

MARCH 2009

CheckUP



The Green, Green Grass of Home

Colleagues return to help it grow on page 8.

With Change Comes Possibility

My own retirement reminds me of the importance of goal-setting and planning

Lists are great. They keep us on target with our workload and our grocery shopping. They also help us focus on our goals—what we want to accomplish in our careers or before we hit that milestone birthday.

For years, I've been keeping my own list: "Things to Do Before I'm 60." It includes retiring and simply doing something new in my career. At the end of this year, I'm checking retirement off my list. (It will be several months after I turn 60, but that's close enough for me.) I've worked in our health network for 26 years, accumulating a quarter-century of memories and achievements—all of which I'm very proud. I've met many colleagues who share my passion for health care. Each has left a positive impression on me, making me a better person.

It may be called retirement, but I'm not planning to play golf every day. I plan to pursue a new path, perhaps teaching or consulting—something that allows me to use my talents in a whole new realm.

Although I've been planning to retire for some time, making the decision came easily, thanks to our health network's overall strength and succession planning. Since 2002, we've been creating a deep pool of leadership talent. Beginning Jan. 1, 2010, Terry Capuano, R.N., will be the next chief operating officer. Having known her for many years, I know you are in great hands. She's hardworking, focused and maintains there's always room for improvement.

With her support and guidance, we'll face the current challenging health care environment head-on. Your hard work has helped us stay within our expense budget, however, we are not generating the revenue necessary to create a margin that will support our future needs. So we must continue to dig deep to identify and remove waste and redundancy.

As part of that effort, you may be asked to participate in Rapid Improvement Events (RIEs), part of our System for Partners in Performance Improvement (SPPI), and experience firsthand how this initiative makes processes more efficient. In the meantime, try your own efficiency makeover. List the work you do. Can it be more streamlined? (Find tips for identifying and cutting waste on page 4.)

Remember, change can be overwhelming. But it also opens doors to new possibilities and challenges us to think differently. Until I open that next career door, I think I'll start making a new list: "Things to Do Before I'm 70."



*Stuart Paxton
Chief Operating Officer*

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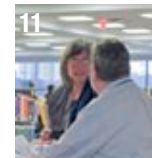
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Sharing Their Knowledge

Our newest trustees offer a wealth of experience in health care and efficiency

When you have questions about your car, you ask your auto mechanic. When you need information about a loan, you talk to your banker. You trust experts because of their vast knowledge and experience.

Our health network leadership recognizes that unique expertise is an important contribution of the Board of Trustees. “When the board recruits new members, we look for people who can offer a fresh perspective about issues facing our health network,” says Kathryn Taylor, chair of the board’s nominating committee.

Meet our newest trustees and learn how their experiences can help us improve the way we teach, learn and work.



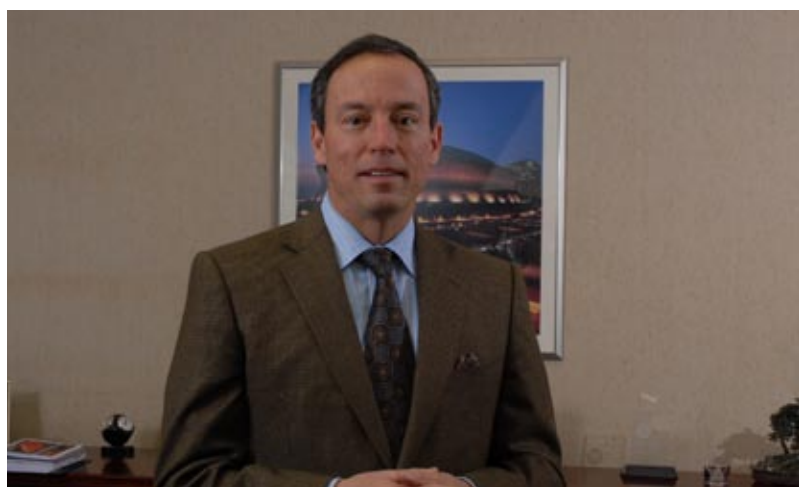
Robert Dickler

“Only a small number of health care organizations nationwide are as committed to education and research as Lehigh Valley Health Network.”

During his 16-year career with the Association of American Medical Colleges (AAMC), Robert Dickler visited our health network several times. What impressed him most is our ability to achieve remarkable change. “The enhancements made to the health network’s services, capabilities, quality, education and research initiatives have been a joy to witness,” he says.

As chief health care officer of AAMC—a national organization of medical colleges and major teaching hospitals dedicated to improving health care—Dickler traveled the country, learning different approaches hospitals take to enhance care. He’ll share his experiences with us.

