

NOVEMBER 2010

# CheckUP



## Musician at Work

See where we're  
playing tunes,  
page 8.

A PASSION FOR BETTER MEDICINE.™

 **Lehigh Valley  
Health Network**



## Take Care of Yourself

We need you to be healthy so you can care for others

Did you check out the great cover shot of the Rev. Robert Reier? He plays trombone with a municipal band, a swing band and a jazz band. Ask him why and he'll tell you he uses music to de-stress after a long day at work. Maintaining a positive attitude is essential for Reier—he's staff chaplain at Lehigh Valley Hospital–Cedar Crest and Lehigh Valley Hospital–17th Street. You can read about Reier and others who use music to promote relaxation and healing in *The Power of Music* on page 8.

When I read this story, I was struck by the many ways we use music to soothe, heal and care for our minds. That prompted me to think about how essential it is for us to take care of ourselves—both mentally and physically. Using music to promote mental health is something many of us can appreciate. For physical health, I encourage all of you to get a flu shot (like I did from employee health's Cheryl Hartman, R.N.). As someone who works in health care, you have a responsibility to stay healthy during flu season so you can care for or support the care of others who aren't healthy. You also have a responsibility to protect your patients and visitors from the influenza virus—as well as an obligation to keep the contagious virus away from your family. You can read all about this year's influenza campaign on page 11.

This year's vaccine will protect against the H3N2, H1N1 and influenza B viruses. If you haven't done so already, you can get your flu shot at one of our employee forums. (See page 7 for a complete schedule.) This year's employee forum theme—and I think it's so fitting for this issue of *CheckUp*—is *A Symphony of Care*. In addition to getting your flu shot, you'll learn all about how we come together—one by one, department by department—to orchestrate positive health care experiences for our patients. At Lehigh Valley Health Network, that's what it's all about—and we need a healthy you to bring our passion for better medicine to the community!

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

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# Do You Text and Drive?

We're launching a community campaign to raise awareness of deadly driving distractions

People of all ages drive while talking or texting on a cell phone—and some of our colleagues even do it while they're on health network property. The grim reality is distracted driving is deadly. "Research shows we can't multitask the way many people think we can," says emergency medicine physician Gavin Barr, M.D. "The brain just doesn't work that way."

To help spread the message, our health network has launched a public awareness campaign—you may have noticed our billboards or heard our radio ads. As a health network that cares for our community, we need your help to spread the word. Here are the facts. Each year, 6,000 Americans die in car accidents caused by distracted driving—and cell phone use is by far the greatest distraction. Studies indicate that talking on a mobile device quadruples your risk for an accident (raising it to the same risk level as driving drunk). "If you're text messaging, you are *eight* times more likely to crash," says trauma surgeon Robert Barraco, M.D.

—Amy Koch



## Here's how you can help:

→ **If you know a distracted driver, have a heart-to-heart.** "Don't be reluctant to express your concern about the problem," Barr says.

→ **Know the laws in your area.** Many cities and towns—including Allentown and Bethlehem—ban cell phone use while driving. Knowing that they risk getting a fine or citation helps discourage law-breakers.

→ **Cite the numbers.** "Challenge pre-existing concepts of risky behavior," Barraco says. "For example, if someone you know is afraid of being struck by lightning, tell her the chances of that are 1 in 500,000, while the odds of a car accident are 1 in 80. This makes it real."

→ **Set rules with young drivers.** Tell them they must keep cell phones out of reach (for example, in the trunk) while driving.

→ **Be a good role model.** "If you don't talk or text while driving," Barr says, "you demonstrate to your children from an early age that this is not a safe practice."

→ **Display a magnet on your car.** As part of our campaign, we have magnets to help people who support the cause spread this very important message. Call 610-402-CARE to get your magnet.

→ **Share the message with your friends.** "Like" us on Facebook or visit our distracted driving website ([celllimitzero.com](http://celllimitzero.com)). You can share the message with your friends and sign up for our Cell Limit Zero eNewsletter.



## 45 Years on the Job

Colleagues honored at Star Celebration share advice for a long and successful career



### LINDA KEHLER'S ADVICE:

'Find your niche and go for it.'



**Big Apple celebration**—Linda Kehler, L.P.N., L.C.S.W. (left), has attended three tickertape parades with members of the Lehigh Valley Yankees Fan Club to celebrate a Bronx Bombers World Series win.

In her office, Linda Kehler, L.P.N., L.C.S.W., is surrounded by things she loves. A cardboard cutout of Derek Jeter shows her fanaticism for the New York Yankees. Countless plush animals show her fondness for cats. And there are her colleagues, who witness her passion for helping patients and families facing a behavioral health illness.

Kehler's 45-year career began in The Allentown Hospital's psychiatry unit. After 14 years, she transitioned to outpatient care and used our tuition reimbursement benefit to earn her master's degree in social work. Ten years later, she returned to the inpatient setting as a licensed clinical social worker, a position she holds today at our Behavioral Health Science Center. "It's rewarding to help patients understand their illness, and families understand how important it is for them to be part of the care team," she says.

