

# Update

Vol. 2 No. 10

May 11, 1979

## STROKE TAPE, "ON CALL" SPECIAL HONORED NATIONALLY

Two special programs, produced by the Hospital Center's Television Department, have received nationwide attention recently.

"It Happened to Me" won an "Award of Merit" for Producer Paul Dowling of the Television Department, Writer James E. Higgins, Jr., Public Relations, and Director Lou Carramella, of Air Products and Chemicals, Inc.

The stroke prevention and education videotape won the award in the Medical/Health Category at the International Television Association Awards Banquet in Dallas, Texas, on March 30, 1979. According to Producer Paul Dowling, it was the first time an organization won a major award with its first entry during its first year of membership in the ITVA.

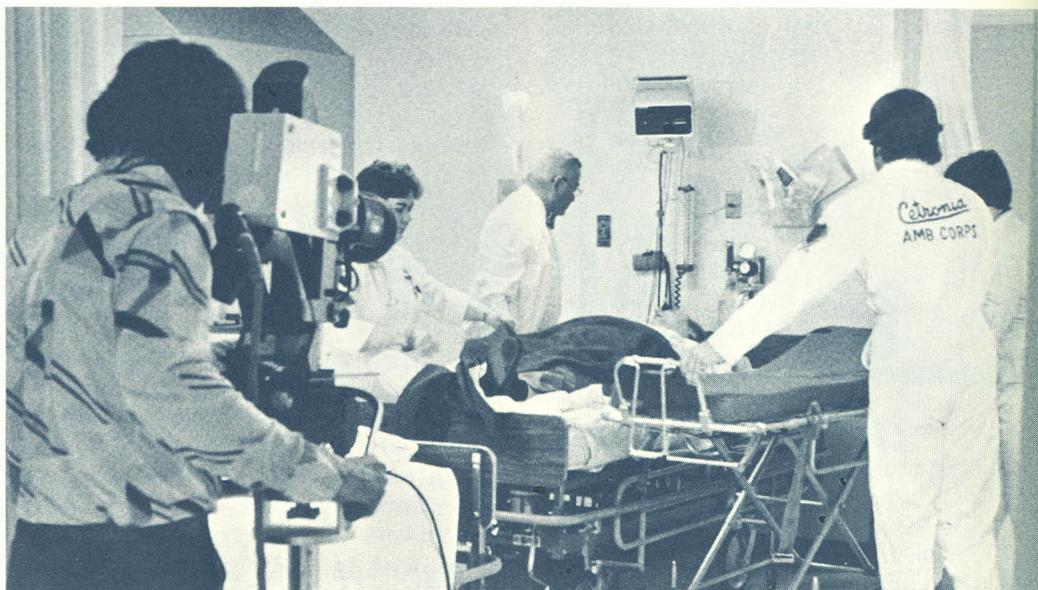
"On Call — Special Edition" from Houston, Texas, with Michael DeBakey, M.D., pioneering cardiac surgeon, has been nominated for the Howard Blakeslee Award for "Outstanding Program in the Area of Informing the Public about Heart and Blood Vessel Disease." Last year's award in this category was won by CBS's "60 Minutes."

Four other programs have also been nominated for this award. The winners will be announced in November.



Above, "On Call" co-host, Dr. Headley S. White, Jr., (left), Dr. Michael DeBakey, and "On Call" Producer Paul Dowling confer in Dr. DeBakey's Houston office.

Below, a candid shot of "It Happened to Me" being taped in the Emergency Room.





**The Center  
Welcomes**

**To Centrex**

Judith Cox

**To Dietary**

Regina Bednar  
Debora Lagler

**To Housekeeping**

Linda Carrigan  
Francis Fox, Jr.  
Roger Hedrick

**To Messinger**

Leora Brensinger  
Cheryl Jones

**To Nursing Services**

Carol Best  
Jelena Dinic  
Patricia Ford  
Sharon Hanssen  
Charisse Harwick  
Maureen Hirochek  
Morfydd Knorr  
Susan Merryfield  
Nancy Miller  
Catherine Morano  
Craig Poliner  
Robin Pulley  
Mary Rogal  
Linda Roncolato  
Karen Rowland  
Sharon Roxberry  
Robert Tobin

**To Pharmacy**

David Rile

**To Radiology**

Patricia Dilcher  
Nancy DiSabella



**Med Tech Students Place 2nd in State Competition - Cindy Kachurik, Belle Neiman, Debora Shipley, Janet Stamm** (left to right), students of Medical Technology in the Hospital Center's Medical Technology Program, went undefeated into the last round of the "Annual Student Bowl," sponsored by the Pennsylvania Society of Medical Technologists. The scholastic competition between 21 Pennsylvania and Delaware schools of Medical Technology was held at Seven Springs Resort, Champion, Pennsylvania.

