

OCTOBER 2009

CheckUP

The Results Are In

Meet our talented
stars, page 8



A PASSION FOR BETTER MEDICINE.™



More Than Meets the Eye

Become a transformer for the right reasons: our patients

For several years our health network climbed upward. Our success was apparent through community support, national recognition, a growing number of patients requesting our care and healthy net margins. There was no reason to stop and look around. That is, until recently, when government reimbursements changed and the economy weakened.

To continue climbing, we needed to transform. That's why we adopted the System for Partners in Performance Improvement (SPPI) and lean methodology. It's how we're taking better care of our community, eliminating waste and working more efficiently to improve our bottom line and preserve our workforce.

As a result, there have been big transformations. You've been asked to dissect once-successful processes and make improvements. You've been asked to think differently (remember my mantra: Don't tell; ask) and adopt new concepts like A3 and The Five Whys (learn more on page 6). I worry that many of you who have been around for a while (our health network veterans) may believe we've already reached the top and can't climb higher.

I encourage you to be part of the solution by becoming a transformer. Yes, I'm referring to the characters that transform from big rigs and Volkswagen Beetles to mighty robots in disguise. Their mantra: "More than meets the eye." That's how I feel about SPPI. It's not just about changing processes; it's about patients. They are the ultimate reason we are streamlining our work. We can't let them down.

Ensuring we don't forget about our patients is Patient-Centered Experience (PCE) 2016, our 10-year initiative to ensure ideal experiences for every patient and guest. There's a natural link between SPPI and PCE—a more efficient system means better care for patients. (See page 4 to learn how patients are driving some of our efforts.)

Our recent successes are proof. An in-depth look at patient flow has resulted in patients receiving echocardiogram and stress test results more quickly. This means patients go to the next step of care sooner (freeing up a bed for another patient). Also patients trying to reach busy physicians' practices at Lehigh Valley Hospital—17th Street no longer have long hold times. Without adding new employees, the practices consolidated call centers. Dropped calls that had reached 50 percent have declined to the single digits. On page 6, read about how the operating room loaner tray process has improved.

There are many more examples that we have highlighted in *CheckUp* and our employee forums. (Plan to attend one. See page 11 for a preview and schedule.) All in all, SPPI is working for the right reason: patients. As transformers, you can help show there really is more than meets the eye.

Stuart Paxton
Chief Operating Officer



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A Passion for Babies



Close-knit family—Ashley Beckwith, R.N., and her 83-year-old grandmother, Muriel Hildabrant of Saylorsburg, share a passion for babies.

Ashley Beckwith, R.N., and her grandmother: knitted together with our tiniest patients

When Ashley Beckwith, R.N., first held John*, he weighed less than a pound. Born 14 weeks early with a catastrophic brain injury, he wasn't expected to live more than two days. Although he was small and sick, his fighting spirit and indelible personality carried him through 35 days—long enough for Beckwith to fall hopelessly in love. He was her first patient as a primary nurse in the neonatal intensive care unit (NICU), and one she will never forget.

"People say I shouldn't get attached, but I feel I owe it to those parents," says Beckwith, who works nights. "I want them to know they can call me anytime. I want them to sleep at night trusting I'm taking care of their baby."

Beckwith relishes the bonds she forms with families, whom she sometimes sees every day for three months. She celebrates with them when they finally go home with a "7-pounder," and treasures the birthday and graduation photos sent to her. Even when the outcome is sad, she finds peace in knowing she provided comfort to the family.

That comfort also comes from Beckwith's 83-year-old grandmother, Muriel Hildabrant of Saylorsburg. A lifelong knitter, Hildabrant found a new calling when Beckwith started working in the NICU. Now she knits hats in a variety of colors, patterns and sizes for the health network's tiniest patients.

"At first, parents are so overwhelmed they don't really think about the hats," Beckwith says. "When they discover someone made their baby's hat, it becomes special—a memento of their time here and the challenges they overcame."

Over the past two years, Hildabrant has crafted more than 500 hats, even customizing them with Christmas trees and pompoms during winter holidays. It's truly a labor of love. "I'm very proud of Ashley," Hildabrant says. "Knowing the hats are needed and appreciated gives me a lot of satisfaction."

While the hats help keep babies' temperatures up, they bring warmth in other ways. "I knew John was special, so I picked out a blue hat with little white crosses just for him," says Beckwith, who cherishes a photo of her and Shane, given to her by John's mother. "His mom was so moved, she told everyone not to take it off. That hat stayed on him the whole time he was with us."

**The patient's name has been changed to protect his privacy.*

—Erin Alderfer

More Than Words

With patient guidance, we are improving care for people with difficulty hearing

From the Diagnostic Care Center waiting area, a technician calls out: “Number 17.” There’s no response. She calls again, a bit louder: “Number 17.” No response. It may be assumed the patient has left (or has stepped out for a few minutes). But for patients like Gerard Migliore of Allentown, they simply may not have heard their number called.

Migliore was born with a hearing loss, the result of a hereditary kidney disease. He wears hearing aids in both ears and has become a master lip reader (a coping mechanism for many people with hearing loss). Recently, he recognized a gap in the services our health network provides for patients who are deaf and those who have some hearing loss.