Outside of work, Kehler's team is the Yankees. She was at Game 4 of the 1999 World Series when they swept the Braves. Her husband of 43 years, Joel, didn't attend. He's a Philadelphia Phillies fan, which made things awkward when the teams met in 2009's World Series. "I tried to cheer quietly," she says. "By Game 6, I was watching the game in the living room alone while he was upstairs."

Kehler celebrated the championship with her cats, Billy and Molly. She loves them as much as she loves her job. She's not even thinking about retirement. "If I stop to think about retirement, I won't be living the time, I'll be doing the thinking," she says. "My view of the biggest sin is wasting time."

That's why Kehler lives in the moment. It's her advice for achieving a long and successful career. "If you're fortunate enough to find your niche, go for it and be happy," she says. "If I had the time, I'd work 45 more years."



## GWEN ROSSER'S ADVICE: 'Help colleagues succeed.'



**Teaching puppeteer**—As First Baptist Church's Sunday school superintendent, Gwen Rosser, R.N., uses the dozens of puppets she has collected to teach children about spirituality.

Gwen Rosser, R.N., found two of her role models living under the same roof. Her father, a milkman, and mother, a hairdresser, had a passion for people. "They influenced and helped people," she says. "They were more like social workers."

Rosser's family doctor was a third role model who steered her toward a career in nursing. When Rosser's brothers would get hurt, he would let her watch as he sutured the wounds. "He took interest in me and would tell me I was going to be a nurse," Rosser recalls.

After nursing school, Rosser's first job was in a women's surgical unit at The Allentown Hospital. Two weeks after she started, she broke her arm. That didn't stop her. She told her doctor to form a shelf on her cast that would allow her to deliver medication to patients.

After earning her master's degree, Rosser began teaching at The Allentown Hospital School of Nursing. She was also the yearbook advisor. When the class of 1982 dedicated the yearbook to her, it was her greatest honor. Seeing former students still working here today is her greatest reward. "It's an incredible feeling to watch colleagues grow and be successful," she says. "If they're successful, I'm successful."

Rosser is still a teacher at heart. Currently working in organizational development, she teaches colleagues the leadership skills they need to succeed. Outside of work, she's the Sunday school superintendent at First Baptist Church in Allentown.

Rosser's recent move to Lehigh Valley Health Network—Mack Boulevard was the 14th time she has moved to a new office. It also will be her last. It will also be her last. On Christmas day, Rosser will retire. What will she miss most? "The people, the purpose and passion we have for providing quality care," she says.

After retirement, Rosser's legacy will live on in the patients she cared for, colleagues she taught and people she mentored. They're grateful because Rosser helped them succeed—just like her mom and dad taught her.

—Rick Martuscelli

# A Great Performance

Our health network's 'symphony of care' leads to successful fiscal year 2010 financial results



*In many ways, our health network is like a symphony.*

For a symphony to create great music, its members need to work as a team. Each musician must be prepared. Each instrument must be fine-tuned. Each note must be perfect.

In many ways, our health network is like a symphony. Our team includes three state-of-the-art hospitals; pharmacy, imaging, laboratory and preferred provider services; community health centers; and more than 9,800 colleagues.

This year, thanks to our "symphony of care," we cared for more people inside and outside our community. That led to positive financial results. "This was a challenging year for hospitals nationwide," says chief financial officer Joe Felkner, "yet we enjoyed a great comeback year."

Here's a breakdown of our numbers for fiscal year 2010 (July 1, 2009-June 30, 2010):

## Caring for our community

- On the inpatient side, we had more than 65,000 inpatient encounters (traditional hospital stays, overnight stays and observation cases). That's an increase of more than 1,700 from the prior year and more than our budget (what we said we'd do).
- On the outpatient side, visits to Lehigh Valley Physician Group practices grew by 30 percent to more than 1.3 million. "Outpatient care is a major focus of health care reform," says president and chief executive officer Elliot Sussman, M.D. "Outpatient growth like this is essential to our future strength." We also increased the number of emergency department visits by more than 9,000, and had a slight increase in the number of outpatient registrations.

# my of Care

## Reinvesting in our community

The more people we care for, the better our financial results, and the more we can reinvest in our community. This year's results show a \$40 million (2.9 percent of revenue) operating margin. That's the amount of revenue minus expenses. It's up from last year's margin of \$11 million (just under 1 percent). National experts say a margin of 4-5 percent is ideal to reinvest properly, and we'll be working toward that in future years.

A positive margin allows us to:

- Offer merit-based increases.
- Award a Shared Success Plan bonus, made possible because we reached our goals for patient satisfaction and average expense per patient case.
- Reinvest in new programs and services. This year's capital budget for such expenses is \$93 million, up from \$50 million last year. Just a few of our new and ongoing projects for fiscal year 2011:
  - The Children's ER at Lehigh Valley Hospital-Cedar Crest
  - An expanded emergency department at Lehigh Valley Hospital-Muhlenberg
  - Expanded community practices at Lehigh Valley Hospital-17th Street
  - The Health Center at Moselem Springs

## What's next

The key to our future success is strengthening each part of our health network's symphony of care. At the same time, we need to be efficient. "Through health care reform, we face a major change in how we are paid," Sussman says. While half of our current revenue currently comes from government reimbursements, those payments will be decreasing in future years. Reimbursements also will be tied into the quality of care we deliver. "We can increase the value of our care by continuing to embrace the System for Partners in Performance Improvement (SSPI)," Sussman says.

