

# CheckUp

*this month*

VOL. 10, NO. 1 • JANUARY 17, 1997

## LVHVN Staff Resolve to Lead Healthier, Better Lives in 1997

EACH YEAR MILLIONS OF AMERICANS MAKE NEW YEAR'S RESOLUTIONS. THE IDEA OF MAKING A COMMITMENT TO SOLVING personal problems or eliminating bad habits is a good one. The challenge is sticking to it.

Since resolutions involve a change in habit, it is important to remember that change is a slow, difficult process that requires long-term dedication, according to Thomas Lane, Ph.D., program director of LVHVN's Guidance Program.

Lane said most bad habits have been ingrained in us since childhood and have become almost second nature by adulthood. "The way to begin the process of change is to write an action plan with reasonable and attainable goals. Make the goal intervals short, such as one month, three months, six months, etc." He said it is important to keep the plan posted in a visible area like a bathroom mirror. "Most people tend to expect immediate results when they make resolutions, and unfortunately they are setting themselves up for failure," Lane noted.

Before the holidays, members of the public affairs department polled staff to find out their 1997 New Year's resolutions. Here is a sampling of what they said:



Helen Hallock

Lehigh Valley Hospital Auxiliary President Helen Hallock: "I want to lead our auxiliary into doing better and finer things and help promote peace and understanding in our group during the coming year."

Betty Ritter, information desk, Cedar Crest & I-78 resolved "to have



Fran Feathers

good health and happiness in the coming year."

Fran Feathers, child life specialist, pledged to "maintain a positive and enthusiastic attitude in my work and at home."

"I want to lose weight, which I probably won't do, but I'm going to try this year," said Alois Gutekunst, food services, Cedar Crest & I-78.



Alois Gutekunst

Loretta Gogel, R.N., patient care coordinator, inpatient pediatrics, wants "to be more active, healthy and promote wellness activities. Also, I want to stop being such a procrastinator in my academic life."



Mark Cipolle, M.D.

Mark Cipolle, M.D., associate trauma chief, explained his group's resolution: "The trauma team has a resolution which is do no negative laparotomies, have no missed injuries and enroll every patient in a study protocol."

A healthy hope came from Cheryl Rowan, R.N., 4C: "Try to work out at least three times a week."

Heather Stahley, N.T.A., 4C, made a common New Year's pledge: "Quit smoking."

Kathy Klokis, R.N., 4C, will "try to win the lottery." Inpatient peds patient care specialist Cathy Carlen's goal is "to go back to school."

Please turn to page 2

### IN THIS ISSUE

- 1  
1997 Resolutions  
•  
Working Wonders
- 3  
Medial Staff Presidents:  
Past and Present
- 4  
Organizational Development  
Helps LVHVN Change
- 5  
Kathryn Taylor Leads LVHVN Board  
•  
New Chief of Infertility
- 6  
Preparing 17th & Chew  
for the Future  
•  
Spirit of Women 1997  
•  
Camp HealthRock Wins  
Fitness Award
- 7  
Priorities &  
Measurable Results  
•  
PCC Update:  
R.R.T.s in Critical Care
- 8  
•  
Holiday Happenings  
•  
Service Anniversaries



**WORKING WONDERS**

Partners-In-Progress

## LVHVN Staff Work Wonders Solo and Together

LOOK WHO'S WORKING WONDERS ALONE AND ON TEAMS. IN THE FIRST THREE MONTHS OF THE REWARD AND RECOGNITION program, both individuals and groups have had Working Wonders cost-reduction, revenue generation and quality improvement ideas approved. The total savings thus far adds up to nearly \$150,000.

Teamwork recently paid off for a trio from patient accounting, resulting in the third biggest Working Wonders expense cutting project so far. Debra Bower, Joanne Kurtz and Sally McGinley each earned 374 AwardsPerQs for their plan to eliminate inpatient file folders, which will net LVHVN nearly \$19,000 annually.

The idea should also cut clutter in their offices, free up file storage space and nearly erase the cost of retrieving patient records from off-site locations.

Last month, Grant Follweiler, printshop operator, landed his second solo success in as many attempts. He'll raise \$2,600 each year for LVHVN by photocopying the food co-op forms and charging the vendor for this work. Previously, the forms were duplicated free. For this idea, Follweiler earned 106 AwardsPerQs.

Bob Hoffman, a volunteer who staffs the recovered medical supplies effort, thinks shipping pallets and used furniture can be sold instead of hauled away as trash for a hefty fee. His two ideas were approved as separate pro-

Please turn to page 2

**LEHIGH VALLEY**  
HOSPITAL AND  
HEALTH NETWORK



## Resolutions

Continued from page 1



Liz Inman

"Save money and buy a house," said Liz Inman, R.N., 4C.

Fran Doddy, admitting receptionist, 17th & Chew, said: "My resolution is to try to be more patient at work and at home."



George Shattah

George Shattah, valet parking, 17th & Chew, also wants to breathe fresh air. "I quit smoking in May of '96, and my resolution is to continue to not smoke in the coming year," he said.



Sue Knerr

Sue Knerr, resident program coordinator, ob-gyn, resolved to "exercise more regularly and to get more organized at home and at work."

Greg Salem, Center for Health Promotion and Disease Prevention resolves to "find new and fun ways to nourish my energy and spirit—and not just my body—through nutrition and exercise."



Sandy Eberwein

Sandy Eberwein, R.N., manager, medical clinic, 17th & Chew, said: "My resolution is to improve the community and hospital perception of the medical/surgical clinics. All the staff here in the clinic also have a resolution: to be able to move into our new, improved spacious area in 1997."



Alan Williams

"To have an all-around better year by making a new start, a new life and exercising more," was resolved by Alan Williams, security, 17th & Chew.

Sallie Schaeffer, volunteer, Allentown Auxiliary of Lehigh Valley Hospital, wants to "make business boom at the Alcove Shop in 1997."



