

# update

Vol. 2 No. 14

July 6, 1979

## RUNNING ON EMPTY

As you head down Hamilton Boulevard toward Cedar Crest Boulevard, your peripheral vision clicks off car after car overflowing out from each gas station.

A quick reassuring glance at your gas gauge causes your heart to skip a beat - almost below half! Crisis imminently approaching, you think. And it's an even day of the week. And I'm odd. I think, or am I even? Panic sets in. Should I buy a horse?

Deja Vu. Just like 1973-74. Well, whatever the reasons, and for sure there are many, getting gas is going to get tough.

The long lines may dwindle once deliveries are made at the beginning of the month. This assumes that independents stay open as Washington negotiates their allocation requirements and profit margins. But, the threat of an extreme situation (no gas available) occurring is by no means unrealistic.

And, should it happen, everyone suffers. But, Hospital employees, here at A&SHHC, at Allentown Hospital, Sacred Heart, Osteopathic and our

neighbors throughout the Lehigh Valley, find themselves in a precarious setting.

If enough people involved in health delivery can't get to work, a serious threat to optimum health care of our patients exists.

Therefore, to prevent such a scenario, a cool head must prevail! Alternative methods and modes of transportation are available and should be utilized:

**Walking** - If you live within walking distance, make the trek. In case you forgot, the weather is warmer, and besides, it's great exercise.

**Bus** - people whose home location and schedule permit use of LANTA bus service are urged to do so. Bus schedules are available at the Reception Desk in the main lobby. The schedule listed below will get you to the Hospital Center. From other routes, a transfer is necessary. For further details, check with LANTA, 435-6771.

**Car Pool** - "KALAKA" anyone? The system being organized here at A&SHHC is almost ready. You'll be able to find out who lives in your area

and which shift. While the Hospital Center can give you this information, **you** have to make the phone call. Share a ride.

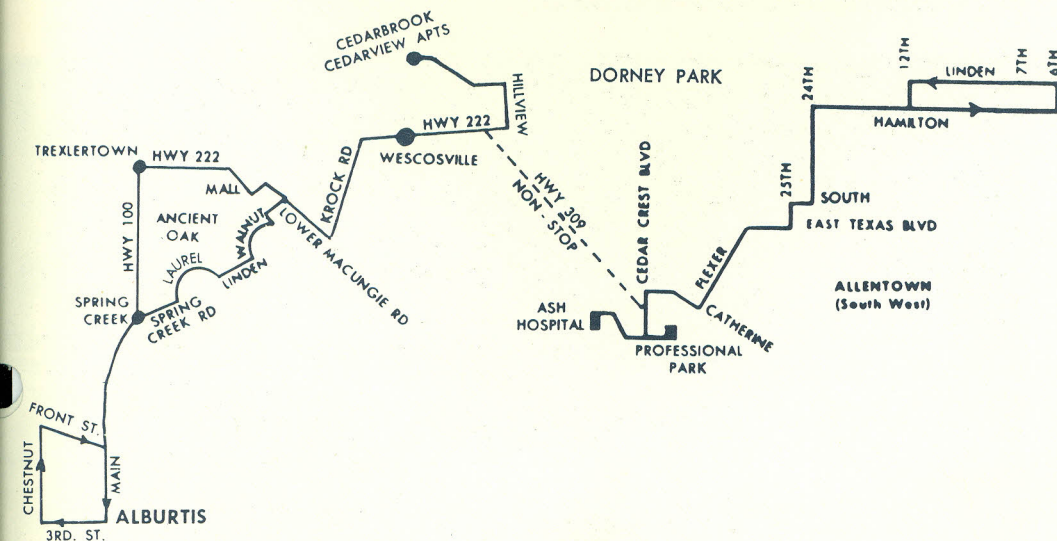
**Bicycle** - Some people say it definitely beats walking and driving. And the exercise is great. If you do ride in, please register your bike with Engineering (same as your car) in order that allocation of parking spaces for them can be made available and security can insure their safety.

