

APRIL 2009

CheckUP

Super Savings

See who's in the express lane, page 8.



A PASSION FOR BETTER MEDICINE.™



You Are Our ‘Stimulus Package’

By advocating for our services, you can help the health network grow and overcome our nation’s economic challenges

When we refreshed our health network’s fundamental priorities last year, we ranked people first. It’s with good reason. Your talent and drive make us one of the nation’s best places to work and earn us national recognition for quality care.

Now more than ever—as all of us navigate the global economic crisis—we rely on your ingenuity and enthusiasm. The economy is impacting health care nationwide. A recent report by the Kaiser Family Foundation revealed that 27 percent of Americans put off needed medical care in the past year due to financial concerns.

Our health network is beginning to reflect those signs of the times. Through the first six months of fiscal year 2009, our patient services net margin (revenue minus expenses) was \$4.2 million ahead of budget. However, as the economy worsens, we are seeing declines in the number of people accessing our services, and it’s costing us more per case to provide care.

To survive and thrive, we will continue to rely on you—our colleagues. Our health network remains committed to doing everything we can to protect and preserve our exceptional workforce.

Doing so will take some sacrifice. While we will continue to hire new workers in critical positions, we often will not be able to replace a colleague who has left the organization. That doesn’t mean we all have to run faster on the treadmill; it means we all must find ways to do our work more efficiently while still growing our patient volumes.

When it comes to protecting our health network’s mission, you are our stimulus package. Your smarts and skills will help us remain strong despite intense outside pressures. Here’s how you can help:

Continue to look for efficiencies. Don’t wait for a Rapid Improvement Event to come to your area. Instead, act now. Your department head is learning new tools for efficiency through our System for Partners in Performance Improvement. Use them to work smarter, not harder. (See how finance colleagues are finding efficiencies on page 8.)



Talk us up. Let your friends and neighbors know about our outstanding care, and make them aware we offer financial counselors who can help patients with their medical bills. If you’re unsure about our services, learn more at lvh.org, or turn to “Be an Advocate” on page 12.

Health care is all about caring for people, and people are the most important part of our health network. With your commitment, I’m confident we will work together to grow and become even stronger despite the current national economic climate.

*Stuart Paxton
Chief Operating Officer*



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His Passion: Giving Back

Volunteer Bob Van Anglen always returns favors to those who help him



A hero among us—Today, Bob Van Anglen is a volunteer at Lehigh Valley Hospital–Cedar Crest. It’s one chapter in Van Anglen’s life story, which includes his military service during World War II. Here (above, right) he stands before Adolf Hitler’s car in Berchtesgaden, Germany, where he was stationed at Hitler’s Eagle’s Nest retreat as an escort officer for VIPs.

Dust rose from the tires as Bob Van Anglen’s truck traveled the vast North African landscape. The United States had just entered World War II, and Van Anglen was in the midst of his first combat mission. Suddenly, an explosion rocked the truck when a tire detonated a landmine. The driver was thrown from the vehicle—the thunderous sound permanently robbing him of his hearing.

Driven by the memory of this event and his driver, Van Anglen devoted time to studying landmine clearance. His work earned him the military Bronze Star and instilled in him a quality that remains today. “We need to work as a team,” he says. “And when someone does something for me, it’s my responsibility to give something back.”

At age 90, Van Anglen continues his passion for giving back at Lehigh Valley Hospital–Cedar Crest, where 25 years ago caregivers saved his beloved wife of 63 years, Betty, when she battled cancer. He volunteers by escorting patients and more, a commitment that began only one week after he retired.

Betty volunteers too. You’ll often see the Van Anglens delivering mail after lunch, bringing smiles to everyone they encounter. “We’re fortunate to have made so many friends here, where people do

marvelous things,” he says. Van Anglen recalls every day at our health network as exciting. This includes welcoming some of our major donors such as John and Dorothy Morgan.

That moment rivals his many military experiences. During the war, his unit liberated an infamous concentration camp. A photo he took hangs at General Eisenhower’s farm, now a national historic site in Gettysburg. He has an interview on file at the Library of Congress. He rubbed elbows with renowned military brass like generals Eisenhower, Patton and Marshall, Admiral Max King and John F. Kennedy.