As a member of our Patient-Centered Experience Advisory Council, Migliore saw a presentation about “George,” a tele-interpreting service that uses audio and video to bring a sign-language interpreter to a patient’s bedside in seconds. “It was really cool,” Migliore says. “Then I thought about situations in which I’ve struggled to communicate simply because someone didn’t know I have difficulty hearing. I thought: what could the health network do for people like me who don’t know sign language?”

Aware that more than one in 10 Americans have some degree of hearing loss, Migliore offered to draft ideas for identifying and communicating with patients with hearing loss. His ideas, based on his own experiences, were passed on to patient representative Kim Badillo, who leads a team that evaluates and implements them. After a few months, these ideas already are making a difference.

White boards

The same dry-erase boards that are improving communication in patient rooms are being used in the postsurgical recovery area. Caregivers and patients use them to relay instructions, questions and answers until patients can use their hearing aids again.

Signs: Difficulty hearing?

Signs are posted in the waiting areas of the Diagnostic Care Centers asking patients to tell a receptionist if they have difficulty hearing. When they do, it is noted on their registration documents with a sticker, following them through their care.


Restaurant-style pagers

Patients at Lehigh Valley Hospital–17th Street’s Diagnostic Care Center (DCC) are given pagers (much like the ones used in restaurants). They light up and vibrate, alerting patients to their appointment. When funding is secured, similar pages will be used at the Lehigh Valley Hospital–Cedar Crest and Lehigh Valley Hospital–Muhlenberg DCCs.

The Serving Patients With Hearing Loss team, part of the Patient-Centered Experience 2016, a 10-year journey toward creating ideal experiences for all patients and guests, is implementing more ideas. Team members are educating all colleagues on how to use amplified and TTY (text telephone) phones. They also are working with Lehigh Valley Physician Group colleagues to evaluate how these ideas can be incorporated into doctors’ offices.

“Kudos to Gerard,” Badillo says. “PCE is about engaging patients and providers. This project emphasizes we really do listen to our patients. We can always learn from them.”

—Sally Gilotti



More than a patient—Since having a kidney transplant more than 20 years ago, Gerard Migliore of Allentown has blood drawn regularly at our health network's Diagnostic Care Centers. That's where he recognized he could help by suggesting ways we could better accommodate patients like him who have difficulty hearing.

Spreading the Word

Clinicians recently shared our Patient-Centered Experience (PCE) 2016 story with colleagues from across the globe at the Institute for Family-Centered Care world conference in Philadelphia. In the spirit of being patient-centered, senior vice president of clinical services Terry Capuano, R.N., and manager of the Center for Professional Excellence Kim Hitchings, R.N., asked Migliore to join them as concurrent sessions speakers to share his experiences and opportunities to mold patient care within our health network. "It was inspiring," Migliore says.

The Five Whys

To determine the root cause of any problem, you need to ask ‘why?’

Through life we often step back and ask why. But how often do we do it at work? Turns out, we should do it more. The Toyota Production System, famous for its lean concepts, coined the Five Whys tool. It’s the practice of asking “why” to get beyond the obvious cause of a problem to the actual (root) cause.

You are encouraged to use the tool, part of A3 Thinking, as we continue our efficiency journey via the System for Partners in Performance Improvement (SPPI). By asking why, we stop wasting time trying to solve superficial problems and focus on the root of the problem. Here’s how our colleagues are doing it.

An ‘ah-ha’ moment

When the Value Stream 2 (sterile processing/ operating room) team met for its eighth rapid improvement event (RIE), it addressed loaner trays of special surgical instruments provided for surgeons by vendors. For example, if a patient needs surgery on a 20-year-old knee replacement and we don’t have the necessary surgical tools for that particular device, we borrow the instruments from a vendor. These tools are delivered to the hospital and stored in a vendor room.



Sorting it out—Team members including (l-r) Janet Caverly, R.N., William Hardin, M.D., and vendor Lou Galrao worked hard to get to the root cause of why loaner trays don’t make it to the OR from the vendor room.

Learn More About SPPI on eLearning

Your role in SPPI is critical. There is now a series of eLearning modules (designed to complement the book “Managing to Learn” by John Shook) available to help you utilize A3 Thinking. (See the story in September’s *Check-Up*). The modules will help you become a lean thinker. You can access the A3 eLearning modules through the SSO toolbar on your computer desktop.

Loaner trays that aren’t properly labeled and later staged on the loaner rack in the vendor room lead to unnecessary searching, and sometimes to delays in patient care. To get to the root cause, Bob Ruhf, special project coordinator for sterile processing, and Brian Hardner, vice president of facilities and construction, walked the RIE team through The Five Whys:

- 1. Why aren’t loaner trays stored on the loaner rack?**
Because there’s not enough space on the rack.
- 2. Why isn’t there enough space on the rack?**
Because the rack is too small to hold the supply trays.
- 3. Why is the rack too small for the supply trays?**
Because the demand and available space are not in sync.
- 4. Why aren’t the demand and available space in sync?**
Because the demand for loaner trays is not known in sterile processing.
- 5. Why doesn’t sterile processing know about the demand for loaner trays?**
There isn’t a clear process for communicating information to sterile processing; therefore, there isn’t a defined process for getting the loaner tray to the operating room (OR).