**Should the situation intensify, a contingency plan has been developed which involves a group of independent gas dealers supplying gas for hospital and municipal (police, fire, ambulance) employees.**

Authorization letters will be made available to qualifying personnel. If you can walk to work, or ride on a regularly scheduled bus route, then obviously an authorized letter is unnecessary. See your immediate supervisor for more information.

Authorization letters will permit gasoline to be purchased for one automobile only. This car must be registered with an I.D. (parking) sticker. If your car doesn't have one, better get one. Contact Security, Monday through Friday. One stipulation will apply to personnel receiving authorization letters - no topping off. Your **tank must be less than half full** (more than half empty!) People abusing this privilege will endanger it for all and have the privilege revoked.

Anyone with any questions concerning these suggestions/guidelines, contact your department head.







## RESIDENTS GRADUATE

The combined graduation dinner for the Residency Programs of The Allentown Hospital, Sacred Heart Hospital, and A&SHHC was held on Friday, June 22, at the Holiday Inn East.

Twenty-four residents graduated from 7 medical programs offered at the 3 hospitals.

Graduating from the Residency Program in Medicine were: Dr. Judith McDonald, Dr. Joseph Candio, Dr. William Dewar, III, Dr. E. Joseph Schwitzer, Dr. Larry Feldman, Dr. Ronald Springel, Dr. Bonnie Camo, and Dr. John Anagnost.

The Flexible Medicine Program graduate was Dr. Kris Sperry.

Graduates in the General Surgery Program were: Dr. Lawrence Ciccarelli, Dr. Florence Schenker, Dr. Manish Mehta, Dr. William Peters, and Dr. Hong Il Jung.

Graduates from the Family Practice Program included: Dr. Michael Buenaflor, Dr. Jerome Collier, Dr. Donald McAfee, and Dr. Clement McGinley.

Graduating in Obstetrics and Gynecology were Dr. Judith Edwards and Dr. Emil Szabo.

Dental Residency graduates included: Dr. Arthur Harris, Dr. Glenn Paskow, and Dr. John Sheppard.

Radiology graduated Dr. Rajesh Mehta.

Drs. Judith McDonald and Hong Il Jung received certificates for their work as Chief Medical and Chief Surgical Residents, respectively.

Post-graduate residency programs included Dr. Victor Celani in Vascular Surgery; Dr. Julio Rivera in Plastic Surgery; and Dr. Joseph D'Amico and Dr. Richard Alia in Colon and Rectal Surgery.

Also honored at the dinner were "Teachers of the Year," physicians honored as making the most outstanding contribution in the residents' medical education. Receiving awards were: Dr. Forrest Moyer in Pediatrics; Dr. Lawrence Levitt, Medicine; Dr. Joseph Prorok, Surgery; Drs. Martha Lusser and Ronald Wasserman, Family Practice; Dr. Stanley Snyder, Obstetrics and Gynecology; Dr. Antonius Tan, Radiology; and Drs. Charles Kosteva and Stuart Schwartz, Dentistry.

## UROLOGICAL TAPES AVAILABLE

The library has the following "Visits in Urology" videocassettes available for viewing: "Suprapubic Vesico Urethral Suspension for Stress Incontinence" and "Prostatic Cancer." Both tapes have been donated by Norwich-Eaton Pharmaceuticals and presented by Frank Springer, company representative.



At left, Dr. Joseph Prorok, "Teacher of the Year in Surgery" shares the happy occasion with Dr. Hong Il Jung, graduate in General Surgery and Chief Surgical Resident; below, Dr. Joseph Candio, new Chief Medical Resident (shared with Dr. Larry Feldman), receives his graduation certificate from Dr. Dean Dimick, Chief of Medicine, and Acting Director of Medical Education.