Yet perhaps his most chance encounter occurred here where he met Claire McGinley, an emergency department administrative partner. While they didn’t know each other before working together, they found they shared an extraordinary history. McGinley’s father was Van Anglen’s driver in North Africa—the hero who lost his hearing. That’s a testament to the power of Bob’s passion. “He is a treasure,” McGinley says.

—Erin Alderfer

100 Pounds Down...



A way of life—For Scott Higgins, the Lehigh Parkway is a second home. It's where he's training for the Lehigh Valley Health Network Marathon for Via.

26.2 Miles to Go

Scott Higgins finds motivation to run a marathon after shedding extra weight



A few years ago, the idea of running 26.2 miles would have made Scott Higgins laugh. Standing 6 feet, 2 inches, Higgins was overweight (weighing more than 280 pounds), often tired and not very happy with himself—all the result of dealing with life’s day-to-day stresses. But this year, Higgins, an organizational resource associate, isn’t laughing—he’s training to run the Lehigh Valley Health Network Marathon for Via.

Getting out from behind a desk and into training shoes wasn’t easy for Higgins, despite a love for playing hockey and other sports in college. It took strong encouragement from a good friend for him to join the Human Performance Center and to start running. “The first time I went for a run, I was barely able to go for more than 20 minutes,” Higgins says. “I kept asking myself why I was torturing myself like this.”

Eventually, with support from friends and family, he stopped cursing himself and started to enjoy running, finding a home at the Lehigh Parkway. “Running definitely is a love-hate relationship that borders on hate-hate sometimes,” he says. Then Higgins began to see a benefit from his hard work: he shed more than 40 pounds. “I was thrilled,” he says.

Those results spurred more motivation. Higgins ate better—replacing junk food with vegetables—and cut back on calories, losing another 45 pounds. Now at a trim (and getting trimmer) 195 pounds, Higgins has several 5Ks (3.1 miles) and a 10K (6.2 miles) under his running shoes and plans to run his first half-marathon in May.

In an effort to reach his next goal, a marathon, Higgins is up by 4:30 each morning to run 3.5 miles, and plans to run longer distances. After work, he hits the weights at the gym. Now he’s laughing at his old lifestyle, and doesn’t plan to go back.

—Matthew Burns

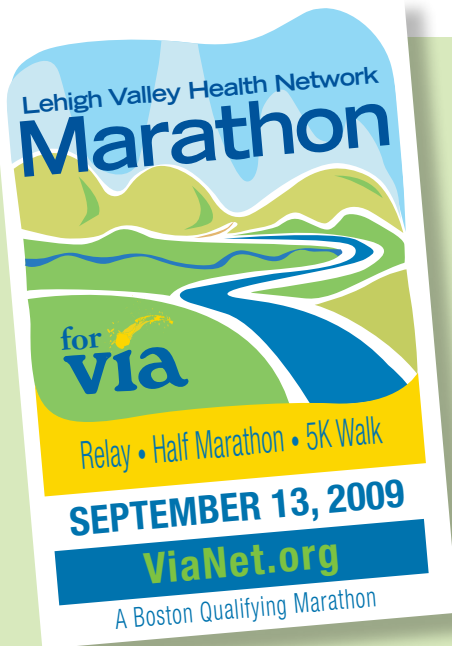
On Your Mark, Get Set, Go!

Want to enjoy a run (or competitive walk) and benefit a good cause? Sign up for this year’s event. You can run the whole 26.2 miles, a half-marathon, join a relay team, take part in a competitive walk or volunteer to help along the course. All proceeds benefit Via, an organization that helps people with disabilities.

The event will take place Sunday, Sept. 13. The course begins at Lehigh Valley Health Network—Cedar Crest and winds through the Lehigh Parkway to the Lehigh River Canal Towpath to an Easton finish line. Registration is open, and health network colleagues receive a 15 percent discount on registration fee with the promotion code 15DISCOUNT. Get more details and register at vianet.org or call 610-402-CARE for more information.

