

update

Vol. 1 No. 7

September 15, 1978

TRAUMA ALERT

trauma . . . injury; trauma . . . an injury to living tissue caused by an extrinsic agent; trauma . . . an injury caused by rough contact with a physical object; trauma . . . accidental or inflicted wound

alert . . . warn; alert . . . an alarm or signal; alert . . . quick to perceive and act; alert . . . to call to a state of readiness

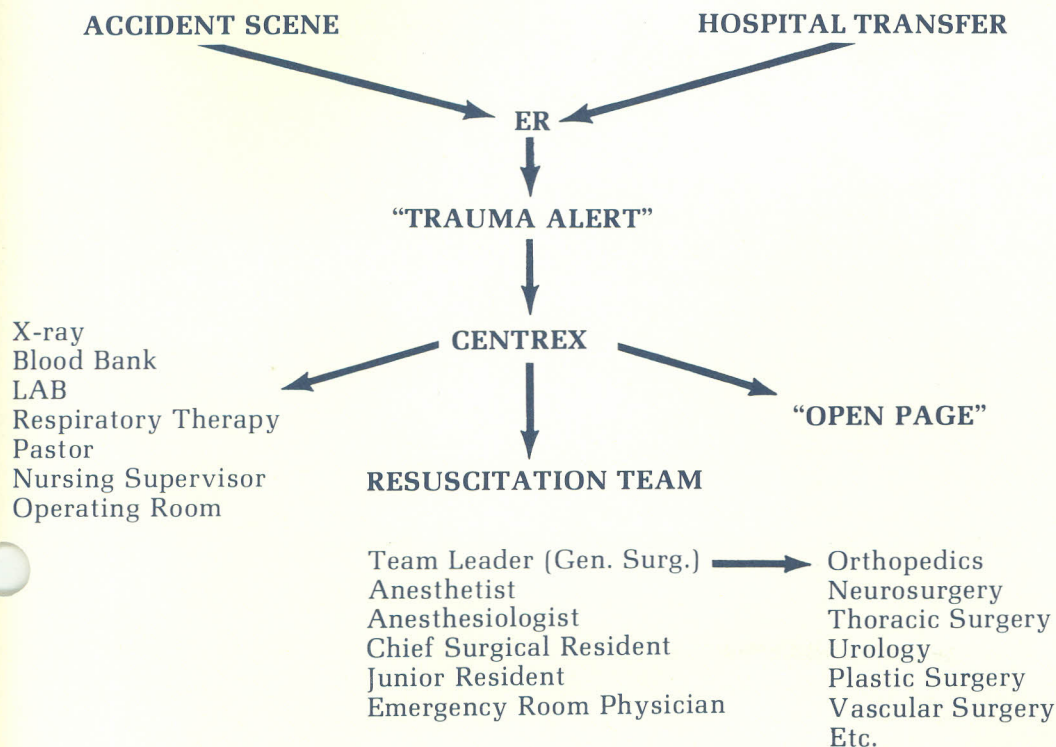
"TRAUMA ALERT . . . ETA 7 minutes"

To call to a state of readiness to receive a critically injured patient — estimated time of arrival seven minutes.

Recently, we have all been hearing Trauma Alerts on the open page system here at the Center. The trauma alert is a new protocol being instituted so that the many members of the Hospital Center's staff who should be involved in the care of a critically injured patient will be mobilized and ready to take care of the patient before the patient arrives in the Emergency Room.

According to Michael Rhodes, M.D., Coordinator, Division of Trauma, the system works as follows:

- 1) The Emergency Room receives notification from State Police and/or ambulance of an accident, the extent of injury, and approximate time of arrival.
- 2) The Emergency Room physician decides if the situation meets the criteria of multiple trauma requiring a trauma team.
- 3) The trauma team which includes scheduled physicians and related health personnel are alerted by pager and open page.
- 4) The page message is transmitted: "Trauma Alert ETA....minutes" (Time of arrival is the variable).



on call

There's a new community health education series being broadcast for area viewers this fall. "On Call," a half-hour weekly program, will be televised weekly on WLVT-TV (Channel 39), beginning Monday, October 9, at 7:30 P.M.

Produced by the Hospital Center's Television Department in cooperation with the Lehigh Valley Area Health Education Center (LVAHEC) with funding provided by the Dorothy Rider Pool Health Care Trust, "On Call" is supported by the Lehigh County Medical and Osteopathic Societies and the Medical Staffs of the five Allentown hospitals.