*-Kyle Hardner*

## Hear more about our symphony

You still have time to learn more about our health network's year—and get your questions answered—at employee forums. You'll hear from our senior leaders (president and chief executive officer Elliot Susman, M.D., chief operating officer Terry Capuano, R.N., and senior vice president of operations Jim Geiger) get a flu shot and receive a Lehigh Valley Health Network sweatshirt.

### YOU ALSO CAN BE ELIGIBLE TO WIN:

- A \$50 Visa gift card (two are awarded at the end of each in-person forum)
- Two tickets to 2011 Nite Lites (six pair will be awarded after all forums are completed)

If you can't make a forum in person, you can watch one on the intranet (lvh.com).

### ATTEND ONE OF THESE FORUMS

#### Nov. 1, 10:30 a.m.

LVH-Cedar Crest Auditorium  
LVH-17th Street Auditorium

#### Nov. 2, 4 p.m.

LVH-Cedar Crest Auditorium

#### Nov. 4, 1 p.m.

LVH-Cedar Crest Auditorium

#### Nov. 11, 11 a.m.

LVH-Cedar Crest Auditorium

#### Nov. 12, 8 a.m.

LVH-Cedar Crest Auditorium  
LVH-Muhlenberg ECC

#### Nov. 16, 8 a.m.

LVH-Muhlenberg ECC

#### Nov. 16, 4 p.m.

LVH-Cedar Crest Auditorium  
LVH-Muhlenberg ECC  
LVH-17th Street Auditorium

#### Nov. 17, 1 p.m.

LVH-17th Street Auditorium

#### Nov. 19, 10:30 a.m.

LVH-17th Street Auditorium

#### Nov. 23, 4 p.m.

LVH-Cedar Crest Auditorium  
LVH-Muhlenberg ECC  
LVH-17th Street Auditorium

# The Power of Music

Learn how colleagues use it to help patients and themselves



Whether it's country or classic rock, hip-hop or alternative, the power of music is undeniable. It's not just about playing or listening to your favorite tunes. Music has the very real ability to change your state of mind, motivate or relax, and even affect breathing and heart rate. Music, like art, can play an important role for patients and visitors by helping them stay calm, focused and relaxed during a visit. However, patients aren't the only ones that music helps. After a stressful day working in health care, music has the ability to help you decompress.

***Check out how these people use music inside and outside of our health network:***

## Calming the savage... test

Many people dread getting an MRI. The machine can be noisy, the space confining, the table somewhat uncomfortable. To help ease patients' fears and discomfort, Lehigh Magnetic Imaging Center (LMIC) offers patients the option of listening to music during an MRI. "Music helps patients get through their study and reduces their anxiety," says chief technologist Lynne Fowler-Blatt. "It also helps them to remain still when it's important that they don't move."

To ensure patients enjoy a pleasant distraction during an MRI, LMIC offers a digital music service that provides music commercial-free in a wide variety of genres including rock, rap, country, blues, jazz, hip-hop, classical and more.

Fowler-Blatt believes music plays an important role in making MRIs more pleasant for all patients. "Music transcends all ages. Kids can listen to Disney songs while adults can listen to classical or rock," she says. "Music is one of the few distractions in our world that offers something for everyone."





## Performing for patients

Every Wednesday, volunteer Claude Shappelle happily gives his time to play a few tunes on his guitar in our John and Dorothy Morgan Cancer Center. The idea for his weekly performance came from a friend who asked Shappelle to combine his love of music with his urge to give back to the community. Eleven years later, he's still playing music for patients receiving cancer treatment.

Shappelle, a cancer survivor and a retired school teacher and administrator, understands why music is beneficial in a health care environment. "I think it really helps some people," he says. "The music makes the patients, staff and visitors happy. At the very least it helps take their minds off their problems for a while."