“Health care is in for major change,” he says. “Because of our health network’s superb leadership, outstanding culture and staff, wide range of services and financial strength, we’re well-positioned to influence positive change and better serve our community.”



John Malloy

“I applaud Lehigh Valley Health Network for taking steps to operate more efficiently.”

When John Malloy was named chairman, president and chief executive officer of Victaulic, the world’s largest provider of mechanical joining systems for piping, the company was struggling to deliver its products to customers on time. The remedy: apply to its factories the same efficiency principles we’re using in our System for Partners in Performance Improvement (SPPI).

“A product that took 30 days to produce was being manufactured in less than one week,” Malloy says. Whether it’s in the manufacturing or health care industries, “eliminating wasted motion and waiting means you can provide a product or service to your customer or patient faster,” he says. “That’s why SPPI will put our health network further ahead of others.”

—Rick Martuscelli

Efficiency Makeover

Enter our SPPI studio and learn how to make over your department by eliminating waste

When it came time to make over the procedure for preparing surgical case carts in the operating room, Kurt Lewis and a Rapid Improvement Event (RIE) team didn't need a trendy salon or a cache of beauty products. Instead, they learned it's all about the shoes—or, in this case, the feet that walk in those shoes.

"We traced each step, and found by making one process change, we could reduce the distance walked to stock a cart from 1,500 feet to 495 feet," says Lewis, a clinical operations manager in Lehigh Valley Hospital–Muhlenberg's operating room. "Eliminating wasted steps saves time."



1. Cut overproduction—Do you pull patient charts to prepare for the next day, only to learn later that several patients canceled appointments? Or do you make rounds only to find a patient is out receiving a test, then make multiple trips back before connecting? That's overproducing, or doing too much too early.

2. Trim transportation—Are items in your department kept in a common area, or are they scattered? The more difficult it is to find material your patients need—from testing equipment to warm blankets—the longer it takes to deliver care.

3. Eliminate defects—They are easy to spot in our personal lives (a leaking faucet) but not as easy to spot in our health network. Think about things

that cause inspection, rework or potential harm. One example: reducing medication errors with computer-assisted physician order entry (CAPOE).

4. Reduce wait time—How long does your patient have to wait in the office before being seen by the doctor, or wait in a hospital bed until discharge? Waiting creates delay and frustration.

5. Reducing waste in processes—Do you have to document things in three different places? Designing processes that create real-time answers and cut down on redundancies helps deliver value to patients.

6. Stop reaching and bending—Is the equipment you need in an easy-to-reach place, or do you have to climb a

ladder to get it? Reorganizing can eliminate bending, pushing, pulling and climbing and save time.

7. Take stock—If you can't find file folders or tubing right away, do you immediately order new stock? Having too much inventory—which happens when you order new even though the existing stock is present—wastes money.

8. Perform to your potential—Do you really need to be in that meeting, or are you the one who needs to transport that patient when others are better suited to do it? Focusing on what you do best—whether it's patient care or administrative work—makes the most of your talent.

SHARED SUCCESS PLAN

Fiscal Year 2009
Second Quarter Results

These makeover secrets aren't just for RIEs. You can use them in your department to cut waste and work more efficiently. Here—courtesy of our System for Partners in Performance Improvement—are tips on how you can combat the eight most common wastes in health care and contribute to your department's efficiency makeover.

—Kyle Hardner

Our "Fab Four"—(L-r) David Richardson, M.D., Kurt Lewis, Matt Miller, M.D., and Sherrye Lukow, were part of the makeover teams during the January Rapid Improvement Events (RIEs). To learn how their teams improved surgical case cart preparation and patient flow from 6K to the emergency department, visit our Network News at lvh.com.

Follow Our Makeover Teams

Want more makeover tips? Follow the experts—your colleagues who are participating in Rapid Improvement Events (RIEs).

Each RIE will now be previewed and summarized on the "Network News" section of the intranet (lvh.com) home page. Look for information on these RIEs from March 9-13:

- Inpatient flow (Value Stream 1); RIE 8 – Consultation utilization on 5K
- Operating room/sterile processing (Value Stream 2); RIE 7 – Instrument inventory management

Your department head can offer tips too! Our health network's department head meetings are now educational sessions that give your manager or director tips to help increase efficiency in your area. He or she will share those tips with you, allowing you to contribute to your department's makeover team.

How can you earn a year-end bonus?

Help us meet our **overall patient satisfaction** and **expense-per-case** goals by the fourth quarter. If your hard works helps us meet these goals *and* **meet our health network's overall financial goals**, you'll be rewarded.