According to Alan H. Schragger, M.D., Chairman of the LVAHEC Television Committee, guests on the show will be area physicians and other health care professionals who will address their discussions to matters of interest to the greater community of health care users. Three out of every four weekly shows will be pre-recorded. On the fourth Monday of each month, the show will be filmed "live" and viewers will have the opportunity to question guest speakers by phone.

Producer Paul Dowling, who heads the TV Department, noted that the format of "On Call" also provides for extensive use of pre-recorded inserts from remote locations. He also stated that Channel 39 will rebroadcast the half-hour Monday night programs on the following Saturday at 3:00 P.M.

Last year, the television department at A&SHHC worked with LVAHEC to develop and produce a program entitled "Talk With Your Doctor" which was aired on WFMZ-TV (Channel 69), as a public affairs program. WFMZ-TV will continue to produce a program entitled "Talk With Your Doctor" as part of their commercial programming this fall.



SECOND MINI MEDICAL MARATHON TO BE HELD

Do you remember the disheveled bunch of runners who crossed the finish line at A&SHHC during the first running of the mini medical marathon held last May? Well, for those of you who participated and those who missed the event or have only recently gotten into the jogging arena — you will have a chance to challenge last spring's winning time of 35:22, made by Ed Bosch of Blue Cross/Blue Shield, in the running of the second Mini Medical Marathon.

To Administration/Medicine

Marie Locker

To Dietary

Frank Hoegler
Anne Maloney
Lisa Reidemeister
Tracy Smith

To Escort

Kelly Boyle

To Housekeeping

Scott Ramer

To Nursing Service

Aaron Abrams
Cheri Andrews
Karen Arner
Cindy Buhn
Barbara Davis
Kathleen Faccinetto
Kimberly Frey
Patricia Grass
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Debra Keck
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Kathleen Kromer
Marie Kutzera
Kim Leibensperger
Nancy Lospinosa
Donna Massini
Tina Mitchell
Mary Mulvey
Rita O'Donnell
Linda Paul
Jane Rex
Marybeth Schmidt
Tracey Schwartz
Adrienne Silvestri
Patricia Simmons
Gloria Smale
Dawn Stokes
Mary Trimble

To Outpatient

Linda Wirth

To Security

Randy Behler
Willis Leidich
Mark Schultz

DATE: Saturday, October 7

TIME: 10:00 A.M.

FEE: \$2.00

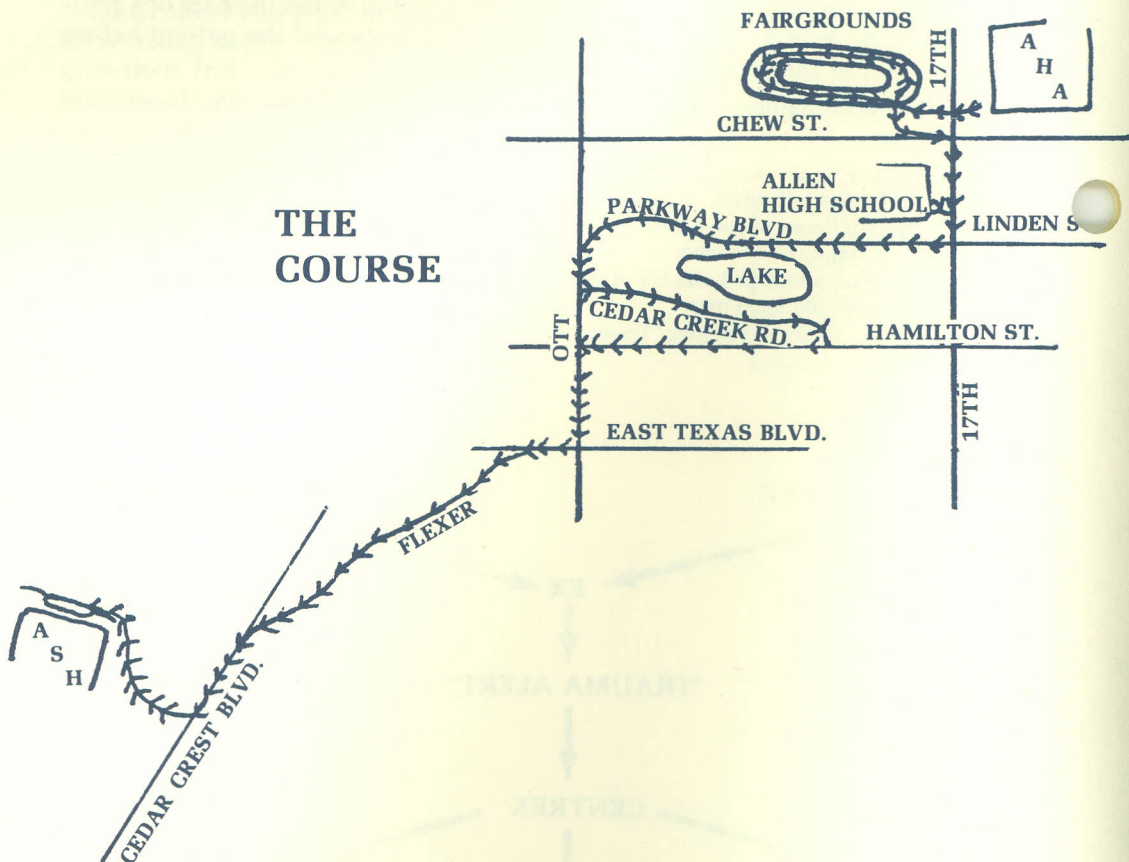
The grueling 10 kilometer (6.2 mile) race will again begin on the front lawn of Allentown Hospital, jaunt through the racetrack at the fairgrounds, go up Linden, through Muhlenberg Park, where the Sacred Heart Hospital Speech and Hearing van will again provide liquid refreshment and a rallying cheer, and then onward to the finish line at A&SHHC.