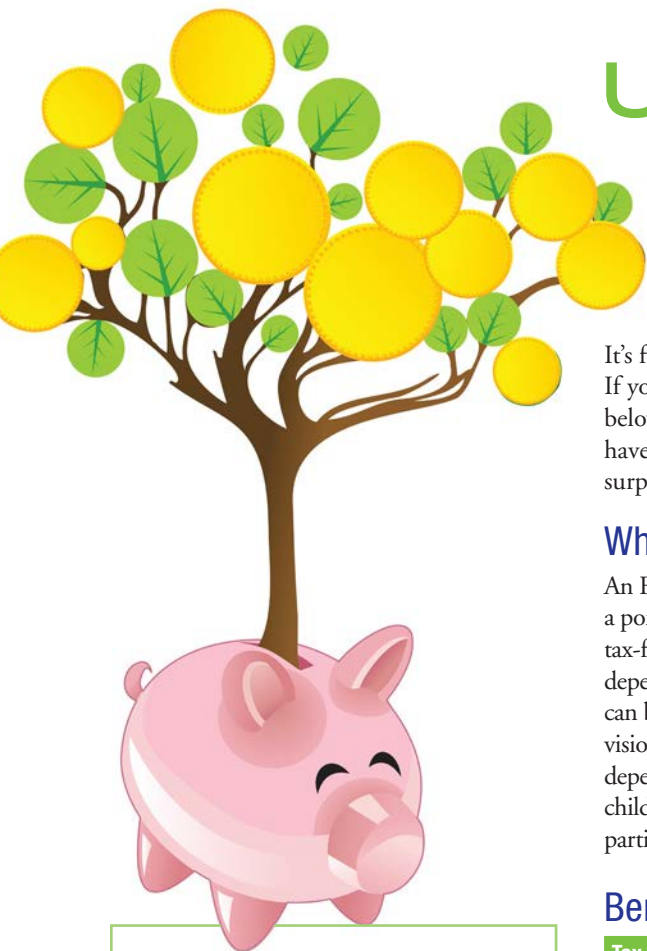
## Beating stress, creating smiles

Though it may be hard to believe, Rev. Rob Reier once took a 25-year hiatus from playing his trombone. Up until four years ago, his passion for music took a backseat to a busy schedule. Today, he gladly juggles his commitments as a trombone player for Pottsville's Third Brigade Band, the After Hours Big Band and the Dallastown High School Alumni Jazz Band. "I play because I truly love it," Reier says. "Music opens people's hearts and changes them."

Playing his trombone helps Reier maintain a positive attitude, an essential component of his role as a staff chaplain at Lehigh Valley Hospital–Cedar Crest and Lehigh Valley Hospital–17th Street. Listening to music also gives him peace on the drive home each day. "We all face stress at work," he says. "Music has the power to change our whole outlook."

Reier witnesses that change every time he looks out at the audience during a performance. "It's incredible to watch grumpy faces turn to joyous ones," says Reier. "That's why I play—to make people happy."

—Matthew Burns and Lauren Fetterman



# Understanding Flexible Spending Accounts

Their many benefits may surprise you

It's fall—time to think about football, foliage and ... a flexible spending account (FSA). If you don't pledge to a flexible spending account (FSA) during open enrollment (see box below), you may be passing up some significant savings. "More than 3,000 colleagues have FSAs," says Stacey Asbell, Spectrum Administrators general manager. "You might be surprised to discover what FSAs offer."

## What is an FSA?

An FSA is a plan that allows you to set aside a portion of your earnings each pay period tax-free to fund qualified health care or dependent care expenses. A health care FSA can be used for certain medical, dental and vision expenses not covered by insurance. A dependent care FSA can be used for certain child care or elder care expenses. You can participate in one or both of these plans.

in January for \$200, you'll receive a check for the full \$200, even if you've only contributed \$15 at that point. (With a dependent care FSA, you're reimbursed only up to the amount already contributed.)

**Convenience** There's minimal paperwork. For most enrollees, expenses processed under Choice Plus are considered automatically for reimbursement without having to submit a separate claim form.

**Fast Payment** Reimbursement checks are usually mailed within three weeks of claims submission.

## Benefit highlights

**Tax Savings** Your taxable income is reduced because FSA funds are deferred pre-tax. How much you save depends on your total family income, tax bracket and amount deferred.

**Buy Now, Pay Later** Although a health care FSA pledge is deducted from 26 paychecks annually, you're entitled to advance reimbursement up to your total pledge amount. For example, if you pledge \$200 to an FSA and buy a pair of eyeglasses

## Start small

Some people avoid FSAs because IRS rules prohibit unused funds from being carried over to the next year. To eliminate this concern, start with a small amount (FSAs can be opened for as little as \$100) to cover fixed costs such as co-pays for medications or your health plan deductible.

—Gerard Migliore

## To Learn More

Contact Spectrum Administrators at 610-969-0410. Consult your tax professional or the FAQs at [www.irs.gov](http://www.irs.gov) regarding your specific tax implications.

## Open Enrollment: Now Through Nov. 19

Here's what you need to know about your opportunity to select the benefits that best meet the needs of you and your family.

Please note that all changes are effective Jan. 1, 2011.

- ✓ Enroll through Lawson (on your SSO toolbar).
- ✓ You only need to enroll if you're making changes to a plan or choosing a flexible spending account (FSA).
- ✓ Eligible children are covered to age 26.
- ✓ There is no more \$1 million lifetime maximum.
- ✓ Vision coverage is available for same-sex domestic partners.
- ✓ Due to a regulatory change, over-the-counter medications will no longer be reimbursable through a health care FSA.





# Put Patients First— Get Your Flu Shot

Taking care of yourself is the first step toward caring for our community

The flu season has arrived. Every year, 5 to 20 percent of the U.S. population gets the flu, and more than 200,000 people are hospitalized with flu-related complications. Last flu season, the H1N1 strain caused more than 12,000 flu-related deaths in the United States. These staggering numbers highlight the importance of getting a flu vaccination. “Colleagues must take care of themselves first so they’re able to care for our patients and also their own personal family members,” says Terry Capuano, R.N., chief operating officer.

