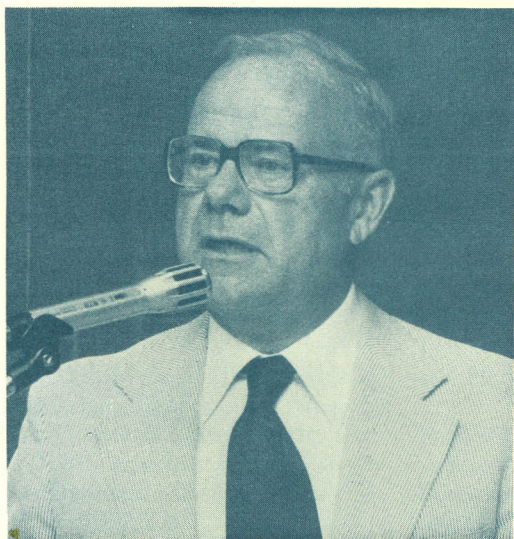


update

Volume 1 #2

July 7, 1978



President of the Board, Richard Fleming

BOARD OFFICERS ELECTED

Richard Fleming was elected President of the Hospital Center's Board of Directors following the annual meeting of the Corporation. Mr. Fleming is a member of the Allentown Class of Directors and Executive Vice President of Air Products and Chemicals, Inc.

Elected to the position of Vice President was James E. McCambridge, Jr.. Judge Henry V. Scheirer and Attorney James C. Lanshe were reelected Secretary and Treasurer, respectively. Robert V. H. Harned was reelected Assistant Treasurer and Ellwyn D. Spiker, Assistant Secretary.

ANNUAL MEETING

" . . . cut the chords which restrain this institution; to eliminate the three-dimensional decision-making process which prohibit effective long-range planning; and provide the positive direction that will enable the greater community to reap the full benefits of the legacy that Leonard Pool intended when he established the Dorothy Rider Pool Health Care Trust."

The above quote is from Hospital Center President Morton Schneider's address at the annual meeting. In calling for a restructuring of the Center's governance, Mr. Schneider explained to all in the crowded auditorium that the present board situation is divided, that the board speaks for the interests of its parent hospitals and that "the time has come for this hospital center to be governed by an independent board of directors who are not affiliated with any other hospital . . ."

Indru T. Khubchandani, M.D., whose two-year term as Medical Staff president ended this year, addressed similar issues calling for a Board of Directors with allegiance to the Center only:

"Can you conceive of the President of Ford Motors and Chrysler Corporation sitting on the Board of General Motors yet its own Chief Executive Officer has no vote?"

Dr. Khubchandani also called for physician membership on the Board, development of a long-range plan, increased utilization of Pool Trust funds, and further development of the hospital's potential as a regional medical center.

Elected to the Board of Directors at the meeting were Henry H. Dent, Chairman of the Board at Allentown Hospital, to a four-year term; Dr. Richard W. Covert from Sacred Heart Hospital to a three-year term; and James E. McCambridge, Jr., Chairman of the Board at Sacred Heart to a one-year term.



**The Center
Welcomes**

To Dietary
Mike Gee
To Housekeeping
Pam Brosky
Bonnie Faust
Diane Lozosky
Jan White
To Nursing Services
3B
Sandra Keiper, R.N.
Yvonne Troiani, R.N.

3C
Christina Hoffman, R.N.
Kathy Yoder, L.P.N.

4A
Janice Stahler, R.N.

4B
Nancy Strisovsky, R.N.

4C
Peggy McGowan, L.P.N.
Rosemary Sheeto, R.N.
Jean Trigiani, R.N.

5A
Sister Nancy Bacci, R.N.
Carleen Synder, L.P.N.

5C
Susan Gabrick, R.N.
Lori Stahl, R.N.

6A
Ann Ranick

6B
Cindy Harwi, L.P.N.
Cathy Matyas, R.N.
Patricia Scotta, R.N.

6C
Nina Dominic, R.N.
Susan McNichol, R.N.