The race is open to all employees and medical staffs of the Allentown hospitals, as well as health care providers.

Trophies will be given for the four winners overall, as well as in the following categories:

Juniors	— under 30
Seniors	— 30 - 50
Masters	— over 50
Womens	

Course monitors as well as entrants are needed so please fill out and detach the coupon below in order to register as a runner or monitor, and return it to the Public Relations Department at A&SHHC if you can participate.



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

Name _____

Address _____

Phone _____ Organization _____

Course Monitor _____ Runner _____

Age _____ Sex _____

CHIP PROJECT IN ALLENTOWN ONE OF TWO PILOT PROGRAMS IN STATE

REDUCE HEART DISEASE BY CHANGING BEHAVIOR PATTERNS

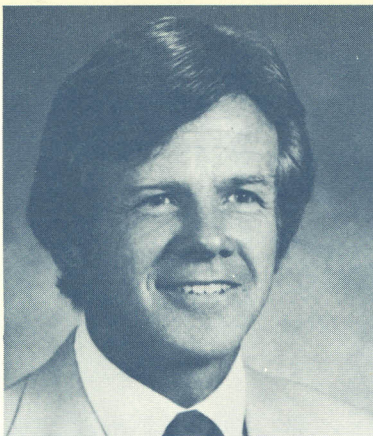
The Community Health Intervention Project, more commonly known as CHIP, is a project aimed at evaluating the interest and possibilities of developing community programs that will try to reduce the incidence of heart disease within a defined area.

The program, based on models developed in Finland and Stanford University, attempts to change the behavior patterns of people as they relate to health habits. By educating the community on the major risk factors of heart disease such as smoking, hypertension, diet, and exercise, the project should decrease the incidence of heart and other related diseases.

The Allentown program is one of two pilot programs in the state, the other is located in Lycoming County. It is funded by the Dorothy Rider Pool Health Care Trust and is being undertaken in cooperation with the Pennsylvania Department of Health.

The project is approved by the Allentown Area Hospital Consortium and involves all hospitals and health related organizations in Allentown and surrounding communities.

According to Lee Price, Data Analyst for the Allentown project, the present phase involves interviewing people and groups throughout the community and gathering data to ascertain the level of interest in initiating such a program in Allentown. Lee was hired in June and holds a Bachelor of Science Degree in Nursing from the University of Toronto and a Master's Degree in Public Health from the University of Michigan. Before working with CHIP, she was a part-time instructor in the Nursing Program at Allentown College of Saint Francis de Sales and Director of the Visiting Nurses' Association in Bethlehem. At present, she is working out of the Administrative Services Office of the Hospital Center, and anyone with interest in the project should contact her at 821-2182.



WHITE



BROWN

DR. WHITE TO CO-HOST NEW SERIES

"On Call," the half-hour community education series beginning October 9, will be co-hosted by Headley S. White, Jr., M.D., an Allentown physician. Shelley Brown, an experienced TV producer/interviewer, will host the program.

