

JULY 2010

CheckUP

A Touch of Pink

See who's sharing
the message,
page 11



The Giving Spirit

Your generosity touches our health network, community, region and world

When I look around our health network, I am consistently impressed by the capacity for people to give, volunteer and donate. Your generosity makes our health network, our community, our region and our world a better place.



Did you know 1,335 volunteers donated 130,769 hours of their time to our health network last year? They worked in various departments, generously giving their time to make a difference for our patients and their families. They definitely emulate *A Passion for Better Medicine* and make our health network a better place.

Take a look at the Professional Excellence Council's Gardens of Hope community outreach project. On a beautiful Saturday in May, dozens of our colleagues and their families planted colorful plants that were delivered to hospice patients in our inpatient unit and our community. We needed 100 pots to give each patient a bit of cheer. Our colleagues gave

enough flowers, potting soil and containers for 200 plants. I have no doubt these plants are still making people in our community smile.

Did you catch any news coverage of our recent event to rename the Trauma Center? Thanks to a gift by Drs. Joseph "Doc" and Rose Mattioli, owners of Pocono Raceway (see story on page 6), it's now named the Mattioli Trauma Center. Back in 1988, NASCAR legend Bobby Allison received care in our Trauma Center after a frightening crash at Pocono Raceway. The Mattiolis credit our health network with saving his life. That's one of the reasons they made this generous gift to benefit our region.

That leaves us with the world. Hematology-oncology nurse Maren Scheofer, R.N., will embark on a two-year Peace Corps mission to Tanzania, where she will teach people about HIV transmission and prevention (read more at lvhn.org/checkup). She'll return to our health network when her tour is over.

Time after time, I am amazed by what our colleagues do to make a difference—and I am proud to say they work for our health network!

*Terry Capuano, R.N.
Chief Operating Officer*

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Help With Benefits Questions

Answers to commonly asked questions about Choice Plus



Confused by your medical benefits? Here's some help. Stacey Asbell, general manager of Spectrum Administrators, answers common questions about Choice Plus.

Who are Spectrum Administrators, Valley Preferred Health Services and Preferred EAP?

Spectrum Administrators manages Choice Plus, processing claims and overseeing enrollment. Valley Preferred Health Services provides utilization management, case management and disease management service to Choice Plus and its members. Preferred EAP is contracted by Choice Plus to provide utilization management for behavioral health services covered by the plan.

What services have to be precertified?

Services that must be approved *before* you receive them include but are not limited to hospitalizations (call within 48 hours if an emergency), surgery, outpatient rehabilitation, home health and some medical equipment and medications. If you don't receive prior certification, your payment may be reduced.

Can I go out of network for services not available here?

Your referring physician must complete a certificate of non-availability (CNA) form detailing why you need this care. The CNA needs to be approved by Valley Preferred Health Services before you receive the services. Without a CNA, benefits will be paid at out-of-network levels.

Why am I getting a letter asking about other insurance coverage?

At least once annually we send a letter asking if you or your dependents have any other health insurance. This coordination of benefits determines the order in which claims are paid so no one plan overpays. Your prompt response is necessary to avoid claims being delayed or denied.

Why did I receive an accident questionnaire when I have a sports injury?

If you are injured in an accident, another party may be responsible for the cost of your care. When we receive a claim with a diagnosis that could be accident-related, we send you an accident details questionnaire. You need to return it even if your claim is not accident-related, or it could be delayed or denied.

What is a deductible?

A deductible is the amount of money (currently \$200 maximum for an individual and \$400 for a family) you have to pay for certain services each year before Choice Plus benefits become payable. It is paid by you to the provider. Each time you receive services, the amount of the deductible is reduced until it is fulfilled. You have a separate pharmacy deductible for prescriptions not filled at Health Spectrum Pharmacy Services.

Why am I asked for a marriage license?

Choice Plus has an obligation to make sure claims are only paid for eligible members. That is why human resources may ask for verification of your dependents to make sure everyone that is covered is truly eligible. If you receive a request for verification, please send it in promptly so we can process your claim.

Get more answers. Read the plan description on the human resources website (hr.lvhn.org), visit WebSAI.com, or call Spectrum Administrators at 1-800-925-8459.