Susie Kemmerer

"Be a better person by being nicer to people," is how Susie Kemmerer, admitting registrar, 17th & Chew, will help make the world a better place. ■

## Mark Your Calendar

ALL STAFF ARE INVITED TO ATTEND AN  
**EMPLOYEE ANNUAL MEETING**  
TO REVIEW LVHVN'S 1996  
ACCOMPLISHMENTS IN OUR COMMUNITY



Elliot Sussman, M.D., president and CEO, will host the one-hour sessions, at which he will discuss the highlights of last year for the organization, introduce Kathryn Taylor, LVHVN's new board chairperson, and show the video "Caring for Our Community."

### MEETING SCHEDULE

Thursday, Jan. 30	8-9 a.m.	CC Auditorium
Thursday, Jan. 30	3:30-4:30 p.m.	17 Auditorium
Thursday, Feb. 6	3-4 p.m.	2024LS Cafeteria
Monday, Feb. 10	2-3 p.m.	2166 S12 Conf Rm

## Working Wonders

Continued from page 1



One of Bob Hoffman's Working Wonders ideas is to sell used furniture to save trash hauling costs.

jects and will earn him a total of 70 AwardsPerQs. Hoffman says he has four more Working Wonders proposals in the pipeline.

A pair of sharp labor-and-delivery/perinatal employees discovered the value of assembling separate components for phlebotomy and intravenous procedures, instead of buying prepackaged kits. Renee Gombert and Debra Collins will each pocket 52 AwardsPerQs for their project, which will save a total of \$1,800. According to Gombert, staff on L&D and PNU now use a single carrying tray that contains items for both needs.

A facilities and construction team will build on Working Wonders savings by canceling monthly meetings with the F.E.D.C. architects, who provide design services on maintenance and capital

projects. This project eliminates duplication of efforts, trimming LVHVN's expenses by more than \$3,600 per year. Team members Jackie Straley, Leonard Farkas, Doug Litchfield, Brenda Rocchino, Nancy Schmoyer, Randall Shelly and Al Szoldatis will each win 31 AwardsPerQs for the idea.

George Ellis, Working Wonders program director, says the new year brings fresh opportunities to work wonders for LVHVN. "Why not take 10 seconds and write a note to yourself to submit one new idea to Working Wonders within one month. You too can share in the rewards and recognition of the program."

Because of deadlines and space limits, not all approved ideas can be 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. ■



Renee Gombert (left) and Debra Collins, L&D/PNU, put together a project that will save \$1,800.

### Top 10 Working Wonders Ideas

Here are the biggest Working Wonders ideas approved so far.

- 1 Purchase less expensive desk telephones:  
**SAVE \$38,000**
- 2 Discontinue paying sales tax on volunteer meals:  
**SAVE \$25,000**
- 3 Eliminate inpatient file folders:  
**SAVE \$18,735**
- 4 Lease long-distance phone lines for PHAMIS:  
**SAVE \$17,224**
- 5 On-call redesign in NICU:  
**SAVE \$7,665**
- 6 Eliminate free bottled water:  
**SAVE \$6,000**
- 7 Copy food co-op forms for vendor:  
**RAISE \$5,342**
- 8 Discontinue providing free cover gowns:  
**SAVE \$4,115**
- 9 Eliminate monthly facilities and construction meeting with consultant:  
**SAVE \$3,636**
- 10 Eliminate Polaroid photos in mother-baby unit:  
**SAVE \$3,300**



## Murphy Eyes Medical Staff Challenges

ROBERT X. MURPHY JR., M.D., HOPES THE QUALITIES HE BRINGS TO HIS PROFESSION AS A SURGEON WILL SERVE HIM well in his new role as president of the medical staff.

"I identify an issue and go after it," he says. "The medical staff leadership asked me to join the team after I'd only been here four years because I had a track record of involvement and producing results." He plans to focus that skill on representing, protecting and advancing the interests and issues of the medical staff throughout the two years of his term.

He's already had considerable experience in that arena in the two years he's served as president-elect. "As a member of the medical staff leadership team, I've tried to facilitate a system of excellent health care delivery in a hospital environment that's practitioner-friendly," Murphy said. He finds that particularly significant considering the pace and nature of health care market place developments.

"The situation is volatile, even explosive, because of all the changes," he said. "Physicians are feeling a lot of angst and mistrust, and because of proximity, hospital administration often bears the brunt." He says it's evidence of the legacy of his three predecessors — John Jaffe, M.D., Joseph Candio, M.D. and John Castaldo, M.D. — that a solid working relationship of mutual trust and respect exists between the medical staff leaders and LVHHN executive management in spite of external pressures.

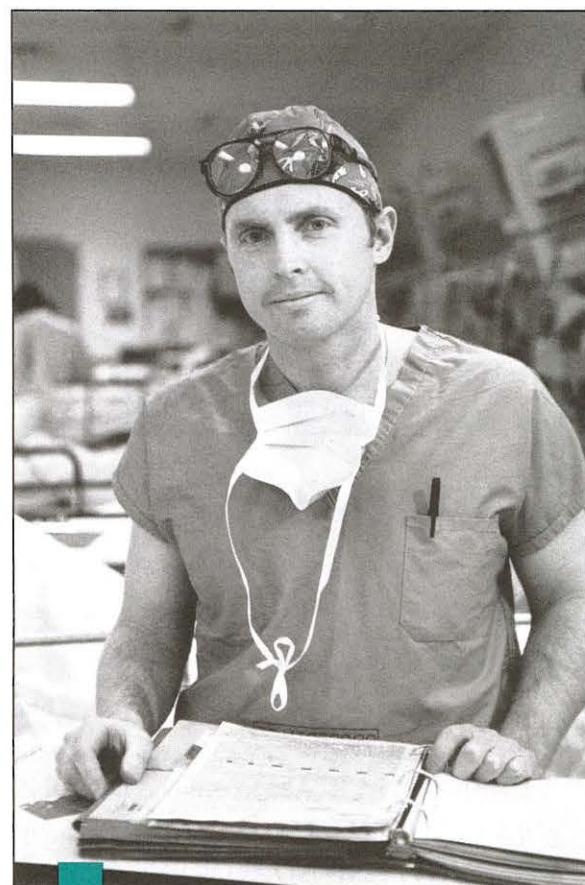
Elliot J. Sussman, M.D., LVHHN president and CEO, echoes those feelings of trust. "Bob in many ways is emblematic of the past strengths and future potential of LVHHN. He's young, energetic and forward-thinking, and his exceptional training and

superb capabilities in patient care ensure that he's held in high regard by his colleagues."