Dr. White is Associate Director of the Allentown Affiliated Hospitals' Family Practice Residency Program at Sacred Heart Hospital and is also associated with the Family Practice Centers in Allentown and Coopersburg.

A graduate of Washington & Lee University, he earned his medical degree at Temple University School of Medicine and completed a rotating internship at Allentown Hospital in 1961. During the next four years, he served in the U.S. Navy and attended the U.S. Naval School of Aviation Medicine. From 1965 to 1974, he was engaged in the private practice of family medicine.

Dr. White has served as President of the Medical Staff of the Allentown Hospital, and was a member of the Medical Board there from 1972 to 1974. He is a Fellow of the American Academy of Family Practice and a member of the Lehigh County and Pennsylvania Medical Societies.

Shelley Brown is a native of Cambridge, Massachusetts, who attended Moravian Preparatory School and earned her bachelor's degree at Jackson College of Tufts University. She joined the staff of WLVT-TV in 1975, as a community relations associate. Prior to that, she was employed by Lehigh County.

Ms. Brown has produced and hosted the monthly community relations series, "Lehigh Valley Viewpoints," on Channel 39. She served as associate producer and interviewer/host for the documentary, "Won't You Be My Neighbor," which was aired nationally by the Public Broadcasting Service, and is co-producer of PBS's soon-to-be-aired "All for One," a documentary on Lamaze childbirth.



The Allentown and Sacred Heart Hospital Center Explorer Post 916 will hold their Kick-off Program for the 1978-79 year on September 25, at 7:30 P.M., in the Auditorium.

The program will include: an opening statement and introduction of the Post Committee and Advisors by Jane Ikeda, Post President; a welcome by Ellwyn Spiker, Administrator; presentation of Post Objectives by Eric Bakow, Assistant Technical Director, Respiratory Therapy; introduction of Post Officers by Colleen Burgess, Heart Station; presentation of committee purpose and the 1978-79 program, Evan Reichlin, Employment Coordinator; and discussion on Exploring by an Exploring Representative.

Special highlights will include a Medical Explorer Slide Show and displays in Classrooms I and II by Pulmonary Function, Respiratory Therapy, Nursing, Biomedical Electronics, Radiology, Heart Station, and Supply, Processing and Distribution (SPD). Following the program, refreshments and registration information will be available.

The Center's Medical Explorer Program provides an opportunity for young people who are interested in medical and other health-related careers to become familiar with these areas. Anyone who is interested in the program is welcome to attend the kick-off program, September 25.

HOSPITAL'S LIABILITY INSURANCE PREMIUM DROPS

The Pennsylvania Hospitals Insurance Co. (PHICO), an affiliate of the Hospital Association of Pennsylvania and an insurer of over 190 of Pennsylvania's 315 hospitals, has reduced the Hospital Center's insurance premium by 54.3%.

The rate drop came after a PHICO study team surveyed the hospital and gave A&SHHC the 2nd best rating in all of their statewide hospital surveys.

According to Richard F. Manges, Director of Financial Services, the reduction in the premium and the Center's extremely high rating is a tribute to the employees and Medical Staff of the Hospital Center for providing the very best of care.

CPR

Classes in Cardiopulmonary Resuscitation will be offered October 23 - 27, from 4:30 to 5:30 P.M., and November 13 - 17, from 1:00 to 2:00 P.M., in Classrooms I and II.

To register, please contact the Educational Development Office, Extension 2026.



Richard C. Cipoletti, Director of Personnel Services and Executive in Charge of Production, and Paul Dowling, Producer and Head of the TV Department, view the special two-scene set which was designed and constructed for the new "On Call" series by Dick Sheehan of Hollywood Scenic Design. The California-based designers list "AM America" and "The Merv Griffin Show" among the popular TV show sets they have executed.

CONSULTANTS TO STUDY REHAB NEEDS

The feasibility study to determine provision of inpatient and outpatient services at Good Shepherd Rehabilitation Hospital and A&SHHC is being carried out by Agnew-Peckham Associates. The study will involve data collection and interviews with hospital personnel and medical staff members and is being funded by the Dorothy Rider Pool Health Care Trust.

Ed Grube, Peter Hart, M.D., and Al Martin from Agnew-Peckham Associates will be working here at the Center during the next few months and everyone is asked to give their full cooperation in the study.

Allentown and Sacred Heart Hospital Center
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