

# CheckUp

this month

## Senior Management Duties Linked to Patient Care Focus

THE RECENT RESTRUCTURING OF FOUR SENIOR MANAGERS' RESPONSIBILITIES ALONG CORE PROCESS LINES (PATIENT environment, patient care services, consumables and logistics, and LVH regional lab services) continues Lehigh Valley Hospital and Health Network's (LVHVN) transformation into a patient-focused organization, which started last year with the launch of patient centered care (PCC). These moves also support LVHVN's institutional priorities related to the functional plan and organizational member satisfaction. (See chart below with update of senior managers' responsibilities.)

"This new structure is based on the same principles as PCC, which requires us to see what we do through the patient's eyes," said Lou Liebhaber, chief operating officer, who announced the changes in June. "Organizing responsibilities according to these key processes makes Jim Burke, Mary Kinneman, Stu Paxton and David Beckwith each the leader of a team

with a specific patient-related focus. This helps meet our patients' needs, not the needs of each department." He added that more changes in high-level manager core duties will be announced and defined in the coming months, including Carol Bury's, which center on patient access services.

Burke, vice president of operations and site administrator for 17th & Chew, is responsible for providing a positive physical environment for patients. He oversees safety and security services, and general services, plant operations and engineering programs have been added to his slate. Volunteer services, dentistry and the transitional skilled unit also continue reporting to Burke.

As senior vice president of patient care services, Kinneman is charged with the full coordination of "hands-on" services for patients. In addition to directing the efforts of all patient care units, she has assumed responsibility for physical, respiratory and speech therapies.

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**New Structure of Senior Managers' Core Process Responsibilities**  
(\* indicates new responsibilities; all others are unchanged)

Patient Environment	Patient Care Services	Consumables & Logistics	LVH Regional Lab Services	Patient Access Services
<b>James Burke</b> Vice President, Operations	<b>Mary Kinneman</b> Senior Vice President Patient Care Services	<b>Stu Paxton</b> Vice President, Operations	<b>David Beckwith,</b> Ph.D.	<b>Carol Bury</b> Vice President
General Services*	Physical Therapy*	Pharmacy*	Regional Lab Services*	Revenue cycle (co-leader)*
Plant Operations*	Respiratory Therapy*	Biomedical Engineering*	Radiology	Medical Records
Engineering*	Speech Therapy*	Courier Services*		Admitting
Security	Patient Care Units	Materiel Management		
Safety	Medicine*	Food Services		
Dental Department*		Escort, mail room, print shop		
Volunteer Services				
Transitional Skilled Unit				

## LVHVN & Phila. Eagles Team Up at Lehigh University Practice Camp

LEHIGH VALLEY HOSPITAL AND HEALTH NETWORK (LVHVN) AND the Philadelphia Eagles are teaming up this summer during the football players' training camp at Lehigh University. LVHVN is providing medical support and sponsoring the Eagles in an effort to educate the public about the importance of a healthy physical and mental lifestyle. The Eagles "landed" at the Goodman Campus in Saucon Valley on July 17, and they'll practice there for the coming NFL season until August 16. Workouts run 8:30 to 11:30 a.m. and resume at 2 p.m., seven days a week.



"LVH was the clear choice as the medical partner for the Eagles. We are the only hospital in Northeastern Pennsylvania with a Level 1 trauma center, the most comprehensive orthopedic and sports medicine programs in the valley, and world class orthopaedic physicians board certified in sports medicine," said John Stavros, senior vice president, marketing and planning. "Pro athletes have a wide range of medical needs, and the Eagles have been impressed by, and subsequently chose, our organization for medical support. We'll be working closely with their physicians and trainers to deliver outstanding

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## Education

### CRP Certification and CPR Recertification is now Offered Through the EMI Department

#### CPR Recertification

CPR recertification will be held in the 24-hour period beginning at 10 a.m. on July 24 at Cedar Crest & I-78, nursing learning lab, second floor, General Services Building. To register call ext. 5945. ■

### Eagles Camp at Lehigh University

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care and do our part in getting them to the Superbowl this season.”

If a player is injured, LVHHN will respond immediately. “I will serve as the point person on the clinical side by notifying the appropriate departments to ensure that players are taken care of as quickly as possible,” said Mary Kinneman, senior vice president of patient care services. Protecting the confidentiality of any injured player is a requirement, as with any patient. Media contacts regarding Eagles players will be handled by members of the team’s staff.

LVHHN is also showcasing network programs promoting physical fitness and a healthy mental outlook in a booth located near the entrance of the training camp. These daily programs focus on the health-oriented needs of specific age groups ranging from children to seniors. “We have become a sponsor to emphasize the importance of physical activity in health care. This is also an opportunity for many thousands of members of the public to learn about the programs that we offer,” said Elliot J. Sussman, M.D., president and chief executive officer.

Separate workshops are designed to encourage the public to participate in physical activities that will help them understand how to prevent injuries and degenerative diseases. Participation is free to anyone who comes to watch the Eagles practice.

Also, Orthopaedic Associates and the Allentown Sports Medicine and Human Performance Center are conducting a national athletic testing program for young athletes. This program measures an athlete’s ability in four categories and compares it with that of the individual’s age group on a national scale. The results are computerized and provide athletes with valuable information concerning their performance. Testing is also available to the general public for a small fee. ■

## Core Processes

*continued from page 1*

Paxton, vice president of operations, adds biomedical engineering, the pharmacy and courier services to his plate as he leads LVHHN efforts in the area of consumables and logistics. Ensuring accuracy and timeliness in the acquisition, storage and distribution of all products used by the network is a cost-saving process that also enhances patient satisfaction. The materiel management department also reports to Paxton.