—Erin Alderfer

Changing of the Guard

New chair holders outline their visions to enhance education and clinical research

It's an honor and a duty to be named an endowed chair holder. Such chairs—which support education and clinical research in a specific field of medicine—are rare at community hospitals, yet at our health network, we have 12 of them. The cost of funding a chair is \$2 million, and the interest generated from that investment supports education and research opportunities. Our chair holders determine how these funds best support each area.

In June, we named four physicians as new chair holders. Here's who they are and what they hope to accomplish:



The Auxiliary of Lehigh Valley Hospital Endowed Chair in Critical Care Medicine

Chair holder: Matthew McCambridge, M.D., medical staff president and chief of critical care

His vision: To enhance patient safety and quality for critically ill patients in all of our intensive care units (ICUs). This means continuing to focus on key quality indicators—improving mechanical ventilator outcomes, eliminating hospital-acquired infections and having the overall lowest mortality rates compared to our peers. The chair also will advance our ICU electronic medical record and advanced ICU, which provides a higher layer of care to help detect problems earlier and provide faster treatment.



The Leonard Parker Pool Chair in Medicine

Chair holder: Debbie Salas-Lopez, M.D., chair, medicine

Her vision: To help establish our new medical student curriculum through our University of South Florida affiliation, which is called SELECT (Scholarly Excellence. Leadership Experiences. Collaborative Training.), focusing on quality improvement, health systems and health care leadership. She also plans to start fellowship and residency programs in different divisions. She hopes to implement clinical and participatory research with other network departments in areas pertaining to community-based care, such as studying the benefits of a patient-centered medical home.





The William H. Grube Jr. and Phyllis Esterly Grube Endowed Chair in the Pediatric Subspecialties

Chair holder: Elaine Donoghue, M.D.,
vice chair, medical education, pediatrics

Her vision: To support activities that foster pediatric faculty development, resident education and medical student interest in pediatrics. Such activities could take the form of a visiting professorship, collaborative meetings with faculty, an annual medical education award or competitive startup grants to fund new clinical research efforts.



The Walter M. and A. Hazel May Endowed Chair for Excellence in Cardiology

Chair holder: Cardiologist Ronald Freudenberger, M.D.,
chief of cardiology, medical director, Regional Heart Center

His vision: To further education and clinical research in heart care. One example: heart caregivers recently participated in a simulated medical procedure, practicing cardiac catheterization on a virtual patient. The chair will implement additional such education opportunities in the future. It also will support the needed infrastructure to upgrade clinical research data collection software and improve efficiency.

Our Additional Endowed Chairs and Chair Holders

The Forrest G. Moyer, M.D., Distinguished Chair in Pediatrics

John Van Brakle, M.D., chair, pediatrics

The Leonard Parker Pool Chair in Community Health and Health Studies

Jeff Etchason, M.D., chair, community health

The Anne C. and Carl R. Anderson Distinguished Chair in Surgery

Thomas Whalen, M.D., chair, surgery

The Leonard Parker Pool Chair in Health Systems Management

Elliot J. Sussman, M.D., president and chief executive officer,
Lehigh Valley Health Network

The Peggy Fleming Endowed Chair in Nursing

Terry Capuano, R.N.

The Leonard Parker Pool Chair in Family Practice

William Miller, M.D., chair, family medicine

The Indru T. Khubchandani, M.D., Endowed Chair in Colon and Rectal Surgery

The Auxiliary of Lehigh Valley Hospital Endowed Chair in Emergency Medicine

We are in the process of identifying potential chair holders for both these chairs.

—Amy Koch

A Generous Gift

Pocono Raceway owners Drs. Joseph and Rose Mattioli support trauma care



Fulfilling a promise—Children of modest families, Drs. Joseph and Rose Mattioli (center, with their grandson Brandon Igdalsky) vowed in their youth to support causes that were important to them if they ever had the means. Our chief medical officer Ron Swinfard, M.D. (left), and chief executive officer and president Elliot Sussman, M.D. (right), honored them for following through.

On the first lap of a 1988 Pocono Raceway event, NASCAR legend Bobby Allison radioed his crew that his tire was going flat. In the second turn, the tire blew. Allison's car hit the wall, spun and was struck on the driver's side. He suffered life-threatening injuries.

As our trauma specialists began treatment at the scene, raceway co-owner Dr. Rose Mattioli comforted Allison's wife, Judy. "I told her we had a helicopter to take him to the health network's trauma center and that he would receive the best care," Rose says. "All the drivers took comfort in knowing he was in good hands."

