

CheckUP

“If you haven’t cried, your eyes can’t be beautiful.”
Steven Tyler

“LAUGHTER IS AN INSTANT VACATION.” Milton Berle

“LIFE IS EITHER A DARING ADVENTURE OR NOTHING.” Helen Keller

“Follow your passion,
and success
will follow you.”

Arthur Buddhold

“They may forget what you said,
but they will never forget how you made them feel.” Carl Buechner

Words to Live By

Colleagues’ favorite quotes, page 4

“Kindness is the language
which the deaf can hear
and the blind can see.”

“Our character is what we do when we think no one is looking.” H. Jackson Brown Jr.

Our Passion Lead to Success

There are examples everywhere you look



“Follow your passion, and success will follow you.” Heather Sneckenburg, a technical partner on the progressive coronary unit at Lehigh Valley Hospital–Cedar Crest, submitted this famous quote by Terri Guillemets when we asked colleagues to share their favorite saying for the construction of our newest walls of inspiration at Lehigh Valley Health Network-Mack Boulevard and Lehigh Valley Hospital-Muhlenberg (see page 4). The quote made me think about our passion for better medicine and our commitment to serving patients and the community. I believe our passion and commitment do, indeed, bring us success.

Here’s a shining example. Cultural awareness leadership council co-chair Eric Gertner, M.D., and a team of colleagues received the 2011 Edgar C. Hayhow Award for an article they published in the May/June issue of the *Journal of Healthcare Management* about facilitating cultural competency (see page 14). This is really quite an honor. It speaks to the fact that our commitment to cultural competency runs so deep we are nationally recognized for it. We certainly didn’t start our cultural competency initiative because we wanted to win an award. We did it because we passionately believe it’s the right thing to do for our patients—and we’re committed to ensuring it’s facilitated throughout our health network. We followed our passion and success followed.

I think the new Health Center at Moselem Springs (see page 6) will experience success because of our commitment to patients as well. The health center will bring together in one convenient location some of the most in-demand services community members requested during public forums we held last winter. It will ensure the residents of Berks County get the most advanced care, close to home.

Flip through this issue of *CheckUp* and you’ll find several other examples of commitment. It’s a thread that runs deep within the tapestry of our health network. It runs so deep that Bonnie Drabick thinks of each patient as her own family member when she’s getting instruments ready for surgery (see page 3). And it was the fuel behind why we’re giving patients a ROADMAP (Review of All Daily Medical Actions and Plans) to help them understand their care (see page 10).

Look around and you’ll see talented, caring, committed people who are passionate about doing the right thing for our patients. Our success is evident throughout our health network—and that’s because we follow our passion.

Terry Capuano, R.N.
Chief Operating Officer

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She's 'Sunshine' Behind the Scenes

Walking on sunshine—Bonnie Drabick's hallmark trait is her sunny personality. That's why her operating room and sterile processing colleagues call her Sunshine.

Bonnie Drabick is passionate about assembling perfect case carts

Bonnie Drabick has a passion for picking—case cart picking, that is. It's her job to fill the case carts that hold surgical instruments needed in the operating room.

Each surgeon has his own preference about the tools he wants on the cart, depending on the surgery he's doing—and Drabick is meticulous about getting it right. "That patient on the operating room table is someone's mom or daughter," she explains. "I fill the case carts just like those patients are my very own family."

Her job requires special expertise. We have 22 operating rooms and more than 200 surgeons who perform about 750 different procedures. That means Drabick must be able to easily identify about 1,462 different surgical instrument trays and 1,231 different dry goods, such as gauze. "A lot of the instruments and materials look alike, so I need to be very conscientious about getting it right every single time," she says. This is essential, especially when a cart needs to be picked quickly to accommodate an emergency surgery.

While she's at it, she sends each cart out the door with a little love. "I believe each one of us is a healer," she says. "It just comes in different modalities. The way I heal people is to make sure the case cart is perfect for surgery, and by sending well wishes to each patient as the carts are wheeled out of sterile processing and into the operating room."

She had the same philosophy when she worked as a patient transporter for a couple years. She was known to sing a tune or two (she's in a band) to the patients she transported, who often referred to her as "Sunshine."

No matter what role she plays, she's a firm believer in the power of positive thinking and the importance of teamwork. She uses the analogy of each department as a spoke on the wheel where the health network is the hub. If any department becomes weak, the wheel will wobble. "By working together, the spokes remain strong," she says. "And that's what drives our success."

—Amy Koch

“Live and learn from fools and from sages.” Steven Tyler

“If you haven’t cried

“If we’re growing,
we’re always
going to be out of our
zone.”

Voices of Passion

Colleagues share their favorite quotes to motivate others

“One person can
and every

Quotes inspire and motivate. That’s why we’re creating walls of inspiration that display quotes at Lehigh Valley Hospital–Muhlenberg and Lehigh Valley Health Network–Mack Boulevard, like the one in the Kasych Family Pavilion. To find the most profound sayings, we asked colleagues to share their favorites and explain why they’re so passionate about the statements. Nearly 100 colleagues shared their favorite words of wisdom and stories—and you can enjoy just a few right here.

—Cory Prohaska



**“Tell me and I’ll forget.
Show me and I’ll remember.
Involve me and I’ll understand.”**

— Chinese Proverb

“As a certified trainer for crucial conversations “a workshop to encourage open dialogue between colleagues,” I practice this in everything I plan and teach. I use the idea behind this quote throughout the workshop because I truly believe it helps people learn, which enables them to make a difference.”

