

update

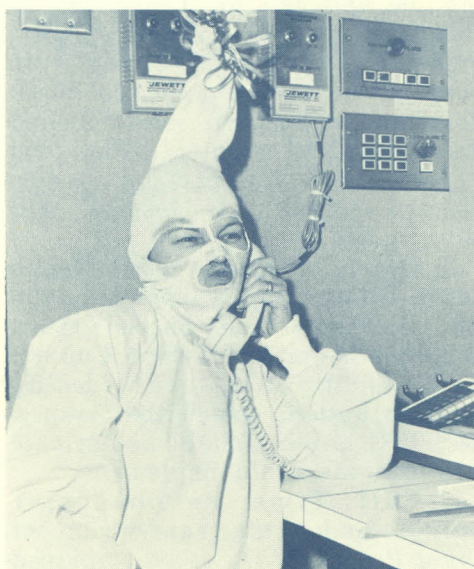
Vol. 1 No. 9

October 10, 1978

A HALLOWEEN SCRAPBOOK — GUESS WHO? (SEE LAST PAGE)



"Charlie's Angels better look out!"



"Yes, this is Centrep,
Jewelry do you ask?"



"Call my office for an ap-
pointment and I'll see
what I can do."



"That's right Doc, late records bring out the
..."



"Yes Security, I have a
Brown Pinto... alt did
..."



POOL TRUST

At the last two Board meetings, the following programs were approved for funding by the Dorothy Rider Pool Health Care Trust:

To Admitting

Laura J. Younes

To Business Office

Sally Herbert

To Housekeeping

Mark Brosky
Susan Stinner
Debra Tate

To Laboratory

Virginia Gower

To Medical Records

Francine Gaines

To Nursing Services

Kathryn Artz
Diane Bidwell
Faye Brown
Deborah Derr
Pamela Dubbs
Margaret Emmert
Jane Foreman
Sharon Gilboy
Tonya Gorda
Mary Margaret Hall
Debra Helfrich
Irene Hydro
Carol Klauss
Vicky Krause
Marian Lynn
Marilyn Marek
Jane McCarroll
Alice McGrorey
Deborah Panko
Geraldyn Surmick
Laurie Walton
Julie Wehr
Alice Williams

To Pharmacy

Robert McCormick

To Pre-Admission Testing

Theresa Ceci

To Radiology

Tryllis Brown
Gregory Miller

1) **Emergency Medical Technician-Paramedic Training Program**—prepares local ambulance EMT's for certification by training in Advanced Life Support techniques (I.V. therapy, drug administration, endotracheal intubation, defibrillation, EKG interpretation). Program sponsored by the Lehigh Emergency Services Training Institute at Sacred Heart Hospital under the direction of George Moerkirk, M.D.

2) **Lehigh Valley Poison Center**—programs to inform the public and medical profession of the dangers of poisons and the nature of poison prevention and treatment services to members of hospital poison treatment centers (Allentown Hospital Association, Sacred Heart Hospital, Allentown and Sacred Heart Hospital Center, Allentown Osteopathic Hospital, Pocono Hospital, Grand View Hospital) will be expanded.

3) **Elderly Housing and Health Needs Study**—Jointly sponsored by the Allentown and Sacred Heart Hospital Center and Lehigh County, the 8-month study will identify program options which the County, A&SHHC, or other public and private organizations could implement.

4) **Full Time Psychosocial Worker**—under the supervision of David Prager, M.D., to be employed by the Allentown Hemophilia Treatment Center. The psychosocial worker will coordinate counseling, education and therapy services for 95 hemophiliacs and their families registered with the Center located at Allentown Hospital.

on call

Upcoming topics to be presented on "On Call - a community health series" on WLVT-TV, Channel 39 are:

November 13, 7:30 P.M.

November 18, 3:00 P.M. — "Eye Care" - Drs. William Trachtenberg and I.H. Elzeneiny discuss eye care and glaucoma. Only 50% of the people with glaucoma realize they have the disease—the cause of blindness in 2 million Americans.

November 20, 7:30 P.M.