Want to Compete for Free?

Lehigh Valley Health Network will sponsor five individual runners and five, five-member relay teams. Go to lvh.org/checkup and tell us what inspires you to compete in a marathon. (Teams should provide only one entry.) The winning entries will receive free marathon registration. Entries are due by April 16. The winners will be announced on the “Network News” section of the intranet (lvh.com) on April 30.



Swinging Into Action

Colleagues provide medical support for national golf championship

The U.S. Women's Open tees off July 6 at Saucon Valley Country Club in Bethlehem, and if anyone needs medical care, we'll answer the call. Lehigh Valley Health Network is a medical sponsor of the prestigious golf championship.

"Whether it's a simple blister, heat-related illness or treatment for a serious medical emergency, our first-responders and physicians will ensure players, families, volunteers, spectators and staff receive the care they need," says emergency physician William Zajdel, D.O., volunteer medical director for the championship's Emergency Medical Services (EMS) committee.

Among the three dozen health network colleagues volunteering their time is emergency services director Charlotte Buckenmyer, R.N., who began planning for this several months ago as chair of the event's medical committee. She—like many of the volunteers—enjoys the sport of golf. Let's tee it up with some of the people who will be helping out at the U.S. Women's Open.

Jeanne Manavizadeh, R.N. Regional Heart Center

Manavizadeh (right) started golfing just two years ago so she could spend more time with her sisters. "Because I have three sisters who golf and one who is a qualified golf instructor, it was only a matter of time before I learned," she says. Over the past two years Manavizadeh and her sisters have traveled as far as Florida to play together. But this July, instead of teeing it up, she and her sister Eileen, who lives in Virginia, will be volunteering. "I'm excited to be part of a national event and see the best of the best," Manavizadeh says.

Carolyn Davidson, R.N. Director of quality, practice and research

A golfer for nearly 20 years, Davidson (far right) picked up the sport to meet new people while working as a traveling nurse. "The concentration I need for each drive and every putt takes away the stressors of the day," Davidson says. Now she's giving back by volunteering. "I can lend my clinical skills to those who need it and enjoy the game up close with the best players in the world," she says.

Colleen Wladyslawski, M.D. Emergency department

After attending several women's golf tournaments, Wladyslawski (not pictured) was hooked. "The women on the tour are awesome to watch and very friendly," she says." Her children enjoyed it too. When they were younger, they each received a signed ball from professional golfer Lita Lindley. "When I learned the tournament was coming to our community, I really wanted to be a part of it," says Wladyslawski, who learned to golf four years ago. "I'm eager to provide my expertise in case someone needs care on the course," she says.

—Amy Hines





Central Elementary Adopts a Player

Lehigh Valley Health Network helps detect and resolve health issues for students through its School Health Program at Central Elementary School. Now, through the United States Golf Association's (USGA) Adopt-a-Player program, the golf community helps students in a different way.

Adopt-a-Player is an interactive, educational program that connects third- and fourth-graders with an electronic pen pal—a U.S. Women's Open golfer. Students communicate with their player by posting comments on the U.S. Women's Open Web site.

Central teacher Tavis Grotenhuis has seen the program's benefits. "The kids are learning about many different cultures in a unique way that makes it fun for them. Danah Ford, our adopted player, had written to us about many places she has visited — places we wouldn't have learned about in our regular curriculum," Grotenhuis says.

Add It Up

Finance colleagues generate “bonus card” savings by eliminating waste and increasing efficiency



Have you watched grocery shoppers lately? Armed with calculators, coupons and bonus cards, they are on a simple mission: to save money and time. They have a list, a plan and a penchant for keeping their bottom lines healthy.

Like savvy supermarket shoppers, our finance department also has a knack for finding cost-savings and efficiencies. They've used System for Partners in Performance Improvement (SPPI)-type tactics for years to improve flow, eliminate waste, focus on value and enhance productivity.