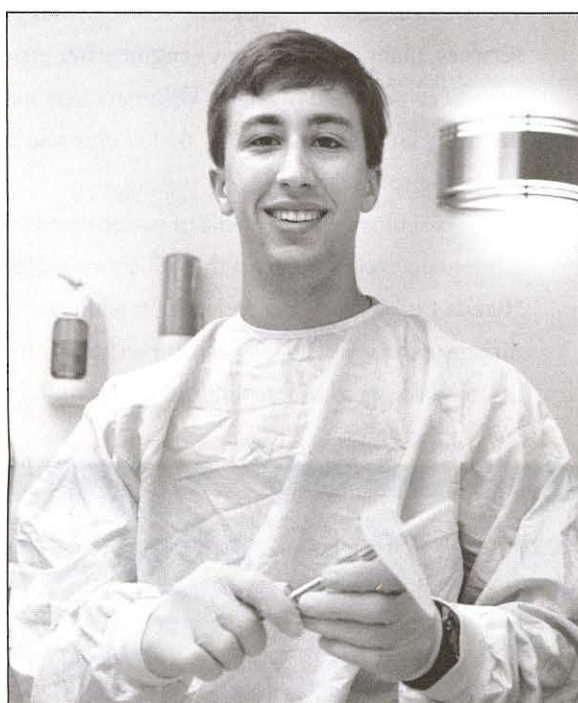
The senior executive for LVHHN’s new laboratory at 2024 Lehigh Street, Beckwith is focusing on the development and launch of this new regional service. He will maintain relationships with radiology and medicine during a brief transition period.

The seamless coordination of similar services and resources under a senior manager will provide what has been called “the ideal patient encounter,” according to Liebhaber. “This team approach in

both direct patient care and management processes promotes better communication among all members involved in the process, high-quality medical care in a pleasing environment and having the right supplies where and when they’re needed.”

Through an institution-wide PCC philosophy, LVHHN is shedding the limitations of a functional organization in which employees perform only tasks within their “silo” or formal job category. The transformation into a process-driven structure will bring improvements for everyone involved. “We need to do things better, and this will be more satisfying to patients and staff. It will also help us work more effectively and less expensively,” Liebhaber said. “The emerging team concept contains the common thread that is a focus on the patient.” ■

## Work Study Program Treats Interns to Health Care Experience



**Steve Smullin, a senior at Muhlenberg College, is spending the summer assisting residents in the busy dental clinic at 17th & Chew. He is one of 35 college students participating in LVHHN’s Work Study Program, sponsored by the Pool Trust.**

INSTEAD OF TAKING A BREAK FROM LEARNING THIS SUMMER, MORE THAN 30 COLLEGE STUDENTS ARE PARTICIPATING in Lehigh Valley Hospital and Health Network’s (LVHHN) Work Study Program. This 12-week internship sponsored by the Dorothy Rider Pool Health Care Trust provides clinical, technical and administrative learning opportunities each summer at LVHHN. Run through the Center for Educational Development and Support, the program is 25 years old. Denise Holub, manager of the center, has supervised the program for the past five years. Twenty-five of the 35 students are paid through a \$100,000 Pool Trust grant, while other positions are funded through their department or by physicians. Several students are participating as volunteers.

Interns are working in a variety of departments within the hospital including psychiatry, nursing, pediatrics, marketing, ob/gyn and dentistry. Steven Smullin, a senior at Muhlenberg College, and Mark Deifenderfer, a senior at the

University of Richmond (Va.), work in the dental clinic at the 17th & Chew site.

Smullin said he works closely with the dental residents to get his first-hand peek at dentistry. “Mark and I work constantly in the clinic. We help set up the viewing rooms for procedures and have watched everything from fillings to extractions,” Smullin said. This is his second dental internship, and he plans to attend Temple University’s Dental School after finishing college.

A goal of the work study program is to expose the students to hospital management through weekly meetings. Speakers from clinical and administrative areas come in to discuss topics such as customer service, technological advances in pharmaceuticals (complete with a tour and demonstration of the new pharmacy robot) and the future of health care.

Kim Kranyecz, a senior of Penn State University, has been exposed to both sides of a hospital within her department. She spent four weeks observing in the operating room and in the administrative offices for the OR. She’s witnessed everything from open heart surgery to department head meetings. Kranyecz says she chose this internship for the unique learning experience it offered.

“Participating in the work study program at LVH could provide me with a wealth of knowledge and experience unlike any I could gain on my own. I’ve known for quite some time that I wanted to be involved in this aspect of health care; it’s a very interesting, exciting, challenging and critical component of the field,” Kranyecz said.

When the work study program ends on August 23, 35 students will leave LVHHN having had a rare learning opportunity. Most of the students are planning to go to medical school and others are pursuing careers in health policy administration, journalism, athletic training, physical therapy and dietetics.

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**CheckUp** *this month*



# "Plugging In" Tumor Registry Cuts Backlog and Improves Accuracy

THE TUMOR REGISTRY IS A REQUIRED PART OF ANY CANCER PROGRAM APPROVED BY THE COMMISSION ON cancer of the American College of Surgeons (ACS). It lists all patients who are diagnosed or treated for cancer so the hospital can make sure that they receive continuing care.

Since 1959, Lehigh Valley Hospital's tumor registry has been performing this vital function, managing a caseload of more than 38,000 cases. But in 1994, the registry's staff faced a series of challenges. "Not only was the amount of work increasing but the time it took to complete the work was also on the rise," said Andy Geshan, manager, oncology clinical information services. "All these factors were making it increasingly harder for us to meet the program requirements outlined by the American College of Surgeons."

This huge caseload, which included more than 10,000 active cases, was being managed manually with paper records. They had a backlog of 1,300 cases and anticipated approximately 1,800 new cases being added to the data base by year's end. Compounding this was the fact that the registry had recently moved into new quarters in the John and Dorothy Morgan Cancer Center.

To remain accredited by the ACS, a program must analyze each newly diagnosed cancer case within six months of the patient's discharge from the hospital. This analysis, called an abstract, contains information about the patient such as demographics, the stage of the disease, the diagnostic tests performed, the first course of treatment, the names of the treating physicians and recommendations from the tumor board.

"With such a backlog of cases and many more to come, we knew we had a problem and had to find a way to get back on track quickly," Geshan said. With the help of Doug Helfrich, senior management engineer, the registry staff launched the process to redesign the way they

worked. At several monthly sessions, they identified, mapped and reviewed existing work processes.