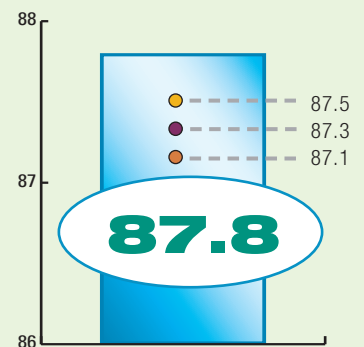
Our FY 09 Goals

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

The numbers in the ovals below are the average of our year-to-date scores.

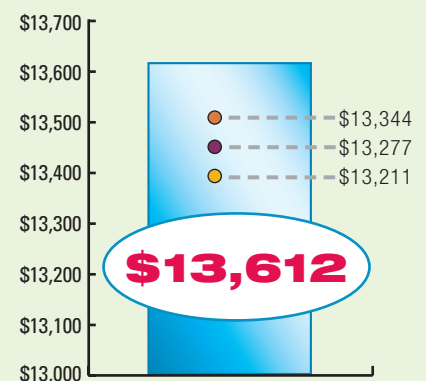
- Numbers in green mean we've made at least one of our goals.
- Numbers in red mean we did not meet our goals.

Patient Satisfaction



We're exceeding our maximum (best) goal.

Expense Per Case (lower is better)



We're not meeting our threshold (good) goal.

BLOG ARCHIVE

The Unspoken Epidemic

New Ways of Thinking

A Land of Contrast

Touching Lives

Exchanging Knowledge



For more about Susan Krieg's Kenyan experience, see her blog at lvh.org/checkup.

Our Trip to Kenya

Physicians from our health network “blog” about caring for Kenyans and how their trip improved care here

In Eldoret, Kenya, people cook over open fires in two-room huts. Women are beaten and children abandoned. Patients, many with HIV, share hospital beds, and there's little medication or diagnostic technology. Yet people there are happy and care deeply about others.

Recently seven physicians from our health network traveled to Eldoret and cared for its people. It's part of a 20-year partnership between American hospitals and medical schools and Kenya's Moi University School of Medicine. This partnership has helped stem Africa's HIV epidemic and improve the care our health network delivers. Here are the stories of the doctors who made a most meaningful trip.

—Erin Alderfer



The Unspoken Epidemic

Kenyans live for today and have strong traditions, making long-term health management difficult. Half of these patients have HIV, yet no one talks about it. I want to help, but they refuse to be tested. If others know they're positive, they will be ostracized or abandoned.

These hospitals are stuck in the 1940s. Yet doctors find ways to provide care. I've had to put aside my assumptions and respect their beliefs. Unlike Americans, Kenyans accept when life is over and it's time to end suffering.

POSTED BY **Dan Monkowski, M.D., infectious diseases**



New Ways of Thinking

When I walk into the hospital here in Kenya, I am overcome by the smell of body odor, blood, urine, feces and death. But the people are amazingly loving, giving and thankful for all we do. Patients cannot leave the hospital until they pay for their care. (Some even sell precious livestock.) I've become more cost conscious with my treatments, and I know I will do the same with patients at home.

I feel as though I'm making a difference. I showed Kenyan doctors how to use Lidocaine (a local anesthetic) for certain procedures and how to speak to patients' families about their care. No one here had done these things before.

POSTED BY *Kim Edford, M.D., internal medicine resident*



A Land of Contrast

Kenya is a land of contrast; beautiful with sheer poverty. My children are with me and help with pediatric patients. When they give Kenyan children crayons, it's as though they have received gold.

One of our patients is a prisoner. He needed potassium, so we told him to eat bananas. He had no money for bananas or his care, so he stayed—handcuffed to a bed he shared with another patient. I guess it's better than prison.

I'm learning to perfect my clinical skills with little resources. This experience has changed me as a man, a physician and a Christian.

POSTED BY *Marcelo Gareca, M.D., infectious diseases*



Touching Lives

I've been in third-world countries before, but nothing prepared me for this. I have such appreciation for the resources we have at home and respect for physicians here in Kenya. They have helped me refocus on the physical exam; more looking, listening and touching with less reliance on tests and technology.

I've befriended Shila (right), a 17-year-old girl abandoned in the hospital by her parents. She has a complicated leg fracture from being hit by a car. Shila impressed us with her English and writing skills. I plan to set up a scholarship to help her go to boarding school. We can make a difference with every life we touch.

POSTED BY *Susan Krieg, M.D., emergency department*



Exchanging Knowledge

Soon the tables will turn, and two Kenyan medical students will spend six weeks in our hospitals. It will be culture shock: bathrooms for every patient and six MRI machines in the health network (there are only two in all of Kenya). As the coordinator of their experiences, I know they will learn from us—from the latest HIV and tuberculosis medications to how to communicate with patients. They are the top Kenyan medical students, so there is hope that they can bring change to their country.