A high flu vaccination rate among health care workers prevents the spread of the flu to patients and colleagues, reduces colleague absenteeism and has been linked to improved patient outcomes. “For a long time, low flu vaccination rates were under-recognized, but now health organizations are focusing on the issue,” says Carol Guanowsky, R.N. (above), director of employee health. “It’s a substantial patient safety concern.”

Due to last year’s concern about the H1N1 strain, colleagues achieved the highest-ever vaccination rate (72 percent). An even higher rate is hoped for this year. “If we have another pandemic, a high vaccination rate among colleagues would help us maintain a critical work force,” Guanowsky says.

This year’s flu vaccine will protect against the H3N2, H1N1 and influenza B viruses. Colleagues who get vaccinated are eligible to win prizes such as PTO days, gift cards and spa packages. Colleagues who do not wish to be vaccinated must have declined when completing the corporate compliance bundle in eLearning.

—Lauren Fetterman

## Get Your Free Flu Shot

**ATTEND AN EMPLOYEE FORUM  
(SEE PAGE 7) OR VISIT EMPLOYEE HEALTH DURING THESE  
WALK-IN HOURS:**

### Lehigh Valley Hospital—Cedar Crest

Monday: 7-8 a.m.; 1:30-4 p.m.  
Tuesday: 1-3 p.m.  
Wednesday: 7:30-8:30 a.m.  
Thursday: 1:30-4 p.m.  
Friday: 7-8 a.m.

### Lehigh Valley Hospital—Muhlenberg

Monday: 1:30-4 p.m.  
Tuesday: 7-10 a.m.  
Wednesday: 2-4 p.m.  
Thursday: 7-10 a.m.  
Friday: 8-10 a.m.

### Lehigh Valley Hospital—17th Street

Tuesday: 7-8:30 a.m.  
Thursday: 7-8:30 a.m.

**A Symphony of Care**  
COMMUNITY ANNUAL MEETING

*Wednesday, Dec. 1*

LEHIGH VALLEY HOSPITAL-CEDAR CREST MEETING AT 5 P.M.;  
HEALTH EXPO AT 6:30 P.M.  
RESERVE YOUR FREE SEAT—  
CALL 610-402-CARE BY NOV. 23.

**Lehigh Valley Health Network**  
A PASSION FOR BETTER MEDICINE.

## R&R Spotlight

Clinical engineering colleagues work at multiple health network locations. That's why its reward and recognition (R&R) committee leaders, Jose Luis Terreforte (left) and Dennis Fetters, strive to keep colleagues connected. The department's "Employee of the Month" program spotlights colleagues' accomplishments that otherwise might have gone unnoticed. Former recipients have rebuilt paging servers, maintained a busy operating room while short-staffed and brought new colleagues up to speed quickly. The team also gathers for holiday and retirement parties, and outdoor picnics. Their "Just Do It" approach proves that even a department whose colleagues are widespread can have camaraderie in the workplace.

**Does your department have unique R&R activities?** If so, call 484-884-3175 or e-mail [Richard.Martuscelli@lvhn.org](mailto:Richard.Martuscelli@lvhn.org) and share your story in *CheckUp*.



## facebook

What our fans are saying

### The Wall

Displaying 3 of 70 wall posts.

**Tania Johnson** wrote on Sept. 17

(LVHN has) very understanding DRs. along with nurses that make u smile daily.

**Jimmy Allford** wrote on Sept. 17

You're the best hospital ever. We live ¾ hours away and I still come there if I have major problems with anything.

**Melissa McCullen** wrote on Sept. 9

They (LVHN) made a miracle happen for me also.

Join the more than 3,500 people who "like" us on Facebook at [facebook.com/lvhealthnetwork](https://facebook.com/lvhealthnetwork).

## The Buzz in Our Community

- *Becker's Hospital Review* named Lehigh Valley Health Network president and chief executive officer **Elliot Sussman, M.D.**, and chief financial officer **Joe Felkner** a "Hospital and Healthcare Industry Leader to Know."
- Service Electric TV-2 News, 69 News (WFMZ-TV), *The Express-Times* and *The Morning Call* featured the runners, walkers and volunteers who participated in the **Lehigh Valley Health Network Marathon for Via**. The *Express-Times* ran a feature story on technical partner **Carmen Campione**.
- *Cardiovascular Business* reported on the addition of LVHN and five other U.S. heart centers to an international registry that will produce data to improve treatment using therapeutic hypothermia for patients suffering sudden cardiac death.
- Ringling Bros. and Barnum & Bailey's Ambassadors of Laughter brought smiles to patients on the **pediatric** unit as 69 News (WFMZ-TV) and Blue Ridge TV-13 News covered the event.
- Vice chair of the department of radiology-diagnostic medical imaging **Elliot Shoemaker, M.D.**, commented in the *Pocono Record* on the controversy surrounding the overuse of radiation to diagnose patients.
- *The Express-Times* was at the Family YMCA Early Childhood Development Center in Forks Township, Pa., when infectious diseases' **Mari Driscoll, R.N.**, taught children how to wash their hands properly.