"Once we identified what we were doing and how we were doing it, we were then able to look at where to make changes," Geshan said.

In 12 months, the group streamlined and improved their work processes, reducing FTEs by 1.5, eliminating the backlog and significantly cutting turnaround time. "We literally reduced the number of steps it takes to complete a case almost in half and now, after some additional redesign operate on a four month turnaround," Geshan added. The industry standard is six months.

One major change implemented was the conversion from paper to the exclusive use of the electronic system, Electronic Registry System (ERS). "ERS was part of the problem and ultimately part of the solution," Geshan said. "We were committed to being fully electronic but everything we did had to be redesigned to work with the new software."

Every cancer case diagnosed since January 1995 is managed electronically. With the computerized system, reporting is a much more flexible and reliable process. And it's these capabilities that have contributed to the increased use of registry data for survival analysis, quality improvement and patient care evaluations with requests for information totaling 200, according to Geshan.

In order to keep pace with the existing workload, projections were made about the number of cases that needed to be completed. Targets were set and monitored. In addition, a productivity monitoring system was developed and implemented. Productivity monitoring



Andy Geshan (right) manager, oncology clinical information services, reviews an abstract on the Electronic Registry System (ERS) with registrars Maria Dreher (left) and Terri Pavlovcak (center). Prior to the installation of ERS, all tumor registry cases were managed manually with paper records such as those shown in the background.

tracks the efficiency with which tasks are performed during productive work hours. "This dual system has been extremely helpful in letting us know what can be accomplished and what is expected to be accomplished," Geshan said.

It has taken one- and-one-half years to achieve all the changes. The result is a more productive, efficient and streamlined registry and the staff anticipates even greater use of this improved data base.

Looking back over the process Geshan reflected that "people were surprised by the volume of change they were able to adjust to. They found that although we expect it, change is not always painful. Transition is the hard part." ■

## • Tumor Registry • Work Process Summary

	Initial	Current
<b>Work Process Steps</b>		
Tumor Board	34	25
Casefinding	107	45
Follow Up	22	22
Totals	163	92

<b>Work Volumes</b>		
Abstracting Backlog	1300	0
Average number of analytic cases abstracted/month	30	1175
Average number of non-analytic cases abstracted/month	<50	70

<b>Staffing (FTEs)</b>		
Clerical	1.5	0.5
Registerial	6.0	5.0



**SOAR WITH THE  
EAGLES!**

**Lehigh Valley Hospital  
and Health Network  
EMPLOYEE DAY  
at the Philadelphia Eagles  
Training Camp**

**Sunday, August 4  
12:30 - 4:30 p.m.  
Lehigh University, Bethlehem**

[Raffle tickets available at camp  
for Eagles memorabilia!]

Clip this coupon and deposit in  
raffle boxes in cafeteria at either site  
by Wednesday, July 24.



**WIN 2 VIP TICKETS  
to EAGLES SCRIMMAGE  
on Sunday, July 28**

Name

Department

Site

Extension





Lou Liebhaber

## Issues Initiatives

Issues & Initiatives is a series of activities providing employees information about current health care issues at Lehigh Valley Hospital and Health Network.

### Benchmarking: Learning "Best Practices" from Others' Successes

**BENCHMARKING.** IT'S BEEN DEFINED BY SOME DATA ANALYSTS AS "A CONTINUOUS PROCESS OF MEASURING PRODUCTS, services and practices against the toughest competitors, or against those companies generally recognized as industry leaders."

I'd like to add a definition of my own. Benchmarking — "linking up to learn." It's a little simpler, gets to the heart of the matter and says exactly what it is we're trying to do as we continue our Operations Improvement effort. And the end result — I fully expect — is that Lehigh Valley Hospital and Health Network (LVHHN) will eventually become a benchmark organization itself.

Once again, it's important to understand the big picture. Cost containment and high-quality health care go hand-in-hand as fundamental goals for health care organizations across the country, and LVHHN is no exception. Managers throughout our network are striving to achieve these goals, with the help of all staff, physicians and administration. Benchmarking can give us a jump-start in this marketplace as we learn how others have been successful. I'm a firm

believer in not reinventing the wheel. The more we can learn from others' successes — and from their mistakes as well — the faster we can make changes with the reasonable assurance of a positive outcome.

But don't think for one minute that ours will be a cookie-cutter approach. That just doesn't work around here, and history bears that out. Many of you will recall a previous effort undertaken several years ago, where department heads were handed their staffing targets and told to comply. Managers had no opportunity to understand where the information or the results came from, or to discuss "best practice" ideas with benchmark organizations or departments because those identities were not available.

The approach to benchmarking this time around couldn't be more different. Department heads will be very involved in collecting information, in analyzing data and in planning and acting on the results. We will have an opportunity to speak with the organizations that use as benchmarks and learn from them. We will also ask staff to help identify ways in which we can change our processes, improve quality and reduce cost. We have all learned the value of teamwork in this organization, and this will be another chance to see it in action.

Individual work processes will be examined to see how they fit together with the organizational whole, so that our judgments about staffing levels are informed, sound and fair.

And there will be adjustments to staffing levels. The number of FTEs in this organization will not be the same a year from now as it is today. All the same, we will continue to emphasize our commitment to minimize layoffs whenever possible, by taking advantage of attrition, retraining, job transfers and gradual transitions.

We have to look at current and emerging conditions and make decisions that help us be market competitive and set the stage to achieve the operations improvement (OI) target for fiscal year 1998, which begins July 1, 1997. But it's important to remember that this benchmarking effort is not just about cost and productivity. Our priorities are quality patient care and excellent patient satisfaction. Taken altogether, it describes the all-important process of continually examining the work we do to make sure we are doing the right thing at the right cost, for the good of our community. ■

### Benchmarking Getting Under

AN ORGANIZATION-WIDE BENCHMARKING EFFORT GETS UNDER WAY THIS MONTH WITH VENDOR SELECTION, DATA collection and identification of opportunities for improvement.