Murphy looks forward to many aspects of his new role, but considers two issues to be the most challenging and important, as well as intricately intertwined: PennCARE<sup>SM</sup> and medical staff alignment. "It will be my role to facilitate discussion and resolution of the issues that face all physicians and to foster peaceful co-existence regardless of the nature of their individual affiliation," he said. "As a medical staff, we bring an enormous breadth of expertise and service to PennCARE<sup>SM</sup>; that's key to the success of the network and of each physician."

Murphy also brings an important outside perspective. He's an active advocate for public policy initiatives involving physicians, particularly tort reform, and serves on various political action committees with the American Society for Plastic and Reconstructive Surgery, and for medical societies of both Pennsylvania and Lehigh County. Those experiences, combined with his surgical training in Boston and New York, have given him some valuable insights into the future, he believes. "That exposure to different environments has helped me develop a fluidity of thought that I hope can be valuable to both the medical staff and the hospital," he said. "I'd like to be part of shaping what can be the best of all possible worlds for health care providers."

"Bob has a knack for getting to yes," said John Castaldo, M.D., past president of the medical staff. "He'll be an articulate spokesperson for the medical staff." ■



Robert Murphy, M.D.  
LVHHN Medical Staff President

*"It will be my role to facilitate discussion and resolution of the issues that face all physicians and to foster peaceful co-existence regardless of the nature of their individual affiliation."*

## Castaldo Reviews Achievements as Medical Staff President

JOHN CASTALDO, M.D., HUNG THE SIGN ON THE BACK OF THE DOOR BEFORE HE EVEN MOVED INTO THE medical staff president's office two years ago. It was also the last thing he removed when he closed the door for the last time last month. But don't think for a minute that he threw it away. The sign lists the goals Castaldo set for himself when he became president of the medical staff in January 1995. Some of them are personal — Be a problem-solver, truth-teller, bridge-builder and catalyst, with a forward vision and focus on quality enhancement. Other goals are more specific — improve communications, empower physician organizations, involve physicians in planning, implement patient centered care and foster mutual trust and citizenship.

To hear him tell it, his pursuit of their achievement is far from finished. But those who have worked with him over the past several years say he's made remarkable progress, largely due to the character and caliber of the man himself.

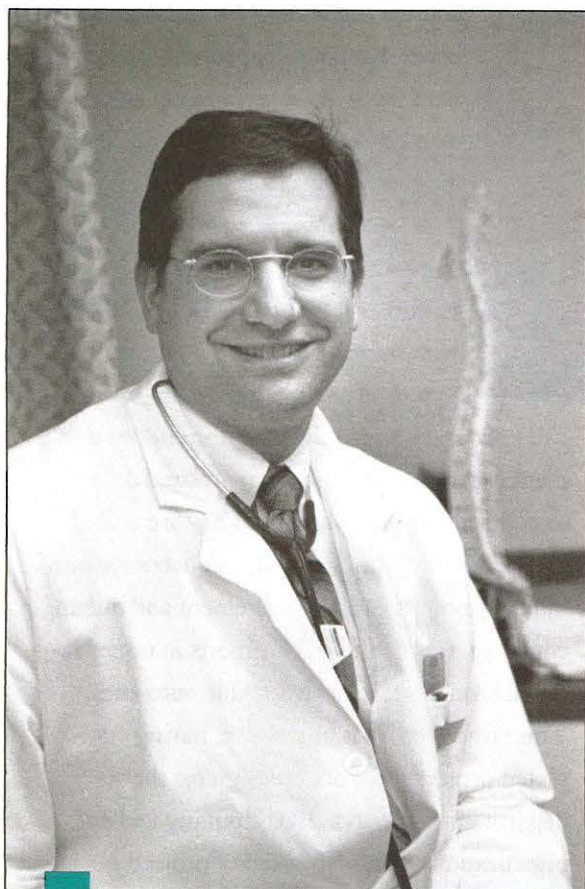
"John has great personal integrity, who works to see all sides in the struggle to find solutions," said Robert X. Murphy, M.D., the new president of the medical staff. "Not everyone recognizes the soul-searching he does to represent what he feels is right."

Castaldo's support for the advancement of patient centered care earned him the appreciation of his nursing colleagues at LVH, as well as their highest award. In presenting him with the "Special Friend of Nursing" honor last May, Mary Kinneman, senior vice president for patient care services, called him "...one of the first physicians to publicly take a

proactive stand for the model, tirelessly extolling its merits to his fellow physicians and urging their support and involvement in development, at great personal risk to his credibility."

And Elliot J. Sussman, M.D., president and CEO, said of him: "John possesses a clinical acumen achieved by few, and he has continually shown himself to be open to new ideas in these most difficult times in medicine. He has demonstrated extraordinary abilities as a leader of our medical staff."

Castaldo looks back on his tenure and points to improved communication as his most important accomplishment. "Communication is often the first sacrifice in chaotic times, just when it's most important. You can't have trust without open, honest communication." He wishes he had made more progress in providing leadership training opportunities for select members of the medical staff. But much of his attention was consumed by seeking to align the goals and interests of the medical staff and hospital administration. "We've come a long way in that respect," he said. "But we still fall short until the administration and the active medical staff as a whole have shared interests. Without it, we will inevitably splinter into small, independent activities with less chance of success." Castaldo hopes he'll be remembered as "fair-minded — someone who walked the middle ground and tried to bring about understanding and collaboration." Therein lies his legacy. On that score, as on many others, he has been able to achieve accord between hospital administration and the medical staff. ■



John Castaldo, M.D.  
Past President, LVHHN Medical Staff

*... hopes he'll be remembered as "fair-minded— someone who walked the middle ground and tried to bring about understanding and collaboration."*





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.