That Five Whys exercise was accompanied by more “whys”:

- 1. Why aren’t loaner trays stored on the loaner rack?**
Because a technical partner, nurse or vendor rep took them.
- 2. Why did the technical partner or nurse take it?**
To put it on the cart case or in the OR.
- 3. Why did he or she put it on the cart case or take it to the OR?**
To ensure the case was complete and surgery could proceed on schedule.
- 4. Why did he or she need to ensure the case was complete?**
Because there is no defined process for getting the loaner tray to the OR.

The team got beyond the obvious cause (there’s not enough room for loaner trays) to the root cause (there’s no defined process for getting loaner trays to the OR). The focus shifted from creating more space to coming up with clearly defined responsibilities and standard work for each step in the process.

It’s working

In the initial state, the processing time for loaner trays was 103.6 hours and the time in use (touch time) was 3.6 hours. A new process dramatically improved those times by: changing where/how vendors register loaner trays; improving the tags placed on loaner trays; creating standard work for storing loaner trays; and improving the logs of loaner tray inventory and demand.

Now the processing time is 56.1 hours and the touch time is 2.4 hours. “Most importantly, the trays are making it to the OR at the right time more efficiently,” Ruhf says.

—Amy Koch

LVHN's *got Talent*



Star Celebration Awards showcase our health network's top performers

Some of our health network's most talented colleagues are receiving Star Celebration Awards this month at the Holiday Inn Fogelsville. Never failing to impress with their outstanding acts of dedication, innovation and creativity, our honorees are:



Emergency Department at Lehigh Valley Hospital-Cedar Crest

The Guldin Award for Efficiency and Innovation in the Clinical Workplace

To meet the demands of an ever-growing emergency department (ED), a team of colleagues like **Kevin Hartman, R.N.** (1), developed a more effective, patient-centered triage system. Now patients who arrive in the ED waiting room are greeted by a core triage nurse who initially assesses them. The new system reduced the average wait-time by 10 minutes, and patient satisfaction scores for ED nursing increased by three points.



Rebecca Glueck, Rehabilitation Services

The Guldin Award for Efficiency and Innovation in the Non-Clinical Workplace

During **Rebecca Glueck's** (2) 18 months as an administrative secretary, she has made rehab services more efficient and cost-effective. She created two Internet Sharepoint Web sites to improve communication. For her final act, she sorted through and scanned all department documents, creating a "paperless" environment and eliminating a filing cabinet in her supervisor's office.

Electronic Fee Abstraction Billing System (E-FABS) Team—Lehigh Valley Physician Group

The Guldin Award for Efficiency and Innovation in the Physician Practice

Inspired by a simple billing sheet, this team solved a complex problem: how to ensure accurate billing and gain the highest insurance reimbursement for inpatient and outpatient hospital services. Team members built a fully automated, sophisticated and easily accessible system that produced excellent results. Kudos to colleagues like analyst **Brian Prato** (3) for a truly unparalleled performance: enhancing communication and efficiency among physicians, providers and support staff.

Express Admissions Unit and 7T

The Most Creative Reward and Recognition Program Award

Birthdays and anniversaries on these two units are celebrated monthly with cards, cakes and gifts, and the special activities let this team's creativity and imagination shine. Their top hits include Hawaiian luaus, a holiday door decorating contest, and plaques, trophies and parties to reward accomplishments. The team, including **Miriam Ramos-Martinez, R.N.** (4), also plays a supporting role by encouraging colleagues to support food drives and the annual Light the Night Walk for the Leukemia and Lymphoma Society.

Heather Homa, 7T

The Community Service Award

Heather Homa's (5) community involvement makes her a tough act to follow. She helped raise \$5,200 for the Leukemia and Lymphoma Society through basket bingo. She donates her time and enthusiasm to campaigns including Stack the Pack, Meals on Wheels

and American Heart Association. When a close friend was deployed overseas, she solicited donations and made care packages for troops. She collected money and shopped for a family adopted by 7T during the holidays and personally ensured the family's wishes were fulfilled.

Suresh Nair, M.D., Hematology-Oncology Associates

The Physician Service Star Award

Suresh Nair, M.D., (6) has pioneered new cancer treatments, serves as a mentor for the hematology-oncology fellowship programs, is a member of a national clinical research group and is head physician for the clinical trials department. His soft-spoken, professional demeanor makes him a fan favorite. He greets his patients with a warm smile, listens attentively and always treats everyone with compassion. He is quick to praise colleagues for a job well done, and he generously offers his support.

Anthony Strobel, AIDS Activities Office

Walking on Water Award

When funding was cut from a health network community collaborative, **Anthony Strobel** (7) and several others formed the Inner City Faith Collaborative connecting inner-city Allentown residents with valuable health screenings, social services and educational talks. Two years ago, when AIDS Outreach also lost funding and closed, Strobel joined forces with a local pastor to keep the organization's food bank open. Today it serves nearly 125 people. Strobel's nonstop dedication makes him one to watch.