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



# SYNOPSIS: Annual Report

## ADMINISTRATOR'S REPORT

### HEALTH CARE MUST CHANGE

Citing an increasing awareness by today's public in staying as healthy as possible, Administrator Ellwyn D. Spiker presented a glimpse into the future of health care in the Administrator's Annual Report on June 28.

According to Spiker, this concern has caused today's community and regional hospitals, long illness treatment oriented facilities, to change their identity and mission. In his report, presented for the first time on videotape at a dinner following the annual meeting, Spiker outlined many of the changes taking place on the national level as well as here at A&SHHC.

Some nationwide health care changes will include hospitals providing total community care as well as acute care; and the forming of a multi-hospital, multi-provider health care network responsible for complete and coordinated health delivery.

Concerning A&SHHC, Spiker highlighted significant events of the past year, and discussed the many upcoming projects which are examples of this new mission of total community care, including:

- The Allentown Cooperative Health Evaluation Study: originally a Pool Trust funded study to determine the health care status of the community; when completed, its members resolved to continue planning efforts to form a steering committee to develop a consortium. This consortium will be an "independent organization formed by member hospitals to plan and facilitate sharing of services, consolidation and coordination of clinical medical services and the joint planning for future development of services - within the Allentown area."
- Preventive Health and Wellness - Through a Pool Trust fellowship, Dr. Jeffrey Burtaine, local family practice physician, will investigate and study the concept of wellness and how to put that concept into practice. According to Dr. Burtaine, it would involve educating people to realize that they have tremendous control over their own health and are, in fact, the most responsible person for their wellness.



**RICHARD FLEMING**  
*President of the Board*

## PRESIDENT'S REPORT

### MAKING IT WORK

Board President Richard Fleming called on the members of the hospital community to "make the current system work better," at the annual meeting of the Allentown and Sacred Heart Hospital Center Corporation, Thursday, June 28, 1979. The corporation comprised of the Directors from both Allentown and Sacred Heart Hospitals, met in the Center's auditorium between 5 and 6 P.M.

Mr. Fleming reported that it has been a privilege to serve as President of A&SHHC and that he has appreciated having "the chance to work closely with a very capable and hard-working administrative staff," coming "to know many of the leading members of the outstanding medical and nursing staff which serves this institution, and to personally witness their dedication to professional performance of the highest quality," being "associated, in some small way, with an institution providing a vital and growing service to the community — at a level of quality which sets an enviable record for **any** similar institution to match," and having "the opportunity it has afforded to be associated with my fellow directors."

Regarding governance and the board structure which depends on A&SHHC's two parent institutions, Mr. Fleming stated that "we, the people responsible for the governance of A&SHHC (the directors)\* and its parents, have ourselves lost our perspective. We have been so frequently reminded of our problems, so often accused of deficiencies real or imagined, that we have lost our direction, and, in so doing lost our determination to better control events and to solve current problems within our current structure."

He called on those present to "make our current system work better . . ." place a "heavy accent on the positive," to produce "a more satisfactory result." To do this, he encouraged the reaffirmation of A&SHHC as a joint venture to form a basis on which the three institutions can come together, sharing mutual problems and opportunities, providing mutual support and better service to the community.

"Under the current structure, properly operated, the parent institutions **can** maintain their identity and their special roles, while operating in a cooperative mode that will benefit the community. In fact, the surest way to accomplish this, and the most cost effective, I believe, is to make the current structure operate toward this end.

\*added



# SYNOPSIS: Annual Report

## MEDICAL STAFF REPORT

### A BUSY YEAR

Dr. Joseph E. Vincent, President of the Medical Staff, presented an overview of activities and events that took place in the Medical Departments at A&SHHC during the past year.