## Organizational Development Helping LVHHN Thrive in Changing Times

CHANGE IS A REALITY AND A DRIVING FORCE IN TODAY'S WORLD. THERE'S NO DENYING IT AND NO AVOIDING IT. IN fact, we must embrace this threat to the status quo so we don't become its victim.

LVHHN is changing to survive, to be able to continue caring for our community and our patients. We must be able to respond quickly to the health care environment, to work as a team, to reduce our expenses, to redesign our work processes and to face increased competition for managed care contracts. And just when we think we have "arrived," I guarantee you the destination will have moved.

Despite the widespread change we see around us every day, we share fundamental values that don't change, but guide us in providing exceptional care: service to the patient and the community; compassion toward those we serve; integrity, which earns us the trust of our patients and our colleagues; excellence through continuous improvement; pursuit of knowledge, which enhances our quality and enriches our capabilities; and cooperation, which adds to our strength. Because of their importance, these values are on the back of every LVHHN ID badge, along with our mission statement.

We've begun several major initiatives in the past few years that highlight our ability to meet the challenges of a world in transition. Operations improvement is helping us significantly reduce our costs. Patient centered care is redefining how we work in clinical areas. Benchmarking offers us the opportunity to learn from the best hospitals to become the best. Working Wonders stresses a team approach to increasing the value of our network.

We are creating the future organization, the new LVHHN culture. The hallmark of this culture will be infectious and meaningful communication throughout LVHHN. The vision of our future shows employees who are cooperative, possess a "can-do" attitude, are trusting, goal-oriented and

innovative. Our leaders will be open, honest, team-oriented and visible. Risk-taking will be encouraged and managers will also coach their employees.

We're on the road to our new culture and making progress. Our road has many curves, intersections, bumps, traffic and places to turn around. We must consider it a road with no end, only new opportunities. But there are barriers, too, that can prevent us from reaching our destination, from recreating our culture.

Fortunately, there are resources available at LVHHN to help us when we encounter difficulties

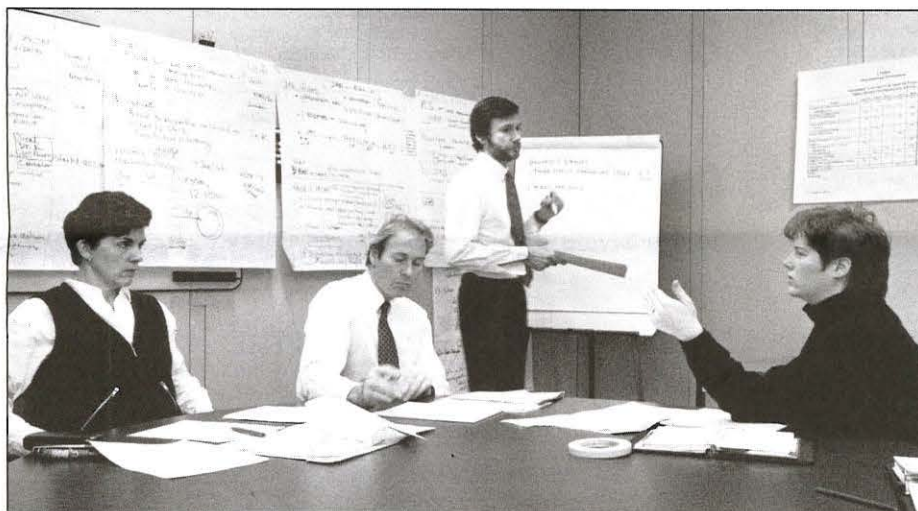
we can't resolve alone or want help mapping our trip. The organizational development department (see box for list of members) was formed last year by combining the management systems and human resource development departments.

Organizational development's team members provide expertise in the areas of education and training, team building, curriculum design, instruction/facilitation, operation and financial analysis, technology application and OI project management.

With an average service length of 15 years at LVHHN, they draw on diverse professional experience, including group facilitation, management development, teaching, internal audit, management systems, marketing and planning, nursing and data analysis.

This team is prepared to help LVHHN address and resolve a wide range of issues that typically prevent organizations from thriving in the midst of wholesale change: poor morale, low productivity or quality, interpersonal or interdepartmental conflict, ineffective leadership styles, uncertainty, poor customer relations, inability to manage with information, inefficient work processes and unclear goals.

I encourage any individual, team or department experiencing these or any related difficulty to contact OD for assistance. They are skilled and resourceful, and frequently collaborate with human resources, care management and nursing education teams, and other experts in organizational change, to achieve valuable outcomes. Their track record is impressive, having completed projects on work redesign for the department of ob-gyn, PCC training and an organization-wide assessment of project activities. Currently, they are assessing the skills and needs relating to cultural change of several management groups, and are a key component in helping LVHHN thrive in the future. ■



Organizational development has expertise in many change-related areas. Discussing a project are team members (left to right) Diane Carpenter, Jack Dunleavy, Bob Lazansky and Kristi Hardner.

### ORGANIZATION DEVELOPMENT TEAM MEMBERS

- Diane Carpenter
- Jack Dunleavy
- Kristi Hardner
- Robert Lazansky
- Rose Lippy
- Gwen Rosser

To contact any member, call ext. 3055.

### ORGANIZATIONAL DEVELOPMENT'S SERVICES

- Training
- Team building
- Curriculum design
- Facilitation
- Project management
- Operation and financial analysis
- Technology application





Kathryn Taylor

## Taylor Draws on Varied Roles to Lead LVHHN Board

WHAT DO RCA, MUHLENBERG COLLEGE AND LEHIGH VALLEY HOSPITAL AND HEALTH NETWORK

have in common? More than the good fortune to have Kathryn Pelgrift Taylor in a key leadership role, it would appear.