Heather Rizzo
Education specialist, division of
education



**“For fast-acting relief, try
slowing down.”**

— Lily Tomlin

“My rapid heart rate signaled an imbalance between my daily adrenaline rush and time spent in meditative reflection. The quote prevents me from staying in overdrive through the intersections of down time during my day.”

Jane Dilliard, R.N.
Patient care specialist, Lehigh Valley Hospi-
tal–Muhlenberg float pool

“Kindness is the language which the deaf can hear and the blind can see.”

“Our character is what we do when we think no one is looking.” H. Jackson Brown Jr.

ed, your eyes can't be beautiful.”

Daphne Lewis

Blog Your Favorite Quote

Do you have a quote that inspires you? If so, share your quote and the reason you love it at our new blog, “Voices of Passion.” The quote can be from someone famous or an acquaintance, family member, friend, teacher, colleague, who has influenced your life. You can also upload photos and links to videos you have made to help you tell your story. Visit passion.lvhn.org, start blogging and share your voice of passion.

“They may forget what you said, but they will never forget how you made them feel.” Carl Buechner

make a difference
y person should try.” – John Fitzgerald Kennedy

“LIFE IS EITHER A DARING ADVENTURE OR NOTHING.” Helen Keller



“Do not go where the path may lead, go instead where there is no path and leave a trail.”

– Ralph Waldo Emerson

“Growing up during the Civil Rights movement and Vietnam era inspired me to make a difference. I became a case manager. Many people I counseled made an impression on me. I recently completed a life-changing residency in the pastoral care department. Now, I will pursue a career in ministry and hope to continue to leave a trail and inspire others.”

Virginia G. Schlegel
Administrative partner, 6K



“Follow your passion, and success will follow you.”

– Terri Guillemets

“I came here two years ago as a technical partner. I’m currently pursuing my dream to become a nurse. Because of this great organization and our wonderful tuition reimbursement benefit, I’ll make that dream a reality! I live by this quote. I follow my passion to help people and Lehigh Valley Health Network’s passion for better medicine.”

Heather Sneckenburg
Technical partner, medical-surgical intensive care unit



“Enjoy the little things in life, for one day you may look back and realize they were the big things.”

– Robert Brault

“At age 13, my son was diagnosed with an inoperable brain tumor. He went through 15 months of chemo. He’s now 24 years old. Although he overcame many medical adversities and lost two young friends, I believe everything happens for a reason. Your life can change quickly, so be thankful for what you have. Each day is a blessing.”

Bonnie Winch
Administrative assistant, case management

Open for Care

Step inside the new Health Center at Moselem Springs

For more than 150 years, diners and travelers called the Inn at Moselem Springs home. Now, residents of Richmond Township and Berks County can receive quality care, close to home at the newly opened Health Center at Moselem Springs. Here's a glimpse of what's inside, as captured during a recent open house for our health network's 10th health center.



It's official—President and chief executive officer Ron Swinfard, M.D. (second from right), cut the ribbon with (l-r) health center director Wendy York; relative of the former owner, Sallie Leibelsperger; executive director of the Northeast Berks Chamber of Commerce Liz Weiss; and State Rep. Doug Reichley. “This health center marks a milestone in the care that Lehigh Valley Health Network offers to residents of Berks County,” Swinfard said.

Complete renovation—Community members, colleagues, special guests and members of the media toured the health center, located at the intersection of Routes 662 and 222. The 12,000 square-foot center includes family medicine physicians, walk-in hours, diagnostic services and wellness and community educational classes.

“This health center marks a milestone in the care that Lehigh Valley Health Network offers to residents of Berks County”

—RONALD SWINFARD, M.D.



Connecting with the community—We want all Berks County residents to feel welcome at the new health center. That's why Old Order Mennonite Alvin Burkholder (photo above, left) worked with our strategic planner Jon Larrabee to brainstorm ways to make community members comfortable. Burkholder mentioned they could use a place to shelter their horses when they visit the medical center for care and community events. That conversation led to the construction of a four-stall horse shed (photo at right) that was erected for use by local Mennonite families. Ron Swinfard, M.D. (second from right), thanked Burkholder for his input.



Preserving history—The heritage wall in the entryway, which outlines the property's history, was a favorite of 93-year-old Sallie Leibelsperger, whose family owned and operated the inn for almost a century. "I'm glad they kept the building exterior as is," Leibelsperger says. "They promised they would not change it or tear it down, and they kept their promise."

Safety first—Parent education coordinator Deanna Shisslak helped keep the community safe by educating residents about the importance of using a child safety seat and the dangers of distracted driving.

A horse is a horse, of course—Children who attended the open house had plenty of activities to keep them occupied. One of the popular spots was a table where children could color a drawing of a horse, long a landmark of the property.

—Amy Koch

Benefits for a Healthy You

Take advantage of all that's available to you and your family

You are our No. 1 priority. "That's why we offer benefits to help you and your loved ones live healthy," says Mary Kay Grim, senior vice president of human resources. Learn more about the ways our health network can help you improve and maintain your health and wellness.

Live in our Culture of Wellness

Our Culture of Wellness benefit provides colleagues and eligible dependents enrolled in Choice Plus \$700 per family annually to spend on a variety of approved wellness programs. Options include fitness, stress reduction and health promotion classes.

