

'Reflecting' on the Fallen

See photos, read stories from our Memorial Day observance.

New Multichannel Marketing Campaign

We're educating people about lung cancer.

Press Ganey CNO Visits LVHN

Get a recap of her Medallion Lecture presentation.

New SELECT Class Arrives

The class of 2018 begins learning at LVHN.

Watch May's Leader to Leader Video

Dr. Nester hosts a Strategic Conversation.

Donate Your Attic Treasures

Your donations will be sold at the Summer Festival.

Friends of Nursing Award Recipients

Meet more colleagues who accomplish the exceptional.



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‘Reflecting’ on the Fallen: Our Memorial Day Observance –

PHOTOS

by [Gerard Migliore](#) · May 26, 2016



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Hero. Admiration. Dog tags. Sacrifice. These were among the nearly two dozen words veteran colleagues used to describe their feelings about Memorial Day during our fourth annual Memorial Day observance on May 25.

The 20-minute observance took place in the LVH–Cedar Crest auditorium and was simulcast to several other health network sites. The ceremony opened with colleagues carrying the flags of the five U.S. military service branches: Jason Andrews (Army), Timothy Billowitch (Marines), Douglas McPeck (Navy), Brooks Crane (Air Force) and Nathan Himes, MD (Coast Guard). The order of their entry reflected the order in which the government established each branch.

Next came the Veteran Colleague Color Guard, consisting of three Navy veterans. Tom Krick, RN, carried the American flag. He was joined by Right Guard Carmine Pellosie, DO, and Left Guard Barbara Bollinger, MD. An invocation followed from pastoral care chaplain and Army Reserves Captain Enrique Amponsah.

Powerful personal stories

The theme of this year's observance was "Reflections," and the ceremony included touching personal stories from three colleagues.

Vince Tallarico (Heart and Vascular Center), whose son is currently in the Air Force, described the emotions he felt while visiting a U.S. military cemetery in Italy.

Tallarico was moved as he read the names on the countless rows of white crosses and Stars of David. "They gave the ultimate sacrifice for my freedom and my family," he said.

Sam Platia (pediatrics), served in the Marines in the early 1970s. Platia was only 18 years old when he was asked to join the security detail for the burial of former President Harry S. Truman. "It was an honor to be able to serve on the last walk of a man who had so much history with this country," he said.

Don Hougendobler (patient safety and environmental services) did not serve in the military, but he has great respect for veterans, including his father and father-in-law. His wife recently took their young grandson to visit her father's gravesite, and Hougendobler was proud as he viewed photos taken that day. "There's a wonderful history of service in our family," he said. "Having my grandson show that emotion and joy was just wonderful."

Caring for veterans

The observance also paid tribute to our nation's 3.8 million veterans with service-related injuries and disabilities. To explain what our health network is doing to help, LVHN president and chief executive officer Brian Nester, DO, MBA, FACOEP, stepped to the podium. Nester, a former captain in the Army Reserves, introduced a short presentation about LVHN's Veterans Health Program.

Established four years ago, the program seeks to educate colleagues and clinicians about veterans' unique health care needs so we can improve care outcomes.

Diversity and cultural awareness liaison Judith Sabino noted that we need to ask veterans the right questions to better understand the cultural aspects of their service. "Our veterans are dealing not only with visible injuries, but invisible ones as well," she said.

Caring for veterans also includes preserving their end-of-life dignity. Paul Pagoda, a

veteran and former LVHN colleague who now serves as a hospice volunteer, shared his thoughts on that important role. “I offer veterans conversation and companionship,” he said. “When I realized I am helping to ease their pain, it was a good feeling.”

The ceremony included a live performance of taps by 10-year-old Aidan Peterson of Ardmore. Peterson was representing [Bugles Across America](#), a network of volunteer buglers who perform taps to honor deceased veterans. Peterson is the youngest of the program’s 5,500 volunteers.