As different as the three organizations are, and as varied as her involvement with them has been, LVHHN's new board chair sees many similarities. "Talented, professional people of an entrepreneurial nature working in partnership to achieve a common goal in changing, challenging circumstances — that describes a major corporation, a private college and a large health network," she said. "I hope the value I can bring as board chair is the success I have had in facilitating communication among diverse constituencies in complex organizations."

It was precisely that success that led to Taylor's selection as chair, according to Elliot J. Sussman, M.D., president and CEO. "And she is absolutely committed to this organization - to this community."

Taylor recalls the first time executives in a company regarded as a communications giant thought to communicate among themselves. It was largely

her doing. "Everyone [at RCA] was operating in a vacuum. As vice president of strategic planning, I brought key groups together to decide together what business we were in. It was the first time that had happened since the first radio waves were transmitted."

She believes her role as LVHHN board chair is not dissimilar. "We (the board) always ask ourselves the question 'What are we trying to achieve?' and then test our decisions against the answer — continually improving the quality of health care and providing a satisfactory experience for the people in the organization who deliver it." The success of that effort relies fundamentally on opening up the lines of communication, Taylor said, "so that people don't get stuck in a point of view."

"When organizations are going through tremendous change, people don't listen. They make assumptions based on past experiences," she said. "I think I'm a good listener. I find you can learn a lot more by letting others talk."

And when she listens, she hears a lot that's good about LVHHN. "Those who work with us know about the quality of our people and our programs. Others don't appreciate how good we are until they come to us for care and compare it to a hospitalization elsewhere."

Taylor believes the caliber of LVHHN's work force is responsible for those viewpoints. She considers it a mark of distinction among health care organizations. "The people who work here are

extraordinary, in their professionalism, their kindness, the attention and quality of care they give to their patients. It's evident that there is a real dedication to excellence, and an intolerance for mediocrity. People are always pushing the limits of their knowledge and skill."

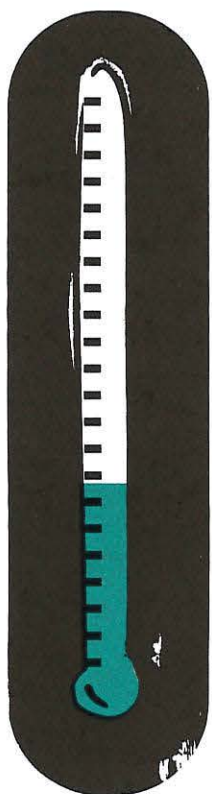
When it comes to her board role as steward of the organization's fiscal resources, Taylor again draws on her varied experience. "A private college faces many of the same issues. Both in health care and higher education, we must understand that the people who pay simply can't pay more."

The hours are similar, too. "I can't tell you the number of times students, and even parents, knock on our door in the middle of the night with concerns and emergencies of all kinds. It's a lot like living over the store!"

That environment has prepared her for the inevitable comments and concerns from members of the community she will likely intercept as chair of the region's largest health care institution. "It's an unsettling time of extraordinary change, and people are concerned about cost and quality," Taylor said. "But we have the opportunity here to demonstrate how health care decisions can remain in local communities even as providers come together in systems like PennCARE<sup>SM</sup>, and that in so doing, total costs will decrease even as satisfaction for all involved — employees, physicians, patients, communities — increases." ■

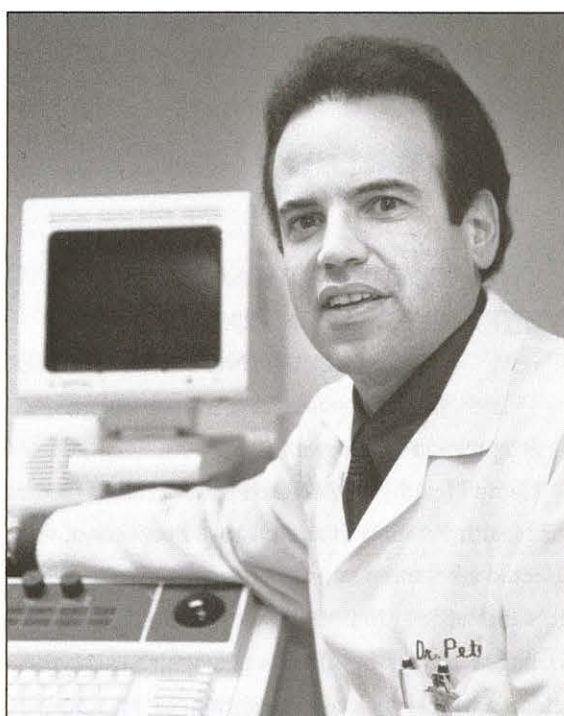
### Operations Improvement

FY 1997 GOAL  
\$22 Million



\$7.8 Million through November 1996

## New Infertility Chief Plans Expanded Services



Albert Peters, D.O., new chief of reproductive endocrinology and infertility

"Our goal is to have a comprehensive program in reproductive services throughout the PennCARE<sup>SM</sup> network," Peters said. "We will offer state-of-the-art technology, including in-vitro fertilization, gamete intrafallopian transfer and treatment of recurrent pregnancy loss and female endocrine disorders."

Peters also hopes to establish a program in prenatal diagnosis and genetic testing. "Technology now allows us to perform single-cell testing of embryos in the laboratory, to identify genetic disorders such as muscular dystrophy before an actual pregnancy begins," he said. "This is a real improvement over amniocentesis and other tests which take place after the pregnancy has begun."

After earning his medical degree from the Philadelphia College of Osteopathic Medicine, Peters completed a fellowship in reproductive endocrinology at Northwestern University.

Peters is board-certified in reproductive endocrinology and has published and spoken widely. His research interests include recurrent pregnancy loss and reproductive tissue responses to anti-estrogens.

