

update

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on call

When a new, locally produced health oriented program is placed in a time slot against formidable competition from *The Muppets*, *Dick Cavett*, *Mary Tyler Moore*, and *Dick Van Dyke*, capturing viewers can be a challenge. Not so for "On Call: a community health series."

In an "overnight survey" done for the premiere showing of "On Call," the results laid skepticism to rest. The Arbitron Company, a national organization conducting T.V. and radio audience measurement by telephone coincidental surveys, reported that "On Call" measured an incredible 5 share rating of its local audience. That translates to approximately 47,000 people tuning in!

Experts estimate that local programming rarely attracts more than 5-7,000 people. In comparison, the excellent PBS series, "Masterpiece Theatre" traditionally draws a 2 share audience rating.

"On Call," with a projected viewing audience of 48,000 - 60,000 (with its Monday and repeat Saturday viewing), is one of the most successful and most watched local programs in the Lehigh Valley.

Be sure to tune in for these upcoming shows, Mondays at 7:30 P.M., and Saturdays at 3:00 P.M., Channel 39, WLVT-TV:

October 30 - "Does Your Back Hurt?" - (Live Show) Dr. Clifford Vernick discusses back pain, prevention, and treatment for back ailments.

November 6 - "Male and Female Sterilization" - Drs. Samuel Silberg and Joseph Miller offer frank discussion of risks and advantages of surgical sterilization.



AN A&SHHC FIRST! Madeline Kurtz receives her first retirement check from Administrator Ellwyn D. Spiker as ex-boss Ann Doncevic looks on.

FIRST RETIREE HONORED

Centrex operator, Madeline Kurtz, recently became a milestone of sorts: she gained the distinction of being the first employee to retire from A&SHHC. Madeline began her career at the Center in March, 1974, when the switchboards at Sacred Heart Hospital, Allentown Hospital, and the newly opened Hospital Center were centralized in one department (Centrex). Prior to her arrival here, Madeline was an operator on the Sacred Heart Hospital switchboard. In fact, Madeline began her career at Sacred Heart Hospital in December, 1952, as a Nursing Aide, a position she kept for four years until she "switched" to the switchboard.

Now, with all that behind her, Madeline and her husband, Peter, will be spending some time away from their Allentown RD #8 home traveling. A trip to Florida is coming up, and she's already enjoyed a recent trip to the West Coast. Madeline plans to devote more time to making Tiffany Lamps, ceramics, and knitting.

A lifelong native of Allentown, she has two sons, Peter and Michael, and two grandchildren.

**To Admitting**

Irma Longworth

To Business Office

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To Centrex

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Jeanne Miccolupi

To Laboratory

Ann Eckenrode

To Nursing Service

Jeff Baker

Michael Barnett

Susan Cholini

Mary Hall

Annette Hever

Bernadette O'Connell

To Radiology

Billie Shearer

THE WITCH IN THE PUMPKIN

Remember the visit from the Great Pumpkin last Halloween? Well, the Pumpkin is visiting A&SHHC again on Halloween on its way to the Allentown Parade.

The Bower's Lions Club has generously offered to make a stop here again this year, as it was such a success last year.

This year, the float has a different twist and is entitled the "Witch in the Pumpkin." So make sure that between 6:00 & 6:15 P.M., on Tuesday, October 31, you're near a window—it's a spectacular Halloween greeting.

Are You a Workaholic?

Did you know that more than **10 million Americans** suffer from this malady masquerading as a virtue?

Experts define it as an unhealthy yet emotionally compelling attachment to work. Symptoms include 60-100 hour workweeks, lack of vacations, little home and family life, and few hobbies.

To find out if you're a member of this unhealthy group, take this quick quiz, reprinted from the JD Journal, John Deere and Co., Moline, Illinois.

Answer yes or no.

1. Do you frequently telephone friends in the evening just to chat?
2. Do you generally keep your office door closed?
3. If you had to choose, would you rather be admired than liked by friends and co-workers?
4. Do you usually let people finish what they're saying?
5. Does your spouse (or closest friend) think of you as relaxed and easy-going?