Erin Schweder, Case Management

Service Star of the Year Award

When a patient had nowhere to go after discharge, **Erin Schweder** (8) stepped in. She researched and found options, and coordinated interviews for her patient to ensure she found a suitable residence. After learning the patient's personal caregiver was abusive, Schweder had her room changed, secured her belongings and helped her find a new personal care attendant. Schweder also collected funds so the patient could have basic items like furniture, and arranged bus transportation for doctors' visits. To her patient, Schweder turned in a winning performance.

— Amy Hines



Transforming Lives

How our reduced cost-of-care program is helping one family affected by the economy

Jeremias Nivar couldn't believe what he heard. After a 21-year career as an accountant with one of the nation's largest law firms, he was laid off. Without warning, he became a victim of the slumping economy.

As he packed up his New York City office, he thought about his wife, Josephina, 39. She needed frequent medical attention for a disease that was baffling doctors and causing painful sores all over her body. "Without health insurance and a paycheck, I wondered how I would get Josephina the care she needed," says Jeremias, 40.

To downsize their lifestyle and be closer to family, the Nivars moved to Allentown. They applied for health insurance but repeatedly were denied because of Josephina's pre-existing medical condition. "I couldn't sleep at night," Jeremias says. "We felt like we had nowhere to go."

When Josephina developed bronchitis, however, the Nivars had to go somewhere. They found help and answers to their questions in Lehigh Valley Hospital—17th Street's emergency department. The Nivars were told where to find follow-up care and then introduced to financial counselor Mayra Ramirez.

Much-needed help—When Jeremias Nivar (center) lost his job and health insurance, financial counselor Mayra Ramirez (left) helped his wife, Josephina (right), get the care she needed for a chronic condition. Their story is featured in a new video being shown at the Employee Forums.

Ramirez explained the health network's reduced cost-of-care program, which helps uninsured and underinsured people meet financial challenges associated with their medical care. "I was flabbergasted when I heard about it," Jeremias says. "But it was difficult for me to accept. I never thought I'd need anything like this, and I'm not one to ask for help."

Realizing it was the right thing to do, the Nivars applied and qualified for the program. As Jeremias continued to look for work, Josephina received the care she needed at no cost. "We received better care at Lehigh Valley Health Network without insurance than we did in New York City hospitals with insurance," Jeremias says.

Josephina continues to receive treatment, and her doctors are close to a definitive diagnosis. Jeremias continues to hand out his resume and has since received health care, as well, for a bladder disorder (through the reduced cost-of-care program). "We are very thankful," Jeremias says. "This program has been a blessing."

Every day, Ramirez sees how the program assists people throughout our community. "When we're able to help a family like the Nivars, I'm reminded how our health network transforms lives," she says.

—Rick Martuscelli

Employee Forums

Transforming—it's the theme of our 2009 Employee Forums. When you attend a forum, you'll see a video that tells the story of how Mayra Ramirez helped Jeremias and Josephina Nivar of Allentown receive the health care they needed. You'll also see stories about Lehigh Valley Health Network colleagues who are transforming health care. The forums are your chance to hear from senior leaders, receive free flu shots and register to win a \$50 Visa gift card. Plan to attend one of the following:

Lehigh Valley Hospital—Cedar Crest

Auditorium

Tue., Sept. 22; 2 p.m.
(LVH-CC OR staff only)
Wed., Sept. 23; 1 p.m.
Thu., Sept. 24; 2 p.m.
Tue., Sept. 29; 8:30 a.m.
Fri., Oct. 2; 2 p.m.
Tue., Oct. 6; 3 p.m.
Mon., Oct. 12; 3 p.m.
Tue., Oct. 20; 4 p.m.
Thu., Oct. 22; 7 a.m.
Fri., Oct. 23; 1:30 p.m.
Thu., Nov. 5; 7:30 a.m.
Thu., Nov. 12; 8 a.m.
Fri., Nov. 13; 2 a.m.
Fri., Nov. 13; 3:30 a.m.
Wed., Nov. 18; 1 p.m.
Thu., Nov. 19; 12:30 p.m.
Thu., Dec. 3; 11:30 a.m.
Fri., Dec. 4; 2:30 p.m.
Fri., Dec. 11; 1 p.m.

Kasych, ECC 6, 7, 8

Tue., Nov. 17; 6:45 a.m. (LVH-CC OR staff only)

Lehigh Valley Hospital—Muhlenberg

OR Classroom

Tue., Sept. 22; 6:45 a.m. (LVH-M OR staff only)
Tue., Oct. 27; 2 p.m.

Banko 1 & 2

Fri., Oct. 2; 7 a.m.
Mon., Oct. 5; 11 a.m.
Tue., Oct. 27; 8 a.m.
Wed., Nov. 18; 8:30 a.m.

ECC Rooms B, C, D

Fri., Oct. 9; 2 a.m.
Fri., Oct. 9; 3:30 a.m.
Tue., Oct. 13; 3 p.m.
Thu., Oct. 22; 4 p.m.
Fri., Nov. 13; 11:30 a.m.
Fri., Nov. 20; 1:30 p.m.
Mon., Dec. 14; 7 a.m.
Wed., Dec. 16; 3:30 p.m.