O.R.
Sharon Wilson, N.A.
Recovery Room
Janice Larson, N.A.

To Pharmacy
Thomas Lipko

To Radiology
Sue Berosh



Dr. Fister Receiving Award From Dr. William Frailey, Jr.

PHYSICIANS HONORED AT DINNER

Fred D. Fister, M.D., was honored as "Alumnus of the Year" and 34 physicians received certificates for completing Residency Programs when the annual Appreciation Dinner of the Allentown Affiliated Hospitals was held June 23 at the Holiday Inn East.

Dr. Fister, retired Director of Medical Education here and at Allentown Hospital, was presented with the award which is given annually to the outstanding graduate of the Allentown Affiliated Hospitals' Residency Program. Dr. Fister was an intern at Allentown Hospital in 1936-1937.

Physicians receiving certificates were: Roberto Braglia, M.D., and Mahendra Matta, M.D., Colon and Rectal Surgery; Mark Eisner, D.M.D., Mark Minetola, D.M.D., and Mark Sebastian, D.M.D., Dentistry; Stephen Goldman, M.D., James McGeary, M.D., Frank Penater, M.D., and Ira Ungar, M.D., Family Practice; Stephen Olex, D.O., Fellow in Cardiovascular Diseases; David Carney, M.D., and Robert Oriel, M.D., Fellows in General Internal Medicine; Jeffrey Kremen, M.D., Fellow in Vascular Surgery; Jay Calesnick, M.D., Alice Ann

Coblentz, M.D., and Stanton Kremsky, M.D., Flexible Medicine; Carlos Budding, M.D., Joseph D'Amico, M.D., Luis Juarez, M.D., Eileen Montross, M.D., Mohan Nair, M.D., Gary Petrauski, M.D., and Mark Tsuang, M.D., General Surgery; John Benner, M.D., Sam Bub, M.D., David Carney, M.D., Lorri Glassberg, M.D., Judith Hoffman, M.D., Deborah Meadows, M.D., Robert Oriel, M.D., John Rule, M.D., and Frederick Steckel, M.D., Medicine; Tirunilayi Gopal, M.D., and Mario Candal, M.D., Obstetrics and Gynecology; Clarence Freed, M.D., Plastic Surgery; and Kam Shieh, M.D., Radiology.

The evening also included a presentation of "Teacher of the Year" certificates that were awarded to the following members of the Medical Staff at the Allentown Affiliated Hospitals: Howard Selden, D.D.S., in Dentistry; Headley S. White, Jr., M.D., in Family Practice; Paul Bosanac, M.D., in Medicine; Joseph Miller, M.D., in Obstetrics and Gynecology; John S. Wheeler, M.D., in Pediatrics; Michael Geller, M.D., in Radiology; and John Stasik, M.D., in Surgery.

STROKE VIDEOTAPE TO BE DISTRIBUTED

"It Happened to Me", the videotape on the importance of stroke prevention produced by the Hospital Center, has drawn much acclaim as an educational and informative presentation.

Air Products and Chemicals, Inc., who assisted in the production of the tape, will distribute "It Happened to Me" throughout their world-wide organization. The American Heart Association will also distribute the tape.

The Educational Development Department will arrange to have the tape and a monitor available to any department wishing to view "It Happened to Me". For scheduling, please call the department at 2026.



Gale Schmidt — Editor
Jim Higgins — Associate Editor
Janet Dech — Staff Assistant
Jack Dittbrenner — Photography
Darla Molnar — Photography
Pete Gallo — Art

AN OPEN LETTER TO A&SHHC EMPLOYEES AND STAFF:

A&SHHC has achieved a remarkably high standard of medical care delivery in the four short years of its existence. Clearly, based on what has been done to date, you, the people who make A&SHHC whatever it is and will become, can take real satisfaction in your accomplishments to date. I hope that you do on occasion reflect on this and enjoy the personal gratification that should flow from a job well done.