In the **Department of Anesthesia**, a 4 point program to assure quality care was instituted, consisting of:

- 1) peer review audits
- 2) Pool Trust consultants to review the activities of the department
- 3) Interdisciplinary meetings to promote an exchange of ideas among interlocking specialists
- 4) A&SHHC Anesthesiologists were sent to leading Medical Centers on Pool Trust supported "mini-fellowships" to learn the latest techniques in their sub-specialty

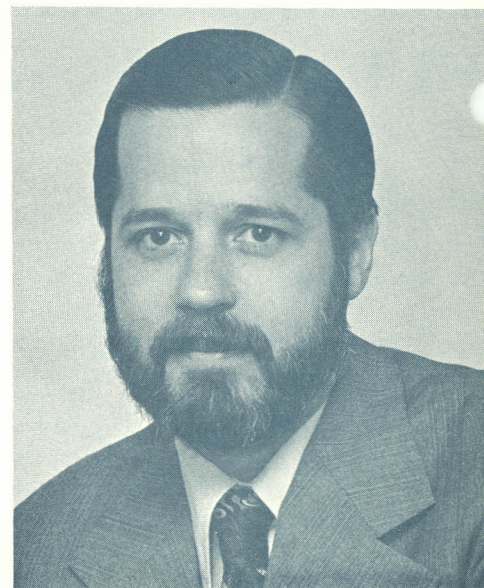
Dr. Vincent reported that the **Clinical Laboratories** performed over 2.2 million separate determinations, an increase of 10% in test volume. Also, 5 separate papers were published in medical publications, and a study into community-wide shared laboratory services for hospitals and other non-profit, community based organizations to provide secondary and tertiary laboratory services as well as automated lab services was begun.

The **Department of Medicine** now consists of 144 members, according to Dr. Vincent. Ninety-nine are on the active staff, and 45 are on the courtesy staff, and 63% of all active members of the Family Practice Division have become certified by the American Board of Family Practice. Changes to the department include Dr. David Carney replacing Dr. Charles Gordon as Assistant Chief in July, and Drs. Joseph Candio and Larry Feldman taking over as Chief Medical Residents. The Medical Residency Program has been approved by the Residency Review Committee and the Liaison Committee of Graduate Medical Education.

Highlighting events within the **Radiology Department** were 71,309 diagnostic events performed, an increase of 6% over last year.

Several papers have been published by the department in various medical journals, and a paper was presented in cooperation with the Division of Vascular Surgery at the American Institute for Ultrasound in Medicine, Toronto, Canada. Also, members of the department have been lecturing at Jefferson Medical College, Hahnemann Medical College, University of Pennsylvania Medical College, and Downstate Medical Center, Brooklyn.

The **Department of Surgery** reported 9,704 surgical procedures performed, a 6% increase over last year. Four members of the Department and 2 previous members of the General Surgical Program became Board Certified. Nine scientific papers were presented throughout the country at professional meetings and 7 members of the attending staff contributed to surgical textbooks. The staff now consists of 122 surgeons (108 attending, 14 housestaff).



**JOSEPH E. VINCENT, M.D.**  
President, A&SHHC Medical Staff

### BOARD OFFICERS ELECTED

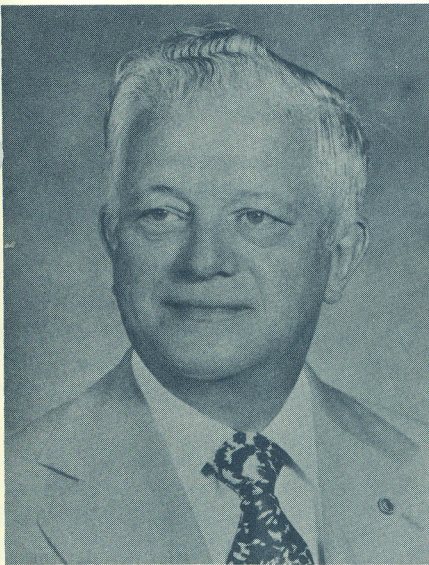
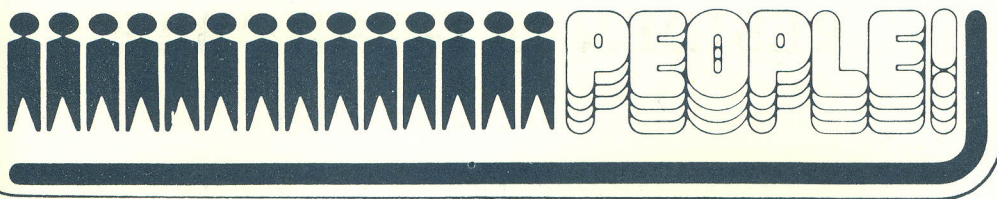
Richard Fleming, Executive Vice President of Air Products and Chemicals, Inc., was elected to a second 1-year term as President of the A&SHHC Board. Fleming, a member of the Allentown Board of Directors, succeeded Morton Schneider as President of the institution last June. Other board members re-elected to office include: James E. McCambridge, Jr., Vice-President, and James C. Lanshe, Secretary.

