

CheckUp

5

this month

VOL. 10, NO. 2 • FEBRUARY 21, 1997

LVHHN Launches Internet Web Site

LEHIGH VALLEY HOSPITAL AND HEALTH NETWORK MERGED ONTO THE INFORMATION HIGHWAY WITH THE LAUNCHING OF its public web site the last week in January.

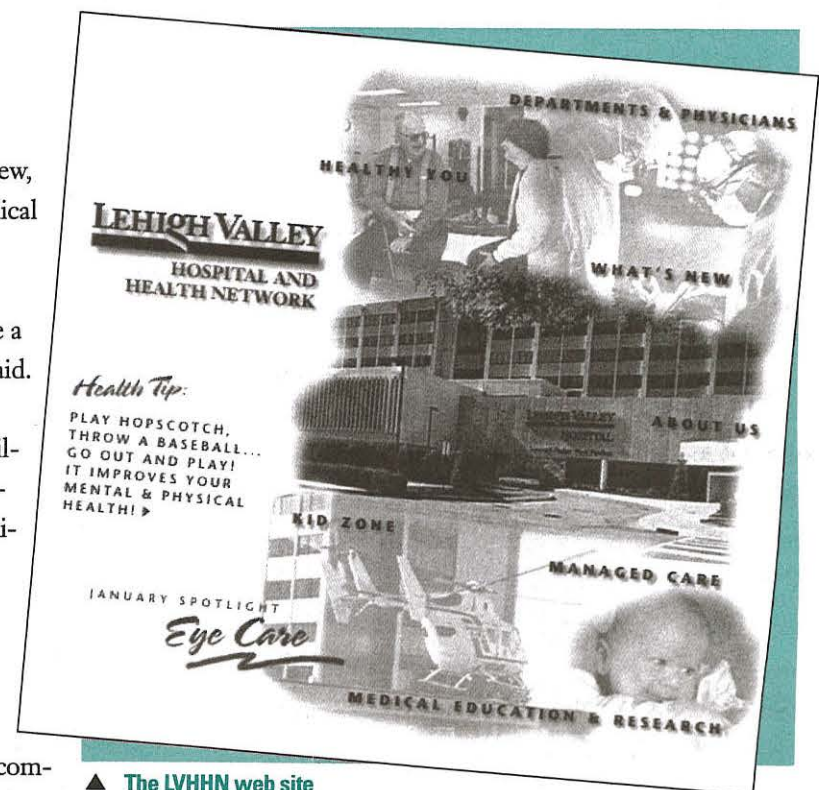
“Our destination is to become the leading provider of health care information via the Internet to the Lehigh Valley,” said Mary Alice Czerwonka, vice president, public affairs. “As we gather speed, it will be essential that LVHHN employees and physicians help public affairs provide complete, accurate and timely health care information regarding our services.”

As a channel of communication, the Internet is having a revolutionary impact on how consumers find and use information, according to project managers and website creators Constance Walker, public affairs manager, and Raymond Miller, information services technical analyst. It is a rapidly evolving communications medium that is transforming the way the health care system interacts with the general public, patients, physicians and payers. The World Wide Web, as a component of the Internet, has become the fastest growing communications medium in history. Con-

The primary categories include: Healthy You, Departments & Physicians, About Us, What’s New, Kids Zone, Managed Care, Medical Education & Research and the monthly medical spotlight.

“The site is and always will be a work in progress,” Czerwonka said. “Information can be updated almost as soon as it becomes available.” Public affairs and information services have established policies and procedures to guide the creation and use of all “official” LVHHN web pages.

Departments and network units interested in expanding web content for their areas to accomplish certain business goals should contact public affairs for a copy of the policies. Their public affairs contact person also will be available to



▲ The LVHHN web site features consumer health information, hospital and network services, residency programs, and public and

INTERNET

Continued from page 1

E-mail with your comments and send it to Constance Walker.

How to Access LVHNN's Web Site:

Address: <http://www.lvhhn.org>

To access the Internet's World Wide Web, your workstation requires a browser. You cannot access the Internet from the CAI-net or the LVH-net. The standard browser used at LVH is Netscape's Navigator.

Information services does not plan to roll out Internet access through a browser to the organization at this time. If you currently do not have access to the Netscape icon, check with others in your department. Also, there are computers located in the medical library that will allow you access.

The procedure to have Netscape's Navigator installed on a workstation is as follows:

An I/S Access Request form needs to be completed and submitted by the department head for each workstation requiring Netscape's Navigator. This form can be found on the e-mail bulletin board, under /LVH_Forms. Each request needs to include the W# of the workstation, the user's name, the user's ID and justification for Internet access. This request will only be fulfilled with proper justification.

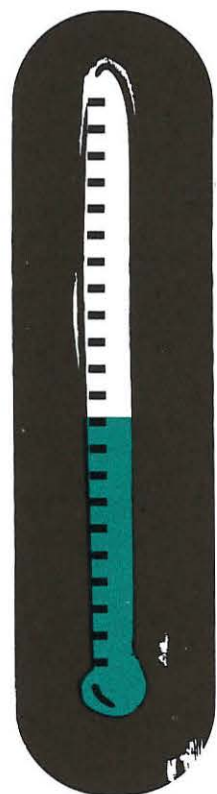
Example: Netscape, W0706, I6125, Raymond Miller

Access Vendor information to research and resolve network problems and to download patches for software and hardware "fixes." These capabilities will greatly improve the ability to resolve network problems in a timely manner. ■

By Constance Walker

Operations Improvement

**FY 1997 GOAL
\$22 Million**



**\$10.0
Million
through
December
1996**

Working Wonders

Continued from page 1



Doug Hamlin and his teammates in the pharmacy's I.V. room found a solution to cut the cost of single doses of urokinase.

makes an approval rate of more than 50 percent as only 30 ideas have not been approved.

According to George Ellis, program director, a goal of \$1 million has been set for the current fiscal year. He says the Working Wonders idea submission and evaluation process will be simplified and quickened in the coming months. Recognition of participants' efforts will increase, as well, and a list of "idea stimulators" was sent to department heads in January (see "tips" below).