Because of what you have done, I am very pleased and honored to now have the privilege of serving as President of A&SHHC. As fine as our institution is, however, I hope we can all agree we can make it still better. That is our joint challenge and responsibility. Working together we can continue our progress by meeting the twin goals of excellence of patient care in a truly cost effective manner and of increased service to the community in cooperation with the total medical care system of which we are a part.

You have heard much comment and criticism recently concerning your Board of Directors and the difficulties some people think they face in governing A&SHHC. Many of the problems people have been complaining about are not real ones. Some are real. None, however, is important enough to stand in the way of the further development of our service to our patients and our community. Nor is any of them so difficult that it can prevent us from making significant progress whether specific changes are made or not. Your Board of Directors is an outstanding group of people donating large amounts of their personal time to that effort. You can count on their goodwill and their earnest support and guidance in our mutual endeavor.

We, the people of A&SHHC, now need to stop our divisive expressions of fears and concerns about our situation and get on with our primary task of together assuring that A&SHHC fulfills the aspirations we all have for it. I believe that we can count on each of you for your personal dedication to that end.

Richard Fleming
President, Board of Directors

STAFF ELECTS OFFICERS

Joseph Vincent, M.D., was elected President of the Medical Staff at the Staff's Annual Meeting, Monday night June 26. He succeeds Indru T. Khubchandani, M.D., who has been President of the Center's Medical Staff for the past two years.

Dr. Vincent received his Medical Degree from the University of Pennsylvania where he also completed an internship. He completed his Residency as well as a Pulmonary Fellowship at Georgetown University Hospital. After serving in the military for two years, Dr. Vincent completed a second Fellowship in Pulmonary Diseases at the Veterans Administration Hospital before coming to Allentown. He has been President-Elect of the Medical Staff at the Center since July of 1976.

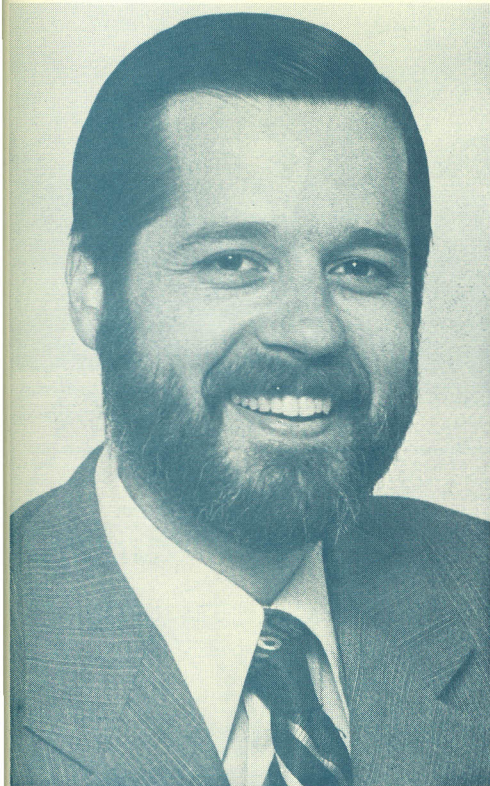
Stanley Zeeman, M.D., Chief of Cardiology was elected to a two-year term as President-elect of the Medical Staff. Also elected were two new members of the Medical Staff Executive Committee: Howard A. Silverman, M.D., member of the Family Practice Division and Harry A. Kaupp, Jr., M.D. Chief of Vascular Surgery. They replace Drs. James Clifford and James Rex whose terms expired this year.

ACHE GROUP REORGANIZES TO FORM CONSORTIUM

The Allentown Cooperative Health Evaluation (ACHE) Study Group, originally formed to implement recommendations advanced by the Arthur D. Little Study, is in the process of reorganizing to develop a consortium. The consortium, "an independent organization formed by member hospitals to plan and facilitate the sharing of services, the consolidation and coordination of clinical-medical services, and the joint planning for future development of services within the Allentown area," to develop meaningful relationships in order to plan and further health care delivery, medical, educational, research, administrative, and other activities of its members.