POSTED BY *Bock Moyes, D.O., emergency department*



Where the Grass Is Greener

Colleagues return after discovering our health network has the best conditions for growth

Forty percent of our newly hired colleagues are referred by you—those who know best the benefits of working here. It's one reason we're one of *FORTUNE* magazine's "100 Best Companies to Work For." Some of our colleagues were hired with the best reference of all—their own. For various reasons, they left our health network but returned to where they say the grass is greener and they can help it grow. Here are their stories.

Terry Capuano, R.N.

Previous role: Various positions, including vice president of patient care services, for 16 years

Current role: Senior vice president, clinical services and succeeding chief operating officer

Rehired: 1999

Why the grass is greener: I left the health network for an opportunity to become a vice president of operations for a health care compliance organization. I gained valuable experience from working with other health care organizations and a more in-depth view of health care records compliance. But my heart still belonged here. When I was approached about returning to assist in the development of Lehigh Valley Hospital–Muhlenberg, I jumped at the chance.



Sandra Kowalski, C.R.N.P.

Previous role: Various roles at Lehigh Valley Hospital–Cedar Crest for several years

Current role: C.R.N.P. with Internal Medicine of the Lehigh Valley

Rehired: 2008

Why the grass is greener: I returned for the professional growth opportunities. I really wanted to work for a top-notch medical practice, and I found that here. Also, I always had great respect for the quality of care provided in the health network. Coming back was like coming home. I always felt comfortable here, and I still do.



Three Years in a Row

Congratulations! We are one of *FORTUNE* magazine's "100 Best Companies to Work For" for the third consecutive year. At No. 76 on the list, we received our best ranking ever and are the only Pennsylvania-based employer on the list. We are a great place to work because of you.

FORTUNE's decision was largely based on the results of a survey taken by 400 randomly selected colleagues. We remain the first Pennsylvania health network and hospital on the list, and the first Pennsylvania nonprofit organization since the national ranking began in 1998.

Jan Hohe

Previous role: Working for Fran Salerno, M.D., for six years and physician recruiting for six months

Current role: Cath lab secretary at Lehigh Valley Hospital–Cedar Crest

Rehired: 1998

Why the grass is greener: My husband and I pursued our dream of moving to Florida. He retired, but I wanted to work a bit longer, yet I couldn't find a job that suited me. We ended up back in Pennsylvania, closer to our children. I knew right away I wanted to return to the health network. I have a wonderful support system of friends, and I've been happy to be back to work ever since.

Cheryl Gumulak, R.N.

(NOT PICTURED)

Previous role: Various roles in outpatient surgery center for 23 years

Current role: Clinical coordinator, Internal Medicine of the Lehigh Valley

Rehired: 2008

Why the grass is greener: Due to some changes in my family, I needed to find employment elsewhere for scheduling purposes. When things changed, I knew I wanted to come back to the health network. I've been in health care for 32 years, so I understand the importance of good benefits and job security. The health network offers me those things.

Mayra Serrano, R.N.

Previous role: R.N. on 6B for two years

Current role: R.N. in emergency department at Lehigh Valley Hospital–Cedar Crest

Rehired: 2008

Why the grass is greener: I left to be a travel nurse, drawn to the money offered in that field. I quickly realized I missed the teamwork in the health network. It's a major part of patient care. I decided the paycheck wasn't as important as the work environment, so I came back here. The other thing I love about working here is the technology.

—Amy Koch and Sally Gilotti



His Passion: Caring for Children

Pediatric surgeon William Hardin, M.D., canceled a trip to help save a patient



A warm feeling—

For pediatric surgeon William Hardin, M.D. (left), the warmth of K.C. Steenland's smile is stronger than the warmth of the Hawaiian sun. That's why Hardin canceled his travel plans to the tropical island to surgically repair Steenland's injured pancreas.

Pediatric surgeon William Hardin, M.D., recently faced two options: take a trip to Hawaii for a conference, or stay home and go to work. For some, the choice may seem obvious. For Hardin, even the business trip of a lifetime couldn't compare to the life of K.C. Steenland.

The 11-year-old boy was seriously injured during a bicycle accident. The handlebars struck him hard and square in the belly, crushing his pancreas against his spine. Hardin, one of our health network's three pediatric surgeons, performed surgery to drain the fluid and assess the damage. Because of severe swelling, Hardin could not close the incision. K.C. would need additional surgeries.

K.C.'s mom, Chrystine, was overwhelmed with worry. Her son was in the pediatric intensive care unit, on a respirator, fighting a potentially life-threatening injury. Then she learned Hardin would not be able to perform K.C.'s second surgery because he was scheduled to attend a trauma conference in Hawaii. "We trusted Dr. Hardin," Chrystine says. "He was the person most familiar with K.C.'s condition. Naturally we wanted him to perform the surgery."