Rose, a retired podiatrist, and her husband and business partner Dr. Joseph "Doc" Mattioli, a former dentist, believe Allison is alive today because of the care he received. It's one reason they made an extremely generous \$1 million gift to name our trauma center (now called the Mattioli Trauma Center). Their endowment will perpetually support trauma services, education and research. "We've been very fortunate over the years, and strongly believe in supporting things that are important to us," Doc says.

The Mattiolis also experienced the importance of specialized health care when their twin great-granddaughters were born prematurely. Weighing 3 pounds at birth, they received care in the neonatal intensive care unit for one month. "It's a miracle they lived," Rose says. "We call them our miracle babies. We had the right people caring for them."

Doc and Rose's passion for the sport of racing is as strong today as it was when they built their Long Pond, Pa., raceway more than 40 years ago. They know that by supporting a health network with *A Passion for Better Medicine*, future generations will have access to the same lifesaving care that a NASCAR legend and their beloved great-granddaughters received.

They're getting big—The Mattiolis' 6-year-old twin great-granddaughters, Madison and Mackenzie, were born prematurely and received care in our neonatal intensive care unit. "We held one in each hand," "Doc" Mattioli says. "They spent the first months of their lives here, so this place is special to us."





Surprise!—Drs. Joseph and Rose Mattioli (right) were shocked to see their friend, NASCAR legend Bobby Allison (left), at an event to recognize their gift to our health network. Allison says, “You don’t pull the wool over their eyes very often, but I think we did.”

A Surprise Reunion

The Mattiolis and Bobby Allison: together again

After suffering severe head trauma from the Pocono Raceway accident, Bobby Allison remembers bits and pieces of things. The accident, his stay at our hospital and even his third Daytona 500 win (four months before the accident) are blurry. “Confusion was my constant companion,” he says. However, there are two things he’ll always associate with our health network: quality care and friendships.

Allison spent six weeks at Lehigh Valley Hospital—Cedar Crest where he received care for his injuries, which also included a shattered leg and broken ribs. More than 20 years later, Allison returned to surprise the Mattiolis, his good friends, during an event to recognize their generous gift.

Allison, now 72, is proud to know the Mattiolis. “They’re special to me because they’re a part of my success,” says Allison, who won at Pocono three times. “For them to support the health network’s trauma center shows just how special they are.”

For the Mattiolis, the feeling is mutual. Rose will never forget how she felt on the day of Allison’s accident. “It was hell,” she says. “When you’re close to someone like that, your heart is just broken,” she says. “Thank God Bobby came here.”

The opportunity to rekindle an old friendship through our health network is nothing new for Allison. When rain postponed last year’s race at Pocono, he needed a place to stay. Allison called Dr. Harry Stevens, the neurologist who cared for him, and wound up staying at his home.

Early in his recovery, Allison vowed to appreciate the things he has. That’s why today, his happiest times are those spent with his wife and great-grandchildren. His recent visit to our health network brought his promise to mind. He says, “I’m forever grateful for this place.”

—Rick Martuscelli

Project Progress

Updates on four new health network facilities

It's a busy time at Lehigh Valley Health Network. Four projects are currently in either the design or construction phase: the pediatric emergency department (ED), Mack Boulevard, the Health Center at Moselem Springs and the Hackerman-Patz House.

Here's a look at where each project stands, and some new information about how they will benefit our community.

Moselem Springs

Earlier this year, our health network announced the purchase of The Inn at Moselem Springs in Richmond Township, Berks County. This will become the Health Center at Moselem Springs. A number of community forums were held this winter to determine which types of medical services are desired by local residents. We are now analyzing their suggestions to determine which services make the most sense for our health network and the community. As these services are identified, we are moving forward with renovation plans and expect construction to begin in August. We will begin to hire colleagues to staff the health center in late summer or early fall. The grand opening is slated for early 2011.



Pediatric ED



The pediatric ED will be cosmetically different than other areas of our health network. With bright colors and abundant natural light, the pediatric ED will be more appealing to children. For caregivers, the space will be flexible with workstations located closer to patient beds. Patients will enter through our current ED entrance and be taken directly to a bed. Family and friends not with the patient will sit in a waiting room separate from our current ED waiting room. It will contain activities to help entertain patients' siblings.