"The faculty here at Lehigh Valley Hospital is academically strong and highly motivated," he said. "I look forward to moving with them into the 21st century." ■





## Date is Set, Speakers Announced

Lehigh Valley Hospital and Health Network, in conjunction with its community partners, will hold the third *Spirit of Women* conference in April. The two-day women's conference focuses on increasing women's awareness of issues facing them in today's world.

*Spirit of Women* is designed to help women understand and address issues that come with juggling work and family, as well as managing health concerns for themselves and their loved ones.

The conference will be held **April 3-4** at the Gateway/Holiday Inn Conference Center in Bethlehem and is an opportunity for women of all ages and backgrounds to come together to network and to share their experiences and strengths.

### HIGHLIGHTS... of this year's events include

- ...Keynote speaker and National Public Radio correspondent **Nina Totenberg**
- ...Welcoming address from stage and screen actress **Rita Moreno**
- ...Closing talk from popular humorist **Liz-Curtis Higgs**

### PRINCIPAL SPONSORS...

Lehigh Valley Hospital and Health Network

• Carol Landis Chevrolet-GEO

• Pennsylvania Power & Light

• PREVENTION Magazine  
(*Spirit of Women '97 was developed by a coalition of area organizations, community agencies and businesses.*)

### NOMINATIONS... are also being sought for

local women who make significant contributions in the areas of work, family and health. The Spirit of Women Awards are given to women who exemplify leadership, dedicate themselves to a cause or serve as role models. Each honoree will receive an award and be recognized on April 3 during the conference. The awards are presented by PP&L in conjunction with LVHHN.

**To nominate a woman for an award or for more information about Spirit of Women '97, call (610) 402-CARE.**

## Community and Clinical Leaders Prepare 17th & Chew for the Future

IN 1899, CIVIC LEADERS DECIDED THE GROWING ALLENTOWN COMMUNITY NEEDED A HOSPITAL OF ITS OWN. Nearly 100 years later, it is again community leaders who are helping Lehigh Valley Hospital and Health Network prepare for its second century of service.

The project is part of LVHHN's multi-phase functional and facilities vision that will consolidate all acute inpatient services at Cedar Crest & I-78 and create a hub of ambulatory services, primary care and community-based programs at 17th & Chew. "As plans progress for the new East Building at Cedar Crest, we

are planning simultaneously a vibrant future for 17th Street with the help of our community," said Mark Young, M.D., chair, community health and health studies. Young is spearheading the effort.

The East Building, a five-story addition planned for the Cedar Crest site, is expected to be completed by early 2000. It will house obstetrics-gynecology, neonatal and psychiatric beds, intensive care units and ambulatory diagnostic areas. Most patients who are currently admitted for these services and related treatment go to 17th & Chew. The relocation of these services will free up patient care space at 17th & Chew, which will be "re-invented" to serve the community's changing health care needs.

"LVHHN remains committed to providing vital programs and services at 17th & Chew," Young said. "The exciting part of planning for this site is that we have engaged our community in the process."

A team led by Young has gathered input and tested ideas for the site with a series of groups, includ-

ing government leaders, businesses, educators, neighboring hospitals, social service providers, city residents and LVHHN clinical leadership. "Our work will continue over the next three to five years as we research and test the need and economic viability of all our options," Young said. Working

with Young on this project are James Burke, vice president, administration; Judy Sabino, director, community health; Susan Hoffman, manager, public affairs; Carol Bury, vice president, facilities and construction; and Bret Bissey, administrative director, department of medicine.

*"LVHHN remains committed to providing vital programs and services at 17th & Chew. The exciting part of planning for this site is that we have engaged our community in the process."*

— Mark Young, M.D.

Innovative options being explored include expanding geriatric services, creating a medical mall of health-related retail stores and improving parking, signage and the front entrance. Services that will remain at 17th & Chew include some ambulatory surgery, the transitional skilled unit, inpatient hospice, ambulatory clinics, midwifery services, other women's health services, the emergency department, outpatient diagnostics and testing, family practice, community health and Cities in Schools.

"After three months of interviews and meetings with key clinical and community stakeholders, we've identified four important learnings," Young said. "Our efforts at 17th & Chew will focus on maintaining clinical services identified as key for that location, adding clinical services that are not offered elsewhere, expanding collaborative projects with community organizations and stimulating economic development for the neighborhood." ■

## Camp HealthRock Wins Fitness Award

THE EXPERTS HAVE RECOGNIZED WHAT PARENTS AND KIDS ALREADY KNEW — BY INTEGRATING HEALTH AND fun, Camp HealthRock ranks at the top of kids health promotion programs.

Camp HealthRock, created by LVHHN's Center for Health Promotion and Disease Prevention, was selected for the top award in the category of wellness and health promotion by the national Fitness Management and Sports Council, which each year selects a winner in seven categories. The Camp HealthRock program was one of more than 700 entries.

LVHHN will receive the prestigious Nova-7 trophy, a feature article in the January issue of *Fitness Management* magazine and its own worldwide web page on the council's web site for one year.

"This award recognizes the program's creativity and integration of education and fun," said Greg

Salem, manager, Center for Health Promotion and Disease Prevention and Camp HealthRock coordinator. "Camp HealthRock is a very interactive and action-driven program."

Camp HealthRock, created in 1995, is a five-day summer adventure for kids that helps seven-to 12-year-olds build strength and flexibility, learn about nutrition and injury prevention, and understand positive health habits. Nearly 100 kids took part in the program in each of the last two summers.

"We had a structured children's program, but we created Camp HealthRock to integrate health education with the fun," Salem said.

The judging criteria include creativity and originality, market appeal, effectiveness toward stated goal, and safety and ethics.