And that's not all, Ellis continues. "We'll soon be offering some appetizing noon-time idea stimulator sessions and a mid-winter 'idea blizzard' day to increase the number of created and implemented Working Wonders projects. Hopefully, our efforts won't be buried by a snowstorm."

How do individuals and teams discover and develop their ideas? Many look around their office, unit or department and see waste, duplication or processes that can be improved. Some submit ideas that they have had for years, things that have bothered them but they haven't been able to change. And their efforts have paid off and brought positive change to LVHNN.

The pharmacy's IV team recently wrote themselves a prescription for success. Their expense-saving solution is to assemble single doses of urokinase—a common drug that dissolves blood

clots—from a 250,000 unit supply instead of purchasing costly, single vials of the liquid.

This project will save LVHNN \$12,000 per year and earn the team 469 AwardsPerQs. According to Greg Snyder, pharmacy assistant director, the group wants to redeem their reward for something they can all use. They also have another idea pending, Snyder said.

And there are others who have stepped up to the challenge to help LVHNN control costs:

Jeff Miers, finance, found an error in a contract with Allentown College that brought LVHNN \$2,134 while Miers pocketed 85 AwardsPerQs.

Donna Hordendorf is saving the mother-baby unit \$5,000 each year by suggesting that fewer thermometers be purchased monthly, and that they be sterilized and reused instead of discarded. For her idea, Hordendorf won 200 AwardsPerQs.

A team of staffers from inpatient psychiatry proposed limiting the selection of pens for purchasing to the most commonly used colors. This approved idea brings an annual \$5,400 savings to LVHNN and a reward of 81 AwardsPerQs per member: Donna Gale, Lynette Rehrig, Linda Trella and Agnes Schwartz.

Pediatrics secretaries Kelli Ripperger and Judy Szep—with help from Barrie Borger, info services—had two ideas approved that will eliminate preprinted memo forms, which can be created on a computer. The total savings is nearly \$5,000, netting them each 119 AwardsPerQs.

Rich Phillips, finance, had an idea approved that will save LVHNN more than \$18,000 a year and win him 752 AwardsPerQs. He suggested paying federal payroll taxes later than the current practice, which still meets government requirements. This change earns the organization three more days of interest on the funds.

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

By Rob Stevens

Tips to Help You Start Working Wonders

Following are some cost saving ideas that were submitted and approved at other health care facilities. Maybe they can help you work wonders for LVHNN. Look for more tips in future issues of CheckUp.

- Eliminate freelance photography services for departmental displays.
- Reduce transcription costs by targeting discharge summaries.
- Replace 6.5 gallon sharps container with more economical container.
- Replace current cath lab 1000cc bag system with another.
- Use less expensive cream for mothers.
- Distribute annual report internally instead of mailing.
- Cancel software maintenance on some software packages.
- One vs. two surgical drapes in orthopedics.
- Use fresh vs. purchased hard-boiled peeled eggs.
- Use cloth vs. plastic aprons in food services.
- Eliminate purchase of rags—use surplus linen.
- Buy 96-four oz. cases of juice vs. 48-four oz. cases.
- Issue long-handled shoe horns to hip patients only.
- Replace disposable light handles with reusable ones.

PCC Units, Radiology Gain in Latest Press, Ganey Results

THE MOST RECENT PRESS, GANEY INPATIENT RESULTS ARE IN, AND THE SCORES ARE FAMILIAR — UNITS THAT instituted patient centered care scored the largest gains in patient satisfaction.

Leading the way in the Press, Ganey results, which measured patient satisfaction from Oct. 1 through Dec. 31, were units 3C (plus cardiac catheterization and electrophysiology lab) and 5B (general surgery, transplants, and urology).

PATIENT'S WIFE PRAISES 3C NURSES

"My husband Louis had two procedures performed on the 3C nursing unit. He and I had been through some very emotional times leading up to his testing. Both of us were very frightened about the prospect of cardiac catheterization and tilt testing.

While the day was very long, his results were very reassuring. What made my husband's day so much easier was the excellent professional nursing staff caring for him. From the moment we walked in the door at 6 a.m. until we left late that night, everyone went out of their way to treat us both so kindly. They smiled, told us their name, answered all of our questions and provided me with information on his status throughout the tiring day.

Two nurses in particular were exceptional and I believe need to be recognized—Bea Oerther, R.N., and Stacy Snyder, R.N. Nurses continue to make a difference in the lives of all they touch. Please offer them and all the staff members whose names I did not get, our deepest thanks."

—Roseann Mucci, R.N., Good Samaritan Hospital, Pottsville, Pa.

Unit 5B instituted patient centered care on Sept. 28 and gained 5.8 points, showing particularly strong gains in nurses' attention to special needs, which rose from 83.8 to 91.2 points.

"Having technical partners in teams with our nurses has made a big difference in our response time," said Lois Zellner, director of 5B and 5C. "Having the same person caring for a renal transplant patient also made a difference," she said.

Unit 3C instituted patient centered care last March and moved up 5.1 points in the latest survey. Teamwork and the specialization of teams in specific care areas have been keys to improved patient care, said Julia Clelland, patient care director for the invasive cardiology suite, which includes 3C, cardiac catheterization lab and the electrophysiology lab.

"We have the same team preparing patients for procedures, taking care of them afterwards, and we do our own preadmission testing," Clelland said. The survey also included a pleasant surprise, according to patient representative Maryanne Falcone. Radiology showed a 2.9 point improvement. Improvements have been made to radiology waiting and treatment areas, including the installation of murals that appeal to adults and children, and the addition of a volunteer at Cedar Crest to help patients feel more comfortable while waiting. Falcone said efforts also are under way to help the department make children feel comfortable.

"We're working to get a child's view of the area and help everyone respond better to the unique needs of children," she said.

The Press, Ganey ratings are obtained from the results of a patient satisfaction survey mailed to every patient discharged from LVH. Over 1,500 patients completed and returned surveys during this period, which saw the hospital's overall inpatient results move up slightly from 83.2 to 83.4.

Patient representative Nancy Stevens said the steady survey results were impressive considering the unusually heavy influx of patients late last year, especially the Cedar Crest site. "Our staff pulled together and kept things going," she said. "We're seeing the results in this survey."