Mack Boulevard

More than 600 colleagues visited Mack Boulevard to offer feedback on several workstation prototypes. Each of the prototypes utilized “bench” workspace design, collaborative adjacency grouping and personal workspace storage. Based on colleagues’ input, a hybrid design was created that incorporates the best elements from each of the workstation prototypes. The new workstations will be ordered in early June. That’s also when a series of workshops will be held for managers to learn about working in an open environment. Colleagues who work at 1249 S. Cedar Crest Blvd. will be the first to move to Mack Boulevard in August. For more information on the Mack move, visit the intranet (lvh.com) and click on the Mack Boulevard ad in the middle of the screen.



Hackerman-Patz House

Ground was broken on June 8 for the Hackerman-Patz House, a family lodging center at Lehigh Valley Hospital–Cedar Crest. It will serve as a home away from home for families of patients requiring a longer hospital stay and patients who need treatment that requires daily hospital visits. Entirely funded by donors, the facility will contain 20 private rooms, each with a private bath, mini-refrigerator, safe, and individually controlled heating and air conditioning. It will have its own parking lot, a common lounge area, kitchenette, children’s play room, library, Wi-Fi Internet access and laundry facilities. The \$35-per-night guest fee will be used solely to cover operating costs. Reservations will be handled through 402-CARE. A host will be on site daily from 8 a.m. to 8 p.m., and housekeeping service will be handled by Crothall Service Group, the company that provides these services network-wide. Construction will take about one year.



From Istanbul to Our Health Network

The Geberts chose to travel 5,000 miles and come here for patient-centered care



The right decision—Family medicine physicians Drs. Harry and Jan Gebert are glad they chose us when Jan contracted a life-threatening lung infection. “What struck us was the professionalism of the staff, the way we were treated with compassion, and the patient- and family-oriented care,” Harry says.

Jan and Harry Gebert had an important decision to make. Jan’s life depended on it.

While visiting Istanbul, Turkey, Jan contracted a severe bacterial infection (MSSA) that led to necrotizing pneumonia, a condition that was destroying her lung tissue. In an Istanbul hospital, Jan was placed on a ventilator and given a 30 percent chance of survival.

The Geberts, family medicine physicians from New Cumberland, Pa., faced critical questions. Should they risk transporting Jan to the United States? If so, which hospital would provide the lifesaving care she needed?

“We narrowed it down to Johns Hopkins, Penn, the Cleveland Clinic and Lehigh Valley Health Network,” Harry says. Armed with Internet research, they chose our health network. Why? “We practiced at large institutions and saw patients fall through the cracks,” Harry says. They also discovered that we cared for five people with MSSA in 2009. All survived. “That’s better than 30 percent,” Harry says.

After a 17-hour trip with a medical transport, they arrived at Lehigh Valley International Airport, where cardiologist Andrew Sumner, M.D., met them. The Geberts had met Sumner years

earlier while studying at the Cleveland Clinic. Harry had called Sumner while still in Istanbul, and Sumner had consulted with critical care medicine chief Matthew McCambridge, M.D., to ensure Jan was getting appropriate care.

In our medical-surgical intensive care unit, the Geberts experienced what they had read about. They met with intensivists and specialists from infectious disease, cardiology, surgery, cardiothoracic surgery, and interventional radiology, all of whom were prepared to care for Jan. “They had done the research and read the literature about her condition,” Harry says.

Jan, 55, received antibiotic treatment for four-and-a-half weeks, and the Geberts recognized our patient-centered care. “I remember one doctor who kept asking ‘What else?’ because he didn’t want to leave until all our questions were answered,” Harry says. “Plus, I always felt encouraged to stay with Jan, even late at night.”

As Jan’s condition improved, she was transferred to Good Shepherd Specialty Hospital inside Lehigh Valley Hospital—Muhlenberg. “Its reputation as one of the nation’s best long-term acute care facilities was another reason we came here,” Harry says. Twelve days later, Jan was taken off the ventilator. Eight weeks after falling ill in Istanbul, Jan went home.

It will be months before the infection’s long-term effects on Jan’s lung function are known. The Geberts, however, know one thing. “We would come back here in a heartbeat,” Jan says. “At large institutions, patients are just a number and need an advocate. Here, everyone was our advocate.”