After learning of the Steenlands' concerns, Hardin immediately canceled his trip, much to the Steenlands' amazement and

gratitude. "I'm here to care for children and families who entrust me with their children," he says. "If someone is worried, it's my responsibility to accommodate their needs."

As a medical student, Hardin thought he would be a heart surgeon, but discovered his passion for children's care when he rotated to pediatric surgery. "No matter how long the day, and no matter how tired I was, I still had a smile on my face at the end of rounds," he says. "My experience there determined my life's calling."

His passion led him to care for children in California, Alabama, and now the Lehigh Valley where he's driven to help local children like K.C. return to health. Hardin performed two additional surgeries to remove a portion of K.C.'s pancreas and close the incision. A month later, K.C. was home and back to school—a month before expected.

About his experience K.C. simply says, "Dr. Hardin is a great doctor." For Hardin, such comments never get old. "It's a joy to see a patient smile and hear a mother say 'thank you,' knowing I played a role in returning her child to her," Hardin says. It's why caring for children is more than Hardin's passion. "It's my privilege," he says.

—Rick Martuscelli

5 Things You Should Know About Our Library

How the newly renovated library at Lehigh Valley Hospital-Cedar Crest can help you, as well as patients and families

1 It has the answers you need. With a digital library containing more than 3,400 full-text journals, 350 full-text books and 500 multimedia programs, you'll surely find the information you're trying to locate. The digital library also provides access to professional research databases, subject guides and point of care information resources (including calculators). Access it as well through the intranet under Find Fast.



If the library doesn't have something you need, it can be requested from another. "Libraries don't have the space or financial resources to subscribe to every electronic journal, so we participate in a collaborative network," says Barbara Iobst, director of library services. "Last year we fulfilled more than 4,000 information requests."

2 It offers more than you expect. The library has a private study room and comfortable seating areas to accommodate different learning and reading habits. Cozy up on a chair to study, read or use one of 10 laptops (with wireless Internet access). Or sit down at a desktop computer and color scanner to prepare a presentation. Interested in our health network's history? Library staff maintains a virtual museum you can peruse.

3 It helps you succeed. Library staff, like David Schad (right), can help you locate information, gather research and create bibliographies. "We teach you what resources are available and the easiest way to access them," Iobst says. "We organize the health network's digital library and provide you with appropriate Web sites, rather than you having to rely on online search engines. This saves you time and frustration."

4 It serves patients and families too. They can meet privately with clinical staff members in a consult room, equipped with a television and DVD player. Patients and their family members have access to six computers, which have Internet access. Library staff is available to guide them to credible, easy-to-understand medical information.

5 It is available when you need it. The library, located in the Kasych Family Pavilion, is open from 8:30 a.m. to 5 p.m., Monday through Friday. However, you can access it after hours with your health network identification badge. To register for after-hours access, complete the form on your e-mail bulletin board (Forms_/LVH or Forms_/MHC, right click on "use form").

—Amy Hines



Meet Another Kind of Health Care Specialist



New Hours!
402-CARE
8:30 a.m.-5:30 p.m.
Monday-Friday

Do you know people with little or no health insurance? If so, you know the burden it can cause. You can help ease that burden by telling them about our six financial counselors. They have a passion for helping patients meet financial challenges associated with their medical care. Over the next few months, we will highlight this service through newspaper and magazine advertisements.

Our financial counselors, including Kristy Mazzitelli (left), can help patients:

- Understand their health insurance
- Determine an appropriate payment plan
- Work with our billing department
- Determine eligibility for Medicare, Medicaid and reduced-cost prescription programs
- Apply for our health network's reduced cost-of-care program

For more information about our financial counselors, available at each campus, call 610-402-CARE or visit lvh.org/billhelp.

She's An Advocate

Amy Grill's full-time job is to be an advocate for our health network. As our emergency medical services liaison, Grill partners with pre-hospital care providers throughout our region to inform them about the services we offer. "We have amazing people who do amazing things," Grill says. "I'm passionate about telling others all about it." Grill believes you can be an advocate if you learn about the services we offer. "Our Web site (lvh.org) and 402-CARE are excellent resources for information," Grill says. So when someone turns to you for answers about health care, you'll be prepared.