Lehigh Valley Hospital—17th Street

Auditorium

Tue., Sept. 29; 1 p.m.
Mon., Oct. 5; 3:30 p.m.
Mon., Oct. 12; 8 a.m.
Tue., Oct. 13; 7 a.m.
Thu., Oct. 22; 11 a.m.
Mon., Oct. 26; 7:30 a.m.
Mon., Nov. 2; 3:30 p.m.
Tue., Nov. 17; 2 p.m.
Mon., Nov. 23; 8 a.m.
Mon., Dec. 7; 4 p.m.

2166 S. 12th St.

1st Floor Conference Room

Tue., Oct. 6; 12:30 p.m.
Thu., Oct. 8; 2 p.m.
Tue., Oct. 13; 11 a.m.
Mon., Oct. 19; 2:30 p.m.
Fri., Nov. 13; 8 a.m.
Mon., Nov. 16; 2 p.m.
Tue., Nov. 24; 8 a.m.
Fri., Dec. 4; 10 a.m.

1249 S. Cedar Crest Blvd.

Lower-Level Conference Room

Fri., Oct. 23; 7:30 a.m.
Thu., Dec. 10; 4 p.m.



Reduce, Reuse, Recycle... and Celebrate

Our efforts to go “greener” earned us national accolades from the U.S. Environmental Protection Agency. We received the agency’s Mid-Atlantic Region Environmental Achievement Award for innovative practices in waste management, primarily waste reduction and recycling.

Thanks to the work of our waste reduction specialist Linda Zengen, we recycled more than 110 tons of bottles, cans and plastics in the past year—to quadruple our recycling of past years. In addition, we doubled our paper recycling to more than 600 tons. We also started a food waste program with Sodexo, composting pre-consumer food waste at Rodale Institute’s farm in Emmaus. In turn, produce sold at the farmers’ market at Lehigh Valley Hospital–Cedar Crest comes from the same farm.

Zengen and vice president of support services Craig Onori accepted the award during a recent celebration in Philadelphia.

She’s an Advocate

When a young Matt Quinn fell and cracked his skull while playing basketball, he received care at Lehigh Valley Hospital–Cedar Crest. The care he received inspired his sister, Catye Quinn, to become a registered nurse and work here. Now the 7C colleague is driven to provide the same high level of care her brother received and excited to spread the word about the services we provide. “I’m always telling my friends and neighbors to come to our health network when they need care,” she says. “The experience my brother had and the care I see being delivered every day tells me this is the place to be.”

Are you an advocate for our health network? If so, call 610-402-3175 or e-mail Richard.Martuscelli@lvh.com and share your story in *CheckUp*.



Guide to Our Care

LVPG

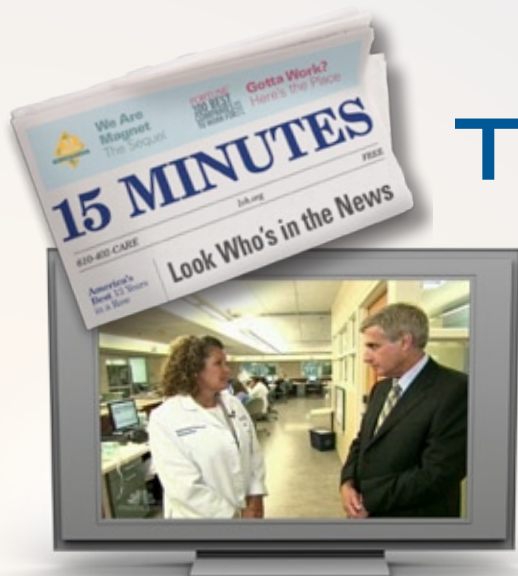
Surgical Specialists of the Lehigh Valley at Lehigh Valley Hospital–Cedar Crest is home to orthopedic surgeon Patrick B. Respet, M.D. He specializes in fracture management, general orthopedic surgery and total joint replacement. He is fellowship-trained in orthopedic traumatology.

Neurosurgery

Did you know we offer incisionless and minimally invasive brain surgery? Our team is on the forefront of leading-edge neuro-interventional procedures such as stenting, coiling, embolization and clot retrieval for neurovascular conditions. We also offer endoscopic neurosurgery. We are the only health network in the region that offers Gamma Knife® radiosurgery to treat brain tumors, arteriovenous malformations and other nerve disorders affecting the head and neck.

Cancer Care

We are one of 160 institutions nationwide offering patients with advanced liver cancer a new radiation therapy: selective internal radiation therapy (SIRT). It delivers millions of microscopic radioactive spheres, called SIR-spheres, directly to the liver cancer tumors. Radiologist Errin Hoffman, M.D., can dispense up to 40 times more radiation to the liver tumors than using conventional radiotherapy, while limiting the effects on healthy liver tissue.