November 25, 3:00 P.M. — "Executive Stress" - Dr. Raymond Seckinger and Professor Samuel DeWald discuss how to cope with stress.

FASHION SHOW

Women! Looking to expand your wardrobe? If so, a fashion show, featuring fall and winter selections, will be presented by Weight Watchers of Allentown on Friday, November 17, at 7:30 P.M., in the Hospital Center Auditorium.

Tickets for the event are limited but are still available for \$2.50 from Weight Watchers, 1721 S. Fourth Street, Allentown, PA, 791-1141.

The hour and a half show will feature 15 models, and after the show: coffee, tea, and a diet dessert in the cafeteria. Door prizes will also be awarded. Proceeds will be donated to the Hospital Center.

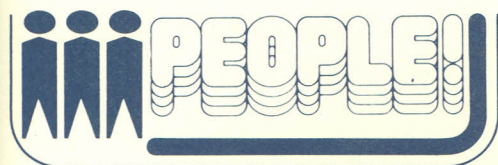
In Memory of Carol Laubach, R.N., 3C and Joann Sudik, X-Ray Technician . . .

The elm lives on for half a hundred years
Or more, a rose but a single June;
No need to wish it were not so; tears
Of regret can never change the tune
Of earth's mysterious song: she measure time
In beauty, not by the numbered hours she lasts,
Not by heights to which a tree can climb,
But by the sheltering shade that it casts;
The smallest flower that breathes but a day
Distils its fragrance into sweet perfume,
Garbs itself with grace in bright array—
Exquisite, brief intensity in bloom.
Whether the notes of life are short or long,
From end to end what matters is the song.

Marjorie Wright Miller



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



Janine M. Fiesta has begun her duties as the Center's new Risk Manager. (See "Why Risk Management?" back page).

Janine has a Juris Doctor degree from the Duquesne University School of Law, Pittsburgh, and a B.S. in Nursing from Carlow College, also in Pittsburgh.

She has extensive experience in both legal and nursing professions, most recently as Research Assistant, Department of Legal Affairs, Mercy Hospital, Pittsburgh, and as a consultant in medical malpractice cases and nursing law seminars. Janine has also been a nursing instructor at Carlow College and Montefiore Hospital, Pittsburgh.



FIESTA

In news from Radiology, **Alan Wolson, M.D.**, will present "Ultrasound in the Diagnosis of Peripheral Vascular Lesions" at the spring meeting of the American Roentgen Society in Toronto. **Harry Kaupp, M.D.**, vascular surgeon, co-authored the paper. . . . **Allen Weinstein, D.O.**, discussed angiography at a recent Lehigh Valley Tuberculosis Association meeting. . . . **Tony Fatz**, Ultrasound Technician, has successfully passed oral exams for certification in Ultrasound Technology.

Andrea Sawka, Assistant Director of Medical Records, was in Las Vegas recently attending the American Medical Records Association Convention.

Sue Keyser has taken over as Assistant Supervisor in SPD, replacing Gary Ebbert. Sue had been certified operating room technician from September, 1974, until her recent transfer.

MaryK Samios, Director of UR/DP, was elected secretary of the National Association of Utilization Review Coordinators at their annual meeting in Chicago. MaryK will also be editor of a Hospital Association of Pennsylvania newsletter for State UR Coordinators.

Tish Isaak, Medical Social Worker, has attended a multidisciplinary approach workshop in Wilkes-Barre for patients with chronic respiratory problems.

GIVE MORE THAN LOVE. . .

Thanksgiving. . . a time to give thanks for all that we have. . . a time to share.

One of the most precious gifts that we have to share with others is the gift of blood. It is the gift of life to those in need.

On November 21, the Miller Memorial Blood Center's Bloodmobile will be at the Hospital Center from 9:00 A.M. to 12 Noon, recruiting blood donors. Your generosity is hoped for, as the need for blood is great, as these figures for this past September indicate:

- 1,837 units of crossmatched blood used
- 679 units of packed red cells were transfused
- 104 units of fresh frozen plasma used
- 526 units of platelets used
- 24 units of whole blood used

Add to these figures the amount used by the dozen other health care facilities in the area and you get the idea.