## A Guide to Our Care



### Pennsylvania's Best Hospital for Heart Valve Surgery

If you know someone who needs heart valve surgery, tell him he won't find a hospital in the state better than ours. According to data in the Pennsylvania Health Care Cost Containment Council (PHC4) Cardiac Surgery (2007-2008) report, we are the only Pennsylvania hospital to receive "lower than expected" mortality ratings in four valve-related categories.

### A Doctor You Should Know

Board-certified family medicine physician Kimberly R. Sheets, M.D., with Valley Family Medical Center, treats patients' using the "whole body" approach. "If I know what's going on in my patient's lives, I'm better able to manage their health," she says. In her spare time, Sheets rescues greyhounds—and patients often ask her about her latest rescue. She thinks it's important for patients to make a connection with their primary care physician. For many of her patients, that mutual connection is a love of dogs.



### Community Support Creates Superior Trauma Care

Dick Fleming and his late wife, Peggy (left), established the Fleming Trauma System. It improves care for critically injured patients across the continuum by funding research that investigates injury from pre-hospital to rehabilitation as well as injury prevention. A part of the Fleming Trauma System is the Mattioli Trauma Center which is named in recognition of the generous gift from Drs. Joseph and Rose Mattioli. Its funds enhance collaborative research efforts between the department of emergency medicine and the division of trauma to improve the care of critically injured patients.

### New Breast Cancer Support Group

Women living with advanced or metastatic breast cancer often face issues that are different from those of newly diagnosed women. That's why a new support group for women with advanced or metastatic breast cancer has been formed. The group meets the second Monday of each month at 7 p.m. in the John and Dorothy Morgan Cancer Center, conference room 1A. The group will focus on emotional and family needs, as well as practical issues and available resources.

*For additional information, contact Ulla Martz at 484-884-5767.*



### New Pregnancy Website

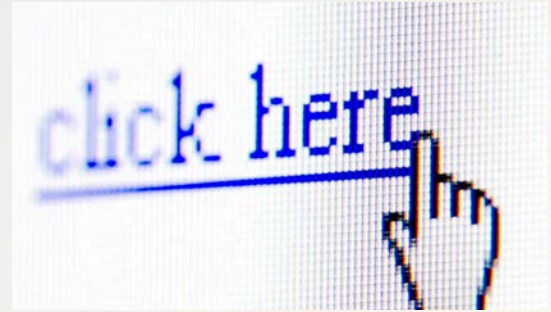
When expectant moms and dads/partners have questions, our newly launched pregnancy website can help. Visit [lvhn.org/pregnancy](http://lvhn.org/pregnancy) to read our prenatal guide, get information about tests performed during pregnancy, learn about high-risk pregnancy care at Lehigh Valley Hospital–Cedar Crest and get tips about how to stay healthy. You also can take a virtual tour of our labor-delivery and mother-baby unit suites, find medical professionals, register for classes and tap resources that can make this nine-month journey a healthy, memorable time.



## Centricity Enterprise Is Live

Centricity Enterprise, the new version of LastWord, was activated network-wide on Oct. 9. This upgrade offers colleagues many benefits including a comprehensive lifetime patient record accessible by all members of the care team, improved computerized physician order entry (CAPOE) and enhanced workflows that increase efficiency and productivity.

*For further education, visit the intranet (lvh.com) and click on the "Centricity Education" icon on the left-hand side of the home page.*



## Pride in Our People



### Helping our community

During the United Way's annual Day of Caring, colleagues including financial coordinator Fran Hnat (center) and pharmacy administrator Bob Begliomini (right) delivered Meals on Wheels to older adults like William Clewell (left) of Allentown. The day brings employees from area organizations together to support the community, witness the valuable services that United Way agencies provide and interact with people whose lives are improved by them. Our United Way campaign is going on right now. To donate, click on the United Way icon on your SSO toolbar.

### Go Hog Wild at Nite Lites

More than 1,300 guests enjoyed an evening of baseball-themed activities at the 2010 Nite Lites gala, held at Coca-Cola Park, home of the Lehigh Valley IronPigs. The event raised nearly \$1.2 million to support our health network. Director of volunteer services Betty Anton, a lifelong Philadelphia Phillies fan, and her husband, Bill, were thrilled to meet former Phillies stars Pete Rose (left) and Mike Schmidt.



### And they're off!

Hundreds of colleagues and community members competed in the Lehigh Valley Health Network Marathon for Via. The long and rainy journey started at Lehigh Valley Hospital-Cedar Crest, continued through Bethlehem, and finished in Easton. Overall, more than 2,450 marathoners, 802 half marathoners, relay team members and walkers participated in this year's race, with help from more than 550 volunteers. The event benefits Via's programs for children and adults with disabilities.



