical/Surgical ICUs, Special Care / JULY 15
- Acute Coronary Care, Progressive Coronary Care / JULY 15
- Open Heart, Transitional Open Heart / OCT. 15
- Neonatal Intensive Care, Observation Nursery / DEC. 15
- Mother-Baby, Perinatal, Labor & Delivery, Nursery / DEC. 15
- Psychiatry / APRIL 1998
- Transitional-Skilled / APRIL 1998

### Where/when redesign has been implemented:

- 7A / June 1995
- 7B / July 1995
- 6C / Sept. 1995
- 6B; Pediatrics / Oct. 1995
- Transitional Trauma; Emergency Department / March 1996
- 5C / June 1996
- 5B / Sept. 1996
- 4C / Jan. 1997



# Nurses have the Courage to Care

## Celebrate Nurses Week by Attending These Events

### Thursday, May 1

#### Gala Celebration of Nursing

Holiday Inn, Fogelsville

#### 6 pm Reception

#### 7 pm Celebrate Nursing Program

- Friends of Nursing Award presentations
- Slide presentation featuring staff members of Lehigh Valley Hospital and Health Network

### Wednesday, May 7

#### The Evolving Role of Collaboration in Health Services Research

10 am - 5 pm

Poster Presentations

Anderson Wing Lobby and Presidents' Room

1 - 4:30 pm

#### Symposium: The Evolving Role of Collaboration in Health Services Research

Auditorium — Cedar Crest & I-78

#### Opening remarks

Linda Pugh, Ph.D., R.N.

director of nursing research, Hershey Medical Center

#### KEYNOTE ADDRESSES

#### Discharge Planning and Home Follow-up of Hospitalized Elders: A Collaborative Health Services Research Agenda

Mary Naylor, Ph.D., R.N., associate dean,

University of Pennsylvania School of Nursing

#### Principles and Practice of Collaboration

Mark Young, M.D., chair, department of community health and health studies, LVHNN, and Leonard Parker Pool Professor of Medicine



Mary Naylor, Ph.D., R.N.



Mark Young, M.D.

#### FEATURED PRESENTATIONS

#### Multisite Study of Functional Outcomes of the Use of Continuous Positive Airway Pressure for Obstructive Sleep Apnea Syndrome

Terri E. Weaver, Ph.D., R.N., associate professor

University of Pennsylvania School of Nursing

#### The Effectiveness of a Continuous Peri-Operative Insulin Infusion in the Elderly Diabetic Patient Undergoing Cardio-Thoracic Surgery

Mary Gallagher-Sabo, B.S.H.S., R.N., clinical coordinator cardiothoracic surgery, and Thomas Wasser, M.Ed., biostatistician, both at LVHNN

#### Effect of ReliefBand® on Nausea and Vomiting of Chemotherapy

Donna M. Kandsberger, M.S.N., R.N., clinical nurse specialist

pediatric oncology, Hershey Medical Center

#### The Evaluation of Hospital Restructuring Efforts: Satisfaction, Quality and Cost

Mary Kinneman, M.S.N., R.N., senior vice president, patient care services

### Thursday, May 8 & Friday, May 9

#### Professional Nurse Council's Mother's Day Plant Sale

8 am - 5 pm

Anderson Wing Lobby; Morgan Cancer Center Lobby;

17th & Chew Main Lobby

### Friday, May 9

#### Mini Health Fair: Nurses Caring for Nurses

11 am - 6 pm

Classrooms 1,2,3—Cedar Crest & I-78

**FEATURING** Healthy cooking tips • Aromatherapy • Stress relief • Professional development, including a "college corner" • Massage therapy and reflexology

• LVHNN's Internet web site • Preventive health screening

Also, refreshments and a raffle offered throughout the day.

Registration is required for the May 7 program. For more information or to register, call ext. 8257.