Are you spreading the word about the quality of care at 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

Look here each month to learn something new about the health care services we provide

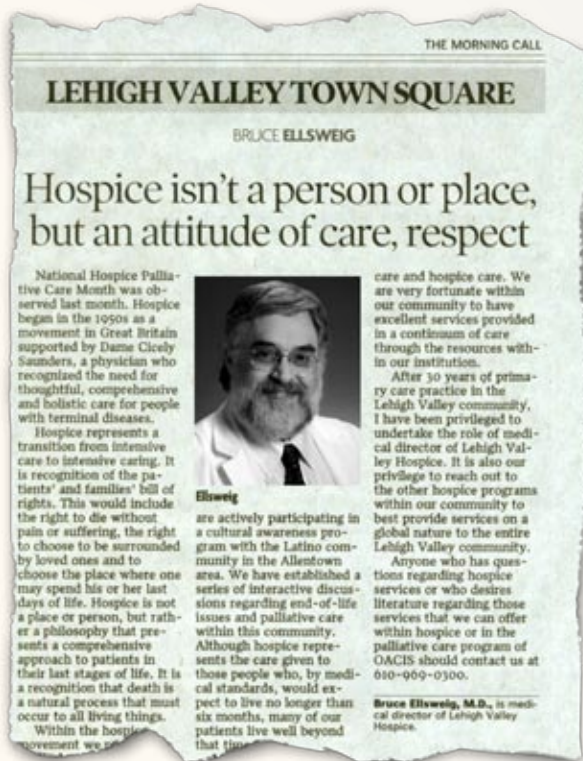
Neurosurgery

If you have back pain, long car rides can be difficult. Now patients living outside the region can see our neurosurgeons without the drive. Neurosurgical Associates recently opened new offices in East Stroudsburg (570-517-0241) and at Quakertown's Upper Bucks Health and Diagnostic Center (610-402-6555). They treat patients with back pain and other brain and spine conditions.

Cancer Care

Breast Health Services on the Lehigh Valley Health Network-Muhlenberg will host a mammogram marathon to mark March Madness. Colleagues and patients are welcome to join the fun March 13, 6 a.m.-midnight. Appointments preferred, walk-ins welcome. Please bring your insurance card and any prior films available. For more information, call 484-884-6266.

The Buzz in Our Community



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

Hospice Makes Headlines

Local artists and art collectors recently donated more than 30 pieces to the inpatient hospice unit at Lehigh Valley Hospital—17th Street. Patients and family members can select a piece from the collection to hang in their rooms for comfort and reflection. The event announcing the program was covered by Fox 29, 69 News (WFMZ-TV) Blue Ridge TV-13 News, Service Electric TV-2 News, WAEB-AM/B104-FM, *The Morning Call*, *The Express Times* and *The East Penn Press*. Also, *The Morning Call* published an opinion-editorial by hospice medical director Bruce Ellsweig, M.D. (left), highlighting hospice's culturally sensitive care.

Other headline-makers:

- Reuters and CNN were among national outlets highlighting our ranking among *FORTUNE* magazine's "100 Best Companies to Work For."
- The region's **first baby of the new year**, born at Lehigh Valley Hospital—Cedar Crest, was featured by *The Express Times*, 69 News and *The Morning Call*.
- 6 ABC (WPVI-TV), *The East Penn Press* and 69 News covered the **baby boom** among colleagues in Lehigh Valley Hospital—Muhlenberg's emergency department, highlighting the 13th baby born in 2008, the son of **Christine Lewbart, R.N.**, and **Mark Lewbart, D.O.**
- Vice-chair of emergency medicine **Alex Rosenau, M.D.**, was published in *The Morning Call*, lauding the efforts of our hospitals for leading the American College of Emergency Physicians' Report Card on the state of emergency medicine.
- 69 News and *The Express Times* covered our **emergency preparedness drill** at Lehigh Valley Hospital—Muhlenberg.
- The announcement of the Sept. 13 **Lehigh Valley Health Network Marathon for Via** was covered by *The Morning Call*, *The Bethlehem Press*, 69 News and Service Electric's TV-2 News.

—Matthew Burns

Heart Care

Do you know a heart attack survivor or someone with heart disease? Our new Heart-to-Heart Cardiac Support Group connects them with others experiencing similar health problems. Heart care specialists attend the group's quarterly meetings to educate members about living heart-healthy. Patients' family members and friends are welcome. Learn more: 610-402-CARE.

Trauma and Burn Care

Do you know trauma and burn safety tips? We're helping prevent burns and traumatic injuries in our community with a new "Keeping You Safe" game. Participants use a touch screen to play a multiple-choice game filled with helpful hints. It's fun and perfect for community events. Learn more: 610-402-CARE.

Pediatrics

Children with cystic fibrosis (CF) can take comfort knowing that our health network is designated by the Cystic Fibrosis Foundation as a Cystic Fibrosis Accredited Care Center. This means children have access to the best care, treatments and support for CF. We also participate in clinical research related to CF.