How do they do it? They have a plan. As a group, they brainstorm ways to improve work flow by aggressively challenging the value of existing work and processes. Then they rank the ideas and create tasks to accomplish their goals. In fact, for this fiscal year all colleagues have goals that target specific work-hours savings.

The effect of the improvements is cumulative—just like using supermarket bonus cards. “Our major focus is to ensure that what we do and how we do it adds as much value as possible,” says controller Ed O’Dea. “We’ve really benefited from leveraging technology. And the best part is that when we maximize the efficiency of available work hours, we create more time for value-added work.” It’s a concept that can be applied throughout the health network. “Providing people with the tools—SPPI-like tactics—and the freedom to think about what they can change are key to eliminating waste,” says administrator Jim Rotherham.

Check out finance colleagues’ latest bonus card savings on the opposite page.

—Amy Koch



Managing to Learn

In April, leaders from throughout our health network will take part in “Managing to Learn,” a retreat that will teach System for Partners in Performance Improvement methods. Colleagues from throughout our health network will then learn these tools and new ways of thinking, helping all of us take a lead role in process improvement.

Project: Streamline monthly reports that track admissions for physician groups.

Initial state: The process for gathering admissions data had several manual steps, which consumed more resources, added wait time and increased the potential for reporting errors.

Target state: Colleagues used technology to design a report template and an Excel spreadsheet model to automate the process. They now have the time and ability to track both admissions and observation data.

Bonus card savings: Fifty hours annually. The new process provides more usable information, reduces time needed to complete reporting and eliminates manual errors.

Project: Improve gift-fund reporting

Initial state: Our development department raises funds to support the health network. Each gift fund is managed by custodians whose responsibility is to spend the gift funds in accordance with the donor’s wishes and the network’s needs. There are approximately 160 custodians managing 350 funds. Custodians received quarterly fund reports in a confusing format that generated questions and was time-consuming to produce.

Target state: Colleagues redesigned the fund reports to be more user-friendly, and improved the production process to reduce the manual effort and automate much of the work.

Bonus card savings: Sixty-four hours annually. The new reports provide concise information to more recipients and take less time to prepare. By working with information services (I/S) to automate report distribution, finance plans to save an additional 54 hours each year.

Project: Automate the gathering of monthly home care and hospice information.

Initial state: Each month, home care and hospice colleagues sent financial reports to accountants in finance, who pulled the information into a spreadsheet, sorted it by payer (Medicare, Capital BlueCross, etc.), and keyed the information into a general ledger—all very labor intensive.

Target state: The process is fully automated, thanks to collaboration among home care and hospice, billing and administration, finance and I/S. The reports go directly from home care and hospice into the general ledger.

Bonus card savings: Forty-eight hours a year. It also improves accuracy by eliminating manual errors.

Supermarket sweepers—(L-R) senior financial systems analyst Deb Schneiderhan, senior gift accountant Eric Mueller, financial analysis manager Dave Freeman and financial analyst Michelle Woodroffe are among finance colleagues who generated “bonus card” savings by finding ways to reduce time and money—much like they do in the supermarket.

***A special thank you to Wegmans, Allentown for graciously opening its doors (and checkout area) to our *CheckUp* team and finance colleagues.**

Patients as Teachers

Patients with disabilities offer helpful hints on providing appropriate care

From her wheelchair, Rebecca Dubin of Allentown appears frail and meek. Yet a brief conversation reveals she is a strong, independent 22-year-old realizing her dream of becoming a caseworker. While spinal muscular atrophy and scoliosis have limited Dubin's mobility, her passion for advocacy fuels her latest endeavor: teaching medical students, residents, nurses and other staff members the etiquette of caring for patients with disabilities.

Dubin and fellow advocate Allison Pfingstl, 30, of Allentown, who has cerebral palsy and lives independently, are forging this new path together. Together they volunteer to host monthly education courses under the guidance of family medicine physician Sweetie Jain, M.D. This innovative program is funded through a Kenneth B. Schwartz Center grant and meets the health network's goal of creating the ideal patient experience.