The benchmarking work — a continuation of our ongoing Operations Improvement efforts — will compare clinical and non-clinical staffing levels at LVHHN with similar health care organizations that are considered "best practices" in balancing cost efficiencies with high-quality care and patient satisfaction. But key to its success and acceptance is the way in which the information is collected and used, according to James Burke, vice president, operations, who is coordinating the initial work. And it will be a highly participative process.

"This involves department heads from beginning to end," he said. "We need to seek and then fine-tune a set of data that will help us focus our effort and energy, both across the organization and within departments, to gauge productivity, cost performance and cost position. The data is only a tool, first to help us find good benchmarking partners, and second to help identify where and who can do things better."

"A steering group and a work group are meeting to launch and guide the process," Burke said. A first step was selecting the MECON-PEERx™ operation benchmarking database service, widely considered to be the most comprehensive analysis product, with more than 450 subscribing hospitals to use for comparisons.

The best benchmarking partners will be health care organizations and specific departments that match up well against LVHHN and its specific departments in many characteristics — size, type, scope of service, market — and that have costs per unit of service that put them in the lower 25 percent among similar organizations.

"That's where LVHHN wants to be and needs to be in order to be competitive in this marketplace," Burke said. "If we were compared to university hospitals, we would be at the low end in terms of costs. But compared to community-based teaching hospitals of our size, we are probably somewhere around the midpoint, and we need to do better."

The next step will be to determine key measures of those costs, and department heads will play an important role. Patient care units may look at patient days and discharges. Housekeeping may consider gross square feet of space cleaned. The basic equation to keep in mind is simple: Supply measures plus labor measures equal cost measures.

**BENCHMARKING**  
• July 1997  
Choose vendors  
• July to September  
Determine data to collect  
Compare data  
• September  
Review results  
Discuss with benchmarking partners  
Develop action plan

### Operations Improvement

**FY 1996 GOAL  
\$20 Million**



**\$13.9  
Million  
through  
May 1996**

This gauge will appear in each issue of *CheckUp* This Month to show LVHHN's progress in working towards our Operations Improvement goal.



Way to Improve the Status Quo

“There will be a lot of discussion as we decide on appropriate and acceptable measures,” Burke said. “We may have to count things differently than we usually do in order to have good comparisons.”

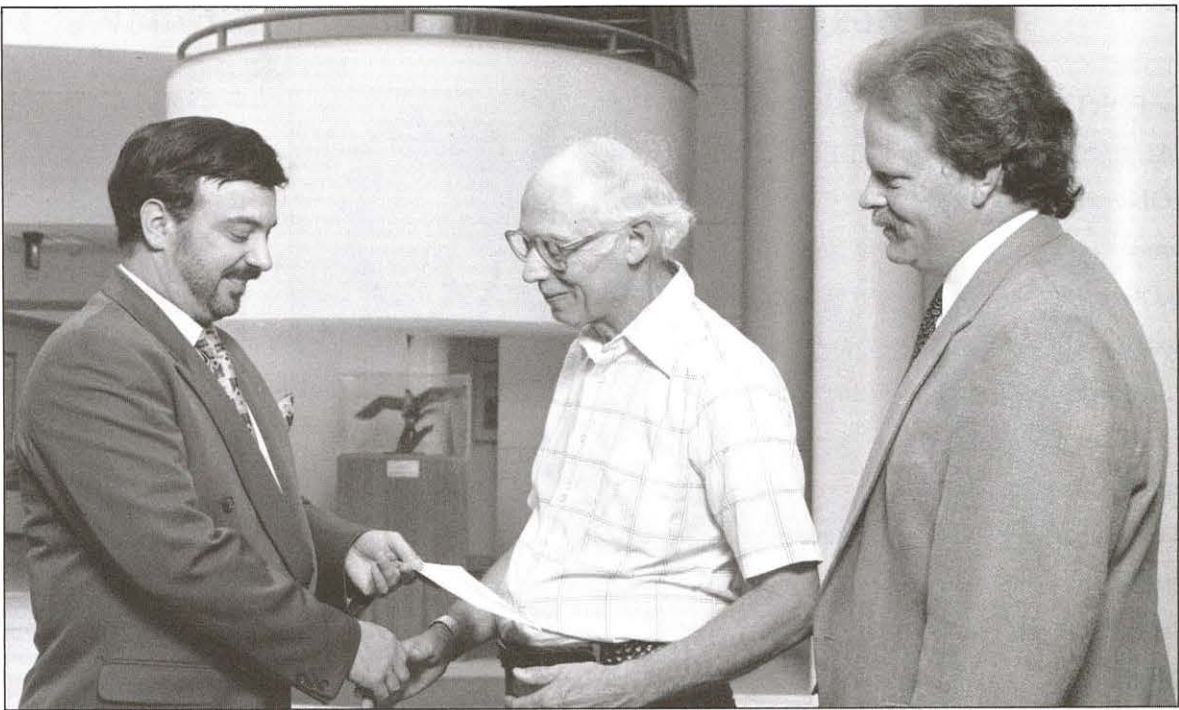
By September, the measures will be determined, the data collected and the comparisons to benchmarks made — for the organization and for each department. Then the real work of benchmarking begins.

Department heads will pore over the results and identify the opportunities to improve their cost positions. Then they will get names of benchmarking partners in similar departments across the country, to talk directly about new ideas that can be imported and adapted. As they learn new information and recognize the opportunity, department heads will then develop and implement an action plan to hit the benchmark target. The goal is to be able to reflect the impact of changes in their operating budgets for fiscal year 1998.

“This is not ‘Big Brother’ telling department heads what has to happen,” Burke said. “By the same token, each department head will be challenged to look at the data critically and to consider the results as an opportunity to improve, not to defend the status quo.”

Some of the ideas that could surface include standardizing supplies, altering the skill mix and staffing patterns of the work force, and restructuring work to achieve economies of scale.