PRIDE in Our People



1. Leadership recognized—Internal medicine physician Eric Gertner, M.D., received the 2009 Latino Leadership Alliance Leadership Award for his work in improving the health of our region's Latino population. As leader of the CLAS (Culturally and Linguistically Appropriate Health Services) Task Force, Gertner helped forge an agreement with seven local health networks (including ours), ensuring optimal care for non-English speaking patients. Gertner also is a project leader for our health network's Cultural Awareness Implementation Team.

2. One smile at a time—That's how our department of dental medicine improves the dental health of children throughout our community. At this year's "Give Kids a Smile Day," dentists like Nicole Miller, D.M.D. (left), and dental assistants like Ruth Usino delivered free care for about 80 school-age children, including 6-year-old Kaylee of

Northampton. For some children, serious dental issues are discovered and can be treated. For others, these positive dental experiences eliminate phobias.

3. Be prepared—It's our philosophy on emergencies. We recently joined Bethlehem, Allentown and Salisbury Township police departments along with various first-responders in a mock emergency drill, complete with a simulated hostage situation at Lehigh Valley Hospital—Muhlenberg. A regional specialty resource center for trauma and burn services, we also prepare for various mass casualty scenarios involving biological and chemical disasters. During the recent Presidential inauguration, we were asked to regularly report our census so we could be prepared to accept patients if there were a widespread emergency.

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

LVHN Marathon for Via Sunday, Sept. 13



Always dreamed of running a marathon? Here's your chance! Compete in a 26.2-mile race while helping a good cause—Via of the Lehigh Valley. This year's marathon begins at Lehigh Valley Hospital—Cedar Crest and winds through the Lehigh Parkway to the Lehigh River Canal Towpath to an Easton finish line.

If you're not up for running the whole race (or not running at all), consider:

- Running a half-marathon (13.1 miles)

- Forming a relay team with four other people. (Each leg ranges from 3.7 to 6.3 miles.)
- Participating in a 5K (3.1 miles) walk
- Volunteering by setting up the course, handing water to passing runners, providing medical care and more.

Health network employees receive a 15 percent discount on the registration fee with the promotion code: 15DISCOUNT. Get more details and register at www.vianet.org or call 610-402-CARE for more information.

Schedule

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

Rapid Improvement Events

March 9-13—Inpatient flow (Value Stream 1); RIE 8 – Consultation utilization on 5K

Operating room/sterile processing (Value Stream 2); RIE 7 – Instrument inventory management

Final report-outs at 8:30 a.m., March 13, LVH–CC auditorium (broadcast to LVH–17 and LVH–M)

Culture of Wellness

Starting March 2—Exercise for Life

March 2 and 19—Car Seat Checks

March 3—Redirecting Children's Behavior: Handling Sibling Rivalry

Starting March 4—Redirecting Children's Behavior Series

March 6—CPR Family & Friends

March 7—The Health of Touch (Partner Massage I)

March 9—Medical Massage Lecture: How It Helps

Starting March 9 and 11—Drums Alive

March 10—Redirecting Children's Behavior: Graduate Refresher Class

Starting March 10, 13 and 16—Belly Dancing for Fun and Fitness Introduction

March 14—Safe Sitter

Starting March 13 and 16—Belly Dancing for Fun and Fitness Level II

Starting March 9 and 11—Cardio Kickbox

Starting March 9 and 11—Relaxing Yoga

Starting March 18—Yogalatte

March 20—Redirecting Children's Behavior: Surviving the Toddler Years

March 21—Reiki I

March 24—Healthy Hands and Nails

March 24—Redirecting Children's Behavior: How to Handle Power Struggles

March 28—CPR for the Safe Sitter Student

Benefits

Discover Your Discounts—Copperhead Grille, 15 percent off \$25 or more during dinner; 10 percent off \$10 or more during lunch

Refer a Physician, Earn \$500

Special Events

March 17, 18, 19—AIG Retirement Seminars: Saving for College Education

Service Star of the Month

Liz Dideon Hess
Burn Center

There's no place like home for the holidays, or so the famous song goes. For patients in our Regional Burn Center, however, it was impossible to be home. That's why social worker Liz Dideon Hess brought some homespun touches to them.

First, with the center's reward and recognition committee, she organized a door-decorating contest among colleagues. "We uncovered some real artists," says Regional Burn Center director Jackie Fenicle, R.N. "A patient and his family even decorated one of the doors."

Hess then helped organize a Burn Survivor holiday party, sponsored by the Burn Prevention Foundation. More than 150 survivors and 30 colleagues attended, and Santa handed gifts (donated by colleagues) to 30 pediatric burn survivors.

Even when it's not the holidays, Hess shines, coordinating events like whitewater rafting, haunted house trips and a dodgeball team to build morale. "Liz is a star working behind the scenes to make miracles," Fenicle says.