J. Walton St. Clair, Jr., was newly elected to the position of Treasurer. St. Clair is President and Chief Executive Officer of the First National Bank of Allentown. He is on the Board of Trustees at Cedar Crest College, and on the Board of Directors of the Industrial Development Corporation of Lehigh County. St. Clair is a graduate of William & Mary, with a B.A. in Economics. He holds a M.B.A. in Finance from the Wharton School, University of Pennsylvania.



**J. WALTON ST. CLAIR, JR.**  
New Treasurer



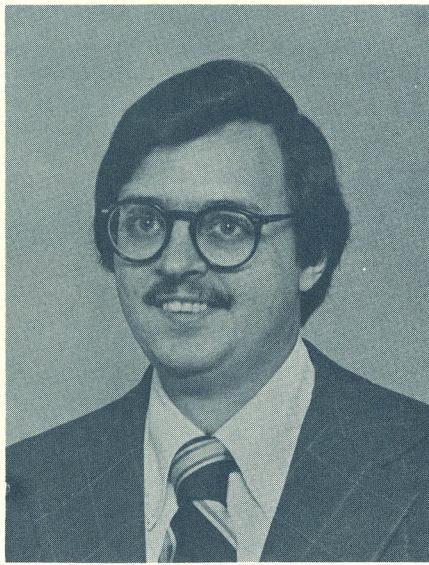


EARL K. SIPES, M.D.

### ALLENTOWN SURGEON HONORED AT DINNER

Earl K. Sipes, M.D., F.A.C.S., was chosen Alumnus of the Year, 1978-79, by the Sacred Heart Hospital, The Allentown Hospital, and A&SHHC. The award, given each year by the 3 hospitals, recognizes an outstanding graduate of the hospitals' residency programs. Dr. Sipes, a general surgeon specializing in head and neck surgery, completed his internship and residency in surgery at Sacred Heart Hospital from 1946 to 1950. He received his medical degree from Jefferson Medical College, Philadelphia.

Dr. Sipes is President of the Medical Staff and Chief of the General Surgical Division at Sacred Heart Hospital, and is an active staff member of A&SHHC. He is a member of the Board of Directors at Sacred Heart Hospital and the Hospital Center.



RAY SEIGFRIED

Ray Seigfried, of Glenside, Pennsylvania, has begun his responsibilities as the new **Director of Materials Management**, replacing John Reges who retired last week. Prior to his appointment at the Hospital Center, he was head of the Materials Department at Parkview Hospital, Philadelphia. Seigfried has a B.A. from Bloomsburg State College, Pennsylvania, and a Masters Degree in Administration from Antioch University. As Director, he will be responsible for the Store-room, Purchasing, SPD, and the Mail-room.

**Jack Dittbrenner, Biomedical Photographer**, was the featured speaker at the June meeting of the Allentown Optimist Club, held at the Lehigh Valley Club. Jack's topic was "Medicine Exposed," a history of biomedical photography along with a look at the lighter side of the duties and changing trends encountered by a present day biomedical photographer.