“This is a tool to help department heads help themselves and LVHHN, as part of our ongoing operations improvement effort,” Burke said. “This process can guide our decisions about the future direction of this organization.” ■



Thanks to the generosity of Food4Less store owner Vincent Marchese (left), \$3,500 was raised for Lehigh Valley Hospital on June 19. The second annual shopping day to benefit cancer research and education at the John and Dorothy Morgan Cancer Center attracted more than 1700 shoppers. LVH employees volunteered their time to provide shoppers with information on nutrition and cancer prevention. On a recent visit to the center, Marchese presented Don Keener (center), food services, with a \$100 Food4Less gift certificate and Gary Marshall (right), administrator, oncology services, with the proceeds of the event. Bob Ford, store room, also won a \$100 Food4Less gift certificate.

Patient Centered Care Update: Measuring Success

Since work redesign based on patient centered care principles began last year at Lehigh Valley Hospital, measuring outcomes has been a focus of the implementation team and of patient care teams. These fall into five broad categories: patient satisfaction, employee satisfaction, physician satisfaction, clinical outcomes and cost efficiencies. Using the 7th floor units as prototypes, survey results have been overwhelmingly positive.

■ **Patient satisfaction:** The most recent Press/Ganey scores are the highest they have been. Patients are pleased with the team concept, realize that the R.N. is in charge of their care at all times and understand the roles of the other care givers.

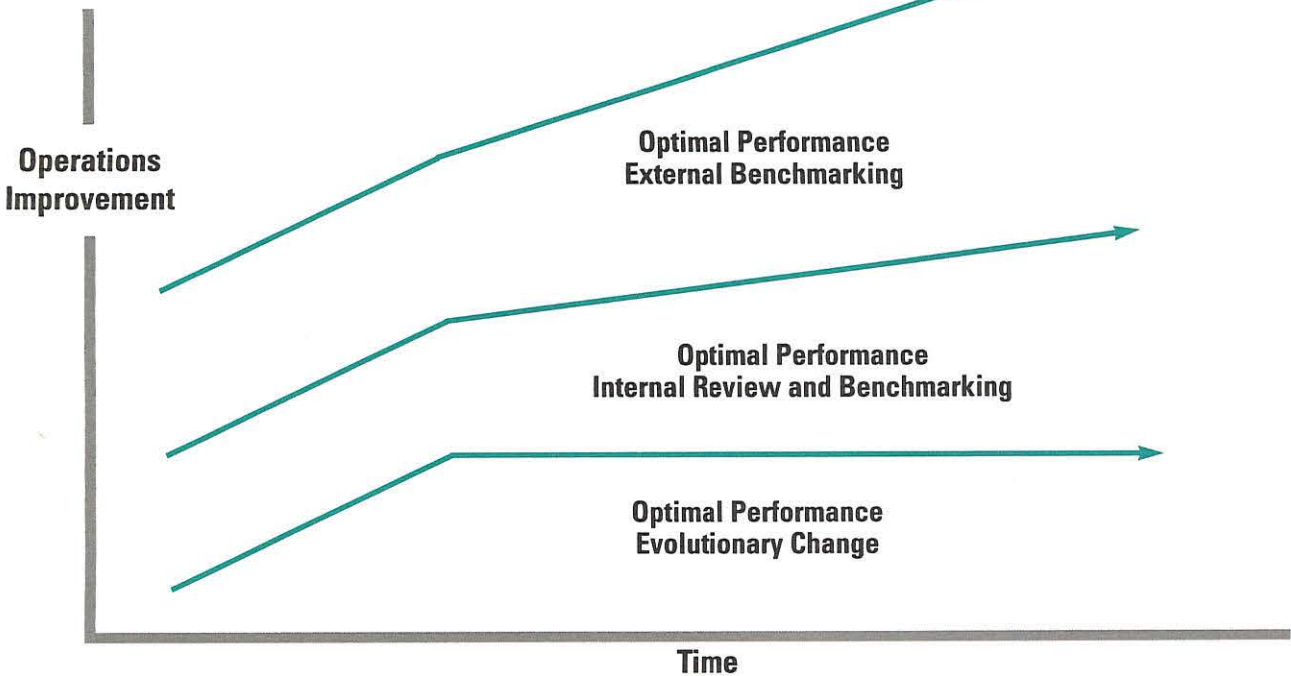
■ **Employee satisfaction:** R.N.s are feeling greater job satisfaction than in 1993. They also report more collaboration with physicians.

■ **Physician satisfaction:** Physicians have noted increased satisfaction with environmental changes on the units, such as chart accessibility and server placement. Doctors are also pleased with the collaborative team approach to patient care and feel this brings very high-quality patient care.

■ **Clinical outcomes:** Patient falls have decreased by 35 percent and infections are down 20 percent since implementation of patient centered care.

■ **Cost efficiencies:** R.N.s are spending more time in direct care-giving roles, which require their high level of expertise and are delegating tasks that are more appropriate for the other team members. Also, the time for a physician-ordered medication to reach a patient has decreased by one hour and turnaround time for patients leaving the unit for radiology studies has also decreased.

Benchmarking  
Revolutionary Change vs. Evolutionary Change



Care Partners Give 5C Rave Reviews

June 20 was the opening of 5C after major reconstruction. Here are some of the positive comments by new staff members:

“It’s cool. I like everything about it.”  
—Joe Pearce, R.N. partner

“I like it. The unit is much quieter which is better for the patients.”  
—Sue Kremposky, technical partner

“The unit is great! It has a homey appearance and is quiet.”  
—Deb Williams, support partner ■



## Hospital Graduates 45 Residents & Fellows: Four Remain in Valley

FORTY-FIVE MEDICAL AND SURGICAL RESIDENTS AND FELLOWS WERE HONORED RECENTLY AT THE 21ST annual Graduate Medical Education Graduation and Award Celebration hosted by Lehigh Valley Hospital in affiliation with Penn State University's College of Medicine.

Four of the graduating residents will remain in the Lehigh Valley. Thomas J. Lakata, D.O. will join the Allentown internal medicine group, Drs. Candio, Feldman, Kovacs and Guillard, affiliated with Lehigh Valley Hospital. Craig J. Sobolewski, M.D. will remain in Allentown as a member of Lehigh OB/GYN. Patrice M. Weiss, M.D. will also remain in Allentown as a member of OBGYN Associates of the Lehigh Valley. Angela M. Peloquin, D.D.S. will practice general dentistry in the area.