# Schedule

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

## Culture of Wellness

**Starting Nov. 1** – Preparing for Childbirth Series

**Nov. 1** – Exercise for Life

**Nov. 5 and 16** – Country Line Dancing

**Nov. 6** – Baby Care one-day class

**Nov. 6** – Funky Feet

**Nov. 6** – Kettlebells

**Nov. 6 and 7** – Preparing for Childbirth Weekend Class

**Nov. 6** – Reiki 1

**Nov. 6** – Twinkle Toes

**Nov. 7** – Foot Massage Workshop for Couples

**Nov. 8** – Parent Workshop – What to Do When Your Kids Drive You Crazy

**Nov. 9** – Age Proof Workout

**Nov. 9** – CPR Family and Friends

**Nov. 10 and 16** – Breastfeeding Baby Class

**Starting Nov. 11** – Baby Care Series

**Nov. 11 and 22** – Car Seat Check

**Nov. 12 and 13** – Preparing for Childbirth Fri.-Sat. Class

**Nov. 15 and 18** – Sunrise Cardio/Strength

**Starting Nov. 16, 17 and 19** – Art of Belly Dance

**Starting Nov. 17 and 19** – Bollywood Dance

**Nov. 15** – Cardio Kickbox

**Starting Nov. 15** – FlashFit

**Starting Nov. 15** – Relaxing Yoga

**Nov. 16** – Anti-Aging Mineral Makeup Seminar

**Starting Nov. 16** – Belly Dance Basics

**Nov. 16** – Early Morning Core n' More

**Starting Nov. 16** – Energizing Yoga

**Starting Nov. 16** – Staying Strong

**Starting Nov. 16** – Very Gentle Yoga

**Starting Nov. 16 and 17** – Yogalatte

**Starting Nov. 17** – Core Sculpt

**Starting Nov. 17** – Kickbox Training Camp

**Nov. 17** – Parent Workshop – Becoming Mom and Dad

**Starting Nov. 17** – PUMP

**Starting Nov. 17 and 18** – Zumba

**Starting Nov. 18** – Boot Camp

**Nov. 18** – Pregnancy 101

**Nov. 21** – Stop the Pain Couples Workshop

**Starting Nov. 27** – Preparing for Childbirth one-day class

**Nov. 27** – Chisel

**Nov. 30** – Funtastic Fit Kidz

## Special Events

**Nov. 6** – AWARE for All National Clinical Research Education Day

**Nov. 9, 10 and 11** – Retirement Strategies for Life

## Employee Discounts

Check out the the recreation page on the intranet at [lvh.com](http://lvh.com) to view discounts available to you on wireless phone service.

## Recreation Committee Events:

**April 18-25, 2011** – St. Thomas, Virgin Islands

**May 15-22, 2011** – Canadian Rockies

**June 2011** – Virginia

**July 11-16, 2011** – New England/Canada Cruise

**Aug. 2011** – Grand Canyon, Ariz.

**Sept. 23-30, 2011** – Northern California

**Oct. 2011** – North Carolina

**Nov. 7-12, 2011** – Disney World, Fla.

See the /LVH\_Recreation\_Comm Bulletin Board on e-mail for more details.



## Service Star of the Month

**Quality Department (represented by Colleen Roebuck, Judy Wuchter, Michele Graver and Shelly Schleicher) and Elizabeth Karoly (not pictured)**

**Nominated by Krista Casey**

Quality department clinical information coordinator Darlene Hamershock was already struggling with her husband's diagnosis of end-stage lung cancer when she was diagnosed with pancreatic cancer. Immediately, her colleagues rallied around her. They put out the call to colleagues in other departments to donate PTO to help her through the initial radiation and chemotherapy treatments.

Their efforts didn't stop there. They organized a spaghetti dinner fundraiser and basket raffle outside of work, which raised more than \$5,000 to help Hamershock fulfill her dream of taking her grandson to DisneyWorld. The quality department continues to support Hamershock by helping to make family dinners, providing transportation to and from treatments, and just listening when she has a bad day.

"I was overcome by this group's dedication to our friend," says Krista Casey, clinical quality specialist. "They gave physically and monetarily to help Darlene. It's just overwhelming to watch them provide support and be part of it."

*—Matthew Burns*

## Congratulations to Award Nominees

**John Schmitt, R.N.**, neuroscience intensive care unit

**Michael Wargo, R.N., and the EMS Team at Pocono Raceway**, emergency preparedness

**Eric Witzel**, Lehigh Valley Hospital—Muhlenberg Fitness Center; **Jonathan Borger, Cory Kukuvka and Michelle Benes**, Rehab Services

**Joanne Schmidt**, Lehigh Valley Hospital—Muhlenberg float pool

**Heidi Giamis, R.N.**, Regional Heart Center—Medical

**Stephanie Frey**, transitional skilled unit

**Gregory Kainz, D.O., and Jane Laudenslager, R.N.**, Center for Women's Medicine; **Joseph Yozviak, D.O., Rosa Uribe, R.N., Deborah Morris, Judith Knoop and Erin Shay**, infectious diseases

**Maureen Peters, R.N.**, Emergency Services

**Susan Unruh, R.N.**, medical-surgical intensive care unit

**Theresa Elwell, R.N.**, vascular/interventional radiology

**Ulla Martz and Gayle Levas, R.N.**, Muhlenberg behavioral health

### 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](http://lvh.com). Go to the "Find Fast" box and click on **Service Star Nomination**.