Patient educators—Volunteers Rebecca Dubin (left) and Allison Pfingstl (second from right), both of Allentown, teach medical students about the etiquette of caring for patients with disabilities, under the guidance of Sweetie Jain, M.D. Recently, they shared their experiences and tips with medical students Kendra Davis (right) and Matthew Meeker.



“The number of patients with special needs is growing,” Jain says. “It’s important that everyone in the health network who encounters a patient with disabilities is sensitive to their needs and expectations.” Here are Dubin and Pflingstl’s etiquette tips for caring for patients with special needs.

Speak directly to a patient, rather than to a companion or interpreter. Ask a parent or caregiver if the patient has a unique way of communicating—whether through hand signals or sounds.

Treat adults like adults. Address a patient with a disability as you would any patient. Never patronize a patient in a wheelchair by patting him on the head.

Place yourself at eye level when speaking to a patient in a wheelchair. This helps a patient feel more comfortable and eliminates neck straining.

Always identify yourself and others with you when meeting or talking to a patient with blindness, and let him know if you leave the room (such as during a patient visit).

Listen attentively to a patient who has difficulty speaking, and wait for him to finish before responding. Repeat and paraphrase for clarification.

Relax. Don’t be embarrassed if you use expressions that may seem inappropriate (i.e. “See you later” to a blind patient). These common phrases are not offensive.

Ask if a patient wants assistance before giving it. Wait until it’s accepted, then ask how it can be provided.

Offer to shake hands, even with a patient who has limited use of his hands or an artificial limb. It’s a way to relate to him on a personal level.

Be attentive to a patient’s needs and limitations. A patient with a disability often needs referrals or special orders from physicians promptly in order to maintain special services or care. Also, a patient with a disability may rely on transportation that can be unpredictable. Be flexible with appointments.

–Sally Gilotti

Need sign language interpreter services? Contact interpreter services at your campus:

Lehigh Valley Hospital–Cedar Crest: 610-402-8221

Lehigh Valley Hospital–17th Street: 610-969-2892

Lehigh Valley Hospital–Muhlenberg: 484-884-1043

Choosing Your Words

Using appropriate language when talking to or describing a patient with disabilities can improve patient relationships by showing respect.

Avoid:

Disabled patient
Confined to a wheelchair
Blind patient
Person stricken with (a condition)
Deaf mute

Use:

Patient with disabilities
Patient in a wheelchair
Patient with blindness
Patient who has (a condition)
Patient with deafness
Patient who is hard of hearing

Our Passion, Televised



Interventional cardiologist Nainesh Patel, M.D. (left), mammography technologist Nancy Seislove and transitional trauma unit caregiver Kai Bortz, R.N., are television stars! They're in our health network's new commercial, telling our community about our heart, cancer and pediatric trauma care. You'll also hear these colleagues on the radio.

Want to catch the TV ad? It's airing on WFMZ-TV (channel 69), USA Network, Lifetime, Bravo, CNN, TNT, Food Network, Hallmark Channel and Animal Planet. You can see it anytime at lvh.org, (click on "Our Network," "What Sets Us Apart," and "Our Medicine"), where you also can find important information about the high quality of care we provide.

Look and listen for our new ads, and tell your family and friends to do the same. We want everyone to know about our *Passion for Better Medicine*.

They Are Advocates

When patient care specialist Susan Busits O'Neill, R.N. (left), heard about a Reading boy who was hit by a car, she wanted to help the community heal. That's why the trauma-neuro intensive care unit colleague volunteered for a Safety Town event at Reading's Riverside Elementary School. Cindy Williams-Maust volunteered too, she has provided Safety Town tips to children before. The pediatric intensive care unit administrative/technical partner has seen too many children suffer a tragedy and wants to help prevent accidents. As volunteers, these colleagues spread the word about the quality of care at our health network and make our communities safer.

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

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

Neurological Care

Through his evaluation and consultation with the neuroscience team, Daniel Brown, M.D., helps physicians determine the right course of treatment for you or your loved one. Brown is northeastern Pennsylvania's only neuropathologist—an expert at identifying the pathology of brain tumors and certain nerve disorders.