By Kerri Puskar

Boise Cascade Contract Brings Savings, Streamlining

THE NEXT TIME YOU ORDER OFFICE SUPPLIES, YOU'LL PROBABLY FIND IT EASIER, FASTER AND CHEAPER SINCE Boise Cascade was chosen as LVH's preferred supplier for these items starting Jan. 1, said Sue Toth, contract administrator, supplier services. Over the past year, she led the team that reviewed two of the largest office supply distributors in the U.S. and inked the new deal with Boise.

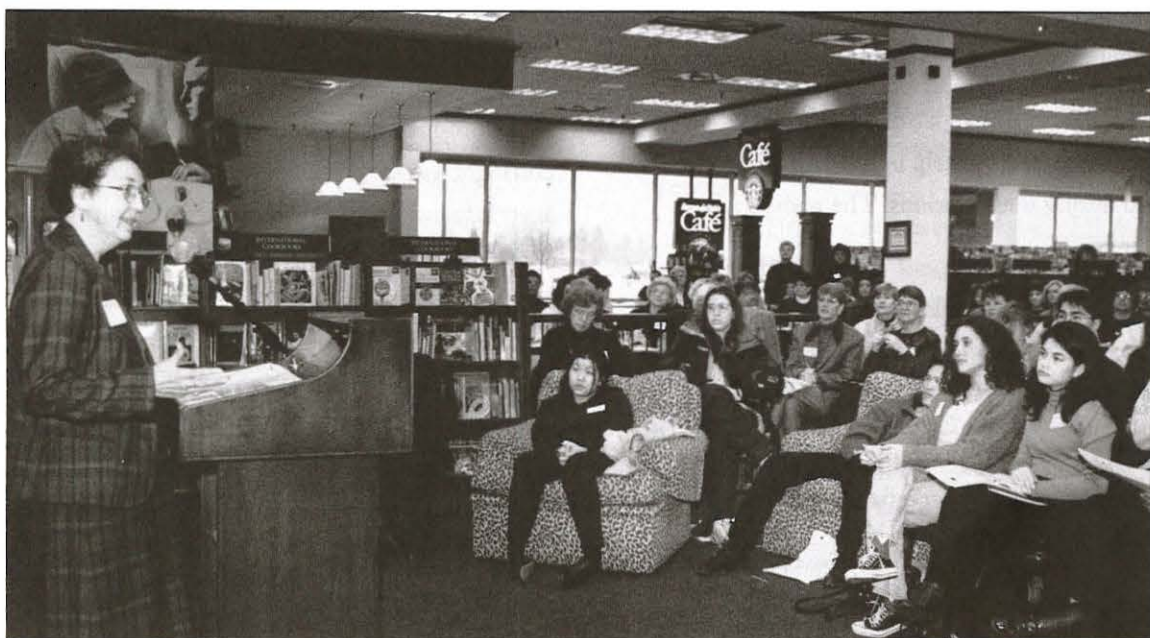
"We're projecting an annual savings of \$76,000 from 'high usage' items alone—like pens, pencils and folders," Toth said. The organization spent nearly \$855,000 on office supplies in fiscal year 1996. In addition, she says about \$62,000 more will be saved through product standardization, the practice of limiting the range of like items available for purchase.

For example, the choice of ballpoint pens is streamlined in the new Boise catalog, which was compiled specially for its major clients, many of whom are on the Fortune 500 list. The catalogs were distributed to staff who turned in their 1996 version at an implementation seminar late last month. The prices listed in the catalogs will bring an average across-the-board savings of 20 percent, Toth noted.

"We want to encourage employees to purchase their office supplies through Boise Cascade to take advantage of the service and prices," Toth said. "The new catalog contains a broad variety of products to meet all your needs. It reflects the practice of product standardization through evaluating what supplies we need to do our jobs."

Although Boise Cascade has been LVH's major supplier of office items for the past seven years, the preferred supplier team also evaluated Staples during the search, which began in March 1996. The team chose Boise because they provide better service, product selection and lower contract pricing, Toth said. She added that LVPG and Health Spectrum are also interested in taking advantage of the contract to obtain their office supplies. ■

By Rob Stevens



Spirit of Women[®]

Kay Ward, director of continuing education, Moravian Theological Seminary, speaks to women who attended "Awakening of the Spirit," the recent Spirit of Women '97[®] preview event. More than 100 women participated in the event at Barnes and Noble Booksellers in Whitehall. Ward served as moderator of the morning program which featured inspirational readings by women of all ages, a prayer by a local cantor and a reflection by Ardath Rodale, president and CEO, Rodale Press and honorary chairperson for Spirit of Women '97. The Spirit of Women conference will take place April 3 and 4 at the Gateway Holiday Inn Conference Center, Bethlehem. For more information or to register, call 402-CARE.



Lou Liebhaber, COO

Issues & Initiatives

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

Alliances Sharpen Competition, Increase Need for Teamwork

RECENT ANNOUNCEMENTS OF NEW HOSPITAL ALLIANCES IN AND AROUND OUR REGION HAVE THE POTENTIAL TO raise competition in the marketplace to a higher level. Soon LVHHN won't be rivaling only local health care organizations for new patients. Partnerships between local hospitals and "outside" organizations will probably increase tertiary care referrals to Philadelphia and strengthen services at our competitors' facilities. The result will be sharpened competition for managed care contracts.

Had we ignored the shifts and rumblings in the industry, I believe we would have been seriously threatened by some of these alliances. Fortunately, LVHHN has been proactive in the areas of work redesign, cost control and planning for the future, which will help us face and surmount these challenges.

The most recent Press, Ganey results, covering last October through December, put us at the highest overall level ever for patient satisfaction. Our patients are telling us that we're doing a good job, that they're pleased with PCC and the team approach to patient care.

We recently experienced a staffing shortage because we held off recruiting to ensure that 7C staff found positions when the unit closed last fall and because our patient census was higher than planned. But patient care did not suffer (which is

a testimony of your dedication to our patients). As staffing is rebalanced, customer service scores should rise. More satisfied patients means more confidence in our services and more secure work futures for us.