Workshops, seminars and manufacturer exhibits were also featured at the 4-day event.

The students, disqualified on a technical error, may be able to advance to Regional Competition in Philadelphia. National competition is in Las Vegas, Nevada, and is sponsored by the American Society of Medical Technologists.

## NURSING I.V. STUDY PRESENTED

"A Clinical Overview Study of Infusion Phlebitis," by Mary Ellen Beideman, R.N., Infection Control Nurse, Ann Herman, R.N., 5B, Sue Peeples, R.N., Head Nurse, 4A, and Thelma Terry, R.N., has been featured in the March, 1979 issue of the American Journal of Intravenous Therapy.

The article is the result of investigation which suggested that occurrences of infusion phlebitis might be reduced by shorter periods of IV therapy, daily changes of dressings, avoidance of the hand for venipuncture, selection of alternative routes of drug administration, special attention to IV's in patients with infections at other sites, and other factors.

Preparation and method of study, conclusions, recommendations and follow-up action are all detailed in the article.

## MAY DAZE '79

**Only 8 more Daze!!** Don't forget Saturday, May 19!! Great food, amusement rides, flowers and plants, antique autos, music, soccer and so much more!!

Where? Right here, at the Hospital Center Auxiliary's May Daze, 9:00 A.M. to 9:00 P.M.

The response from Hospital Center people offering their help for May Daze has been tremendous.

However, people are still needed for the early hours (8:00 A.M.) to work at the food booth preparing funnel cakes. If anyone can help, please call Dot Zarella, at 433-6966. Also, anyone interested in helping at the carnival games from 9:00 A.M. to 12:00 Noon, and from 6:00-9:00 P.M., can contact Alma Pfeiffer, at 797-8976.



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



# VOLUNTEER NEWS

*"Life is made up, not of great sacrifices or duties, but of little things in which smiles and kindnesses, and small obligations, given habitually, are what win and preserve the heart and secure comfort."*

Sir H. Davy



Performing at the Volunteer Recognition and Awards Ceremony were "The Allenaires" (left to right) Al Reinsmith, Tenor; Al Muhl, Lead; our own Jack Dittbrenner, Bass; and Merrill Kemmerer, Baritone.

The Hospital Center recently honored 384 volunteers, who donated a total of 70,859 hours of service in 1978, at a ceremony held in the Hospital Center Auditorium. Hosted by Jack Dittbrenner, A&SHHC's Biomedical Photographer, the program included the distribution of awards by many departments throughout the hospital who utilize volunteers to enhance patient care.

Jane Martindell, Auxiliary member and Chairman of the Hospital's Gift Shop, which donates over \$40,000 to the Hospital Center each year, had the greatest number of hours of service, 10,026 hours. John Kondravy, a volunteer in the Hospital's Progressive Care Unit, gave over 700 hours of volunteer service in 1978. John had the greatest number of hours last year.

Volunteers donating over 600 hours of service were Charlotte Fink, Helen Kleckner, Phyllis Kuntzman, Betty Jane Petersen, and Alma Schlosser.

Helen Gavin, Hannah Hunter, Madeline Jacobs, Marie Martin, and Virginia Zeiner donated over 500 hours.

The program featured entertainment with harmony and humor from the Allenaires Barbershop Quartet.



**Unit Clerks "Graduate"** — A new method of unit clerk training and orientation — "Team Teaching" — is working well at the Hospital Center. The 2-week course provides for present unit clerks to become role models for the new group. Pictured above is the first group to complete the course and instructors.

Standing, left to right, are: Frances Patterson, ACU; Margaret Zucco; Jane Stover, ICU, Instructor; Dawn Croll, ICU; Irene Hovanec, 5C; Margaret Jessup, 4A; Jean Kortz, 5A, Instructor; Marcella Ballek, SCU. Sitting, left to right, are Doreen Makovek, 5B, Instructor; Elizabeth Karoly, 5A; Patti Wetherhold, Float, Instructor; Geraldine Grabarits, ICU; Carol Guranich, ACU; and Carla Sue Fair, 5B. Missing from the photo are instructors Anna Kuhns, 3C; Judy Smith, 4C; and Bonnie Winkler, 6C.

To learn. . .  
To grow. . .  
To educate. . .