## "Land of OZ" at Kidsfest '97...

... was the premier attraction at this local event held at Rausch Field House, Lehigh University, Bethlehem. The 36x36-foot area, staffed by more than 60 LVHNN volunteers, housed five interactive environments:

- 1 **The Tin Man's Tips for a Healthy Heart**—featured staff from the Center for Health Promotion and Disease Prevention and Muhlenberg Hospital Center—promoted fitness and wellness activities.
- 2 **The Wizard Is In**—featured ABC Family Pediatricians answering health questions—and staff from information services helping kids use the interactive CD-ROM health games and tour LVHNN's web site.
- 3 **Home Safety with Dorothy**—included staff from the burn center, the Morgan Cancer Center's family caregiver program and the poison prevention program.
- 4 **Brainpower with the Scarecrow**—focused on the importance of wearing bike helmets and was staffed by employees of the department of trauma.
- 5 **The Lion's Courage Corner**—encouraged kids to understand people with disabilities.

"The Land of Oz" was created by Roxanne Amico and the Performing Arts Department, Cedar Crest College and was made possible through generous donations from Home Depot, Hechingers and Builder's Square.



The Tin Man (Alex Nogoescu, right, Center for Health Promotion and Disease Prevention) talks with a young visitor about how to have a healthy heart. LVHNN was a major sponsor of kids fest '97, which attracted more than 10,000 families and whose proceeds fund youth education and day-care programs at the Allentown Jewish Community Center and the Allentown YWCA/YMCA, organizers of the event.



Photos by Thomas F. Amico Photography



## People First Credit Union Membership A Valuable Benefit

"CREDIT UNION MEMBERSHIP IS A GREAT EMPLOYEE BENEFIT," SAYS GARY HAAS, DATA PROCESSING PROGRAMMER analyst and current board member of People First Federal Credit Union. "Credit union membership enables you to take advantage of a wide array of competitively priced financial products and money-saving services."

People First is a federally chartered credit union that has been serving members for over 47 years. As a non-profit financial organization, People First is owned and operated by employee members and their families affiliated with over 350 local companies and organizations. With over \$140 million in assets and 40,000 account holders, People First Federal Credit Union is the largest member owned credit union in the Lehigh Valley.

Compared to other financial institutions, People First's not-for-profit status generally allows them to offer higher rates on deposits, lower rates on loans and fewer fees and charges

Membership is only a phone call away. Call People First's Member Service Center at (610) 797-7440, ext. D and a new member kit will be sent for you to complete. Or you can stop by one of their six convenient offices to open an account.

### People First products and services:

Share/savings account • Share draft/checking account • Share certificates • IRAs  
• Home mortgages • Home equity lines of credit  
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**Coming this year:** Internet PC access & PC bill payer service

**For current rates, call the 24-hour rate hotline:** (610) 797-7440, or (800) 446-5598

**Savings Rates:** ext. 7283

**Loan Rates:** ext. 5626 ■

# Mark Your Calendar

## APRIL

23

### CEDS Information Fair

Meet the people in The Center for Educational Development and Support (CEDS) and discover how they can help you meet your educational needs.

- Netscape (including LVHNN website)
- Interactive video-conferencing
- Demonstrations: computer-aided instruction; computer-based library search tools
- Interactive program about CEDS

Departments featured: Nursing Education, Patient Education, Continuing Education, Medical Education, Health Sciences Library, Audio-visual Services, Biomedical Photography, and the newly created division of Instructional Development.

7 a.m.-5 p.m.

Anderson Wing Lobby & Classroom I

Presidents' Room: Videoconferencing demonstration

For more information, call ext. 8511.

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### Take Our Daughter to Work Day

Designed by the Ms. Foundation "to focus on girls' ideas, needs, and dreams — and to help ensure that girls remain confident, strong and in school throughout their teenage years."

For more information call ext. 1716.

## MAY

3

### Breast Health Services Open House

Meet the Breast Health Services staff, tour the facilities, take part in educational workshops and enjoy some light refreshments. The first 50 visitors will receive a free flower.