Our operations improvement expense-reduction efforts have improved the organization's competitive position. The Working Wonders incentive program is a key component to help us advance towards the \$22 million OI goal this fiscal year, which we are "on track" to achieve.

PennCARESM, one of the largest integrated delivery systems in Pennsylvania, predicts a bright future for LVHHN, its employees, partners, physician members and the community. Recently, Louis Hochheiser, M.D., was named PennCARESM's first executive medical director. His main challenge will be to help PennCARESM physicians understand and become involved in the system's processes and direction.

To date, the U.S. Healthcare contract alone has made nearly 90,000 patients available to PennCARESM's physician and hospital members. Discussions are well under way with major payers in the region as PennCARESM works towards finalizing several new managed care contracts.

The planning of the East Building at Cedar Crest & I-78 is picking up speed, and we still plan to break ground this summer. The five-story wing

will house inpatient psychiatry, women's services, ICU beds and ambulatory testing areas. Investing in our community by improving our facilities will enable us to remain a vigorous provider of care and help us avoid the fate of businesses that failed to modernize and plan for the future.

The success of our network is closely linked to the commitment of our staff, physicians and other partners to working together on behalf of our patients. As the challenges and rewards in our industry increase, we must become better team members. This takes being open to new ideas and focusing together on improving practices and processes. Benchmarking will help LVHHN become the best by learning from the "best performers" in the country. It is a tool to help us cut costs without sacrificing quality of care. It is also a weapon to defend us from national competitors who will come here if they think they can make money at our expense and at the expense of the community.

The group behavior of geese is a good metaphor for teamwork. Geese fly in a "V" formation because the whole flock gains at least 71 percent more flying range than if each bird flew on its own. When a goose leaves the formation, it soon feels the resistance of trying to go it alone, and returns to the group to take advantage of its lifting power. When the lead bird feels tired, it rotates back in the wing and lets another fly point. The geese honk from behind to encourage those up front to keep up their speed.

I think it's pretty clear that "teamwork" helps the geese accomplish more with less effort. Each bird's efforts focus on the goals of the entire flock. While pursuing LVHHN goals, we must redouble our commitment to the LVHHN "team" of coworkers we interact with daily. Individual efforts focused in the right direction will contribute more to the group and the goal.

Unproductive and underhanded actions will endanger job security for everyone. We must keep in mind that negative conversations at the bedside or elsewhere can tarnish our patients' and visitors' perceptions and experience at LVH. Coming to work with a creative, caring and compassionate attitude is a great asset to the organization. It will help LVHHN maintain our leadership position in the regional marketplace as uncertainty continues to cloud the landscape. ■

Compensation Redesign Pay Planning Plows Ahead

THE COMPENSATION REDESIGN EFFORT AT LVH IS GATHERING MOMENTUM AS PREPARATIONS CONTINUE FOR LAUNCHING THE NEW PROCESS NETWORK-WIDE STARTING IN JULY. THE NEW PROCESS WILL INCLUDE FEWER JOB titles, revised job descriptions, and new job valuing and performance appraisal processes. The result will be a more meaningful, flexible, market-driven system that's appropriate today and into the 21st century.

Job description rewriting and job title consolidation are well under way. Department heads attended workshops this month in which they had the opportunity to receive help in revising the descriptions. Tips for job title streamlining were also provided during these sessions. The revised job descriptions are due Feb. 28.

A new performance appraisal form being finalized by the design team will reflect the organization's gradual cultural shift towards individual and team achievement, customer orientation and skill development. It will be presented for approval on April 29 to senior management council and the board.

Market survey data being gathered will help develop LVHHN's new pay structure by suggesting a value for each job in relation to similar ones in the local, regional or national marketplace.

In addition, the design team is reviewing the "step-in-grade" system, which currently bases pay on seniority. According to Keith Strawn, director, compensation, national trends increasingly focus on awarding incentives to individuals and teams for achieving performance goals. ■

Women's Health Services Reflects Growth of Program, New Emphasis

WOMANCARE IS NOW "WOMEN'S HEALTH SERVICES."

"IN LINE WITH A NATIONAL trend toward population-based programming — in this case, the population being women — we have reorganized and will broaden our function," said Marie Shaw, director of Women's Health Services.

Shaw and Fran Derhammer, B.S.N., education coordinator, Women's Health Services, are now located at 1243 South Cedar Crest, Suite 2700. They are joined by new staff member, Tillie Vastine, director of outpatient women's services. On the inpatient side is Jeanne Camara, R.N., administrator of women's inpatient services. Camara oversees the labor and delivery, mother-baby and antepartum units, bringing management of these units together.

"Women's Health Services gives us the opportunity to integrate the outpatient and inpatient components of women's health," said Stephen Klasko, M.D., chair, ob-gyn. "This reflects the growth of our women's health services, the strengths we've built and the gaps we needed to fill to provide a full spectrum of care."



Tillie Vastine, R.N., (right) director of outpatient women's services, and Jeanne Camara, R.N., administrator of women's inpatient services, discuss LVH's unified approach to providing health care for women. Vastine, a graduate of Geisinger Medical Center School of Nursing, was formerly administrative director of the Women's Health Center of Allentown and a consultant on the development of women's health programs. Camara holds a master's in parent child nursing from Boston University and a law degree from Western New England College School of Law.

"Our vision for outpatient services is to be able to provide a one-stop resource for women," Vastine said, "a friendly, familiar place where a woman can find a whole range of services to support and promote her health in partnership with her physician."

According to Camara, "The midwifery program and the team approach to lactation services are examples of the unity of inpatient and outpatient services." "We're planning many ways for inpatient and outpatient services to link with each other," Vastine said. "We want to offer education, counseling and testing services that will help women get the information and care they need throughout LVH's."

"We have so many classes, services and other components of a great women's health service already in existence," Vastine said. "The new Women's Health Services will pull them all together, and that's a benefit to the woman, her family and the caregivers." ■

By Kerri Puskar

LVHNN Hosts Morgan Cancer Center's First Bone Marrow Donor Drive

THE JOHN AND DOROTHY MORGAN CANCER CENTER WILL HOST AND CO-SPONSOR WITH MILES FOR MATT Lehigh Valley Hospital's first bone marrow donor drive as a prelude to developing a comprehensive bone marrow transplant program.