The Buzz in Our Community

Our Flu Preparedness in National Spotlight

A crew from NBC Nightly News with Brian Williams recently visited Lehigh Valley Hospital–Cedar Crest to report on our preparedness for a potential outbreak of H1N1 flu. The crew, led by chief health and science reporter Robert Bazell, conducted interviews with emergency preparedness and infection control clinicians, including chief of infectious diseases **Luther Rhodes, M.D.**, director of infection control **Terry Burger, R.N.**, and director of emergency preparedness **Mike Wargo, R.N.** Burger also discussed prevention during a separate appearance on NBC's Today show. Also, TV Globo, based in Brazil with offices in New York and one of the largest networks in the world, produced a preparedness/prevention story on H1N1 at Lehigh Valley Hospital–Cedar Crest.

Read and view our news online. Go to lvhn.org/news for the latest media coverage!

Other headline-makers:

- Thanks to the health network's **Acute Aortic Treatment Center**, Alyssa Bray of Bushkill Township was able to celebrate her 17th birthday and return to school for the first time in over a year. *The Express Times* shared her story in a recent article.
- *The Morning Call* published an article about the network's health services at this year's Musikfest featuring pediatric patient care coordinator **Loretta Gogel, R.N.**
- **Congressman Charlie Dent** held a press conference at Lehigh Valley Hospital–Cedar Crest's emergency department to discuss a bill he helped introduce that would provide more medical liability coverage for emergency and trauma workers. Covering the event were 69 News (WFMZ-TV), TV-13 Blue Ridge Cable, *East Penn Press* and *The Morning Call*.
- Nine-year-old Ryan Yaindl of Coopersburg, winner of the health network's **IronPigs cover design contest**, threw out a ceremonial first pitch at the Lehigh Valley IronPigs baseball game on Aug. 12. *The Morning Call*, 69 News, Service Electric TV 2 News and the East Penn publications reported the story.
- **Elliot Sussman, M.D.**, president and chief executive officer, authored an opinion-editorial on health care reform that was published in *The Morning Call*.

—Matthew Burns

Heart Care

We're treating more pregnant women with heart problems than ever before. That's why Center for Advanced Heart Failure and maternal-fetal medicine colleagues are collaborating to design a program to provide specialized care to these patients. The program will focus on the diagnosis and treatment of pre-existing or newly developed heart problems identified during pregnancy, many of which can lead to heart failure and serious pregnancy complications.

Trauma Care

Falls are the No. 1 reason people age 55 and older need care in our Level 1 Trauma Center. Our community education program, "Safe Steppin'," teaches people how to prevent falls that could result from medical issues or hazards around the house. Any community group or organization wishing to arrange a presentation can call 610-402-CARE.

Children's Care

Laurissa Kashmer, M.D., recently joined Arnold Slyper, M.D., as the second pediatric endocrinologist for the health network. They treat children with diabetes, growth, puberty and thyroid disorders and other endocrine, metabolic and nutritional problems.

Now Is the Time...Live United

The United Way Campaign 2009 for Lehigh Valley Health Network employees will run Sept. 17-Nov. 30. By pledging your support, you will help the United Way of the Greater Lehigh Valley provide services our community needs during these tough economic times. This year you can invest in our community by:

- Making a one-time cash donation
- Choosing the payroll deduction option
- Writing a personal check
- Charging your donation to a credit card

Want to donate? Look for the United Way icon on your computer's SSO toolbar. Have a question? Ask your department's United Way team champion.



A home run—Winding up for a winning United Way season are (l-r) chief medical officer Ron Swinfard, M.D., IronPigs mascot Ferrous, president and chief executive officer Elliot Sussman, M.D., FeFe and chief operating officer Stuart Paxton.



1



2



3

PRIDE in Our People

1. In honor of Sarah—When home care purchasing coordinator Laura McHugh-Neary's daughter, Sarah, was diagnosed with leukemia, colleagues asked how they could help. McHugh-Neary (right) suggested they donate blood as a tribute to Sarah. Home care medical records technician Tina Moyer (left) took things a step further and organized a blood drive at 2166 S. 12th St. attracting 36 donors. "The support I receive from colleagues makes things easier on me," McHugh-Neary says. "I truly work in a compassionate place."

2. We're emergency prepared—That's what U.S. Rep. Charlie Dent (left), a member of the House Committee on Homeland Security, learned during a visit to Lehigh Valley Hospital—Cedar Crest. Emergency management director Mike Wargo, R.N. (right), led Dent on a tour of our emergency department,

mobile surge hospital, and decontamination facility. Wargo also showcased our communication system that allows us to keep in close contact with other hospitals, municipalities and EMS providers in the event of an emergency.

3. Steelmen (and woman)—Emergency department colleagues recently participated in the Steelman Triathlon at Lake Nockamixon, Quakertown, despite pouring rain. Finishing first in his age class and fourth overall (out of 1,110 athletes) was Brian Lovett, M.D. (far left). Also competing were (l-r) resident Matt Dye, D.O., resident Jeremy White, D.O., Steven Conroy, D.O., physician assistant Marcie Basile, and her husband, resident Jack Basile, D.O.

Read more PRIDE in Our People at lvhn.org/checkup.