Look for the January issue of *Fitness Management* or visit the Camp HealthRock web site later this month at [www.fitnessworld.com](http://www.fitnessworld.com). ■



# Set Your Priorities to Achieve Measurable Results



WITH THE ARRIVAL OF THE NEW YEAR, YOU MAY HAVE RESOLVED TO LOSE WEIGHT, GET IN SHAPE, QUIT SMOKING OR IMPROVE YOUR OVERALL HEALTH.

NOW, GET THE HELP YOU NEED TO SUCCEED.

Sign up today for LVHNN's new **Priorities** program or popular **Measurable Results** workshop. Both offer practical and effective approaches to living long and well, according to Greg Salem, Center for Health Promotion and Disease Prevention. As an added incentive, the programs are fully reimbursable for LVHNN employees with Choice Plus benefits and may also be covered by other health insurance providers.

## ➔ PRIORITIES

Through *Priorities*, participants can get guidance and support for:

- heart health
- cancer prevention
- osteoporosis reduction
- weight control
- stress reduction
- self-care and improvement

Each set of *Priorities* consists of two or more workshops, classes or lectures that are described in detail in the current issue of *Healthy You*. (If you have not received your copy, call 402-CARE.) Because family support can strengthen a personal commitment to better health, a family member or friend may accompany you to the program at no extra charge.

"*Priorities* is designed to fit into your busy schedule, with workshops, classes and lectures offered at a variety of times and locations," said Salem. You can begin the program at any time and attend sessions in the order that is most convenient to you. However, you should complete each set of *Priorities* within a three-month period to enjoy the greatest health benefits.

## ➔ MEASURABLE RESULTS

*Measurable Results*, a two-part workshop for women, is another way to achieve considerable health benefits.

*Part one* will feature an overview of lifestyle practices that can affect health; educational demonstrations and displays on breast self-examination, stroke awareness, personal safety and crime prevention; and individual health risk assessments provided by a team of nurses and fitness and nutrition specialists.

The confidential assessments will include blood pressure screening, total cholesterol and HDL screening and body composition testing.

Participants will also be asked to complete a comprehensive questionnaire concerning their nutrition, fitness and general health practices.

*Part two* of the workshop provides each participant with a detailed report on her personal health status based on her test results and responses to the questionnaire. Recommendations for improving health will be included.

Afterward, participants will have the opportunity to learn more about nutritional health and participate in any three of six breakout sessions that outline strategies for reducing their risk of cancer, heart disease and osteoporosis, and enjoying good physical and emotional health.

• • • • • For more information or to register for *Priorities* or *Measurable Results*, call 402-CARE. • • • • •

## PCC UPDATE: Respiratory Therapists to Join Some PCC Teams in Critical Care

WHEN SEVERAL CRITICAL CARE AREAS IMPLEMENT PATIENT CENTERED CARE THIS YEAR, REGISTERED RESPIRATORY therapists will become unit-based "respiratory therapist partners" on their patient care teams for the first time. They'll bring added expertise and much-needed consistency to the care of seriously ill and injured patients with breathing problems.

According to Marilyn Guidi, director, shock-trauma and transitional trauma, the respiratory therapist partners will be key to the daily assessment and treatment of STU

patients. "The respiratory therapist partners will play a crucial role in helping avoid pulmonary problems, which often lead to the need for a ventilator. They'll also help reduce length of stay where a patient requires a ventilator for part of his hospitalization," she said. "They will be part of the team focused on the 'total' patient at all times." STU will pioneer this partnership, staffing each shift with two respiratory therapist partners.

Shock-trauma's PCC patient care process team (see box), comprising nursing and respiratory staff, has been meeting since 1995 to prepare for PCC introduction on the unit next month, Guidi said. "Respiratory therapists have always been key

members of our team, just as they play an important role in the planning process," she said. "Our main objective focuses on team collaboration to meet the patient's around-the-clock needs." The respiratory therapist partners join R.N. partners,

technical partners and support partners as the nucleus of the patient care team.

Steve Pyne was selected Dec. 6 as STU's first respiratory therapist partner, a role he's looking forward to because "it will allow me to stay in one unit and concentrate on my patients." The 14-year LVHNN

employee says he understands the challenges of his new, expanded role and accepts the change with some optimism. "It's an opportunity for me, and I've got to be willing to take the risk if I'm going to be part of a successful PCC effort." He's also trying to be a source of accurate information about PCC with his colleagues as they get ready for their new roles.

Pyne says enhanced collaboration in shock-trauma, evident even as the unit prepares for PCC, has already brought praise from some of the nursing staff. A co-chair of the patient care process team, Pyne is also part of the panel that interviewed and selected all of the unit's PCC team partners. ■



Steve Pyne (right), respiratory therapist partner on shock-trauma, checks an IV bag for a ventilator patient as Judith Madaus, R.N., looks on.

### Shock-trauma's PCC patient care process team

Elizabeth Seislove, R.N., chair  
Steve Pyne, R.R.T., co-chair  
Laurie Cartwright, R.N., co-chair  
Susan O'Neill, R.N.; Sandi Axt, R.N.  
Polly Preston, R.N.; Sabra Flory, R.N.  
Juliet Geiger, R.N.; Kathy Bush, R.N.  
Roxanne Grube, unit clerk;  
Bob Leshko, R.R.T.  
Larry Mann, R.R.T.  
Tom Demark, R.R.T.  
George Ellis, R.R.T.  
Ken Miller, R.R.T.

### Revised PCC unit implementation schedule

- 4C (formerly 4A): JAN. 24
- 4A (formerly 4C): early FEBRUARY
- Shock-trauma: late FEBRUARY
- Central nervous system: late FEBRUARY
- Burn Center: MARCH 1
- Acute coronary unit/progressive coronary care: MARCH 15
- Labor-delivery-recovery: JUNE
- Medical/surgical intensive care, special care: JUNE
- Open heart/transitional open heart: JULY 15
- Neonatal intensive care: JUNE
- Mother-baby: AUGUST
- Adolescent/adult psychiatry: SEPT. 15



## Holiday Memories Link LVHHN Family and Friends

The recent holiday season gave LVHHN staff and their families many opportunities for joy and generosity. These photos capture some of the activities that occurred during the season.