Between 8 a.m. and 8 p.m. on March 4, volunteers from LVH and from the HLA Registry will be stationed in Conference Room 1 in the cancer center. The HLA Registry is a national not-for-profit organization that is part of the National Marrow Donor Program.

During the donor drive, phlebotomists will draw two tubes of blood to test the donor's genetic information. The tissue type is recorded and added to the National Marrow Donor Program data base and searched on behalf of patients who need marrow transplants. Identities and personal information are confidential; patients and donors are matched by their genetic information.

To participate in the donor drive, you must be between 18 and 60 years old and have no history of hepatitis, heart disease, cancer or AIDS.

"Our goal is to get 500 employees to become part of the national registry and to make this an annual program," said Gary Marshall, oncology administrator, JDMCC. Marshall is chairing a steering committee for the donor drive that includes Mary Gallagher-Sabo, R.N., LVH, and the aunt of Kelly Gallagher, the Allen High School graduate who died of leukemia in 1988; Sherry Gallagher, mother of Kelly Gallagher; Lorri Harper, wife of Gregory Harper, M.D., director of JDMCC; and Dan Cruttenden, the organizer of Miles for Matt, a benefit event co-sponsored by LVH and named after Matt Worman, an avid area runner who died of lymphoma in 1992.

Marrow transplantation is a proven cure for patients with aplastic anemia, some leukemias, lymphomas and disease of the immune system. It may

also benefit some patients with high-risk breast cancer and other adult malignancies.

More than 16,000 young children and adults are diagnosed with potentially fatal blood diseases that could be cured with a marrow transplant. Only 30 percent of patients have a matching donor within their family. On average, within a racial or ethnic group, one unrelated person in 20,000 will turn out to be a suitable match for a given patient. There is a tremendous urgency for minority donors for minority patients. "Obviously, the larger the donor pool, the greater the chance to find a match," Cruttenden said. Miles for Matt, which raises money to provide cost-free HLA testing locally, has donated a total of \$25,000 to LVH.

Sherry Gallagher, whose family donation is responsible for the Kelly Gallagher atrium in the Morgan Cancer Center, noted, "Although a potential donor may decide not to continue once a match is found, we encourage only those who are committed to following through with a possible donation to participate in the donor drive and become part of the national registry. To do that, it is important to know about the donation process."

If a preliminary match is found, the HLA Registry contacts the potential donor and schedules additional blood tests. If a confirmed match is found, the donor meets with a counselor to go over details of the donation process, is given the option to proceed, and receives a thorough physical examination.

The marrow is extracted from the back of the pelvic bone in a surgical procedure while the donor is under anesthesia. Most donors stay overnight in the hospital and may resume normal activity after discharge, although they may experience some soreness for several days. The patient or his medical insurance pays for the cost of the marrow donation, and LVH has agreed to let employees donate on company time.

Donations from LVH, HLA and Miles for Matt will be used to pay for the HLA testing, which costs about \$50 per test. Miles for Matt is also sponsoring a donor drive on March 5 from 3 p.m. to 5 p.m. in the Whitehall High School cafeteria.

"Our active participation in a bone marrow donor drive helps increase awareness as we look forward to implementing our own bone marrow transplant program," Harper said.



Miles for Matt race organizers donate \$12,500 to LVH John and Dorothy Morgan Cancer Center. (Left to right) Gregory Harper, M.D., director, JDMCC, and Gary Marshall, administrator, JDMCC, accept the gift from Edward Eppler, Dan Cruttenden and Bob Nonnemaker.

LVHNN's program will include the harvesting, processing and storage of stem cells, transplantation, patient care, psychosocial support services and coordinated case management. A special processing laboratory will be built and one of the inpatient floors will be renovated for cancer and blood disorders that will incorporate the bone marrow transplant unit. A search for a program director is under way. "By offering this program in the Lehigh Valley, the Morgan Cancer Center will be able to work with physicians to provide treatment in our own community that is currently only available in metropolitan Philadelphia or New York," Harper said.

By Constance Walker

Parking Redesign Completed on Five Cedar Crest Lots

REDESIGN AND CONSTRUCTION WERE RECENTLY COMPLETED ON THE FIVE SOUTH-SIDE EMPLOYEE AND DOCTOR parking lots at Cedar Crest & I-78; the work began in July. Relatively minor finish work and relocation of the helipad to the area next to the mechanical building will commence in the spring (see map below) and should be completed in approximately six to eight weeks.

According to Susan Orlando, project manager, facilities and construction, the parking lot construc-

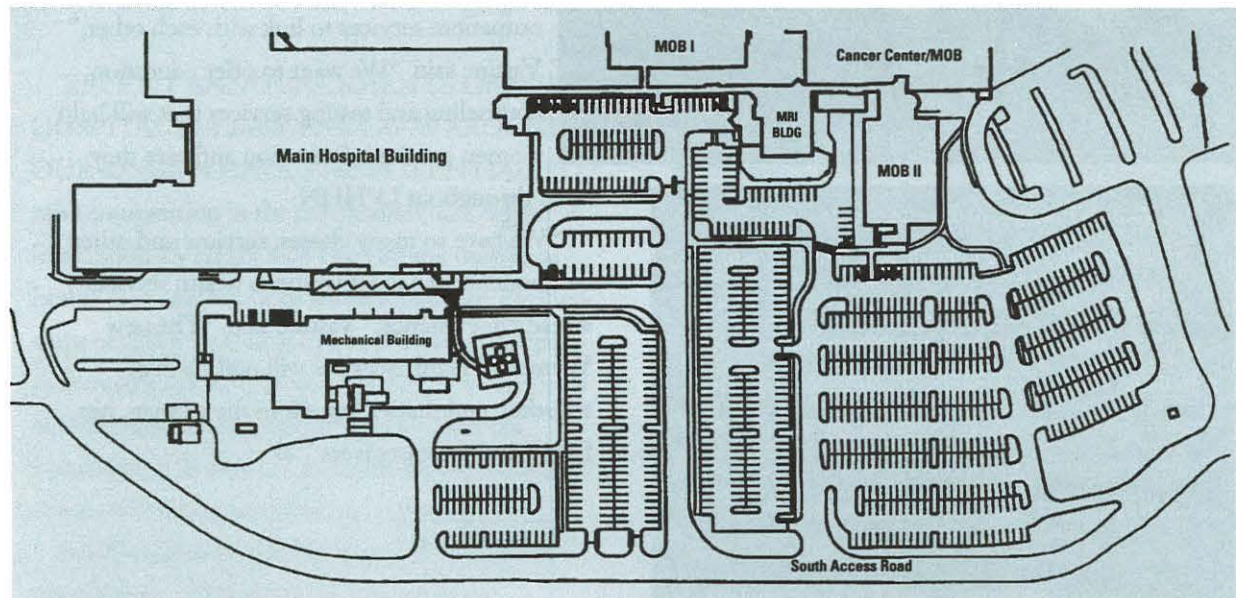
tion was a major undertaking and required teamwork and integration between the facilities and construction, security and engineering departments and the outside contractors. "During construction, we reconfigured and restructured the main emergency entrance as well as five employee and physician lots. To accomplish this we needed to move the 12,000-volt incoming electric lines; re-route the storm water drainage system, the telephone and television cable systems and the incoming gas lines—all in all, a pretty daunting task," she said.