—Rick Martuscelli

A Passion for Pink

Painter Terry Wieder is passionate about raising breast cancer awareness

Ask anybody at Lehigh Valley Hospital—17th Street who the pink painter is, and they could tell you it's Terry Wieder. She's seen everywhere in the hospital, and her pink tool box, pink tool cart and pink tools define who she is and what she's passionate about.

Wieder's visible support for breast cancer started at age 35. That's when she found a lump on her breast. "Thankfully it was benign," Wieder says. "But that scare inspired me to spread the message about breast cancer and think pink every day."

Around the same time, Wieder began considering a career change. After eight years as an administrative and technical partner on the mother-baby Unit, "I sought more steady hours and some flexibility," Wieder says. So she made a big change—she joined the engineering department as a painter.

As soon as she arrived in engineering, she brought her passion for pink—ribbons, picture frames, stuffed animals and even pink pencils. Her tool cart carries a "caution wet paint" sign she personalized by painting a pink hard hat on one of the characters.

While she transitioned to her new role, Wieder found plenty of support from her engineering colleagues. "They taught me how to weld and use a hammer drill (for drilling into concrete)," she says. "The people in our cabinet shop taught me how to re-hang shelves after painting and how to use a belt sander and table saw.

Wieder's colleagues also help her spread the message about breast cancer. "Once, after I had made a hand rail, stationary engineer Ken Chupella painted it pink just for me," she says. Wieder even carries the message into her personal life, riding a pink motorcycle and wearing pink scuba gear when diving.

For Wieder, the best part about working as a painter—and spreading the word about breast cancer awareness—is making a connection with colleagues, patients and family members every day

in the hospital. "It really sparks conversation," she says. And it sparks compassion. Just recently, Wieder saw a woman receiving cancer treatment who wore a pink bandana. "Our eyes met, and I told her, 'good luck,'" Wieder says. "The woman smiled and said, 'thank you.'"

—Cory Prohaska

Colorful cart —Terry Wieder spreads the message about breast cancer awareness with her personalized pink tool cart that sparks many conversations with employees and patients.



Question About Patient Care?

Try the Cultural Competency Resource Center

Why does my patient miss appointments or often come late? Why does her large family stay with her during hospitalization? What are the customs or beliefs about death and dying that I should know when caring for her? If you're a clinician, you've surely had these questions—and as our patient population and our community grow more diverse, these questions will become more common.

Now you can get answers from the Cultural Competency Resource Center. It's a web-based site filled with helpful tips and

information that will help you better care for diverse patient populations. It will help you be better prepared to discuss cultural issues with patients and find ways to achieve the best patient outcomes.

You can link to the Cultural Competency Resource Center from either the clinical services section or the library section of the intranet at lvh.com.

R&R Spotlight

"You make a difference." That's the message sent to Lehigh Valley Physician Group (LVPG) colleagues who receive the Caring Award. Developed by (l-r) Tabitha Watt, Beverly Baker and Charisse Stevenson and their fellow LVPG Reward and Recognition Committee members, this award is a surprise that's hand-delivered to recipients. It recognizes colleagues who achieve difficult goals, implement new ideas, or are an inspiration or mentor to others. The award's catchphrase appears on a card each nominee receives, and certificate given to each month's recipient. Winners also receive a pin and award, and are invited to an end-of-year breakfast where one recipient wins a free PTO day. To nominate a colleague, complete a form located on the TAO bulletin board under "Forms_IDX" or "LVPG_Service_Culture."

Does your department have unique R&R activities? If so, call 610-402-3175 or e-mail Richard.Martuscelli@lvh.com and share your story in *CheckUp*.



facebook

What our fans are saying

The Wall

Displaying 3 of 70 wall posts.

Sarah Lamont wrote on May 26

Dearest Dr. Whalen, thank you for saving my daughter.

Gayle Grabowski Brennan wrote on May 26

I love the player piano in Lehigh! Love it more when it's played by real people there!

Kristie Lynn Smith Frye wrote on May 15

Lehigh Valley Hospital staff were amazing.