—Matthew Burns



Congratulations to Award Nominees

Susan Schubert, case manager

Bobbie Schwendeman, R.N., 5T

Susan Bomboy, R.N., neonatal intensive care unit

Patrick McHugh, M.D., emergency department

Philip Dolcemascolo, physician assistant, cardiology

Things to remember when nominating a Service Star:

- Choose one or two colleagues, not a group.
- Tell a story. Specifically explain how the colleague did something extra special.
- You don't have to provide direct patient care to be a Service Star. All colleagues 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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HAPPY ANNIVERSARY

March 2009

35 Years

Jean Hoffman
Division of Education
Marie Yastrop
Medical Records
Transcription

25 Years

Gavin Barr
Lehigh Valley Physician
Group
Elizabeth Kemler
Pain Management
Trasey Reitz
Sleep Disorders Center

20 Years

Eileen Butler
Information Services
Amy Colarusso
3C Staging
Tracy Erie
Hemodialysis Center
Zona Farmer
Pediatric Clinic
Janice Haninichick
Critical Care Float Pool
Kim Hicks
LVPG Rheumatology-
Arthritis
Suzanne Muir
ASU-PACU/OR
Louise Niemkiewicz
TOHU
Marie Rosenthal
Pharmacy
Judith Schultz
Trauma Registration
Laurie Stanton
Diagnostic Radiology

15 Years

Michael Adams
ALERT Partnership
Nancy Hamilton
Home Care
Michelle Schreiner
MICU-SICU

10 Years

Margaret Altimare
LVPBS
Robin Andreas
Cardiac Cath Lab
Kimberly Belles
5C Medical-Surgical
Carol Burchett
Benefits Verification
Terry Capuano
Clinical Services
Caroline Crable
Rehab Services
Dorothy Deihl
Clinical Social Work
Tiffany Ellis
ACU
Rachel Farmer
LVAS
Rebecca Glueck
Float Pool
Susan Haas
OB/GYN Associates
Christine Haussmann
5K Medical-Surgical
Cheryl Heffner
Respiratory Care
Mark Holtz
LVH-Muhlenberg
Brenda Kern
College Heights OB/GYN

Christina Kulp

Home Care

Amanda Lawler

Cardiac Cath Lab

Audrey McLaughlin

Psychiatry

Mary Moyer

Compliance

Christina Page

Financial Services

Gail Priolo

Physical Therapy

Deborah Pugh

4T Medical-Surgical

Rob Reier

Pastoral Care

Evelina Ruela

Emergency Department

Lori Schaller

Lehigh Valley Physician
Group

Karen Schneider

Financial Services

David Sherer

Information Services

Melissa Solt

PASU

Sheri Spece

MICU-SICU

Donna Stout

Nursing Education

Karen Uhler

4T Medical-Surgical

Paula Williams

Float Pool

Lori Young

Operating Room



Celebrating 20 years!

Judith Schultz

Trauma Registry Coordinator

Most Memorable Moment Here

Running down the makeshift hallway during construction to take a father and his seizing child to the emergency department, and then going to find the child's mom who worked here

My Inspiration

Knowing each employee has the opportunity to make a difference in our patients' lives

Best Virtues

Helping others and the ability to multitask

Other Areas Where I Worked

Nowhere! I started in 1989 and have advanced within the trauma program development office from secretary, to registrar, to registry coordinator.

Favorite Pastimes

Family vacations, scuba diving, riding my Harley and reading

Favorite Cafeteria Foods

Taco salad

5 Years

Linda Brinkley

Float Pool

Joann Dillinger

MICU-SICU

Richard Fotiades

Spectrum Administrators

Tammy Fullen

Security

Sally Gilotti

Marketing and Public
Affairs

Donna Heist

Youthful You Institute

Vicky Herster

5T Medical-Surgical

Joy Hoffman

Home Care

Derek Jones

Pharmacy

Theresa Link

Case Management

Anna Macdonald

Information Services

Kathleen Mack

Home Care

Kelli Martin

TNICU

Andrew Martin

Emergency Department

Janet Navin

Respiratory Care

Roberta Norwood

Psychiatry

Paola Pacheco

7C Medical-Surgical

Anne Parsons

Ultrasound

Melissa Pina

Lehigh Valley Physician
Group

James Robson

Information Services

Catherine Schadler

Information Services

Carol Schaller

Emergency Department

Sharon Shiffer

Neurological Surgery

Angela Shutter

PICU

Patrick Smith

Emergency Department

Susan Steiner

College Heights OB/GYN

Jennifer Szymczak

4T Medical-Surgical

Annette Thompson

Float Pool

Donna Weiss

Southside Family Medicine

Becky Williams

MICU-SICU