Wellness Dollars also can be used to reimburse a fitness center membership (up to \$700 per year). To receive reimbursement, you must visit the fitness center at least eight times each month. Approved fitness centers are:

- » **Healthy You Fitness Center—Cedar Crest**
1243 S. Cedar Crest Blvd., Allentown
- » **Healthy You Fitness Center—Muhlenberg**
1770 Bathgate Road., Bethlehem
- » **Healthy You Fitness Center—Mack Boulevard**
2100 Mack Blvd., Allentown
- » **Human Performance Center**
250 Cetronia Road., Allentown

MORE HEALTHY BENEFITS

Preferred EAP (Employee Assistance Program)

This confidential counseling service is available to you and your family to help you manage personal or work-related problems. Preferred EAP's staff provides up to five counseling sessions free of charge. Visit preferred.eap.org to learn more.

Flexible Spending Account (FSA)

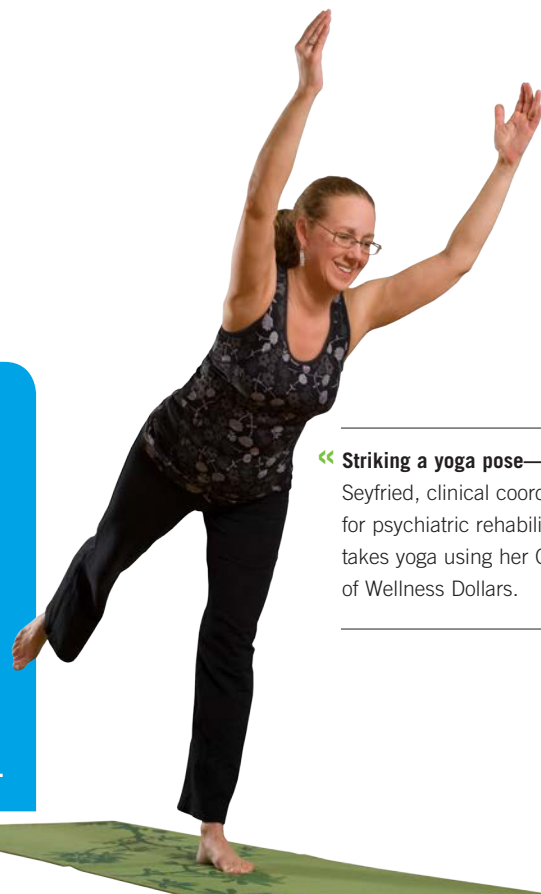
An FSA can help you pay for out-of-pocket medical expenses with your own pre-tax money. The health network offers a health care FSA and a child/elder care FSA for new employees and during open enrollment.

A membership to any Healthy You Fitness Center provides you access to all three centers (excluding Human Performance Center). If you're covered by the Choice Plus out-of-area benefit option, Wellness Dollars can be used to cover an approved fitness center membership near your home.

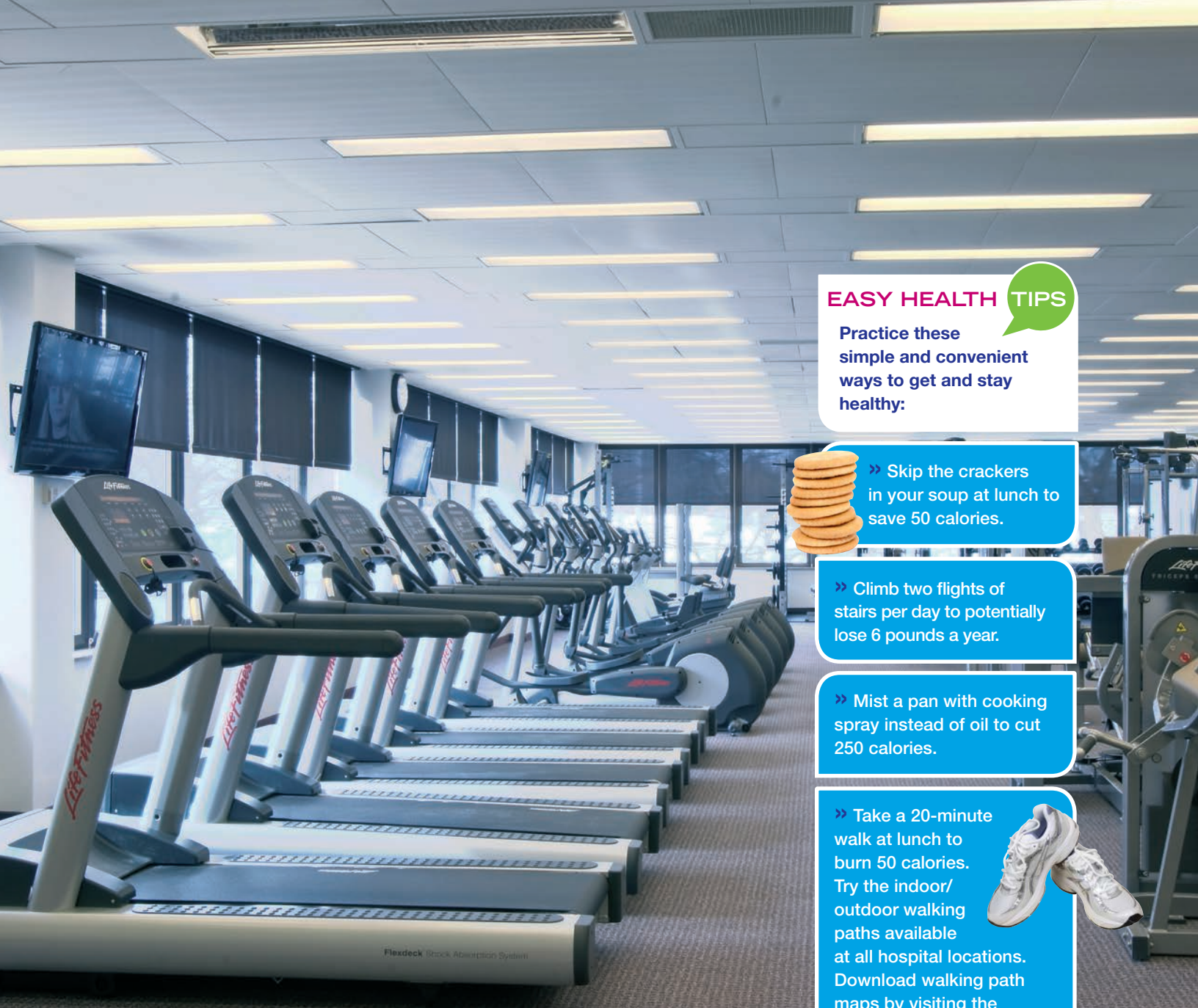
For a list of available Culture of Wellness programs, visit the human resources website on the intranet (lvh.com) or webSAI.com.