Cancer Care

The Cancer Center at Lehigh Valley Health Network—Cedar Crest is now home to the most sophisticated care available for patients who need radiation therapy. Called RapidArc, new linear accelerators combine shorter treatment time with less radiation exposure. The result: optimal care.

The Buzz in Our Community



A New National Medical Education Model

A new affiliation between Lehigh Valley Health Network and the University of South Florida's (USF) College of Medicine will create a health care leadership track and a new national model for health care education. President and chief executive officer Elliot J. Sussman, M.D. (left), made the announcement before a packed Kasych Family Pavilion and a contingent of USF leaders present via video. *The Miami Herald*, *Tampa Bay Business Journal*, *The Morning Call*, *The Express-Times*, 69 News (WFMZ-TV), B104 (WAEB-FM) and News Talk 790 (WAEB-AM) covered the announcement. **Learn more about this affiliation in May's CheckUp.**

Other headline-makers:

- Our new tele-health affiliation with **Blue Mountain Health System** was covered by *The Pocono Record*, *The Times News*, Blue Ridge Cable TV-13, NBC 28 (WBRE-TV), CBS 22 (WYOU-TV), *The Morning Call*, 69 News and B104.
- General surgeon **Fermin Morales, M.D.**, was featured on both the Spanish and English editions of 69 News for his clinic work.
- Philadelphia Examiner columnist Scott R. Gingold wrote about his son's recent brush with pneumonia, and praised **Elliot J. Sussman, M.D.**, for his personal response to the matter.
- Vice chair of obstetrics and gynecology **John Smulian, M.D.**, was featured in a *Morning Call* article regarding our screening of newborns for 51 diseases, well above the standard.
- *The Morning Call*, 69 News and Service Electric TV-2 News covered the **dental sealant program**, a Pool Trust-funded program and research study that will improve dental health for second graders in the Allentown and Easton school districts.
- *The Times Leader* quoted chief of adolescent psychiatry **John Campion, M.D.**, on the relationship between teenage television usage and depression.

Read and view our news online. Go to lvh.org/news for the latest media coverage or follow us on Twitter at twitter.com/LVHNnews

—Matthew Burns

Heart Care

You may know someone with **atrial fibrillation**, the most common irregular heartbeat. If so, tell him or her we're the only local hospital performing atrial fibrillation ablation, the only proven cure. Through small incisions, our electrophysiologists use a catheter. It delivers heat that stops the nerve roots from making the heart quiver irregularly.

Emergency Care

Did you know our **Cedar Crest and Muhlenberg emergency departments (ED)** offer **express care from 9 a.m. to 1 a.m.**? It's for patients with less severe injuries, like fractures or cuts. Express care ensures patients with these types of injuries receive care quickly. It also frees up additional ED space, allowing us to care for more patients with serious injuries.

Children's Care

We are a member of the **Children's Oncology Group**, the world's premier childhood cancer research organization. This means we are involved in numerous clinical trials related to cancer care. Leading our cancer program are Phil Monteleone, M.D., and Lesley Simpson, M.D.—the area's only full-time pediatric oncologists and hematologists.

PRIDE in Our People

1. **Improving chronic illness care**—President and chief executive officer Elliot J. Sussman, M.D. (center), recently announced our partnership with the Pennsylvania House Lehigh Valley Delegation to fund a Chronic Illness Center at Lehigh Valley Hospital–17th Street. Reps. Karen Beyer (left) and Jennifer Mann, along with their respective caucuses, secured \$700,000 in state funding for the center, which will provide education and support to patients struggling with chronic illnesses.
2. **Interpretation exchange**—Nine members of our Community Exchange program recently received medical interpreter training. In exchange for completing the Bridging the Gap course, they will provide 46 hours of medical interpreting services for The Caring Place Family Health Program. Since 2005, 130 colleagues and associates have received this national training for Spanish, Arabic, French and Portuguese interpretation. Colleagues support our interpreter services program, which facilitates verbal and sign language interpretation for patients.
3. **Dodge this** —When Regional Burn Center colleagues heard about a local dodgeball league, they jumped at the opportunity to redeem their past junior high dodgeball debacles. Here, surgeon Dan Lozano, M.D., winds up to fire at the opposing team. The Great Balls on Fire team had an impressive record ending up second in the league. Players said, “Dodgeball was a great opportunity to bond on and off the court.”