For the fifth consecutive year, Yehia Mishriki, M.D., an internist, received the special award for excellence in clinical teaching, an



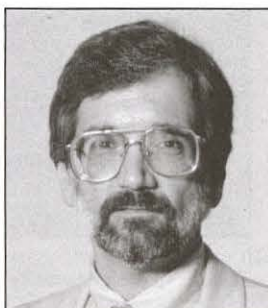
David Hetzel, M.D.



George A. Kirchner, D.D.S.



John J. Stasik, M.D.



Peter Rovito, M.D.

Teacher of the year awards were also presented to: John J. Stasik, M.D., colon and rectal surgery; Peter F. Rovito, M.D., surgery; David Hetzel, M.D., obstetrics and gynecology; George A. Kirchner, D.D.S., dentistry; and Jay R. Cowen, M.D., medicine (not shown)

honor given him by the residents for his outstanding contribution to the educational program. The award is sponsored by Hahnemann University's School of Medicine.

In addition, Patrice Weiss, M.D. was presented the Paul J. Bosanac, M.D. Research Award for her paper, "Does Centralized Monitoring Affect Perinatal Outcomes or Do We Just *Think* It Does?" The award is sponsored by the Dorothy Rider Pool Health Care Trust to encourage and recognize residents for scientific investigation.

Also, Herschel David Vargas, M.D. was honored with a special achievement award for top national score on the American Board of Colon & Rectal Surgery Exam, and Dr. Shahzad Safdar received the Stephen Renner, M.D. Excellence in Cardiology Award. Vincent Lucente, M.D., was presented the National Faculty Award for Excellence in Resident Education by the Council on Resident Education in Obstetrics & Gynecology. ■

## Recent Ob/Gyn Residency Grads Join Lehigh Valley Physician Group Practices

THREE YOUNG PHYSICIANS RECENTLY JOINED OBSTETRICS AND GYNECOLOGY PRACTICES THAT ARE PART OF THE Lehigh Valley Physician Group, a division of Lehigh Valley Hospital and Health Network (LVHVN).



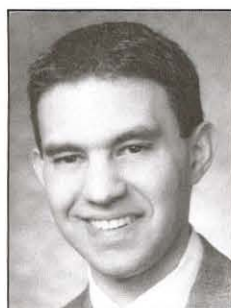
Patrice Weiss, M.D.

Patrice M. Weiss, M.D. and Michael Sheinberg, M.D. are new members of OBGYN Associates of Lehigh Valley, who have offices in Allentown and Laurys Station. Craig

Sobolewski, M.D. has joined Lehigh OB/GYN of Allentown and Emmaus.

Weiss graduated in June from Lehigh Valley Hospital's obstetrics and gynecology residency where she trained since 1992. She won the 1996 Paul Bosanac Research and Publication Award for her paper, "Does Centralized Monitoring Affect Perinatal Outcomes or Do We Just *Think* It Does?" In April, she was a featured speaker at the "Spirit of Women In Sports" event, sponsored by LVHVN, Cedar Crest College and The Bon-Ton. Her special interest area is women's wellness and sports medicine.

Weiss earned her medical degree from Hahnemann University's School of Medicine and her bachelor's from East Stroudsburg University. In 1993, she won the Joseph A. Miller, M.D. Residency Research Day Award for the best research presentation, and received the best project award in 1994 and 1995. She is a junior fellow in the American College of Obstetricians and Gynecologists and a member of the college's Sports Gynecology Society, and a member of the Women's Sports Foundation and the American Medical Association.



Michael Sheinberg, M.D.

Sheinberg recently completed an ob/gyn residency at the University of Michigan Hospitals, Ann Arbor, after earning his medical degree at Northwestern University, Chicago. He received a bachelor's degree from the University of Pennsylvania, Philadelphia. His area of special interest is primary care obstetrics and gynecology.

Weiss' and Sheinberg's colleagues at OBGYN Associates of Lehigh Valley are Earl Jefferis, M.D.; Ernest Normington II, M.D.; Gregory Radio,

M.D.; Zirka Halibey, M.D.; and Lisa Baker Vaughn, M.D.



Craig Sobolewski, M.D.

Sobolewski, who also graduated from LVH's ob/gyn residency in June, received his medical degree from the Ohio State University College of Medicine and his bachelor's from the University of Dayton. His special

interest area is laparoscopic surgery. Also, he is collaborating with the LVHVN department of psychiatry on the development of an innovative approach to the comprehensive treatment of pelvic pain.

He received the Joseph A. Miller, M.D. Resident Research Day Award for best research project in 1993, and was a faculty member for the research day in 1993 and 1994. He is a junior fellow of the American College of Obstetricians and Gynecologists and a member of the American Association of Gynecologic Laparoscopists and the Society of Laparoendoscopic Surgeons.

Sobolewski's partners at Lehigh OB/GYN are T.A. Gopal, M.D.; Carl A. Lam, M.D.; and Joseph N. Greybush, M.D. ■



# Burn Center Reopens With New Features After Renovations, Expansion



(L to R) Lorraine Fitzsimmons, Judy McFarland and Erin Brazil Smith prepare a patient care server station in the refurbished Burn Center.