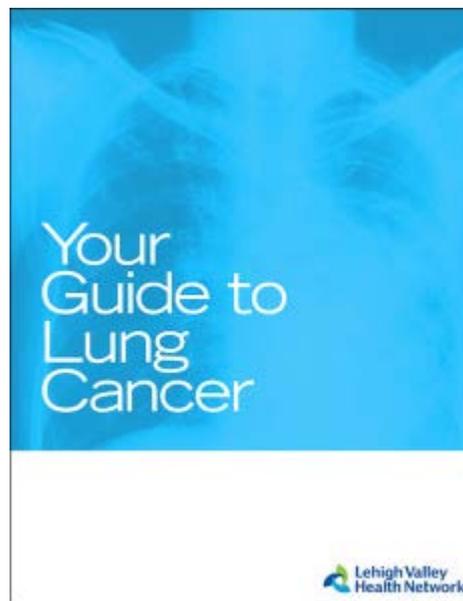
New Campaign Helps Educate Community Members About Lung Cancer

by [Kyle Hardner](#) · May 23, 2016

Lung cancer is the leading cause of cancer

death among men and women. That's because it's often difficult to find in its earliest, most treatable stages.

To help raise the awareness of lung cancer in our community, we've started to spread the word about risk factors, screenings and treatment options. Lung cancer is the focus for one of LVHN's multichannel marketing campaigns that you may see online and on social media. The campaign encourages people with risk factors to get screened for lung cancer. It also educates community members who have already been diagnosed with lung cancer about the opportunity to get a second opinion at LVHN.



The material developed for the campaign includes [a free guide](#) for people to download to read more information about lung cancer risk factors and screenings. It also includes the heartfelt story of Sharon Thompson of Allentown. She received lung cancer treatment at LVHN and now has more time to share with her grandchildren.

The guide also discusses treatment options, lists LVHN physicians who treat lung cancer and related conditions, and shows how the LVHN Cancer Institute's membership in the Memorial Sloan Kettering Cancer Alliance is improving quality of care and outcomes for people with cancer in our community.

Are you or is someone you know at risk for lung cancer? [Download the guide](#) to learn more about lung cancer prevention and treatment options.

2016 Medallion Lecture: Patient Experience is the Goal

by [Jenn Fisher](#) · May 23, 2016

The quest for better patient
satisfaction scores drives many

health care-related decisions at LVHN and nationwide. However Christy Dempsey, MSN, MBA, RN, CNOR, CENP, chief nursing officer for Press Ganey (the organization that administers LVHN's patient satisfaction surveys) says the words "patient satisfaction" are the wrong ones on which to focus.



"The goal should be to optimize the patient experience by reducing suffering – and suffering is not limited to pain," she told a crowd of LVHN colleagues at our annual Medallion Lecture held last week. "It includes when patients have to wait long periods of time for care; when patients see us not working as a team; when they need information and we aren't communicating it to them."

Her insights were woven into two deeply personal and painful experiences: her own bout with breast cancer and her police officer son-in-law's shooting injury. "Through both of these incidences, I experienced care that ranged from amazing to dismal," she says. "And don't ever forget that when a patient's family is with them, you are caring for that family along with the patient. The family sees, hears and has a need to know just like their loved one."

What you say matters

An example of a less-positive patient experience occurred after Dempsey's mastectomy surgery, when a nursing assistant told her it was time to use the bathroom. While walking with her help, Dempsey asked if the floor was busy that night. The nursing assistant said, "Not really; we just have a lot of needy patients."

"I was shocked," Dempsey says. "The last thing any nurse in the hospital wants to be thought of is 'needy', and I've tried really hard not to use my call light, and it was your idea to go to the bathroom, not mine!" Dempsey stated she had so much to worry about as a post-op cancer patient but rather than focusing on that, she was

worried about the staff thinking that she was needy. Everything we do and everything we say in health care matters.

Instead, Dempsey says it would have been better had the nursing assistant reminded her that it's important to get up and move to avoid developing blood clots, or that after having anesthesia, we want to make sure your systems are beginning to wake up and work properly. "In order to make our patients feel safe, we need to provide the education and information about everything we do – we may know why we take vital signs every four hours after surgery or require patients to go to the bathroom but they don't....unless we provide the information."