Schedule

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

Culture of Wellness

Starting Oct. 1 – Everyday

Tai Chi

Oct. 3 – Reiki I

Oct. 6 and 27 – Car Seat Check

Starting Oct. 8 – Body
Wedge 21™

Starting Oct. 8 – Energizing
Yoga

Starting Oct. 10 – PUMP

Oct. 12 – Redirecting Children's
Behavior Workshop

Starting Oct. 12 and 15 –
Interval Express

Starting Oct. 14 – CPR for
Family and Friends

Oct. 15 – Redirecting Children's
Behavior Series

Starting Oct. 15 – Relaxing Yoga

Oct. 20 – Anti-Aging Mineral
Makeup Seminar

Starting Oct. 20 and 22 –
Aqua New

Oct. 24 – Reiki II

Starting Oct. 27 – Fit To Be
a Mom

Starting Oct. 28 – Kids Beats™

Starting Oct. 28 – Staying
Strong

Benefits

Refer a Physician, Earn \$500

Special Events

Oct. 1 – Community Forum –
Seasonal and H1N1 Influenza
(No registration needed)

Oct. 8 – National Depression
Screening at LVH-CC and LVH-M
(anonymous and confidential)

Oct. 14, 15 and 20 – VALIC
Retirement Strategies for Women

Service Star of the Month

Nancy Beidler

Program Coordinator
Transitional Living Center

Suffering from terminal lung cancer and having struggled with mental illness, Nancy Beidler's patient was just starting to try and reclaim what's left of her life. The patient's one lifeline to comfort in her time of need was visiting her young children. But the patient's car was run-down and constantly in need of repairs.

So when Beidler took her own car in for servicing at a local dealership, she asked to speak with the company's president. Beidler told him about her patient's hardships and asked if he would donate a car to the woman. Without hesitation, the president said "yes," and a few days later the patient had a reliable car that she so desperately needed.

"Nancy wasn't even going to tell me about this, as she didn't want the recognition," says transitional living center's director Ralph Erickson. "And Nancy is even trying to get an apartment donated to this patient so she can spend her remaining days with her children. Nancy always goes above and beyond what is expected to meet the needs of our patients. This time, though, she has topped herself."

—Matthew Burns



The Dish: The Latte Factor

No matter what you call it: cup 'o joe, java, mud, fuel or morning must-have, some of us can't live without it. Now we're drinking more of it. After Sodexo recently switched its coffee supplier to Dunkin' Donuts, sales of coffee jumped 38 percent in the first four days. Overall, the number of cups sold has remained about 20 percent higher (than that Seattle stuff). The latte factor is not a factor here. There's no doubt, our health network runs on Dunkin'.



Share the stories you've heard "in passing" in hallways or around water coolers (or Dunkin' Donuts coffee pots). E-mail *CheckUp* editor Sally Gilotti at sally.gilotti@lvh.com.

Congratulations to Award Nominees

Cheryl Morgan, R.N., 5T

Dan Chlebowski, behavioral health

James Walker, R.N., emergency department at
Lehigh Valley Hospital-Cedar Crest

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**.

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 After reading, please recycle this magazine.

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HAPPY ANNIVERSARY

October 2009

35 Years

Mary Anne Clark
Endoscopy / G.I. Lab
Yvonne Colusso
Case Management
Gary Haas
Information Services
Joan Hottle
Regional Heart Center
Lynn Kuster
Pharmacy
Cynthia Meeker
Open Heart Unit
Janet Shearn
4K Medical-Surgical
Barbara Snell
Clinical Services

30 Years

Deborah DeFrain
Home Care
Jacqueline Fenice
Burn Center
Kathleen Gessitz
Medical Records
Wendy Kowalchuk
Hemodialysis Center
Linda Krasley
Spectrum Administrators
Kevin Kulp
Sleep Disorder Center
Natalie Laudenslager
Cancer Center
Donna Lazun
Medical Records Transcription
Diane Longenbach
Patient Accounting
Victor McCain
Nursing Float Pool

25 Years

Susan Demczyszyn
Open Heart Unit
Nancy Pescinski
Mother-Baby Unit
Cynthia Yoxheimer
Home Care

20 Years

Kelly Adams
MICU/SICU
Pamela Adams
Physician and Executive
Recruiting
Donna Barron
Respiratory Therapy
Leo Bermudez
Emergency Department

Amly Clancy
Physical Therapy
Joanne Gartner
Occupational Therapy
Deborah Gaugler
Lehigh Valley Heart Specialists
Diana Heckman
Community Health
Tina Helfrich
Express Admissions Unit
Gerald Kresge
Security
Angel Melendez
Engineering
Michele Moyer
Patient Accounting
Judylee Negrete
PICC Team
Brenda Owens
Sterile Processing
Pornpun Virojanapa
Surgical Staging Unit