Mary Sue Benken, Volunteer, is committed to these concepts and has made them work here at A&SHHC. She is responsible for the attractive and educational displays in the cases outside the Health Sciences Library and in the Main Lobby.

Always very interested in art which she certainly used in her seven years as a full-time elementary school teacher in Miami, Florida, Mary Sue also spent her summers working in arts and crafts programs. When she moved to Allentown to raise a family, she continued her teaching by substituting in the Allentown and Bethlehem School Districts.

In January of 1977, she joined the Volunteer Program at A&SHHC and asked if she could help out by working on the display case outside the library. Since that time, the case has been continuously filled with a wealth of educational material.

With the recent completion of the new showcase in the Main Lobby by the Hospital Center's Engineering Department, both became her responsibility. Mary Sue feels that education of the public is extremely important and pointed out that, "People are becoming more interested in and aware of medical problems; there is a need to take away the mystique of medicine and educate the public to take care of themselves."

In order to do this, it is important that everyone at the hospital become involved. More input on ideas, information, and teaching tools is needed to keep the displays interesting and up-to-date. If anyone has an idea for a display or information and/or equipment that can be used, Mary Sue asks that they contact her through the library, at Extension 3149.





**John S. Jaffe, M.D.**, in partnership with Urology Associates of Allentown, Inc., has been Board Certified in Urology. Dr. Jaffe received his M.D. from New York University School of Medicine and did his residency at Columbia Presbyterian Medical Center, New York City, in General Surgery and Urology.

**Wen-Shiong Yang, M.D.**, has recently become Board Certified in Anesthesiology. Dr. Yang is a graduate of Taipei Medical College, Taipei, Taiwan, and completed a residency at Columbia Presbyterian Medical Center, New York City, where he was a Fellow of Pediatric Anesthesia. He joined the Hospital Center's Department of Anesthesiology in July, 1976, and is a member of the American Society of Anesthesiologists, and the New York State Society of Anesthesiologists.

**Carla Blanchard, R.Ph., Pharmacy**, attended a two-day seminar earlier this month in Philadelphia. The program, on the rational usage of intravenous antibiotics, was sponsored by Travenol, Inc.

**Peter A. Keblish, Jr., orthopedic surgeon**, presented a paper titled, "Medical Quadriceps in Advancement in Total Knee Replacement — An Adjunct to Soft Tissue Reconstruction" at the Pennsylvania Orthopedic Society meeting in Hershey. Dr. Keblish is also Membership Chairman of the Society.

**Nancy Stevens, Patient Representative**, was in Kansas City, Missouri, recently at a three-day workshop in communication skills sponsored by the National Society of Patient Representatives and the American Hospital Association. The workshop also covered the impact of physical illness and disability and the legal implications for the Patient Representative.



**Tickets!! We got tickets!! To Great Adventure and Hershey Park!!**

Now that nice, warm weather has returned, the time is right to get outdoors, and what better way is there to spend a Saturday or Sunday than at famous, fun filled amusement park?

Discount tickets for Great Adventure, Jackson, New Jersey, are available in the Hospital Center's Public Relations Department. Combination tickets (Park and Drive-thru Safari) are \$10.00, a savings of \$2.55. Amusement Park tickets are \$9.25, a savings of \$1.20. Children 3 years old and younger are admitted free.

Hershey Park, in Chocolate Town, USA, also has discount tickets available for Hospital Center employees and their families. Regular admission tickets are \$7.75 (ages 10 and up), a \$1.00 savings, Junior admission tickets (ages 5-9) are \$6.75, a \$1.00 savings, and children 4 and under are admitted free. Tickets are also available in the Public Relations Department, from 8:30 A.M. to 5:00 P.M., Monday through Friday.

Allentown and Sacred Heart Hospital Center  
1200 S. Cedar Crest Blvd.  
Allentown, Pa 18105

Non Profit  
U.S. Postage Paid  
Permit No. 1922  
Allentown, Pa.  
18105

#### BOARD OF DIRECTORS

Richard Fleming  
*President*

James E. McCambridge, Jr.  
*Vice-President*

Hon. Henry V. Scheirer  
*Secretary*

James C. Lanshe  
*Treasurer*

Frank B. Andrews  
W. Richard Covert, D.D.S.  
Henry H. Dent  
Michael J. Egan  
John J. McCartney  
Orlando R. Pozzuoli  
Msgr. Dennis A. Rigney  
J. Walton St. Clair  
Alan H. Schragger, M.D.  
Morton I. Silverman, M.D.  
Earl K. Sipes, M.D.  
Michael P. Zarella

Ellwyn D. Spiker  
*Administrator*