### ALL PACKED UP!

Professional Nurse Council members and friends ready a shipment of holiday food baskets and gifts to 49 senior citizens as part of the "Adopt a Senior" program sponsored by the council in cooperation with the Allentown Area Agency on Aging. For the second consecutive year, items were donated by LVHHN staff to help local senior citizens during the holidays. Pictured here are (left to right) Christine Carolan, patient care specialist-vascular; Wanda Wyatt, PACU, 17th & Chew; Jean Rudderow, home dialysis; Wayne Hamm, Gloria's husband; Gloria Hamm, Burn Center; Rebecca Wendahl (seated), home dialysis; and Paul Trinkle, storeroom.



### THOSE "DEER" CHILDREN!

A chorus of kids from the Cedar Crest & I-78 daycare center sporting reindeer antlers sing Christmas carols in the Anderson Wing lobby. The singers are (left to right): Daniel Barnaby, Matthew Phiffer, Kaylyn Mejias, Rebecca Mann, Richie Feathers and John Byron Durishin.



### COUNTING ON "KNITS"

Central School students Davinia Eck (left) and Lesly Alicea try on gloves donated by LVHHN employees. Nearly 700 pairs of mittens and gloves were collected by the Professional Nurse Council and delivered to the school in December. The "Knits for Kids" annual program is in its fourth year.



### HOLIDAY WRAPPERS

Members of public affairs and marketing prepare presents for a needy family. Pictured left to right are Liz Fulmer, Donna Falcone, David Zimmerman, Brad Morehouse, Jill Korn and Mary Alice Czerwonka. More than 25 LVHHN departments and individuals "adopted" underprivileged clients of the perinatal outreach program for the holidays, buying them clothing, household supplies and recreational gifts. The annual effort began in 1990 and is coordinated by Damarie Lugo and the perinatal outreach workers. Lugo said the response this year was very good adding that contributions are always needed. Anyone wishing to make a contribution can contact Lugo at ext. 2801.



## SERVICE ANNIVERSARIES

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

### Thirty-Five Years of Service

Bettyann Ritter  
Admitting Office  
Joanne Martin  
Medical Clinic

### Thirty Years of Service

Linda L. Trella  
6N Adult Psychiatry

### Twenty-Five Years of Service

Suzanne Morris  
Labor & Delivery  
Marilyn R. Leaver  
Labor & Delivery  
Dolores A. Swartzentruber  
Pediatric Unit  
Barbara J. Iobst  
Medical Library  
Jean M. Strong  
Emergency Service

### Twenty Years of Service

Joann M. Gosztonyi  
Operating Room  
Arnette A. Hams  
Hemophilia Center  
Wendy Carraher  
4A Medical/Surgical Unit  
Hope L. Teets  
Cardiac Rehabilitation  
Victoria G. Hackett  
Lab-Patbology

Terrie A. Hollod  
Lab-Hospital Services

Cynthia E. Beitler  
Lab-Manual Testing

Vicki E. Whitehead  
Open Heart Unit

Elizabeth Christman  
Clinical Resource Management

Hilda I. Edelman  
General Services

Constance Molchany  
Nursing Administration

Linda L. Coy  
MICU/SICU

### Fifteen Years of Service

Donna L. Christman  
Emergency Service

Samantha Sproul  
Acute Coronary Care Unit

Kelliann Ripperger  
Department of Pediatrics

Robert K. Heimbach  
Sterile Processing

Jean L. Smith  
4A Medical/Surgical Unit

Sharon Shurgalla  
Post Anesthesia Care Unit

John S. Taggart  
General Services

Karen Brandis  
Labor & Delivery

Linda C. Myers

7A M&SD Nephrology Unit

Alta C. Shafer

Post Anesthesia Care Unit

### Ten Years of Service

Diane M. Kocsis  
Clinical Nursing Program

Joan E. Kulp  
Burn Unit

Linda D. Frick  
Special Care Unit

Janet E. Branch  
Lab-Automation

Kenton Clay  
Respiratory Therapy

Connie L. Bittner  
Kidney Acquisition

Patricia A. Horvath  
GICU

Sandrajeanne Hunsicker  
Radiology-Diagnostic

Krista L. D'Annibale  
Breast Diagnostic Services

Cynthia M. Heidt  
Home Care

Rita A. Bendekovits  
Home Care-Skilled Nursing

Deborah L. Brown  
Home Care-Pocono-Skilled Nursing

Barbara Shipe  
Radiology-Diagnostic

Deborah A. Reidenhour  
Respiratory Therapy

Ralph E. Trumbower

Escort-Mailroom-Printshop

Craig A. Beil  
GICU

Mary Ann Roeder

Medical Records Transcription

Ruth H. Solberg

Transitional Open Heart Unit

### Five Years of Service

Christine A. Mertz  
Hospice-Home Health Aide

Patricia A. Heffner  
Info Services Development

Beth C. Grace  
Lab-Hospital Services

Kelly L. Mann  
Nursing Float Pool

Lori M. Karol  
Transitional Trauma Unit

Mary T. Kinneman  
Office of COO

Kimberly A. Badillo  
Aids Activity Office

Michael W. Kaufmann, M.D.  
Department of Psychiatry

Linda L. Cornman  
Respiratory Therapy

Elizabeth Hyde  
Family Health Center

Jeanette L. Boucon  
Pharmacy

Lourdes M. Delgado  
Sterile Processing



## ATRIUM SHOPPE

AT THE JOHN AND DOROTHY  
MORGAN CANCER CENTER

## Opening Soon

The shop will feature a unique blend of gifts, snacks and services such as convenient drop-off dry cleaning, special-order baked goods from Emmaus Bakery, take-home dinner specials from Louie's and Sinfully Delicious, in addition to a great selection of candy, snacks, soft drinks, newspapers and cards!

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 Photo/Graphic Services