15 Years

Rosanne Bunduka
Information Services
Roxanne Deegan
ABC Family Pediatricians
Stacey Divers
ABC Family Pediatricians
Lori Fillis
ABC Family Pediatricians
Lee Follweiler
LVPG
Pasquale Fugazzotto
ABC Family Pediatricians
Elizabeth Goff
ABC Family Pediatricians
Cheryl Haas
ABC Family Pediatricians
Veronica Kremus
ABC Family Pediatricians
Kimberly Labert
LVPG
Diane Lakatos
ABC Family Pediatricians
Donald Levick
ABC Family Pediatricians
Mary Levick
ABC Family Pediatricians
Carol Logue
Medical Records Transcription
Elmer Long
ABC Family Pediatricians
Robin Miller
LVPG
Clarice Miller
ABC Family Pediatricians
Deborah Miller
ABC Family Pediatricians

Renee Morrow-Connelly
ABC Family Pediatricians
Leila Nassar
ABC Family Pediatricians
Wendy Rush-Spinosa
Heritage Family Practice
Cathy Rutman
ABC Family Pediatricians
Michael Schwartz
ABC Family Pediatricians
Stacy Scoble
Louis Spikol, M.D.
Patricia Shoemaker
ABC Family Pediatricians
Kathleen Szabo
ABC Family Pediatricians
Lori Trinkle
TLC Moderate Care
Doris Vasko
ABC Family Pediatricians
Nicole Viola
ABC Family Pediatricians
Eileen Wright
Medical Records Transcription

10 Years

Stephanie Achenbach
Burn Center
Debra Beck
Operating Room
Sandra Bobryk
Radiology
Nicole Clark
TNICU
Diane Figueroa
Home Care
Stephen Graff
LVPG
Charles Kaminski
Adult Psychiatry
David Leayman
Family Medicine
Nicole Maranki
ABC Family Pediatricians
Tresa Marrow
4K Medical-Surgical
Laura Nork
Interventional Radiology
Donna Pummer
Medical Records
Beverly Schmick
Maternal Fetal Medicine
Arthur Spitko
Spectrum Pharmacy
Lauren Thomas
Lehigh Valley Heart Specialists
Benita Van Lieu
Accounts Payable
Cynthia Williams-Maust
PICU



Celebrating 35 years!

Gary Haas
Information Services

Most Memorable Moment Here

Graduating with my bachelor's degree in chemistry after working full time and going to school for nine years

My Inspiration

All the great people I have had the pleasure to work with over the years

Best Virtues

Honesty, inquisitiveness, appreciation and having fun while working

Other Areas Where I Worked

Pulmonary department and nursing research
Favorite Pastimes
Volunteering with People First Federal Credit Union, traveling, tinkering around the house and gardening

Favorite Cafeteria Foods
Bagels

5 Years

Patricia Andrews
Radiation Oncology
Jamie Balascak
Pediatrics
Janice Baltz
LVPG
Sheri Bowman
Emergency Services
Caroline Carter
4T Medical-Surgical
David Cederberg
Lehigh Valley Heart and Lung Surgeons
Patricia Christenson
Nursing Float Pool
Elizabeth Christman
Home Care
Joy Clair
Lehigh Valley Anesthesia Services
Ann Coombe
Riverside Family Practice
Jeremy Cooper
Information Services
Lucinda Cottrill
HealthWorks
Anne Marie Crown
Regional Heart Center
Mary Deutsch
Nurse Staffing Office
Christine Eckenroth
Emergency Services
Jamie Feick
Emergency Services
Rebekah Flack
Psychiatric Rehabilitation
Sylvia Fowler
Nursing Float Pool

Lisa Garloff
Lehigh Valley Heart and Lung Surgeons
Kristin Goodman
ASU-PACU/OR
Stephen Katz
ABC Family Pediatricians
Cynthia Keiper
Transitional Skilled Unit
Tara Kressler
Lehigh Valley Heart and Lung Surgeons
Donna Krohmer
Breast Health Services
Cynthia Leshko
Pharmacy
Lisette Martinez
Play Center
Walter Miller
Information Services
Donna Miller
LVPG
Marvin Moquin
Lehigh Valley Heart and Lung Surgeons
Mildred Mosella
LVPG
Anvery Musa
Lehigh Valley Heart and Lung Surgeons
Elizabeth Noll
Marketing
Dorothy Nordmeyer
Nursing Float Pool
Pamela Olivieri
Lehigh Valley Heart and Lung Surgeons
Suzanne Peacock
Patient Logistics
Audrey Pepe
Crisis Intervention

Theodore Phillips
Lehigh Valley Heart and Lung Surgeons
Ronald Plocinik
Operating Room
Lori Quick
Lehigh Valley Heart and Lung Surgeons
Tye Ricker
Information Services
Tara Rogers
Pharmacy
William Sedora
Courier Services
Carol Shannon
Lehigh Valley Heart and Lung Surgeons
Raymond Singer
Lehigh Valley Heart and Lung Surgeons
Melinda Snyder
Lehigh Valley Heart and Lung Surgeons
Joann Sofka
LV/HPO
Vanessa Soto
OB/GYN Associates of the Lehigh Valley
Gary Szydlowski
Lehigh Valley Heart and Lung Surgeons
Charles Tucker
Lehigh Valley Heart and Lung Surgeons
Alice Vrsan
Information Services
James Wu
Lehigh Valley Heart and Lung Surgeons