Earn \$25 more in Wellness Dollars

WebSAI.com provides Choice Plus members free access to an online health portal of interactive and informational games, health trackers, coaching videos and health news alerts. You can complete a confidential online wellness assessment and receive a customized program to improve or maintain your health. Choice Plus colleagues and eligible family members age 18 and older can earn an additional \$25 in Wellness Dollars for completing the assessment. **Visit webSAI.com to take the assessment and access other tools.**



« **Striking a yoga pose**—Ann Seyfried, clinical coordinator for psychiatric rehabilitation, takes yoga using her Culture of Wellness Dollars.



EASY HEALTH TIPS

Practice these simple and convenient ways to get and stay healthy:



» Skip the crackers in your soup at lunch to save 50 calories.

» Climb two flights of stairs per day to potentially lose 6 pounds a year.

» Mist a pan with cooking spray instead of oil to cut 250 calories.

» Take a 20-minute walk at lunch to burn 50 calories. Try the indoor/outdoor walking paths available at all hospital locations. Download walking path maps by visiting the intranet (lvh.com) and clicking on Departments, Non-Clinical, A-K and Healthy You Programs.



» Play Wii boxing to burn nearly twice as many calories as playing Wii golf.

» Drink eight 8-ounce glasses of water each day to lose weight and improve your overall health.



Learn to be healthy with Well U.

We launched Well U. to support and encourage colleagues to live healthier lives at work and home. Here's how it works. Each department appoints a Dean of Wellness who shares health and wellness information, encourages colleagues to participate in healthy endeavors and supports colleagues who strive to make healthy choices. By partnering with your Dean, you can learn to eat better, move more, manage stress and achieve a better work/life balance.

The Dean's List recognizes Deans that go above and beyond in their role. Anne Marie Crown, director of special cardiac programs, and David Freedman, manager of financial analysis, made the second quarter Dean's List after they were nominated by colleagues.

—Lauren Fetterman

🚩 **Now open!**—All colleagues enrolled in Choice Plus can use their Culture of Wellness benefit toward a membership at the new Healthy You Fitness Center—Mack Boulevard. To learn how to become a member, click the Mack Boulevard banner ad on the intranet (lvh.com).

How to Read a ROADMAP

New printout tells patients and families what they need to know about their care

If you're lost and want to find your way, read a road map. If you're in the hospital and have questions about your care, read your ROADMAP.

What's the difference? Our ROADMAP (Review of All Daily Medical Actions and Plans) is an easy-to-read fact sheet given to each patient daily containing information about his or her care. Colleagues on 6K are piloting the project as part of our Patient-Centered Experience (PCE) initiative to enhance every patient and family member's experience.

"Patients and families can refer to their ROADMAP to get information about their doctors, medications, tests and more," says Kristina Holleran, R.N., 6K patient care specialist and co-project leader. "Because patients and families will be informed, they'll have a better hospital experience. And because we're answering patients' and family members' questions before they have to ask, nurses will be able to spend more time at the bedside."

To determine the ROADMAP's content, more than 100 patients and families were asked which information was most important to them. Caregivers were asked which questions they frequently answer. Members of our PCE Advisory Council, community members who offer feedback on PCE projects, also participated.