6. a) Do you get upset when the car ahead is driving too slowly and you can't pass? b) If so, do you keep your annoyance to yourself rather than express it to others?
7. Do you like to help with household chores such as dishwashing?
8. Do you often bring work into the bathroom?
9. Are you punctual for appointments?
10. Are you usually much annoyed when your spouse (or friend) keeps you waiting?
11. While you're in a meeting or busy with someone in your office, do you usually refuse to take phone calls?
12. When someone is talking to you, do you often let your mind stray to other lines of thought?

The workaholic answers are:

1. No 2. No 3. Yes 4. No 5. No 6a) Yes b) No 7. No 8. Yes 9. Yes 10. Yes 11. No 12. Yes



Gale Schmidt — Editor

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Janet Dech — Staff Assistant

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Darla Molnar — Photography

Pete Gallo — Art

SEMINARS/LECTURES

Allentown Consolidated Continuing Education Program for Primary Care Physicians:

November 1, 10:00 A.M., Sacred Heart Hospital - Pulmonary Function Testing, Office Screens, Blood Gases and Proper Interpretation, Use of Home Equipment - Alan Katz, M.D.

November 8, 10:00 A.M., Allentown and Sacred Heart Hospital Center - Office Gynecology - Two Common Problems: The rational selection of the proper oral contraceptive pill; The diagnosis and treatment of the vaginitides - Earnest Normington, II, M.D.

Oncological Nursing - Current Concepts and Practices - The Team Approach

November 1, 7:00-9:45 P.M. - A&SHHC - featuring Mary Ellen Beideman, R.N., Infection Control; Karen Scanlon, R.N., Oncology Nurse; Maryann D. Bulishak, Medical Social Worker; Judith Holaska, R.D., Dietitian.



RHODES



MANGES

Luther V. "Pat" Rhodes, III, M.D., has recently become board certified by the American Board of Infectious Diseases. Dr. Rhodes is a graduate of Penn State and the Stritch School of Medicine, Loyola University, Illinois. He is a member of the National Foundation of Infectious Diseases, the American Society of Internal Medicine, the American Colleges of Physicians and Chest Physicians, the American and Eastern Pennsylvania Societies of Microbiology, and the American Venereal Disease Association.

Richard F. Manges, Director of the Center's Financial Services, has been nominated vice chairman of an association formed by the Lehigh Valley Area Hospitals' Chief Financial Officers. Lee Hawk, Vice President, Allentown Hospital, has been nominated chairman.

The group will address topics of common concern, most notably effective ways of monitoring and controlling costs in a manner that will not affect the present quality of health care delivery.

Other participating financial executives include: James Birmingham, Controller, Sacred Heart Hospital; Leon Bush, Vice President, St. Lukes Hospital; A. G. Cole, Director of Finance, Warren Hospital; Ruth Kellett, Controller, Allentown Osteopathic Hospital; Ronald Macaulay, Controller, Muhlenberg Medical Center; and Frances Schultz, Business Manager, Easton Hospital.

Anthony Finamore, Director of Management Engineering, was the featured speaker for the October meeting of the American Institute of Industrial Engineers, Lehigh Valley Chapter, held here at the Center. Mr. Finamore spoke on Position Control in a Hospital Setting — A Computerized Approach.

Ann Seroka, R.N., and **Frances Worman, R.N.**, were awarded Master's Degrees in Education from Lehigh University earlier this month.

Ann is a unit instructor in cardiology and the Burn Unit, and Fran is a medical/surgical instructor on the orthopedic, thoracic, and general surgery floors.

Mary Ellen Beideman, R.N., Infection Control Nurse, presented a paper entitled "Control Measures by Body Site Infections" at a recent seminar for surveillance techniques of Infection Control Practitioners at Hershey Medical Center.

Betty Moncrief, Chief EEG Technician, and **Colleen Burgess, EEG Technician**, attended the Eastern Society of Electroencephalographic Technicians Fall Meeting and workshops recently. The seminar was held in Arlington, Virginia.



Norine Shafer, Director of Volunteers, has announced that fourteen new volunteers have been added to the department. The new group has undergone orientation and training this past week, with Gloria Pool and Joan Brown providing instructions, rules, regulations, and human aspects of volunteering.

According to Norine, junior volunteers (age 14-16) have begun working weekends with the adult volunteers.