10 a.m. - Noon - Open House

1240 S. Cedar Crest Blvd., Suite 203, Allentown  
401 N. 17th St., Suite 108, Allentown

[Special thanks to Jazz & Juleps for providing funds for breast health education programs, and to Phoebe Floral Shop in Allentown for floral contributions to the program opening event.]

16-

18

### MayDaze

Annual lawn festival at Lehigh Valley Hospital, CC & I-78, sponsored by Lehigh Valley Hospital Auxiliary, featuring food, entertainment, crafts, rides and health screenings.

May 16 - 4 - 10 p.m.

May 18 - 11 a.m. - 10 p.m.

May 17 - Noon - 6 p.m.

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### MayDaze Fun Walk

9:15 a.m. Registration

John and Dorothy Morgan Cancer Center

10 a.m. Two-mile Fun Walk

10:45 a.m. Refreshments, prizes & more!

(Rain date is May 18.)

## SERVICE ANNIVERSARIES

Congratulations to the following employees on their April 1997 service anniversaries! Thank you for your continuing service to Lehigh Valley Hospital and Health Network.

### Correction to February's CheckUp This Month:

The name of Linda Reinhard, finance, was accidentally omitted from February's service anniversaries list. She celebrated 20 years of employment.

#### Twenty-Five Years of Service

Kristine L. Kade  
6B Medical/Surgical Unit

#### Twenty Years of Service

Keturah D. Fritz  
Respiratory Therapy  
Susan M. Jones  
Outpatient Pediatrics  
Dolores V. Drummer  
5B Medical/Surgical Unit  
Joan Rutz  
HealthPage  
Sandra B. Colon  
Patient Accounting

#### Fifteen Years of Service

Linda J. Permar  
Observation Nursery  
Deborah A. Smith, M.D.  
Mauch Chunk Medical Center  
Carolyn Kyra  
Sterile Processing  
Margaret R. Hoffert  
Lab-Manual Testing  
Byung J. Cho  
General Services  
Donna L. Nonnemacher  
4S Medical/Surgical Unit  
Paulette C. Kennedy  
3C Staging/Monitored Unit

Noble G. Nassar  
Ancillary Diagnostic Area

Jeannete O. Berta  
Home Care  
Susan Galey  
Hospice-Skilled Nursing  
Dianne M. Huber  
MedEvac  
Pamela E. Fazio  
Info Services Development  
Cheryl L. Brunovsky  
Physician Hospital Organization  
Nancy B. Harrigle  
Mental Health/Retardation

Helaine M. Kline  
Financial Services  
Susan R. Wenner  
Progressive Coronary Care  
Fredricka Carter  
Admitting Office  
Anne L. Stahley  
Special Care Unit  
Heather L. Bredigam  
Clinical Resource Management  
Laura S. Carr  
Radiology-Diagnostic

#### Five Years of Service

Cynthia L. Schwartz  
Radiology-Diagnostic  
Gary A. Marshall  
Radiation Oncology  
Darlene VanNorman  
Nursing Float Pool  
Beatriz Tirado  
5B Medical/Surgical Unit  
Ruthann Yochimowitz  
Transitional Trauma Unit  
Patricia Demaria  
7C Medical/Surgical Unit

Gilbert A. Anthony  
General Services  
Orfelio M. Velasquez  
General Services  
Bryon K. Brinker  
Info Services Operations  
Roxane F. Gross  
Hospice-Home Health Aide  
James D. Kober  
Sterile Processing  
Barbara M. Leri  
Pharmacy  
Penny M. Merkle  
7A M&S Nephrology Unit

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, 1243 SCC-PA, using interoffice mail or e-mail. **CheckUp This Month** is an employee publication of Lehigh Valley Hospital and Health Network's public affairs department. For additional information, call ext. 3000. Lehigh Valley Hospital and Health Network is an equal opportunity employer. M/F/D/V

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