The Study Group decided that the Chairman of the Governing Board, Administrator, and the President of the Medical Staff for the five hospitals augmented by three community representatives should act as a Steering Committee and proceed with development of the Consortium.

The Executive Director and Trustees of the Dorothy Rider Pool Health Care Trust will be invited to attend the meetings as guests.



Joseph Vincent, M.D.
New Medical Staff President

Hey You!!

Wanna make some money?

How about 100 bucks?

Sound good? Well, all you have to do is give the Hospital Center's Cost Reduction Savings Program a name. That's all. No coupons to save; no box tops to mail. Just come up with an interesting and catchy name for the program.

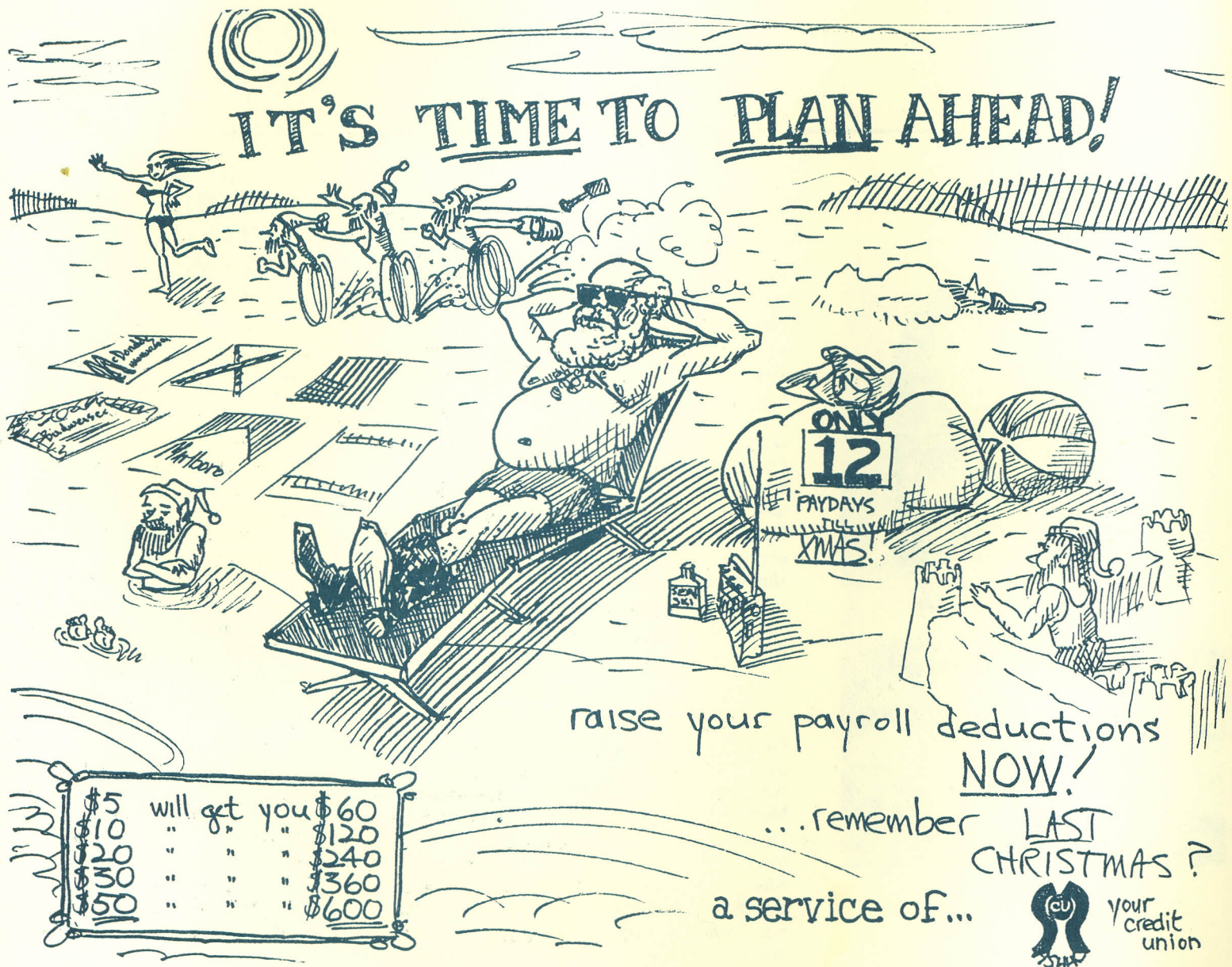
And, if you're really greedy, it's possible to earn 10% (or up to \$5,000) on savings derived from an employee submitted proposal for improving hospital cost effectiveness.