Also, anyone wishing to donate magazines to the Hospital Center can do so by bringing them to the Volunteer Office.



ATTENTION! SKIERS!

For great fun and discounts at area ski slopes, be sure to join the **A&SHHC Ski Club!**

Membership is easy enough; simply fill in the requested information on the coupon below and send it to Frank Santaniello, Respiratory Therapy.

Deadline for registration is November 15, and the club's first meeting will be Monday, November 20, at 5:00 P.M., in Classroom 1.

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 _____

AN EDUCATION IN HEALTH

For one day each year, area teachers enjoy the other side of the classroom when, as students, they learn more about the local business community. Sponsored by the Allentown-Lehigh County Chamber of Commerce and now in its 26th year, Business Education Day was held on October 18, and the Hospital Center participated.

Eighteen elementary, junior and senior high school teachers attended programs offered in a "curriculum" presented by several members of the Hospital Center staff. Providing the welcome was James Schreyer, Director of Educational Development, and Valeria S. Boyer, Associate Administrator, presented an introduction of the Health Care System to the group. Financial Aspects of the Health Care System and the Law and its effect on Health Care was discussed by Richard Manges, Director of Financial Services, and Joyce Fleischer, Associate Director of Personnel Services. Evan Reichlin, Employment Coordinator, spoke on Health Careers and Employment Opportunities, and T.V. Producer Paul Dowling detailed the role of Television in Education to the teachers.

Allentown and Sacred Heart Hospital Center
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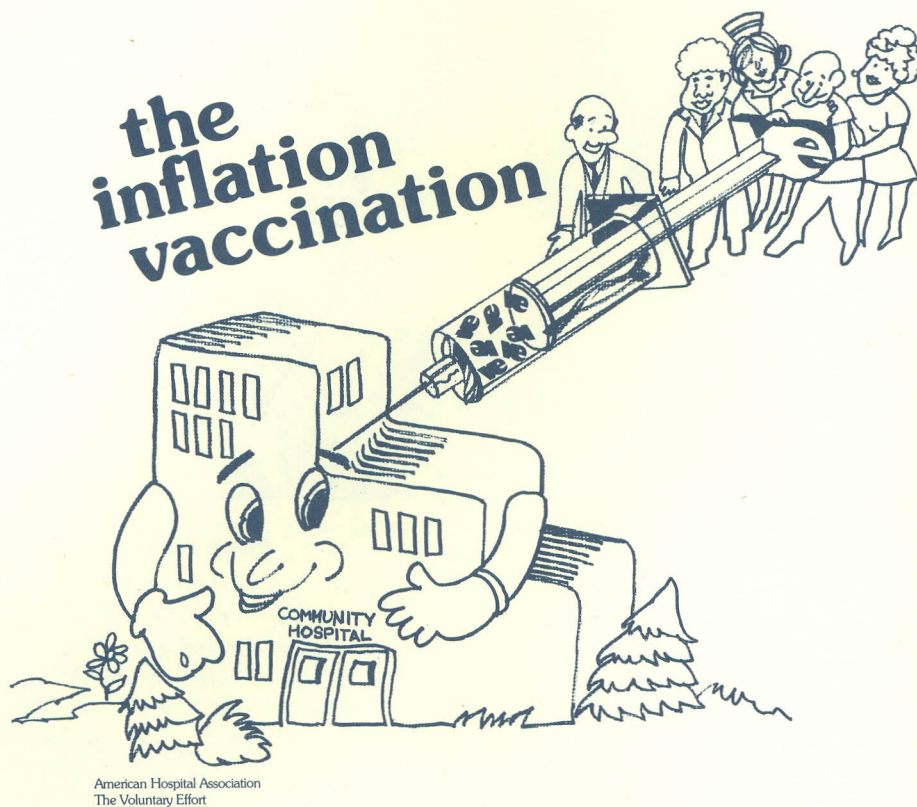
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Just a reminder. . .

that the Voluntary Effort is working. Paul Earle, Executive Director of the VE has revealed that the rate of growth in hospital expenditures during the first seven months of 1978 was 12.8%—the lowest rate since 1974.

According to Earle, the VE goal of a 2% reduction will definitely be accomplished this year.



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