## DIETMANIA

Not only are consumers increasingly aware of family nutrition, but we have also developed a preoccupation with dieting. A recent national survey indicated that 47% of Americans considered themselves overweight.

Everywhere we turn a new fad diet, pills, or diet food appears. In general, fad diets and diet pills are frauds. The only way to be a thin person is to develop the habits of a thin person. Poor eating habits developed over many years. The only way to permanent safe weight loss is to develop new habits—the habits of a thin person. Habit changes may take time, but it can work for you.

### Follow these "Thinner Tips";

- Don't skip meals
- Choose foods from the 4 Food Groups
- Avoid oils, nuts, gravies
- Trim all fat and skin from meat
- Store food in non-see-through containers
- Eat slowly
- Plan snacks as part of daily intake, not extras
- Lose 1 to 2 pounds per week for permanent weight loss
- Eat only in 1 place—sitting down
- Be active—do rather than eat
- Don't eat leftovers while cleaning plates

And when the munchies hit, try these low calorie snacks:

- Raw green pepper, cauliflower, broccoli, celery, carrots
- Raw fruits
- Ice milk
- Sugar-free soft drinks
- Unbuttered popcorn
- Dill pickles

### ALCOHOL

Remember, alcohol hurts any weight control program. When taken before or during meals, alcohol depresses your food satisfaction. The result is overeating, plus alcohol's calories.

## RUNNERS NEEDED!

Do you run 15 miles or more per week? if so, you're eligible to participate in a study underway by Cardiologist James Pantano, M.D., and Robert Oriel, M.D., Cardiology Fellow.

The study is to determine if any abnormal heart rhythm occurs (and its frequency) in runners.

Participants will spend approximately one hour doing a Treadmill (stress) test and have their weekend running recorded on a Holter monitor. The results of these two special tests, along with other data, will be evaluated and compared.

Sixty runners are needed for the free testing, so anyone interested please send a note to Dr. Oriel, Doctors' Lounge.





## THE JOY OF UNSELFISH GIVING

*Time is not measured by the years that you live  
But by the deeds that you do and the joy that you give -  
And each day as it comes brings a chance to each one  
To love to the fullest, leaving nothing undone  
That would brighten the life or lighten the load  
Of some weary traveler lost on Life's Road -  
So what does it matter how long we may live  
If as long as we live we unselfishly give.*

*Helen Steiner Rice*

The Allentown and Sacred Heart Hospital Center Auxiliary held their 7th Annual Meeting combined with their Spring Luncheon on Wednesday, June 20, at Lehigh Country Club.

There were 150 Auxiliary members in attendance at the meeting, which featured "A Stroll Down Broadway" musical review by Marie Kollar, soloist, and Mary Emery, accompanist.

The Auxiliary's annual report, given by Norma Heller, retiring President, listed a total of 502 members for the year 1978-1979. During 1978, 191 members gave a total of 34,561 volunteer hours, staffing the Tree Top Shop, the shopping cart, and other hospital services.

In its largest year to date, the Tree Top Shop raised \$60,000 to be donated to the Center, according to Jane Martindell, Gift Shop Chairman. The Christmas Bazaar, held at the hospital, netted \$1,126, and the various "Twig" groups contributed \$408 through several fund raising efforts. And, for the first time, May Daze, the Auxiliary's Spring Lawn Festival, was considerably dampened by heavy rains and carried over into Sunday.

On the other side of the balance sheet, the Auxiliary donated almost \$80,000 to the Hospital in equipment. Purchased this year was OR equipment for the 12th operating room, a 3-channel EKG machine, and 3 monitors for the new special care unit. This total

added to donations from previous years amounts to almost a quarter of a million dollars given by the Auxiliary to A&SHHC.

New Auxiliary officers, Helen Hallock, President; Petey Shoemaker, First Vice President; and Helen Griffith, Corresponding Secretary, elected at the April meeting, were installed and began their two year terms of office.

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