[Join the conversation](#) at facebook.com/lvhealthnetwork

The Buzz in Our Community

- *The Express-Times*, *Pocono Record*, *The Morning Call* and 69 News (WFMZ-TV) featured Pocono Raceway owners **Drs. Joseph "Doc" and Rose Mattioli** for their generous \$1 million donation to support trauma care, education and clinical research. In their honor, the health network's Trauma Center is now named the **Mattioli Trauma Center**.
- Geriatrician **Francis Salerno, M.D.**, discussed his passion—healthy aging—for PBS 39's *Tempo*. Pediatrician **Jarrett Patton, M.D.**, and emergency medicine chair **Richard MacKenzie, M.D.**, discussed children's health and our proposed pediatric emergency department on another *Tempo* show.
- In a follow-up to H1N1, 69 News interviewed chief of infectious diseases **Luther Rhodes, M.D.**, who warned of the continuing threat the virus poses to the community.
- Cardiac surgeon **Ray Singer, M.D.**, visited 69 News' *News at Sunrise* to discuss TV personality Barbara Walters' recent heart valve surgery.
- *The Morning Call's* story on hospital finances and the impact of the recession mentioned **Lehigh Valley Health Network**.

—Matthew Burns

See the latest media coverage at [lvhn.org/news](#).

A Guide to Our Care



A Passion for Heart Care

Our health network's latest advertising campaign focuses on the full range of heart care services provided at Lehigh Valley Hospital–Muhlenberg. Newspaper and radio ads, billboards, our website and direct mail pieces will tell our community that the hospital's Regional Heart Center provides a fast heart attack care program (MI Alert for Heart Attacks), heart surgery, cardiac catheterizations, angioplasties, procedures to correct electrical problems of the heart and rehabilitation services.

Introducing the Lifestyle Management Center

Lehigh Valley Health Network is excited to announce the creation of an integrated lifestyle management center at 1243 S. Cedar Crest Blvd. It will offer many related health services in one convenient location, including LVPG Diabetes and Endocrinology, Lehigh Valley Bariatric Medicine, Helwig Diabetes Center, the Weight Management Center and the Tobacco Treatment Program.



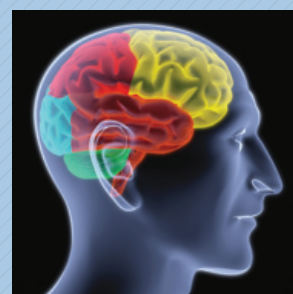
New Surgical Oncologist

Fellowship-trained, board-certified surgical oncologist John Constantine D'Emilia, M.D., is now part of Lehigh Valley Surgical Oncology. D'Emilia most recently practiced in New Jersey at Cooper University Hospital and the Virtua health care system. He brings with him a special interest in hereditary breast and colon cancers. D'Emilia will begin seeing patients at Lehigh Valley Hospital–Muhlenberg in July. He did his oncological research and training at Harvard Medical School—Binney Cancer Center and at the Roswell Park Cancer Institute in Buffalo, N.Y. He is married with three children and is fluent in Italian.

They Make a Great Team

Neurosurgeon Mark Li, M.D., and neurointerventional radiologist Darryn Shaff, M.D., often work together on the toughest stroke and neurovascular cases.

Shaff offers nonsurgical treatments, such as clot-retrieval devices for stroke and embolization for aneurysms. Li offers surgical treatments like clipping for aneurysms and removal of arteriovenous malformations (AVMs). They recently competed together as Sushi Surgeons at Kome, a Japanese restaurant in The Promenade Shops.



Outpatient Burn Care at the Regional Burn Center

Specialists at our outpatient Burn Recovery Center specialize in the acute management and follow-up of minor burn injuries that do not require hospitalization, as well as ongoing evaluation and management of burn injuries after hospitalization. The recovery center's care team includes a burn surgeon, nurse practitioners, specialized nursing staff and occupational therapy. Services include burn wound care, leading-edge scar management including evaluation for reconstructive procedures, occupational therapy and burn survivor support services.

Check-In on Employee Satisfaction

Your passion for better medicine makes us a great place to work. To make us even better, we need you to tell us where we're strong and where there is room for improvement. That's why we're conducting an Employee Satisfaction Check-In Survey from July 15-29. It's a shorter version of the survey you took last year.

You can take the online survey 24/7 at work or home in about 15 minutes. Responses will remain anonymous. Results will be tabulated by HealthStream, the independent consulting firm that conducted our last two surveys, and will be published in a future *CheckUp*.

Confirm your immediate supervisor and cost center before taking the survey. To take the survey on the:

- Internet, visit healthstreamsurveys.com/LVHN, enter the password (LVHN2010) and follow the on-screen prompts.
- Intranet (lvh.com), click the survey banner in the middle of the page. You'll be linked to HealthStream's website. Enter the password (LVHN2010) and follow the on-screen prompts.