Here's what patients will see on their ROADMAP:

- **I use an interpreter for** (preferred language).
- **Reason I'm here:** (patient's chief complaint)
- **Doctor or group in charge of my care:** (a physician or practice name)
- **My care team:** (the types of caregivers, like physical therapist or nutritionist, the patient will see)
- **My allergies:** (medications and foods)
- **My diet:** (for example, clear liquids or low-sodium meals)
- **What I'm allowed to do:** (for example, if the patient is permitted to walk or sit in a chair)
- **What I need to do and learn today:** (physical and education goals)
- **Tests and procedures planned for today:**
 - **Lab:** (lists orders and defines common tests)
 - **Other tests:** (like MRI and EKG)
 - **Procedures:** (like surgery or catheterization)
- **My discharge plan:** (lists a possible discharge date, to where the patient is being discharged and additional information)
- **Tests from yesterday to ask my doctor about:**
- **Questions I want to ask my care team:** (open space for handwritten questions)
- **My medicines:**
 - **Scheduled medications:** (generic and brand names)
 - **Meds I may have by asking a nurse:** (patient can request these for symptom relief)
 - **Discontinued medications:** (medications that were taken yesterday that no longer need to be taken)

SHARED SUCCESS PLAN

Fiscal Year 2011
Second Quarter Results

Help us reach our goals!

Our FY 11 Goals

- **Threshold** (Good)
- **Target** (Better)
- **Maximum** (Best)

You play a vital role in helping us meet our **overall patient satisfaction** and **cost-per-case** goals. If your hard work helps us meet these goals and our health network's overall financial goals by the fourth quarter, you may be rewarded.

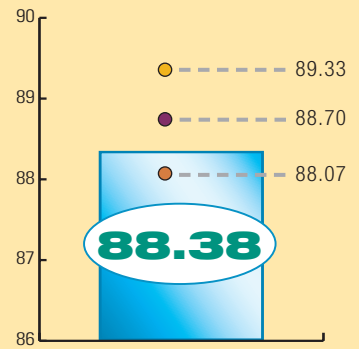
"The computer software that creates each patient's ROADMAP pulls the information directly from Centricity Enterprise," says Jan Wilson, R.N., nursing information services manager and co-project leader. "There are few sections in which the nurse will have to enter new information into Centricity."

During the pilot, patients will receive their ROADMAP during the 7 a.m. bedside shift report. The ROADMAP explains that it was printed at 7 a.m., and that new tests and medications might be added afterward. To ensure confidentiality, it will be kept in a folder at the bedside—a suggestion from the PCE Advisory Council.

To determine the ROADMAP's success, 6K will monitor scores from the Press Ganey question, "Did nurses keep you informed?" 6K colleagues also will be surveyed regarding the pilot's effectiveness. If all goes well, look for the ROADMAP to be rolled out network-wide in the coming months.

—Rick Martuscelli

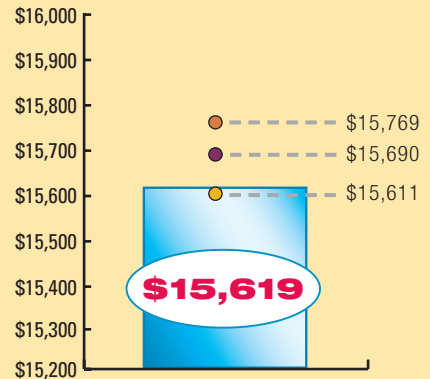
Patient Satisfaction



We're exceeding our threshold (good) goal.

Cost Per Case

(lower is better)



We're exceeding our target (better) goal.



Mapping out the day —6K's Jacquelyn Rudden, R.N. (left), and Rebekah Souder, R.N., give patient Melissa Lincoln of Allentown her ROADMAP to keep her and her loved ones informed of her daily plan of care.

New Partnership With Moffitt Cancer Center



Our patients now have increased access to clinical trials through our new affiliation with the H. Lee Moffitt Cancer Center and Research Institute, located on the University of South Florida (USF) campus in Tampa, Fla. This affiliation was forged because of our SELECT medical school program with USF's College of Medicine. The affiliation with Moffitt Cancer Center expands access to clinical trials that can improve quality of life and extend survival for patients with cancer. Moffitt Cancer Center is a member of the National Comprehensive Cancer Network (NCCN), an alliance of 21 of the world's leading cancer centers that provide an authoritative source of information to help patients and health professionals make informed decisions about cancer care.

R&R Spotlight

Why exchange gifts with colleagues during the holidays when you can share a nice sentiment instead? That's how Karen Ulshafer (right), Michele Buday and their home care rehab team colleagues recognize each other. Each colleague picks a name and writes a positive message about that person on a holiday card, which is then displayed for all to read. Another way the team rewards and recognizes colleagues is through the "Spotlight On" program. During their monthly meeting, the "spotlight" is shined on one colleague who has received positive feedback from a patient or peer for a specific act of kindness. Team members applaud each other's successes and accomplishments, and come closer together through the program.

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



facebook

What our fans are saying

The Wall

Displaying 3 of 70 wall posts.

Deborah Schellenberg wrote on Jan. 12:

Lehigh Valley Hospital is a wonderful organization... We have always been treated well and given the best care. I can't say enough about The Heart Care Group and Coumadin clinic and their wonderful nurses and employees.

Karen Minnich Skorochod wrote on Jan. 11:

I went to this office (Lehigh Valley Cardiology Associates) for the first time... Each and every staff member I encountered was pleasant and smiling and so very helpful. They are definitely doing something right in that office!

Candi Haupt wrote on Jan. 7:

I had cervical disc replacement surgery in December... Dr. Wong was my surgeon. If it wasn't for her, I don't know how much I would be able to play with my daughter in the future... Thank you from the bottom of my heart!