1



2



3

Get the Latest on Your Health Plan

Looking for detailed information about your Choice Plus health care plan? Get it 24/7 at WebSAL.com. This secure Web site allows you to:

- Check your flexible spending and Culture of Wellness account balances
- Verify eligibility of coverage for members of your family
- Download claim forms
- View claim status
- Ask questions
- Read your explanation of benefit (EOB) statements.

You also can choose to access your EOBs exclusively online instead of by mail, reducing waste and helping our environment. Visit WebSAL.com, click “Turn Off Paper,” and you’ll receive an e-mail each time an EOB is available online for your review. If you change your mind anytime after making this initial decision, you can change your EOB delivery option via your “Personal Profile.”

Creating your WebSAL.com password is easy. If you need help, call 610-969-0410, 8 a.m.-5 p.m., Monday-Friday.

Schedule

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

Culture of Wellness

Starting April 1—Exercise for Life

Starting April 1—Everyday Tai Chi

Starting April 2—Redirecting Children's Behavior Series

Starting April 4—Family Beats

April 4—Reiki II

Starting April 4 and 8—PUMP

April 7—Redirecting Children's Behavior: Surviving the Toddler Years

Starting April 8—Pilates Express

Starting April 7 and 30—Relaxing Yoga

Starting April 7 and 23—Energizing Yoga

April 14—Corrective and Protective Skin Care

April 18—Reiki I

April 21—Redirecting Children's Behavior: Getting in Step With Step-Parenting

Starting April 23—Body Wedge 21

Starting April 27—Interval Express

Starting April 30—FlashFit

Starting May 3—Spring Into Motion online fitness campaign

Benefits

Discover Your Discounts—Sleepy's, 20 percent off entire purchase

Refer a Physician, Earn \$500

Recreation Committee Trips

June 7—New York City Gourmet Shopping

June 27—Philadelphia Fun Tour

July 18—IronPigs game

Aug. 14-21—Caribbean Cruise

Sept. 14-18—Las Vegas

Oct. 2-4—Salem, Mass.

Oct. 23-Nov. 1—Spain

Special Events

April 16, 21, 22—AIG Retirement Seminars: Strategies for Women

April 23—Amputee support group inspirational event featuring Cameron Clapp

April 26—March of Dimes Walk

Service Star of the Month

Shanetska Melende
Pediatric Specialty Center

When a Spanish-speaking family brought their child to the Pediatric Specialty Center at Lehigh Valley Hospital—Muhlenberg, medical assistant Shanetska Melendez helped care for her. Due to a shortage of Spanish interpreters at the time, Melendez, a trained medical interpreter, also volunteered to communicate with the family. Before long, the medical team realized the child was in critical condition and quickly admitted her.

Unfortunately, her condition worsened, and the family needed to make end-of-life decisions. “Shanetska was already helping this family so much, but then she offered to go with the family to help communicate with the inpatient staff,” says Lillian Bracy, R.N. “She explained everything to them and ensured they understood the situation perfectly.”

The following day, when Melendez went to visit the family, she witnessed the child's final moments. “Shanetska helped the child's mother bathe her and prepare the funeral arrangements,” Bracy says. “Shanetska truly has a passion for better medicine.”