What you do matters

In contrast, one of the nurses who cared for Dempsey's son-in-law was completely in tune with the family – which in this case included his law enforcement family. "Even though they were not true relatives, our nurse, Kylie, knew how important it was for my son-in-law to have visits from his police family and arranged for that to happen," she says. "We – and they – were so grateful for her advocacy."

As another example, Dempsey discussed the instructions she gives nursing students she teaches at a baccalaureate school of nursing who are going on practicums. Her one order: Sit down with each patient for a very short visit and get to know them – find out one thing about them that has nothing to do with the reason they are in the hospital. "I know you don't think you have the time to do that," she told lecture attendees, "but watch this."

She then sat down with an audience member while another person timed her. In just 56 seconds, she learned that her "patient" liked to play soccer, what position she played and how often she practiced. "So for the rest of my shift, every time I interact with this patient, we have something to talk about that is not medical," Dempsey says. "It is about building trust. You will never be able to improve the patient experience if you can't connect with your patients."

Every colleague counts

"Nurses can lead (the) patient experience, but they cannot own it by themselves," Dempsey says. "Therefore, if you don't give direct patient care, then you are

supporting it. Everyone in the organization is a caregiver.”

That means anyone who interacts with patients – patient transporters, food service workers, physicians, advanced practice clinicians, administrative support, general services – needs to share the same positive messages with patients:

- We are glad you are here.
- You picked the right place for care.
- I will take care of you.

“Everything you say and do matters,” Dempsey says. “Your No. 1 responsibility is to make your patients feel safe.”

How “patient experience” affects outcomes

If the No. 1 responsibility is to help patients feel safe, then the No. 2 priority is to make sure they have what they need to be successful once they leave the hospital. “This preparation should start on day one,” Dempsey says. “Educate your patient about their care after discharge and ask them questions about it. Keep the communication flowing so that when discharge day arrives, this conversation has been happening for a few days, not the last 20 minutes of their admission.”

Improving the patient experience has downstream effects too. “Comparing patient experience to outcomes, those who report a better patient experience also have fewer hospital readmissions, fewer CLABSIs (central line-associated blood stream infections) and improved length of stay,” Dempsey says.

Look for more insights from the Medallion Lecture in the Summer edition of Magnet Attractions, which will go live on LVHN Daily in late July.

New SELECT Class Ready to Start Learning at LVHN

by [Sheila Caballero](#) · May 25, 2016

SELECT medical students have a lot to look forward to when they start the clinical

portion of their education at LVHN on May 26. After two years of classroom study in Tampa, Florida, the 50 third-year students currently in the class are moving to the Lehigh Valley to begin two years of experiential training in our hospitals, LVPG practices and clinics, as well as throughout our community.



A host of medical school “firsts” await the students this spring. The class will receive their LVH regional campus “white coats” during a ceremony at LVH–Cedar Crest, a tradition that has identified health professionals for more than a century. And for many students, this will be the first time they will be participating in patient care as part of a collaborative health care team.

The students, who are enrolled in our medical school partnership with the University of South Florida (USF) Health Morsani College of Medicine, hail from across the U.S. Other program graduates have gone on to successful residency programs at some of the nation’s top medical centers.

“We are so proud of this program and the quality of students we are attracting to our health network,” says Michael La Rock, MD, assistant dean of student affairs of the Lehigh Valley campus of SELECT. “This program is breaking new ground in medical school education because we aren’t just educating physicians, we’re creating leaders who will shape the future of health care.”

Please give our new class a warm welcome when they come through your area.

Watch May's Leader to Leader

by [Admin](#) · May 24, 2016

Do you want to know what's going on in our health network? Watch the Leader-to-Leader meeting. Leader-to-Leader meetings are held the third Thursday each

month in the Lehigh Valley Hospital-Cedar Crest auditorium and simulcast to participants at Lehigh Valley Hospital-17th Street, Lehigh Valley Hospital-Muhlenberg, Lehigh Valley Hospital-Hazleton and Mack Boulevard. Using a PowerPoint presentation as a guide, guest speakers share updates on key issues and initiatives.

Due to technical difficulties, portions of May's Leader to Leader meeting were not recorded. As a result, video segments of the meeting are either not available or incomplete.