Orlando added that without the cooperation of employees and doctors it would not have been possible to meet the January deadline.

"Obviously— whenever we have to displace employee and doctor parking spaces, it is critical to stay on schedule and get the job done quickly to minimize the inconvenience. I am proud of the job the facilities and construction, engineering, security teams and construction contractors did but also appreciate the cooperation from the employees and doctors who were affected by the construction," Orlando said. She added that Dan Andersen, supervisor, facilities and construction and Gerald Kresge, director, security were instrumental in communicating all the construction steps to employees and answering their questions and concerns.

If you would like copies of the new parking map, call public affairs, ext. 3000. If you have any questions about parking, call the security department, ext. 8220. ■

By Heather Kowalski



Proposed East Building Clears First Approval Hurdle

THE SALISBURY TOWNSHIP ZONING HEARING BOARD RECENTLY APPROVED UNANIMOUSLY LVHHN'S APPLICATION to build the five-story, 230,000-square-foot East Building at Cedar Crest & I-78.

The approval is the first in a series of approvals needed before construction can begin, according to Carol Anne Bury, vice president, facilities and construction. "Our next step is to present our plans to the township Planning Commission in early March," Bury said. "Pending their approval, we will meet with the Salisbury Township Board of Commissioners in April."

One group that will not have to review the project is the Pennsylvania Department of Health. The state legislature adjourned in 1996 without taking action on the state's certificate of need law. This allowed the law to sunset and state officials have no plans to reinstate the statute. Under certificate of need, all proposed hospital building projects costing more than \$2 million required a detailed application, and were subject to a lengthy and sometimes contested approval process. ■

By Susan Hoffman

The Atrium Shoppe Offers Services for Busy Professionals

DROP OFF YOUR DRY CLEANING, ORDER PERSONALIZED BAKED GOODS, AND BUY TAKE-HOME DINNER ENTREES at the new Atrium Shoppe located off the Kelly Gallagher Atrium in the John and Dorothy Morgan Cancer Center.

A joint venture of The Allentown Auxiliary and the Lehigh Valley Hospital Auxiliary, The Atrium Shoppe is open daily from 9:30 a.m. to 5:30 p.m. and is a convenient location for buying snacks, greeting cards, newspapers, stamps and cold beverages, in addition to its innovative take-out services.

"The idea for the shop started back in 1994," said Anne Melick, Atrium Shoppe co-chair. "The Allentown Auxiliary was searching for a way to be less reliant on inpatients and their families for our fund-raising efforts." Elliot Sussman, M.D., president and CEO, encouraged the auxiliaries to work together on a project.

"Dr. Sussman challenged Anne and me to develop something that would bring our two auxiliaries together to benefit Lehigh Valley Hospital," said Barbara Showalter, Atrium Shoppe co-chair. "We explored several different options, and settled

on an initiative that caters to busy professionals."

Ideas for services came from an employee survey conducted in 1994. "Employees told us what services they wanted, and our task force found vendors in the community willing to work with us," Showalter said. Joining Melick and Showalter on the task force committee are Doris Gill, Mollie

Huntzinger and Francis Schaeffer.

Country Cleaners, a local dry cleaner, provides dry cleaning and shirt laundering. Louie's and Sinfully Delicious offer take-home dinners that vary weekly. Personalized cakes are available from Emmaus Bakery.

"Atrium Shoppe customers will enjoy the same prices offered

at all their other locations," Melick said

The first week of operation showed receipts totaling more than \$500, 40 pieces of dry cleaning were dropped off and "take-home dinners flew out the door," according to Gill. All proceeds from The Atrium Shoppe benefit the John and Dorothy Morgan Cancer Center. For more information about Atrium Shoppe services, call ext. 1624. ■

By Susan Hoffman



Katie Scaief (far right), public affairs, happily drops off her dry cleaning at The Atrium Shoppe. Pictured with her are Barbara Showalter (left) and Anne Melick, Atrium Shoppe co-chairs.

Tom Miller Wins Mental Health Professional Award

WHEN TOM MILLER BEGAN HIS CAREER AS A PSYCHIATRIC SOCIAL WORKER 25 YEARS AGO, HE WAS SPORTING A full blond beard and shoulder-length hair. One of his first jobs was in a free outpatient clinic in Norfolk, Va., where patient treatment was combined with horoscope reading. The staff there ran a food co-op, sponsored an art exhibit and produced a radio talk show on which guests discussed topics ranging from drug and alcohol abuse to "the future of health care."

Fast-forward to 1997... Cleanshaven and bespectacled, Miller now directs LVHNN's Adult Transitions partial-hospitalization program, providing intensive outpatient psychiatric care to 70 patients a month for depression, anxiety, schizophrenia and other mental illnesses. He joined the network three years ago to open Adult Transitions, leaving behind one of the nation's first geriatric partial-hospital programs, which he founded at Abington Hospital.