[Join the conversation](https://www.facebook.com/lvhealthnetwork) at facebook.com/lvhealthnetwork

The Buzz in Our Community

- *The Morning Call*, *Reading Eagle*, *Kutztown Patriot*, *Hamburg Area Item* and 69 News (WFMZ-TV) covered the opening of the **Health Center at Moselem Springs**.
- Our "locavore," **Dawn Brazuk, R.N.**, was again featured in *The Morning Call* after recently completing an experiment in which she ate only locally grown products for one full year.
- Director of patient financial services **Jeff Hinkle** was interviewed for a *Wall Street Journal* article about our reduced cost-of-care program for the uninsured and underinsured.
- *ADVANCE for Nurses* featured our inclusion on the **Leapfrog Group's list of top hospitals**.
- For the second time in six months, *Computerworld* featured our information services department, interviewing chief information officer and senior vice president **Harry Lukens** for their column, "The Grill."
- Director of corporate fitness **John Graham** was featured in a story by MedStar Television that was picked up by several news organizations including 6 ABC News in Philadelphia and NBC 9 Eyewitness News in Charlotte, N.C.

—Matthew Burns

[Read and view our news.](#) Go to lvhn.org/news or visit the Network News section of the intranet (lvh.com) to see news clips (updated monthly).

A Guide to Our Care



The New Name in Heart and Vascular Care

The Regional Heart Center has a new name—the Lehigh Valley Health Network Heart and Vascular Center. The new name better reflects the merging of our cardiac and vascular service lines. Our specialists will continue to provide nationally recognized, quality heart and vascular services at Lehigh Valley Hospital–Cedar Crest and Lehigh Valley Hospital–Muhlenberg.

Personalized Pediatric Endocrine Care

Our pediatric endocrinologists diagnose and treat children and adolescents with diabetes, growth problems, early or delayed puberty, polycystic ovary syndrome, obesity, metabolic syndrome and other hormonal disorders. Our specialists utilize state-of-the-art technology for treating diabetes and are available 24/7 for emergencies. They provide personalized inpatient and outpatient care and work closely with primary care physicians to provide coordinated and comprehensive care.



New LVPG Practice

Lehigh Valley Physician Group is pleased to announce the addition of a new family medicine practice, Eagle Point Family Medicine, located at 5505 MacArthur Road in Whitehall. Louis E. Spikol, M.D., and MaryAnne Peifer, M.D., both experienced physicians, are currently accepting new patients from infants to older adults. Both physicians are board-certified in family medicine. Spikol also is board-certified in geriatrics.

Visit HomeSafeHome.org

Young children are the most frequent victims of burn injuries at home. To address this, the Burn Prevention Network developed a new website that teaches parents and caregivers how to prevent children from suffering a burn injury at home. Available in English and Spanish, HomeSafeHome.org includes videos, a checklist to make your home safe, information about first aid for burns, safety tips and newsletters, links to other websites, as well as facts about carbon monoxide, sun safety, smoke alarms, home escape routes, heating safety and more. Spread the word about this valuable resource.



Cancer Risk and Genetic Assessment Program Expanding

Surgical oncologist John D'Emilia, M.D., whose research interests are in hereditary colon and breast cancers, has been named medical director of the Cancer Risk and Genetic Assessment Program. D'Emilia will oversee further growth in the program—now in its 10th year—with a focus on the integration of genetic counseling into the multidisciplinary evaluation of cancer patients and families at risk for hereditary cancer syndromes. D'Emilia's team will have an opportunity to collaborate with physicians at the Tampa-based Moffitt Cancer Center as gene therapy moves forward.



Asking for Payment Earlier Helps

We already collect co-pays at the point of service in our emergency departments, ambulatory surgical unit at Lehigh Valley Hospital–17th Street and rehabilitation department. Starting this spring, we'll ask for co-pays, deductibles and co-insurance from patients before their scheduled surgeries. This will help us identify and educate people who need assistance with their medical bills and reduce their anxiety by providing the help they need.

How will it work? After a patient's surgery is scheduled, a financial counselor like Marjorie Nader (left) will call and offer to take payment over the phone or at pre-admission testing. Treatment will be provided regardless of ability to pay.

If a patient is uninsured or underinsured, the financial counselor will screen for eligibility for state Medical Assistance or our Reduced Cost-of-Care Program based on income. "This helps avoid the patient receiving several bills and collection agency phone calls that cause anxiety and network costs and inefficiencies," says patient accounting's Tricia DeBlass. "Asking for and collecting payments earlier benefits our patients, community and network. Our patients receive the surgeries and financial assistance they need, and we're able to reduce bad debt and invest revenue back into our services so we can offer the highest level of care."

Her Spirit Lives On *Remembering a colleague who passed away in 2010*

She Was a Rose

As a technical partner in Lehigh Valley Hospital–Muhlenberg's emergency department for six years, Rose Liggio developed relationships with colleagues throughout the hospital. She was loved by her patients. Her Friends of Nursing nomination letter said she exemplified quality care "through her smile, touch and kind gestures." "Rose was always ready to lend a hand and demonstrated the real definition of teamwork," says colleague Charlotte Buckenmyer, R.N. "As a preceptor to new technical partners, she had the patience and ability to make new colleagues feel at home on their first day."