—Matthew Burns

Congratulations to Award Nominees

Sandra Sabbatini, R.N., emergency department

Eleanor Epser, C.R.N.A., Lehigh Valley Anesthesia Services

Nancy Boring, L.P.N., emergency department

Theresa Siffel, R.N., home care and hospice

Jaime Brogan, human resources

William Martinez, patient transport

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
April 2009

35 Years

Mary Barrett
Transitional Skilled Unit

Charleen Bower
Diagnostic Care Center

Bruce Curry
Guidance Program

Richard Gehman
Engineering

Sandra Hoderman
Transitional Skilled Unit

Marguerite Rusyn
Engineering

30 Years

Nancy Christman
Diagnostic Care Center

Charisse Harwick
Burn Center

Roger Hedrick
Pharmacy

Jean Hoffman
Division of Education

Beth Karoly
Quality

Susan Merryfield
NSICU

Deborah Rabuck
NICU

Debora Reitenauer
Patient Transport

25 Years

Ginger Christman
Sterile Processing

Joan Edwards
Pre-Certification

Renee Schick
Emergency Services

20 Years

Cynthia Anderson
Respiratory Care

Jo Bednar
Lehigh Valley Physician Group

Mildred Bradley
Cancer Center

Bonnielou Brandmeir
Open Heart Unit

Nancy Dirico
Transitional Skilled Unit

Craig Hanzl
Emergency Services

Heidi Kistler
ASU-PACU/OR

Lureene Lint
Transitional Skilled Unit

Joyce Litwak
Transitional Trauma Unit

Janet Morton
HealthWorks

Pauline Moyer
Ancillary Diagnostic Area

Ellen Schwartz
Mother-Baby Unit

15 Years

Harry Lukens
Information Services

10 Years

Deborah Arnold
Division of Education

Amy Broadfield
ABC Family Peds

Frank DiLorenzo
ASU-PACU/OR

Rich Fronheiser
Information Services

Susan Jonovitch
Emergency Services

Doris Kardos
Medical Records

Neil Kocher
Emergency Services

Cheryl LeVan
Pharmacy

Justina Panebianco
Operating Room

Joyce Radokovitch
Hemodialysis Center

Kimberly Robertson
Operating Room

Joseph Roth
Lehigh Valley Physician Group

David Tarr
Operating Room

Amy Trumbore
Acute Coronary Care Unit

5 Years

Jeanine Albert
4A Medical-Surgical

Mary Argust
Hospice

Mary Bonczek
Occupational Therapy

Shawn Boyer
Hamburg Family Practice

Kristen Brown
Hamburg Family Practice

Joseph Casso
Information Services

Venus Dennis
Pre-Certification

David Domin
Physical Therapy

Ryan Fogarty
Information Services



Celebrating 35 years!

Richard H. Gehman

Engineering systems foreman

Most Memorable Moment Here

When an emergency department physician dropped her keys into a toilet. I had to remove the toilet, lie on the floor and reach into the drain to retrieve them.

My Inspiration

Working in a facility that has so much history

Best Virtues

Having knowledge of the facility so I can help guide contractors and colleagues

Other Areas Where I Worked

Nowhere!

Favorite Pastimes

Fishing, hiking and watching movies

Favorite Cafeteria Foods

Breakfast

Regina Hammerstone
LVPBS

Tracy Hillias
Hematology Oncology Associates

Jennifer James
Transitional Skilled Unit

Jill Johnson
Emergency Services

Cynthia Kalmar
Patient Transport

Florence Kern
Open Heart Unit

Pamela Klaus
Family Health Center

Kathleen Koval
3A IPCU

Nicole Longbons
Information Services

Maria Mackins
Emergency Services

Jane Matthews
5B Medical-Surgical

Mary McMenamin
Revenue Cycle Education

Matthew Mihoerck
Lehigh Valley Physician Group

Pakama Noggala-Haynes
Nursing Float Pool

Jolie Paulus
Rehabilitation Services

Luis Rivera
Security

Sharon Ryan
Acute Coronary Care Unit

Lynn Schaeffer
Volunteers Office

Tammy Shaffer
Trauma Registry

Cynthia Shoff
Information Services

Wendy Sklareski
Electrophysiology Lab

Donna Stoeckel
Labor and Delivery

Linda Strouse
HealthWorks

Kimberly Thompson
Hospice

Tami Transue
Lehigh Neurology

Zdenka Vomela
Transitional Skilled Unit

Melissa Wagner
OB/GYN Associates

Kathleen West
Hospice

Vicki Wetzel
Sterile Processing

Melissa Ziegler
Operating Room