Miller recently reached a high point in his career, winning the 1996 LVHNN Mental Health Professional Award, which Michael Kaufmann, M.D., psychiatry chair, presented to him at the department's Christmas party.

Established in 1995, the award is given yearly to recognize a member of psychiatry who exceeds standards in the area of quality of care, operations improvement, clinical practice, customer satisfaction or promoting mental health.

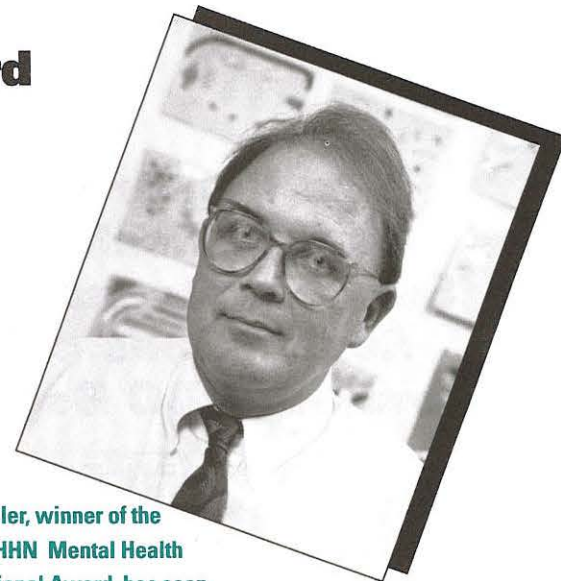
"Tom was selected for the 1996 award because of his relentless commitment to improving our continuum of care and making our OI process successful, as well as for his research and publication activities based on his work in Adult Transitions," Kaufmann said.

"I was surprised and shocked," Miller said of winning the award, which includes a plaque and check for \$1,000. "I've never won anything. This really meant a lot."

Miller feels his greatest strengths are promoting positive communications between patients, staff and referring professionals, and encouraging them to work together as a part of the mental health continuum of care. So strong is his sense of team spirit that he plans to use the award money to sponsor customer satisfaction training for the Adult Transition staff, which includes four social workers, an occupational therapy assistant, a nurse and a medical director.

Mental health services are "much more sophisticated today" than when he was starting out, says Miller, and he has to balance a daily dose of administrative duties with the fundamentals that are good for business.

Keeping in touch with physicians, psychologists and social workers who refer patients to Adult Transitions is as important as analyzing the program's quality of care, length of stay and utilization trends.



Tom Miller, winner of the 1996 LVHNN Mental Health Professional Award, has seen many changes in health care in 25 years.

Add to these activities conducting patient focus groups and running therapy sessions, helping staff resolve issues and keep their jobs interesting, and driving the patient transport van when the driver's out, and you can see how challenging the mental health profession can be. And how fortunate the network is that Miller chooses to be part of it in providing quality mental health care.

"The success of a partial hospital day-treatment program is linked to our ability to create an environment of acceptance and hope for our patients. Building upon each patient's strengths is often the cornerstone of improvement," he said.

By Rob Stevens

PCC UPDATE Work Redesign Has Changed Roles and Patient Care

Patient centered care work redesign was launched on LVH patient care units in 1995 and is scheduled for completion later this year. Staffers in several different areas were asked to describe the changes that PCC redesign has brought to their roles and to patient care.



Donna Gollie, L.P.N., technical partner, 7A:

"I believe patients receive better care now, because a care giver is often in their room and can spot trouble before it happens. L.P.N.s do more in the hospital because of PCC, and their opportunities for moving and learning new things are always good."



Terry Paisley, R.N., 6C patient care coordinator:

"I think PCC redesign has improved the quality of patient care because the team approach promotes continuity of care. This is true with oncology patients who often return to the unit for care, where the teams can become familiar with them. In addition, this team approach helps staff develop bonds with each other and enhances accountability."



Colette Frisch, physical therapy assistant:

"Since all PCC floors have PT gyms, we are closer to the patients, which cuts waiting time and is more convenient for them. Also, we now do more one-on-one work with patients at the bedside, including preparing them to do exercises at home."



Michele Saladyga, R.N., cardiac rehab:

"Currently, 7B is the only PCC unit with cardiac patients. But as others, like T.O.H.U. and progressive coronary care, implement PCC, we'll have the opportunity to discuss the goals and benefits of cardiac rehab with the staff and also hear their concerns and ideas. We are looking forward to becoming part of the multidisciplinary team." ■

New Center for Breast Health Services Opens & Renovations on Former ABDC Begin

Over the next few months, the John and Dorothy Morgan Cancer Center will introduce an enhanced and expanded Breast Health Services program, developed to provide integrated health services with the convenience of multiple locations.

On Feb. 6, the new imaging and diagnostic facility in Suite 203, 1240 S. Cedar Crest Blvd., opened its doors for business. Renovation of the former Allentown Breast Diagnostic Center at 401 N. 17th St. will begin this month. Both facilities will resume full operation in May.

"Designed with patient and physician involvement, these centers will provide comprehensive breast services including mammography, breast ultrasound, stereotactic biopsy, evaluation, education and consultation," said Elisabeth Crago, R.N., Breast Health Services program director.

The focus of the Cedar Crest site will be primarily diagnostic and evaluation services, while the 17th Street site will concentrate on early detection and screening. Both facilities will offer mammography screening for patient convenience. Mammography services provided at Lehigh Valley Diagnostic Imaging at 1230 S. Cedar Crest Blvd. have been transferred to the Cedar Crest center.

As part of the opening events for Breast Health Services, LVHHN will host speaker Marcia Wallace, a breast cancer survivor, on April 30. Open houses and tours of both facilities will be held on May 3. Look in CheckUp for further information about these events. ■

"kids fest" Needs YOU!

VOLUNTEERS are NEEDED for "kids fest '97,"

a joint program of the Allentown YMCA & YWCA and the Allentown Jewish Community Center.