[Children's Hospital Update](#)

[Network Metrics](#)

[Strategic Conversation](#)

(Please note you must be logged on to our intranet with Internet Explorer in order to access the videos above. You also need to have Microsoft Silverlight installed on your computer. If the links do not open properly, try refreshing your browser. If you have questions or need assistance, please contact information services at 610-402-8303.)

Donate Your Attic Treasures to the LVH–Muhlenberg Summer Festival

by [Rick Martuscelli](#) · May 26, 2016

As you complete your spring

cleaning, are you finding items you forgot you had? Or are you looking to make a little extra room in your storage space? Now you can convert your unwanted items into attic treasures and help support LVH–Muhlenberg’s programs and services.



As we prepare for the 55th annual LVH–Muhlenberg Summer Festival, we’re asking you to donate your attic treasures. Your donations will then be sold at the festival, which will be held on the hospital campus from Aug. 17-20.

We’re accepting the following new or gently used items:

- Housewares and decorative items
- Linens, fabric and window treatments
- Candles
- Collectibles
- Artwork
- Electronic devices
- Toys, games and puzzles
- Tools
- Small working appliances
- Accessories (e.g., jewelry, handbags, belts, hats, scarves)
- New, unopened body-care products (e.g., lotions, perfumes, shower gels)
- Movies on DVD
- Music CDs

Clothing and magazines are not accepted.

If you’d like to donate books, call Dave Kline at 484-884-2906.

You can drop off your donations at these locations:

- LVH–Muhlenberg autoclave/storage building in the south parking lot
- LVH–Cedar Crest volunteers office
- LVH–17th Street volunteers office
- 1247 S. Cedar Crest Blvd., suite 106A
- LVHN–Mack Boulevard garage

If you have questions, contact [Tammy Pintabone](#) at 484-884-4273.

2016 Friends of Nursing Recap No. 3: More Award Recipients

Accomplish the Exceptional

by [Jenn Fisher](#) · May 27, 2016

At the start of National Nurses Week in early May, we held our annual Friends of

Nursing celebration. Each week, stories about our Friends of Nursing award recipients are being shared on LVHN Daily. This week you can read about honorees from several nursing specialties, as well as read about recipients of the first of several medical staff awards. Meet this week's featured Friends of Nursing award recipients:

A Heart for Cardiovascular Nursing

Magnet[®] designation requires that nurses participate in professional development activities to improve patient outcomes. LVH–

Muhlenberg's **Sarah Frailey**, recipient of **The Cardiovascular Nursing Award**, does more than

participate. She noted the need of education for her colleagues and herself regarding care of the progressive open-heart surgery patient and open-chest resuscitation. The she did something about it. Frailey developed – and now regularly teaches – classes on these subjects.



Though proud of this accomplishment, she says her most memorable moment was when a dying patient called her into his room to share the view of a sunset. He said he did not know what tomorrow would bring and he wanted to share God's gift with someone special. This award was donated by friends and colleagues of Donna Petrucelli, RN.

Hospice Nurse Helps Patient's Loved Ones Cherish Last Moments

The Dr. Fred Fister Award for Excellence in Hospice Nursing was presented to **Donna Bakey**. She feels blessed to work in both home hospice and the inpatient unit because it allows her to build deep connections with the patient and



family throughout their continuum of care.

In a mall parking lot, a car passing Bakey came to a screeching stop. A woman jumped out and gave Bakey a big bear hug. Bakey was startled until she recognized the driver to be the daughter of a former patient. The woman explained that she woke up that morning thinking of her mother. She was thrilled to be given this spontaneous opportunity to thank Bakey for encouraging her to sit with her mother, hold her hand and talk about the past and the good times they shared.

She Keeps Patients, Families and Colleagues Informed

Another Magnet requirement is for nurses to improve practice through involvement in a professional organization. Certified medical-surgical nurse **Jennifer Lepre**, recipient of the **Josephine Ritz Award for Excellence in Patient and Family Engagement**,



attended the national conference of the Academy of Medical-Surgical Nursing in September. From this conference Lepre brought back a new method to enhance end-of-shift communication between nurses, patients and families.