PRIDE in Our People

[READ MORE PRIDE in Our People at lvhn.org/checkup.](http://lvhn.org/checkup)

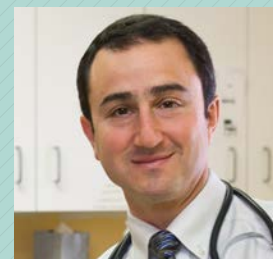


Focus on communication

More than 650 leaders attended a half-day AIDET Retreat at Lehigh Valley Health Network–Mack Boulevard, the first event in the facility's renovated auditorium. Presenter Bob Murphy of The Studer Group—the health care consulting firm that developed AIDET—energized the group as he explained why AIDET is so important to our health network. AIDET is a powerful communication tool designed to reduce anxiety and earn trust, and can be adapted for any customer, whether it's a patient, family member, visitor or colleague. Details about the AIDET rollout are coming soon.

Award-winning article

Cultural awareness leadership council co-chair Eric Gertner, M.D., and a team of colleagues received the 2011 Edgar C. Hayhow Award for an article they published in the May/June issue of the *Journal of Healthcare Management*. The award is given annually to the journal's best article from the preceding year. Using our cultural competency initiative as a model, the article shares specific strategies health systems can use to facilitate organization-wide cultural competency. Gertner's co-authors were: Lynn Deitrick, Jim Geiger, Mary Kay Grim, Erica Mahady, Jarret Patton, M.D., Judy Sabino and Debbie Salas-Lopez, M.D.



Schedule

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

Culture of Wellness

Starting March 1 – Redirecting Children’s Behavior – Parenting, Five-Week Series

Starting March 2 – Exercise for Life

Starting March 5 and 24 – Boot Camp

Starting March 5, 16 and 25 – Zumba

Starting March 7 – Monday Morning Mom’s Breastfeeding Group

Starting March 7 – Sunrise Cardio/Strength

Starting March 8 – Age-Proof Workout

Starting March 8 – Early Morning Core and More

Starting March 9 – Strength

Starting March 11, 22 and 25 – Line Dancing

Starting March 12 – Kettleballs

Starting March 14 – New Parent’s Workshop - Becoming Mom and Dad

Starting March 15 – Baby Care, Two-Week Series

Starting March 15, 22 and 23 – Yogalatte

March 10 and 21 – Breastfeeding Baby

March 17 – Car Seat Check at Moselem Springs, FREE

March 5 – Preparing for Childbirth, One-Day Class

March 10 – Parent Workshop: “Enhancing Children’s Self Esteem and Internal Motivation”

March 3 and 9 – CPR Family and Friends

March 12 and 13 – Preparing for Childbirth, Weekend Class

Starting March 17 – Preparing for Childbirth, Four-Week Series

March 19 – Baby Care, One-Day Class

Starting March 19 – Funky Feet

Starting March 21 – Cardio Kickbox

Starting March 21 – Relaxing Yoga

March 22 – Anti-Aging Mineral Makeup Seminar

Starting March 22 and 24 – Aqua New

Starting March 22 – Energizing Yoga

Starting March 22 – Staying Strong

Starting March 22 – Very Gentle Yoga

Starting March 22 – Zumbatomic

Starting March 23 – Core Sculpt

Starting March 23 – Bollywood Dance

Starting March 23 – Kickbox Training Camp

March 23 – Parent Workshop: “I’m Not Going to Say it Again!” Top Ten Ways to Get Your Kid to Listen

March 23 – Pump

Starting March 24 – Ballroom Dancing

Starting March 24 – Yoga Basics

March 26 – 12th Annual Storybook Breakfast

March 26 – Reiki 1

March 25 and 26 – Preparing for Childbirth Fri.-Sat. Class

Starting March 29 and 31 – Funtastic Fit Kidz

Benefits

Refer a Physician, Earn \$500

Employee Discounts

Show your employee ID to receive 10% off your meal at the 1901 Hamilton Street Subway.

LVHN Recreation

Committee Events:

Aug. 6-12 – Grand Canyon - Contact Denise Mitchell 610-969-0413 for details.

Visit the “LVH_Recreation_Comm” bulletin board for more details.

Service Star of the Month



Lorraine Dickey, M.D., neonatal intensive care unit (NICU) medical director
Nominated by NICU staff

For three days, neonatal intensive care unit (NICU) colleagues did everything possible to care for an infant born at 28 weeks with severe lung disease. When it became apparent that the baby boy would not survive, the family decided to withdraw care. The family, however, lived more than an hour away and couldn’t get to the hospital in time to be with the baby during his last moments of life. NICU medical director Lorraine Dickey, M.D., assured them their baby would not be in pain or die alone.

Dickey held the baby in her arms, rocking, soothing and talking to him for more than an hour until he passed away. “It was something I felt compelled to do,” Dickey says. “There were tears running down my face as I held this baby boy. It was a very emotional moment for me.”

“The entire unit was extremely moved to see the infant with Dr. Dickey,” says NICU’s Jan Larson, R.N. “She showed true compassion for the little boy in his last moments. Those of us who saw what she did will remember it for the rest of our lives.”

—Matthew Burns

Congratulations to Award Nominees

Fidel Espinosa Jr. and Dennis DeFrain, security

John Wargo, security

Christie Moser, R.N., Lehigh Valley Hospital–Muhlenberg, CT imaging

Judith Mullin, Lehigh Valley Hospital–Muhlenberg, heart station

Transitional trauma unit staff and Elizabeth Hernandez, physical therapist assistant

Marisa Tait, R.N., Lehigh Valley Hospital–Cedar Crest, post-anesthesia care unit

Susan Heck, Lehigh Neurology

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**.