Let's face it. Times are tough. The government wants hospitals to get it together and reduce costs, fight inflation, stop rising energy costs, and to increase productivity.

You may have some ideas, even some answers, for a name for our cost savings program, or, just for the program. Either way, you can earn yourself some bucks!

"Name" entries must be sent to Public Relations before Wednesday, July 19.

Suggestions for the savings program may be sent to the Personnel Department.



\$40,000 profit from the Tree Top Shop; \$1,350 from the Christmas Bazaar; and over \$5,000 from May Daze were reported by the Hospital Center's Auxiliary at their Annual Meeting on Tuesday, June 20. Auxiliary President Norma Heller conducted the meeting which was held at 7:30 P.M., in the Hospital Center Auditorium.

Officers elected at the meeting were: Alma Pfeiffer, Second Vice President; Carol Closson, Recording Secretary; and Erik Hanssen, Treasurer. Helen Griffith was appointed to the position of Corresponding Secretary, completing the unexpired term of Betty Ann Scully who resigned. Continuing in office are President, Norma Heller and First Vice President, Virginia Currie. Dorothy Baker was elected to the position of Board Member-at-large in charge of publicity.

Upon the recommendation of Administration and the Auxiliary Board, the membership approved an expenditure of funds over a two-year period to furnish an additional operating room at an estimated cost of \$62,000. According to Ellwyn Spiker, Administrator, the operating room will not be opened for at least another year.

Following the meeting, Mr. Spiker gave a slide presentation entitled "Who Says . . ." emphasizing cost containment and highlights of the year to date. The slide show was also presented at the dinner following the Annual Meeting of the Hospital.

— Geoffrey Toonder, M.D., staff cardiac and thoracic surgeon, gave the keynote address entitled "Current Status of Coronary Artery Bypass Surgery" at the American Heart Association Mid-Eastern Pennsylvania Chapter annual dinner meeting June 28.

— William Schaudé, Coordinator of the Arthritis Center and Assistant to the Administrator, is leaving the Center to take the position of Assistant Executive Director at the Kent General Hospital, Dover, Delaware. Bill has been at the Center for two years and we wish him well in his new position.

— Beverly Gordon will be taking over the part-time position of Coordinator of the Arthritis Center. Beverly has a Masters Degree in Health Administration from Duke University and has spent three years in administration of naval hospitals in Rhode Island and Philadelphia before coming to Allentown.

— Lynn Gromis, R.T., Radiology, has been promoted to Quality Control Technologist. Her new position, according to Claude Herr, Administrative Coordinator, Radiology, includes working with Radiology students from Northampton County Community College as well as responsibility for patient technique factors and monitoring quality of film processing.

— Agnes Schneider, R.T., Radiology, has been promoted to Chief Technologist. Her new duties include working with Mr. Herr in scheduling work and patient assignments.

— Jeffrey Zotter, O.R. Unit Manager, has graduated from Muhlenberg College with a B.S. degree in Business Administration. Jeff has been at the Center since October, 1974.

— Carol Stranzl will be making a transition from O.R. Technician to O.R. Nurse. Carol has just graduated from the Nursing program at Northampton County Community College, and has been here since September, 1974.