She especially loves the more challenging patient and family engagement opportunities, like printing admission education in Arabic for a patient who did not speak English. The patient's appreciative smile let Lepre know he felt understood.

Another time, Lepre utilized the iPad[®] language interpreter service to complete an admission for a deaf patient. In turn, he signed to the interpreter to tell Lepre that she was an angel and to thank her for taking the time to make him feel comfortable and informed.

The Power of a Nurse

A night-shift critical care nurse for thirty years, **Eva Fox** most

assuredly embodies the criteria for the **Award for Excellence in Critical Care** by:



- Serving on five unit councils
- Actively participating on LVHN's passion team and ethics committee
- Completing a performance improvement project, which was presented at several national conferences.

In her exemplar for this award, however, Fox wrote that what drives her is a statement by a speaker she once heard – “The power of what you do as a nurse goes far beyond the technical skills of your job.”

This was demonstrated by what she did for a patient who suffered many complications following open-heart surgery, including the need for dialysis. Even with these complications, all this patient wanted to do was make her scheduled family trip to Disney. Fox made calls and lined up a dialysis center to accept the patient for the week. She also spoke to the medical director of Disney to arrange the timing and transportation of the cruise so her patient would not miss any dialysis treatments. Not only does Fox keep in touch with this patient, they happened to be in Disney at the same time and met for breakfast to celebrate their mutual birthday.

Compassion and Love for Hospice Patient

Lisa Bickel, a past recipient of the Hospice Friends of Nursing Award, wrote that in her 35 years as a nurse, **Anna Fernandez**, recipient of the **Medical Staff Technical Partner/Certified Nursing Assistant Award**, is the best nursing assistant with whom she has ever had the privilege of working.



One example of how Fernandez forms special bonds with patients and alleviates some of their anxieties during their last days is shown by her care of a gentleman who was on the unit for weeks. Every day she would make sure the old-time movie channel – his favorite – was on. Together, they would sing song after song. While singing his favorite tune, “You Ought to be in Pictures,” the patient would get the biggest smile on his face and laugh. When he took his last breath, Fernandez held his hand and sang their signature song.

She’s Focused on Each Patient

Josephine Frans, recipient of the **Medical Staff Technical Partner/Certified Nursing Assistant Award**, began her legacy of caring far from the Lehigh Valley in Ghana, West Africa.



Cultural differences presented her with quite a challenge when she came to the United States. Looking directly into elders’ and superiors’ eyes, and sitting in their presence was considered rude and not allowed. She credits her 6T director and colleagues with guiding her to, “Adjust to cultural differences in the workplace, like looking into peoples’ eyes when talking to them.”

Perhaps this, as well as staying after her shift to visit patients, is why patients write in satisfaction surveys that Frans makes them feel important, like they are her only patient. She wrote, “I have come a long way, and that is why I am so proud to be part of LVHN.”

Advocating for Patient’s Palliative Care

As a medical-surgical nurse for 27 years, **Debra Schweitzer**, recipient of the **Medical Staff Medical-Surgical Nursing Award**, wrote in her exemplar for this award, “There is always that one patient who says



or does something that validates my choice to remain a med-surg

nurse for so long, like the 90-year-old gentleman I recently cared for. As I helped him into his bed following return from a test, his eyes filled with tears and he began to cry.

“He said he was scared and thought he was dying. I pulled up a chair, sat next to him, held his hand and let him talk. Later that day, he was told he had metastatic cancer and extensive blood clots in his legs.

“As I was hanging a heparin drip for the clots, he told me all he wanted was to go home and be with his family for Thanksgiving. I immediately contacted the physician and the decision was made to begin palliative care with immediate discharge.

“This sweet man was so grateful to go home, and I was so happy to have been his advocate. When friends ask me how I could have stayed in med-surg this long, my answer is always the same. ‘This is what I do – this is what I love. I am a med-surg nurse.’”

More Stories from Friends of Nursing 2016:

- [Friends of Nursing Awards Kick-off National Nurses Week at LVHN](#)
- [Professional Legacies: 2016 Friends of Nursing Award Recipients Accomplish the Exceptional](#)
- [More Professional Legacies: 2016 Friends of Nursing Award Recipients Accomplish the Exceptional](#)