## Work Study Program

*continued from page 2*

Following are the 1996 Pool Trust Work Study interns:

NAME	DEPARTMENT	SCHOOL
Racheal Gurian	Adolescent Psychiatry	Penn State
Kevin Brown	Anesthesia	University of Pennsylvania
Jeremey Ostrstock	Cardiac Rehabilitation	Wesleyan University, Middletown, Conn.
Lisa Hoffman	Center for Education	Penn State
Marci Seip	Clinical Nutrition	Penn State
Steven Smullin	Dental	Muhlenberg College
Steven Hill	Development	Penn State
Drew Keister	Emergency Medicine	Cornell University, Ithaca, N.Y.
Ashley Kricun	Geriatrics	Tufts University, Medford, Mass.
Justin Reckard	HLA/Laboratory	University of Michigan, Ann Arbor, Mich.
Christian Laurenzano	Medical Library Computer Lab	Carnegie Mellon University, Pittsburgh
Asif Ilyas	Medicine	Wilkes University
Lara Peterson	Nursing Administration/ Research	Bloomsburg University
Alik Widge	Nursing Education	Dartmouth College, Hanover, N.H.
Brian Reiter	OB/GYN	Penn State
Brian Boyle	Orthopaedics	Ithaca College, Ithaca, N.Y.
Meredith Chuk	Pediatrics	Albright College
Kim Kranyecz	Perioperative Business Section	Penn State
Jennifer Rothrock	Physical Therapy	Lafayette College
Jennifer Slemmer	Consultation-Liasion Psychiatry	University of Richmond, Richmond, Va.
Matthew Mouer	Psychiatry	University of Maryland, College Park, Md.
Maria Patselas	Pulmonary Function/ Sleep Disorder	Muhlenberg College
Aruna Chandran	Radiology	Johns Hopkins University School of Medicine, Baltimore, Md.
Shannon Bailey	Speech Pathology	East Stroudsburg University
Amy Bosanac	HLA Laboratory/Transplant	Notre Dame University, South Bend, Ind.
John Davidyock	Health Promotion & Disease Prevention	Muhlenberg College
Chris Czerwonka	Health Promotion & Disease Prevention	Carlton College, Northfield, Minn.
John DiIorio	Orthopaedics	Cornell University, Ithaca, N.Y.
Richard Bub	OB/GYN	University of Pennsylvania
Timothy Switaj	Orthopaedics	Muhlenberg College
Mark Diefenderfer	Dental	University of Richmond, Richmond, Va.
Pamela Baxter	Health Promotion & Disease Prevention	University of Massachussets, Amherst, Mass.
David Allen	Pulmonary Associates	Muhlenberg College
Netta Levy	Medicine	University of Pennsylvania

The Burn Center at Cedar Crest & I-78 reopened on June 25 after \$200,000 worth of renovations and expansion. Two of the more exciting additions are individual stations outside patient rooms and a step-down room.

“The smaller stations take the place of the central nurses’ desk and encompass the patient center care concept by placing the care-giver closer to the patient,” said Jacqueline Fenicle, director of the Burn Center.

The semi-private step-down room, which brings the total number of beds in the unit up to eight, allows the center to handle all levels of acuity. It also provides a home-like transition area that “completes the circle of care we give to burn patients,” Fenicle said.

Other renovations included new non-absorbent ceiling tiles, wallpaper designed to fight fungus and pneumatic tubes that transport blood samples from the unit to the laboratory. ■



You can help Lehigh Valley Hospital's Pediatric Program grow... and possibly win this country style playhouse at the same time!

For only \$1.

you can enter the drawing for the playhouse which is valued at \$7,500 and was constructed and donated by Boyle Associates.

It measures 10X12 ft. is wired for electricity and could easily convert to a potting shed or an artist's studio.

Go to the lobby or gift shop at either site or call 402-CARE today to get your raffle envelopes.

The drawing will take place

September 28 at the Nites Lites at Dorney Gala!



## CheckUp Readership Survey Coming in September

You've been reading CheckUp This Month and This Week since February, and public affairs is planning to survey readers in September on the effectiveness, distribution, accuracy and other issues related to the newsletters.

The questionnaire was originally planned for July, but because the summer is filled with vacations, the survey will be sent through interoffice mail when chances are greater that more employees will respond. So be on the lookout for the survey. Since only a limited number of employees (chosen at random) will receive the survey, they are asked to be sure to complete and return it by the deadline.

## Corrections to June's CheckUp This Month

- An incorrect phone extension was given for Steve Lehman of The Copeland Companies in the article on tax-deferred savings plans in June's CheckUp. His extension is 8801.
- The name of a housekeeper in a photo with the story on landscaping was misspelled and should have read Angel Ramos.
- The \$12.3 million OI amount reported is the total achieved through the end of April.

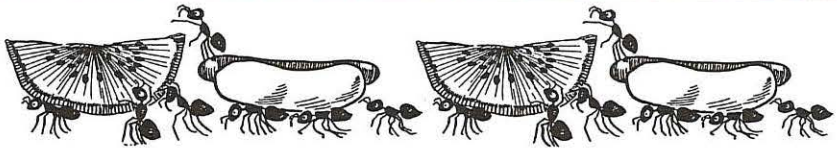
## Guidelines for Using Marketplace on E-Mail

Marketplace is a service for Lehigh Valley Hospital and Health Network (LVHHN) employees only. It appears on the e-mail bulletin board "Marketplace." The following are guidelines for Marketplace ad submissions.

- ① Ads are limited to
  - Items for sale • Real estate for sale
  - Real estate for rent • Free Items • "Wanted"
- ② The LVHHN employee name and phone number must be the contact in all ads.
- ③ No promotion of private business or services is permitted. Employee yard sales may be advertised, as they are not classified as a business and are a one time event.
- ④ Employees wishing to raise funds for charities through hospital-wide solicitation must forward material to human resources for approval. (Refer to HR Policy #6002.40).
- ⑤ All requests must be submitted on the marketplace ad form as follows:
  - a. Go to Bulletin Boards under LVH\_Forms. Type L for Letters.
  - b. Tab down to the "Marketplace Ad Form" and type U for Useform. (Do not use E for Edit.)
  - c. Fill out all necessary fields on the form. Remember to use the TAB key to move from field to field in the form.
  - d. When you have completed the form, press the F4 key to mail.

All submissions must follow the above criteria or the ad will not appear in the Marketplace. An employee who is not on e-mail and would like to place an ad should contact Melissa Noll at ext. 3000. ■

## Recreation Committee Sponsored Events



### LVHHN Picnic: Food & Fun on AUGUST 10

Join your fellow employees and their families for the LVHHN picnic at Emmaus Community Park.

The fun runs noon to 7 p.m. — rain or shine with food served from 1 to 6 p.m.

Enjoy food, beverages and lots of games for kids and adults.

Emmaus Community pool is available for swimming at a nominal fee.