You Can Help Make Us Leaner

As we continue our journey of continuous improvement, we must all become comfortable with understanding how to think, act and learn using Lean methodologies. That's why we're introducing the next Lean eLearning courses. Lean 101: Tools to Identify Waste and Lean 101: Tools to Remove Waste will help you make our health network run even more efficiently and effectively. During the online experience, you will learn about SPPI and Lean; understand how to identify and remove waste in your area using Lean tools; and see how to improve your processes through process mapping, Lean concepts and action planning. You can access these valuable tools through the eLearning icon on your SSO toolbar.

Pride in Our People



'Thank You' barbecue

Emergency medical service (EMS) providers from more than 140 squads transport patients to our health network. We showed our appreciation for their commitment and dedication during National EMS Week. Hundreds of EMS providers attended barbecues at all three of our hospitals, and dinners at Lehigh Valley Hospital—Muhlenberg and the PigPen Sports Bar and Grill. Emergency department and division of EMS colleagues were there to thank them for being integral members of our team and for saving lives in our community.

An employer-friendly company

Valley Preferred recently received recognition as a Patriotic Employer by The National Committee for Employer Support of the Guard and Reserve. Contract coordinator Randy Fritz (left) nominated Valley Preferred for supporting employee participation in the National Guard and Reserve Force. Retired Master Sgt. Roslyn Schroeder of the U.S. Marine Corp Reserve (center) presented the award to Fritz and Valley Preferred operations director Joseph Felix (right).



Front-page news

The success of our Lehigh Valley Health Network brand—and the strategy behind it—made *Healthcare Marketing Advisor's* May cover, complete with an image from our brand campaign (left). It's one of many network recognitions for marketing efforts. *CheckUp* won an Aster Gold Award, meaning it's among the top 5 percent in the nation for internal health care organization newsletters. The Healthcare Advertising awards recognized Valley Preferred five times for its advertising and marketing outreach, and recognized our health network four additional times for ads and publications.

Schedule

For more details on classes (including times, locations and costs), call 610-402-CARE or visit lvhn.org/checkup.

Culture of Wellness

July 3 – Prepared Childbirth

Starting July 5 –

Prepared Childbirth Series

Starting July 7 and 24 –

Baby Care

July 8 and 21 – Breastfeeding

Your Baby

Starting July 8 and 19 –

Relaxing Yoga

Starting July 8 and 19 –

Safe Sitter

Starting July 12 – Yogalatte

July 15 – CPR for Family
and Friends

Starting July 16 and 20 – Belly
Dancing Level II

Starting June 16 – Bollywood
Dance

Starting July 19 – Cardio Kickbox

Starting July 19 – FlashFit

Starting July 20 – Age-Proof
Workout

Starting July 20 – Belly
Dancing Intro

Starting July 20 – Energizing
Yoga

Starting July 20 – Pilates Express

Starting July 20 – Very Gentle
Yoga

July 21 – Car Seat Check

Starting July 21 – Core Sculpt

Starting July 21 – Kickbox
Training Camp

Starting July 21 – PUMP

Starting July 26 and 29 –
Boot Camp

Starting July 26 – Cardio
Cross-Training

Starting July 27 – Cardio
Strength Combo

Starting July 27 and 28 –
Strength Class

Starting July 27 and 29 –
Yodates

Starting July – Zumba

Starting July 30 – Gym Class
for Kids

Benefits

Refer a Physician, Earn \$500

Special Events

June 13, 14, and 15–
Retirement Strategies for Women

Employee Discounts

Save on Dorney Park Tickets.

Must pre-order online at:
mygroup.dorneypark.com,
password: lvhealth2010

**Recreation Committee Days at
the IronPigs – Aug. 7**

Peach Day Bingo Bus Trip
Contact Rosanne Bunduka
for details.

Group tickets are available for
the following game: Aug. 21

Contact Donna Stout 402-2410 for
more information.

Things to remember when nominating a Service Star:

- Choose a colleague or a team of colleagues.
- Tell a story. Specifically explain how the colleague or team did something extra special.
- You don't have to provide direct patient care to be a Service Star. All colleagues and teams can be nominated.