Lehigh Valley Hospital and Health Network (LVHHN)

is a MAJOR SPONSOR of this year's event and

will present WELCOME TO THE LAND OF OZ,

an interactive, health education area,

based on the movie "The Wizard of Oz."

"kids fest '97" will take place

SUNDAY, APRIL 6 from 10 a.m. to 5 p.m. at

STABLER ARENA and RAUCH FIELD HOUSE on

the GOODMAN CAMPUS OF LEHIGH UNIVERSITY

in Bethlehem. The event, now in its second year,

promises to be a festive, fun-filled day of

outstanding cultural, educational and

safety-related activities for pre-school and

school-aged children and their families.

VOLUNTEERS are needed at the LVHHN AREA and

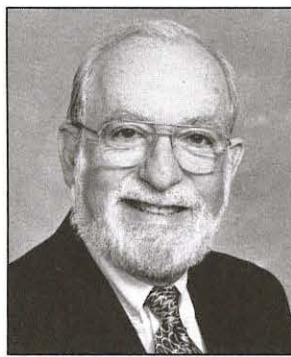
also for the overall event in a variety of capacities.

IF YOU ARE INTERESTED IN VOLUNTEERING,

PLEASE CALL 402-CARE.

Partners in PennCARE

"Partners in PennCARE™" is a regular feature in CheckUp This Month providing news about programs and other activities in the PennCARE™ network.



Louis Hochheiser, M.D.

Louis Hochheiser, M.D., became PennCARE's first executive medical director on Feb. 3. He is a board-certified pediatrician and family practitioner from Virginia with extensive experience in managed care. Hochheiser previously served as vice president of medical management at Tidewater Health Care in Norfolk.

North Penn Hospital, Lansdale, recently turned on the *Newborn Channel* in its Family BirthCenter. The television network broadcasts 24 hours of continuous programming, free of charge, to new moms. It provides up-to-date information in English and Spanish on such topics as breast-feeding, general infant care, safety issues, postpartum self-care and postpartum emotions. More than 375 hospitals nationwide have tuned in to the *Newborn Channel* as a supplementary source of education for new mothers.

North Penn has also started a sleep diagnostic program, where chronic disorders of sleep and wake-

fulness related to apnea, narcolepsy and insomnia will be diagnosed and treated.

Easton Hospital shared the American Hospital Association's (AHA) 1996 Grassroots Advocacy Award for its role on U.S. Rep. Paul McHale's Congressional Relations Team. The AHA recently honored the team in a ceremony in Washington, D.C., for its work in educating McHale and his staff about health care delivery and the health care needs in the Easton community. The hospital also received the Grassroots Advocacy Award in 1993.

The Greater Hazleton Health Alliance (Hazleton General Hospital and Hazleton-St. Joseph Medical Center) is in the second stage of strategic planning, which began with the establishment of six task forces to address key topics and issues facing the future of the alliance. The task forces comprise physicians, trustees, administration and department heads and are facilitated by the consulting firm engaged to help develop the strategic plan. Topics covered by each task force are: communications, physician partnership and development, service, managed care, affiliation and finances. ■



SERVICE ANNIVERSARIES

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

Thirty-Five Years of Service

Eleanor A. Good
Emergency Services

Thirty Years of Service

Nancy A. Wendling
Home Care-Skilled Nursing

Twenty-Five Years of Service

Dolores P. Hovan
Medical Records
Charles Lavenburg
Plant Engineering

Twenty Years of Service

Elizabeth A. Mescavage
Lab-Hospital Services

Lynn Corcoran-Stamm
General Medicine

Delores C. Duffy
Operating Room

Patricia A. Knopf
Perinatal Unit

Larry R. Wonderly
General Services

Deborah J. Gerhart
Lab-Hospital Services

Sharon K. Kistler
HBSNF

Linda A. Reinhard
Patient Accounting

Jeanne M. Butler
Lab-Manual Testing

Joseph M. Tomko
Pharmacy

Paula Bencik
Medical Records

Joseph A. Collette Jr.
Cardiac Cath Lab

Patricia M. Demko
Ambulatory Surgical Unit-
Staging

Fifteen Years of Service

Carol A. Pasioka
Progressive Coronary Care Unit

Stephanie L. Kita
Pharmacy

Linda H. McCarthy
6B Medical/Surgical Unit

Juliana Mohny
5B Medical/Surgical Unit

Glenn J. Alpha
Supply Distribution Services

Carla Sue Close
EEG

Diane R. McHugh
Breast Health Services

Anthony A. Maini
Operating Room

Sandra Schwartz
Home Care-Skilled Nursing

Barbara Beck
Lab-Client & Ancillary Services

Diane S. Seyfried
Home Care-Skilled Nursing

Debra A. Barraco
Cancer Program

Frances E. Derhammer
Department of OB/Gyn

Ten Years of Service

Edward Matos
Post Anesthesia Care Unit

Elizabeth J. Schaefer
Radiology-Diagnostic

Deborah Knight
Operating Room

Barbara M. Paul
Central Nervous Unit

Marlene R. Pereira
Special Care Unit

Janice M. Schuler
Acute Coronary Care Unit

Teresa L. Beers
Nuclear Medicine

Angela G. Papay
6C Medical/Surgical Unit

Michele L. Robinson
Transitional Trauma Unit

Valerie L. Beichey
Operating Room

Debra A. Marakovits
Supply Distribution Services

Rebecca Nonnemaker
Admitting Office

Kathy M. Briggs
Sterile Processing

Brenda A. Hill
Home Care-Home Health Aide

Angela DeAngelo
Home Care-Skilled Nursing

Donna D. Burkert
Home Care

Rosemary I. Nourse
6S Adult Psychiatry Unit

Denise M. Wolst
Speech & Hearing

Thomas W. Andrews
Plant Engineering

Five Years of Service

Aileen Ilarrazza
Observation Nursery

Margaret F. Deets
Partial Hospitalization Adult Psych

Yvette Solano
General Services

Barbara J. Miller
Lab-Client & Ancillary Services

Zana W. Kist
HSMP Allentown Patient Accounts

Kellie A. Kneidler
Operating Room

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

EDITOR Rob Stevens

DESIGN Denise Golant

PHOTOGRAPHY Scott Dornblaser