**Menu:** hot dogs, hamburgers, pork bar-b-que, chicken, vegetable lasagna, a variety of salads and more!

**Tickets:** \$10 for adults, \$5 for children 3-10 years, tots 2 and younger are free.

Tickets will be on sale until August 2 and will be mailed when checks are received (include your department). Specify the number of tickets for adults and children, including ages.

Please send check payable to LVH recreation committee to

Sherry Haas, JDMCC-professional development, or Kay Zelina, 17-patient accounting.

See the bulletin board called "Picnic" on e-mail for an activities schedule and upcoming information.

### Sports Tix: OCTOBER 27

Eagles vs. Carolina Panthers



\$57.50/person includes bus transportation (sect. 262/264)

For more information, call Barrie Borger ext. 1451.

### Caribbean Dreaming: JANUARY 18-25, 1997

Are you ready to go on a "Dream Cruise"? (remember last year's snow?)

Keep warm in the Lower Caribbean... from Aruba to Barbados, St. Lucia, Grenada and Margarita, Curacao and back... you'll enjoy plenty of sightseeing and sunny beaches.

Prices vary by room — \$1,369 to \$1,639 —

and includes non-stop round trip air from Philadelphia.

For more information, contact Diane Margargal ext. 5485.



## SERVICE ANNIVERSARIES

**Congratulations to the following employees on their July 1996 service anniversaries! Thank you for your continuing service to Lehigh Valley Hospital and Health Network.**

### Thirty Five Years of Service

Patricia A. Gerber  
Laboratory-Immunology  
Nancy C. Frisoli  
Laboratory-Histology

### Twenty Five Years of Service

Frances R. Worman  
Clinical Nursing Program

### Twenty Years of Service

Patricia L. Atno  
Dental Clinic  
Margaret S. Haney  
Occupational Therapy  
Kim K. Valianatos  
Laboratory-Information Services  
Jeanne L. Fignar  
Smoke Free Lehigh Valley

### Fifteen Years of Service

Diane M. Kosciolk  
Mauch Chunk Medical Center  
Tracy Arnold  
Radiology-Diagnostic  
Francine M. Miranda  
Legal  
Patrice M. Schaffer  
Neonatal ICU  
Jeanne M. Schevets  
Neonatal ICU  
Alden Bower  
Escort-Mailroom-Printshop  
Nancy Andrews  
Medical Library  
Jill E. Green  
Pharmacy

Nancy J. Jacobs  
Laboratory-Hematology  
Diane M. Angelino  
Department of Emergency Medicine  
Nancy G. O'Connor  
Department of Family Practice  
Lori A. Turnbach  
Mauch Chunk Medical Center  
Hugh Spang  
Plant Engineering  
Mary E. Fleming  
Open Heart Unit  
William C. Trexler Jr.  
Escort-Mailroom-Printshop  
Karen Landis  
Trexletown Medical Center  
John Demczynsyn  
Plant Engineering  
Elizabeth B. Fried  
Human Resources Administration  
Theresa Schoch  
Physical Medicine  
David Bassler  
Laboratory-Immunology  
Elizabeth Habermehl  
Laboratory-Chemistry

### Ten Years of Service

Maribeth Ballard  
Hemodialysis Treatment  
Phillip E. Hinds  
Respiratory Therapy  
Robert W. Kern  
Operating Room  
James F. Reed III  
Health Studies  
Ronald W. Smith  
Plant Engineering

Mary J. Cope  
Home Care  
John R. Sawka  
7C Medical/Surgical Unit  
Calanthe R. McClatchy  
Speech & Hearing  
Janet Nieves  
Medical Clinic  
Michele A. Stelmack  
Laboratory-Blood Bank  
Lee A. Phillips  
Cardiac Cath Lab  
Frederick Beers  
Central Nervous System  
Grace E. Cichocki  
3C Staging/Monitored Unit  
Deborah A. Stansbury  
Acute Coronary Care Unit  
Eileen Fruchtl  
Open Heart Unit  
Cindy L. Messinger  
Laboratory-Hematology  
Yehia Y. Mishriki, M.D.  
General Medicine

### Five Years of Service

Carol R. Baun  
General Services  
Kevin Farrell  
Burn  
Eileen Gradwell  
Emergency Service  
Joseph R. Levan  
PGME-Surgery  
Beth A. Luckenbach  
HBSNF  
Chris G. Naugle  
Security  
John S. Pulizzi  
PGME-Surgery  
David L. Santiago  
General Services  
Wendy L. Welz  
Outpatient Pediatrics

Theresa Butz  
Hospice-Social Services  
Robert Shrom  
Hospice-Pastoral Care  
Kathleen A. Waterbury  
Lehigh Valley Health Services  
Dolores M. Butynskyi  
Heart Station  
Daniel Eckert  
Stores Processing Distribution  
Jeffrey L. Engleman  
Security  
Ann L. Gallagher  
Emergency Service  
Christine B. Hutchinson  
Information Services Development  
Elizabeth A. Inman  
4A Medical/Surgical Unit  
Kathleen E. Ring  
Home Care-Pocono Administration & General  
Patrice A. Schiaffo  
Medical Records Transcription  
Carol L. Wang  
Home Care-Skilled Nursing  
M. Jackie Weigel  
GYN Reproductive Endocrinology  
Kathleen A. Leies  
Hospice-Skilled Nursing  
Leon Borger  
Escort-Mailroom-Printshop  
Susan Clayton  
Pain Management  
Stephanie M. Dorney  
Radiology-Diagnostic  
Tracy L. Gaal  
Radiology-Diagnostic  
Barbara M. Carlson  
Clinical Nutrition Services  
Marsha Everett  
5C Medical/Surgical Unit  
Stephen Motsay, M.D.  
Trexletown Medical Center

If you have news or a story idea for **CheckUp This Month**, send your suggestion by the first work day of the month to Rob Stevens, editor, public affairs, 1243 SCC-PA, using interoffice mail or e-mail. **CheckUp This Month** is an employee publication of Lehigh Valley Hospital and Health Network's public affairs department. For additional information, call ext. 3000. Lehigh Valley Hospital and Health Network is an equal opportunity employer. M/F/D/V