VICE PRESIDENT, MARKETING AND PUBLIC AFFAIRS

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CheckUp, a 2010 Aster Gold Award Winner

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HAPPY ANNIVERSARY

March 2011

35 Years

Erin Brazil
Burn Recovery Center

Mary Gramsey
Diagnostic Radiology

Stephanie Genovese
Service Excellence

Robin Kostolsky
Endoscopy - G.I. Lab

Stephen Sabo
Engineering

Patricia Skrovaneck
PHND

Cathleen Story
Radiology

Judith Young
5K Medical-Surgical

30 Years

Robyn Collins
MICU/SICU

Joan Leicht
Radiology

Kathy Roth
5B Medical-Surgical

Darin Sawka
Sterile Processing

Sandra Smith
Express Admissions Unit

Paulette Villafane
5C Medical-Surgical

Patricia Zocco
Heart Station

25 Years

Deborah Angstadt
TOHU

Iva Campbell
4K Medical-Surgical

Cynthia Cressman
Diagnostic Radiology

Jyl Francis
Labor and Delivery

Kathleen Galicki
3A IPCU

Wade Huber
Sterile Processing

Roseann Laudenslager
Cancer Center

Beryl Loch
ICS Recovery

Barry Mitchell
MedEvac

Peggy Pearson
Surgical Staging Unit

Diane Semmel
Radiology

Randal Shelly
Facilities

Mary Weierbach
Hematology Oncology Associates

20 Years

Elyse Kernan
Kidney Acquisition

Paula Klass
Case Management

Mark Paul
4T Medical-Surgical

Antoinette Seyler
Miles of Smiles

Brian Stello
Family Health Center

Kimberly Wechsler
CE CE Center

Heather Xanthopoulos
Diagnostic Radiology

15 Years

Raymond Daniels
Hematology Oncology Associates

Bonnie Keeler
Workers Compensation

Catherine Schilling
LVPG Reimbursement

10 Years

Gail Brown
Pediatric Hematology Oncology

Tracy Dorwart
Heart and Vascular Center

Jodi Dronenburg
Children's Clinic

Julie Fulcher
Emergency Services

Jane Gartner
Trexlerstown Medical Center

Cynthia Graham
Central Scheduling

Kathy Herron
Emergency Department

Donna Johnson
5T Medical-Surgical

Melanie Keller
Adolescent Psych Unit

Jessica Kurinec
Nursing Float Pool

Jamie Marth
Emergency Services

Kateryna Mease
Float Pool

Stacy Michalik
TNICU

Michelle Myers
Heart and Vascular Center

Donna Porawski
Home Care

Nancy Schiesel
Medical Records

Joanne Schoemaker
Nursing Float Pool

Barbara Sikora
OACIS Outpatient

Roseann Stefanick
Spectrum Administrators

Lisa Young
HealthWorks

Tracy Young
Dental Clinic

5 Years

Debra Albright
Cosmetic and Reconstructive Specialists

Bernadette Bamberger
Cardiac Rehab

Kyle Benedetto
Lehigh Valley Anesthesia Services

Deidre Benham
Operating Room

Nyann Biery
Family Medicine

Susan Biggs
Development

Victoria Bogart
Lehigh Neurology

Robert Brandmeir
Security

Marlene Butz
Rehab Services

Juan Collazo
Case Management

Amy Edgett
The Guidance Program

Chrystal Erb
Marketing and Public Affairs

Blair Free
Imaging

Gene Galluppi
Courier Services

Gilbert Gingrich
Information Services

Lauren Grantz
Health Spectrum Pharmacy

Ami Gruber
Coding and Compliance Support

Catherine Gruer
Geriatrics

Christine Hafner
Heart and Vascular Center

Mark Henderson
Home Care

Michael Hess
Marketing and Public Affairs

Dale Hetrick
Security

Bonita Heydt
Bethlehem Medical Center

Kerry Hood
ABC Family Pediatricians

Megan Howard
Physical Therapy

Charles Huckel
Lehigh Valley Anesthesia Services

Clare Jakob
Transitional Skilled Unit

Michael Jost
Engineering

Stacy Kemmerer
LVPG Billing

John King
Information Services

Paul Marsicano
Security

Maria Mathopoulos
Dept. of Medicine

Tara McEntee
Bed Management

Gloria Merlino
6N Adult Psychiatry Unit

Glenn Monek
Security

Hilda Morrabal-Morales
7B Medical-Surgical

Ovel Ortiz
Security

Patricia Price
Home Care

Andrew Rau
Supply Distribution Services

Yeny Rodriguez
Pharmacy

Lynn Santana-Fitzgerald
Dental Clinic

Lydia Seiferheld
ICU

Kimberly Shainline
MICU/SICU

Caryn Stapinski
Pharmacy

William Stegemerten
Security

Amy Steinmetz
Maternal Fetal Medicine

Shelly Straley
Hospice Skilled Nursing

Charles Sudhop
Security

Jason Tomko
Grant Funded Scholarship

Diana Torres
ED Coding

Francis Trentalange
Security

Angela Uthey
College Health Services

Jacqueline Vollman
Kidney Acquisition

Sarah Walbert
5C Medical-Surgical

Denise Wehr
Operating Room

Keith Weinhold
Office of COO

Judith Wolfangle
Hellertown Family Health

Kelly Wood
LVPG Billing