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*CheckUp*, a 2010 Aster Gold Award Winner

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**HAPPY ANNIVERSARY**  
November 2010

**40 Years**

**Roberta Meckes**

Pharmacy

**Wilma Waltz**

TNICU

**35 Years**

**Coy Ackerman**

Supply Chain  
Management

**William Dieruff**

Engineering

**Joan Easterly**

Special Procedure Unit

**Marilyn Fritz**

Radiology Administration

**Glenda Garza**

Operating Room

**Christina Kerecz**

Medical Records

**Sue Reibman**

Nursing Float Pool

**Pamela Richter**

Medical Records

**30 Years**

**Michael Ande**

6N Adult Psychiatry Unit

**Phyllis Bigg**

LVPD Accounting

**Nicene Conrad**

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Medicine

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College Heights Ob/Gyn

**Alfonz Szoldatits**

Facilities

**John Tatkovsky**

Engineering

**Nancy Trice**

ABC Family  
Pediatricians

**25 Years**

**Carl Andreas**

Cardiac Cath Lab

**Frances Arenas**

Diagnostic Care Center

**Sandra Bird**

Case Management

**Linda Caprioli**

Breast Health Services

**Loran Hind**

Home Care

**Cynthia Honey**

Cardiac Cath Lab

**Tammy Klotz-**

**Blangger**

4CP Medical-Surgical

**Linda Kramer**

Wound Healing Program

**Tracey Walters**

Electrophysiology Lab

**Sandra Whitby**

Radiology

**20 Years**

**Katherine Greene**

Healthworks

**Darlene Hinkle**

Operating Room

**Toulia Machlis**

Hematology Oncology  
Associates

**Mary O'Connell**

Quality

**Eileen Rape**

Emergency Services

**Patricia Werdann**

Case Management

**Donna Wermann**

6B Renal Medical-  
Surgical

**15 Years**

**Susan Angelone**

Diagnostic Care Center

**Shehnaz Hirji**

7C Medical-Surgical

**Adrienne LeCause**

ABC Family  
Pediatricians

**Sharon Mendes**

Obstetrics

**Christine Piperato**

Diagnostic Radiology

**Anita Riddick**

7B Medical-Surgical

**Domenica Rothrock**

Central Scheduling

**Wendy Silfies**

6B Renal Medical-  
Surgical

**Patrick Taylor**

5B Medical-Surgical

**James Wagner**

Engineering

**Davon Williams**

4CP Medical-Surgical

**Debra Williams**

5C Medical-Surgical

**Roz Woodcock-**

**Schira**

Home Care

**Jocelyn Young**

Open Heart Unit

**10 Years**

**Jan Bond**

Kutztown Primary Care

**Jaime Christman**

Emergency Services

**Teressa Colbaugh**

Marketing

**Lydia Gonzalez**

Pediatric Specialists  
of the LV

**Debra Hallman**

Trexlerstown Medical  
Center

**Karen Hoffner**

Transitional Trauma  
Unit

**Cheryl Lenosky**

Hemodialysis Center

**Charles Liko**

Spectrum Administrators

**Karen McHugh**

Patient Transport  
Services

**Heather Mirth**

CECE Center

**Georgina Nailor**

Heart Station

**Lori Rivera**

Short Stay Hospital

**Maribel Rivera**

Pharmacy

**Elizabeth Slaby**

Trexlerstown Medical  
Center

**Melanie Stephens**

Hematology Oncology  
Associates

**Nicole Urban-Miller**

6N Adult Psychiatry  
Unit

**Lynda Workman**

Surgical Oncology

**5 Years**

**Marilyn Barrell**

6C Medical-Surgical  
Center

**Melissa Bauman**

NSICU

**Jennifer Bloch**

NICU

**Tasha Bodnar**

Progressive Coronary  
Care Unit

**Kristi Chapleski**

Trexlerstown Medical  
Center

**Alyssa Chapman**

TOHU

**Caterina Chiarolanza**

TNICU

**Siobhan Fallon**

Cosmetic and  
Reconstructive  
Specialists

**Kelly Fehr**

6C Medical-Surgical

**Peter Fisher**

Dept. of Pathology

**Carol Gardner**

Rehab Services

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**Ann Marie Hernandez**

Special Procedure Unit

**Michelle Hullinger**

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Services

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Support

**Judith Jermyn**

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**Alexander Lemheney**

Division of Education

**Michelle Maron**

Infection Control &  
Prevention

**Karen McCarthy**

Transitional Skilled Unit

**Jury McHale**

Operating Room

**Jonna Mickshaw**

Base Service Unit

**Amanda Oertner**

Nursing Float Pool

**Barbara Oravec**

Information Services

**Brenda Parker**

CECE Center

**Lori Piltz**

Quality

**Diana Pollard**

Pleasant Valley Family  
Practice

**Levi Rassler**

Information Services

**Kelly Repasch**

Nursing Float Pool

**Ginger Rissmiller**

Hellertown Family  
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**Denise Santanasto**

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Organizational  
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Healthy You

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ASU-PACU/OR

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Nursing Float Pool

**Maryann Stauffer**

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**Kelly Sunderland**

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Helwig Center

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Cardiovascular Medicine

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Sterile Processing

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Emergency  
Preparedness