— Antoinette (Tony) Fatz, R.T., Radiology, can now add the initials R.D.M.S. behind her name. Tony recently passed her boards in Ultrasound at Jefferson Hospital, and by so doing became a Registered Diagnostic Medical Sonographer. Tony has been working in the Ultrasound Department for the past 2½ years.



Auxiliary President Norma Heller (far right) with new officers, Carol Closson, Helen Griffith, Alma Pfeiffer, and Erik Hanssen

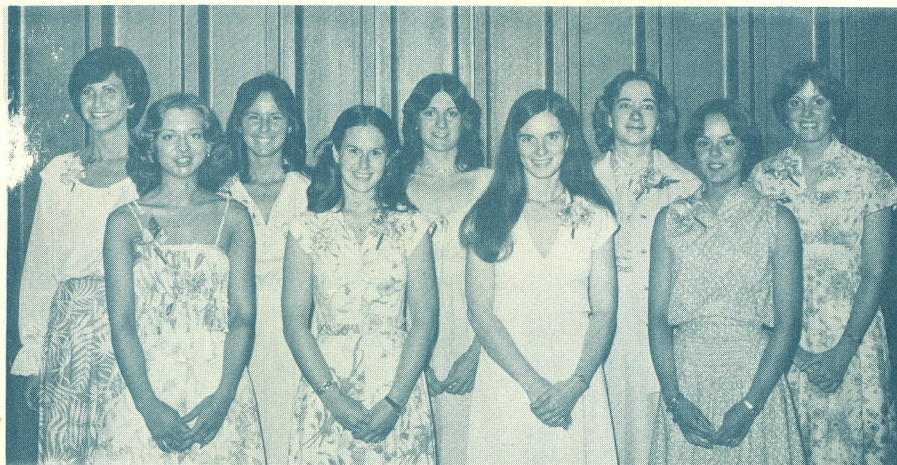
ANNUAL PSRO SURVEY

The Hospital Center will be involved in an annual PSRO survey July 17 and 18. According to MaryK Samios, Director of Utilization Review/Discharge Planning, the study will evaluate the effectiveness of Utilization Review and its compliance with state PSRO regulations pertaining to:

- 1) concurrent review
- 2) medical care evaluation studies

3) discharge planning

Areas to be surveyed include UR/DP, Medical Records, where retrospective cases will be studied, and the nursing units where review process will be observed. Representatives from Administration, UR/DP, Medicine and Surgery, will meet with the survey team at the end of the survey to evaluate its findings.



Graduating Med Tech's - from left to right: Eileen Mazer, Lisa Derr, Susan Kravatz, Debbie Itterly, Nancy Shelly, Terri Papillon, Michele Westcott, Julianne Miller, Gayle Zotter

MED TECH STUDENTS GRADUATE

The Hospital Center's Medical Technology Program graduated its third class Thursday evening, June 29.

John J. Shane, M.D., Director of Clinical Labs, spoke to the nine graduates concerning their vital link to total patient care, and he stressed the need for continuing education in their professional careers.

Administrator Ellwyn D. Spiker presented diplomas to the new medical technologists.



ATHLETIC "COMPLEX" DEVELOPED

A transformation of sorts is underway in the area between the water tower access road and Rt. 309.

A volleyball court and softball field will occupy the once isolated area. Rumors circulating that polo grounds and a Grand

Prix Racetrack will also be built are highly speculative in nature. The volleyball court is ready to use, and a league is being formed. If you wish to join, fill out a form available at the Rec Committee's cafeteria bulletin board, or contact Joanne Macko, Chemistry Lab.

The softball field is being carved out by Engineering and interested personnel. Employees are invited to sign up for teams. See Len Macalush, Pharmacy, Steve Harding, SPD, or Jim Higgins, Public Relations, for more details.

ALFUNDO AND YOU!

Set aside August 19 for "ASHHC Day" at Dorney Park. A picnic meal (all you can eat!) will be available from 1:00 p.m. to 6:00 p.m., at \$4.00/person. Beer and birch beer will be provided, and discount ride tickets will be available. Watch Update for further details.

Allentown and Sacred Heart Hospital Center
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