So, this year, give something more than love, give life. Give Blood.



In the BIG GAME, the Housestaff trounced the ASHmen in the 3rd Annual ASHTray Football Tournament. The Housestaff, led by Quarterback Jay Kloin, and running backs Mike Najarian and Ron Springel, leaped to an early 4-0 lead when the Housestaff's defense forced two safeties on the ASHmen. Quarterback Mike Quinn (O.R.), was unable to get an ASHmen offensive drive going, as backs John Key (Pharmacy), Frank Santaniello (Respiratory Therapy), were kept in check. An end sweep by the Housestaff in the early 3rd quarter for their only TD made it 11-0, and that's how it ended. Dr. Tom Kimmitt officiated.

The series now stands **Housestaff - 2, ASHmen - 1.**

In other news, the A&SHHC Women's Tennis Team defeated Reading Hospital 4-2:

Trudy Baum (Nuclear Medicine) defeated Glenda Mozerdith 6-3, 6-0

Storme Lynn (Medical Resident) defeated Linda Gogler 7-5, 6-0

Jean Pundiak (Research Associate) defeated Cathy Wagner 6-3, 6-4

Sue Gingrich (Educational Development) defeated Linda Moyer 6-1, 6-2

Cindy Terry (ICU) was defeated by Candice Kissling 6-4, 6-0

The Ski Club is growing! If you're into discounts on lift tickets and Vermont or New Hampshire skiing, than this is for you.

Fill out the coupon and mail to Frank Santaniello, Respiratory Therapy, and be sure to attend the first Ski Club meeting on Monday, November 20, at 5:00 P.M., in Classroom I.

Group rates, upcoming trips, and general information will be discussed at that time.

Contact Frank at extension 2193 for further information.

Name _____

Department _____

Shift _____

Phone _____

Beginner ____ Intermediate ____

Expert

WHY RISK MANAGEMENT?

Ask any hospital administrator or physician about their biggest headache, and most of them will comment "malpractice."

In 1976 alone, malpractice claims totaled more than \$1 billion; 80% of that amount was against hospitals.

New technology, more high risk procedures, a more concerned, educated public and pressures from legislators have made the art of anticipating and reducing potential "people failures"—risk management—a tough job. But, with the advent of the risk manager, prevention of incidents, improved quality of patient care, hospital liability and insurance premiums stability and reduction is possible.

Specifically, the risk manager plans, organizes, directs and controls the resources necessary to achieve the objectives of the hospital's risk management program.

Here at the Hospital Center, some of the new risk manager's duties include: monitoring activities pertinent to patient care which tend to increase or decrease institutional liability; reviewing hospital incidents for professional and public liability and claim potential; investigating any incidents that could result in a claim, obtaining and coordinating all information regarding judicial matters; reviewing data and reports of inspections of the physical plant; keeping departments and committees informed of changes in legislation, regulations and insurance; and importantly, assisting in the developing of a risk management education program as part of employee, resident and physician orientation and continuing education.

Optimally, risk management becomes the management tool which ensures sensitivity to the health care systems potential for improving quality care, and for opening lines of communication between management and medical staff members to achieve that goal.

Allentown and Sacred Heart Hospital Center
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SCRAPBOOK

Clockwise, from upper left: "Clowning" around are Beth Dombrsky, Jenni Frederick, and Melodie Busher, all from Dietary; Louise Price, Centrex; Dr. Milton Friedberg "examines" the Bowers Lions Club float; 6A's answer to Annie Oakley, Unit Clerk, Marianne DeJoseph; and Medical Records' Donna Roth (L), Lind Thompson, Colleen McLaughlin, and Pam Brunner charm Dr. Henry Lehrich.

"NATIONAL GET OFF YOUR BUTT DAY"

On Thursday, November 16, the Hospital Center will be participating in the National observance of "Get Off Your Butt Day" to stop smoking. If you've been thinking about quitting and just haven't had a good incentive—make November 16 the day, and get off your butt!

To help, the Pulmonary Function and Respiratory Therapy Departments will be giving pulmonary function tests and facts about smoking in the hallway leading to the cafeteria.

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