To nominate a star, go to the intranet at lvh.com. Go to the
“Find Fast” box and click on **Service Star Nomination**.

Service Stars of the Month



**Jane Wilson, R.N., Kami Reinhard and
Paula Surike-Majczan, Home Care**
Nominated by Vickie Cunningham

When Joan Muniz needed home care, she relied on an entire team—Jane Wilson, R.N., physical therapist Kami Reinhard and occupational therapist Paula Surike-Majczan—to get her on the road back to good health.

“Jane lifted my spirits every time she entered my home,” Muniz says. She also provided extra-special care. When various bandages wouldn't effectively hold to Muniz's wound, Wilson found and ordered a new type that held and allowed the wound to heal.

Muniz later began to retain fluid due to lymphedema, and her condition deteriorated to the point where she needed hospitalization. Reinhard encouraged her to return to the hospital, where diuretic medication helped her recover. Muniz then continued physical therapy with Reinhard and occupational therapy with Surike-Majczan. “Paula was innovative in thinking through problems and finding a solution for me,” she says, “and when I took my first steps on my sidewalk, Kami cheered for me.”

In three months, Muniz lost 151 pounds of fluid thanks to lymphedema therapy. “I started out thinking I would never walk again, and ended up fully recovering,” Muniz says. “Once I met Jane, Kami and Paula, my life changed for the better.”

—Kyle Hardner

Congratulations to Award Nominees

Darlene Rompilla and Heidi Da Re', R.N., pediatric intensive care unit

Margaret Altimare, LVPBS

Mary Ackerman, supply distribution services

Cherie Raub, R.N., neonatal intensive care unit

Cancer Infusion colleagues, Lehigh Valley Hospital–Muhlenberg

LVPB Muhlenberg Primary Care colleagues

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CheckUp, a 2010 Aster Gold Award Winner

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July 2010

40 Years

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35 Years

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7A Neuroscience Unit

Sharon Rabuck
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Judy Smith
Behavioral Health

30 Years

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Ann Ruhf
Neurosurgery

Mara Steinberg
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25 Years

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ICO Staging and Recovery

Joy Banks
Information Services

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Behavioral Health

Jean Koenig
Transitional Trauma Unit

Susan Lawrence
Care Continuum

Darla Moyer
402-CARE

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Center for Women's Medicine

Joanne Stewart
Labor and Delivery

Mary Thomas
Surgical Specialists/Trauma

Frederick Wieand
Respiratory Care

20 Years

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Carolyn Darabaris
TNICU

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Mable Humphrey
Disease Management

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Diagnostic Radiology

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Smoke Free Valley

15 Years

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OB/GYN Associates

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Behavioral Health

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OB/GYN Associates

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OB/GYN Associates

Linda Tretter
OB/GYN Associates

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Home Care

Tammy Vash
3A ICU

Rebecca Werner
Pediatric Surgery

Susan Wiggins
5K Medical-Surgical

10 Years

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MedEvac

Richard Bassett
MedEvac

Joseph Beck
Radiology

Lisa Burciaga
Infectious Disease

Joan Calaway
HealthWorks

Laurie Cartwright
Emergency Services

Christy Diehl
5C Medical-Surgical

Richard Doddy
Tree Top Shop

Howard Drinkwater
Information Services

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MedEvac

James Frey
MedEvac

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HealthWorks

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Sterile Processing

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Radiology

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HealthWorks

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MedEvac

Lori Milot
PICU

Susan Minnich
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Pharmacy

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Revenue Cycle

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LVP

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MedEvac

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Kathleen Woolf
Ambulatory Surgical Unit

5 Years

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Express Admissions Unit

Virginia Barber
LVP

Ashley Beckwith
Neonatal ICU

Michelle Betz
7A Neuroscience Unit

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Human Resources

Deborah Bracy
Transitional Skilled Unit

Timothy Brader
Facilities

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Tiffany Frantz
7T Medical-Surgical

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Jennifer Getz
7A Neuroscience Unit

Mark Henninger
Patient Accounting

Yevgeniy Isayev
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George Jarick
Respiratory Care Services

Maria Jones
Internist

Andrea Klotz
5K Medical-Surgical

Robert Klotz
MedEvac

Sheila Krause
Muhlenberg Primary Care

Wendy Lebron
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Acute Coronary Care Unit

Barbara Mullen
Acute Coronary Care Unit

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