

# CheckUp

Vol. 8, No. 24

December 8, 1995

## *Lehigh Valley Hospital & Health Network Trustees Review Year's Accomplishments*

Leaders of Lehigh Valley Hospital and Health Network's board and management cited the role of physicians, employees and the community in this year's accomplishments reviewed Wednesday, Dec. 6 at the annual public meeting. Chairman Irwin Greenberg welcomed incoming board members William F. Hecht, chairman, president and CEO of PP&L; and Loren J. Hulber, president and CEO of Day-Timers, Inc. They will serve three-year terms.

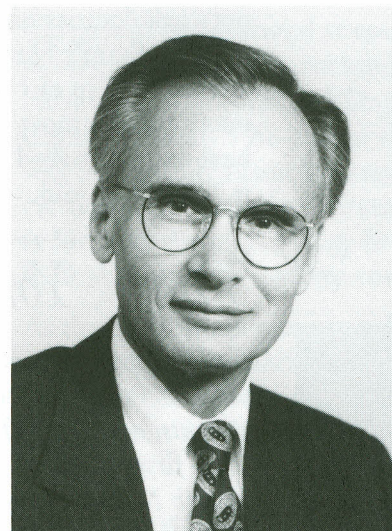
Greenberg also thanked four retiring trustees for their service: Richard Fleming, Reverend William Seaman, Frederick Sherrerd and Ellwyn Spiker.

New members on the management team further strengthen the organization, Greenberg said. Herbert Hoover, M.D., the new chairman of surgery, joins Lehigh Valley Hospital and Health Network from Massachusetts General Hospital, Boston. Mark Young, M.D., chairman of the new community health and health studies department, was most recently at Henry Ford Health Systems in Detroit. Robert Serow, the new senior vice president of development, has more than 20 years' experience managing development efforts, most in New York City. "The members of senior management have the talent, experience and thirst for new knowledge and new ideas that inspire others to follow," Greenberg said.

Elliot J. Sussman, M.D., president and CEO, highlighted the value of partnerships



**William F. Hecht, Chairman, President & CEO, PP&L**



**Loren J. Hulber, President & CEO, Day-Timers, Inc.**

to the health network in reaching its goals and planning for the future. "We connect to each other in caring for this community and in our sense of responsibility for its health and well-being. We understand that all of us together can do more than all of us individually."

Links with the community have helped expand the Perinatal Partnership of Lehigh Valley Hospital and the Cities in Schools program. Through the Perinatal Partner-

### IN THIS ISSUE

- 1 Annual Meeting 1995
- 2 Top-Notch Customer Service
- 3 Valet Parking  
Lung Association
- 4 Site & Facilities
- 5 From Our Customers  
Pediatric Fundraiser
- 6 About Our People
- 7 Bulletin Board
- 8 Education

---

ship, the health network now works with 11 social service agencies to provide health services to the area's disadvantaged pregnant women. Ninety percent of at-risk teens in Cities in Schools have improved in math and reading.

Lehigh Valley Hospital and Health Network's ties to area business and industry were increased and strengthened this year with the formation of PennCARE<sup>SM</sup>, an integrated health care delivery system of eight hospitals and their medical staffs. Concern for quality and cost of care by employers and providers have inspired joint efforts in designing employee health and benefits programs.

Connections to network physicians have never been stronger, according to Sussman. The Lehigh Valley Physician Hospital Organization has more than 500 members. Its health plan product group, Valley Preferred, is now the third largest insurer in the Lehigh Valley. More than 300 network doctors hold faculty positions at Penn State's Hershey Medical Center. "At no time in our history has this connection been more important, and we have never worked harder to strengthen it." Sussman said.

"The mission of caring for the ill and injured brings focus and purpose to the efforts of network employees and doctors," Sussman said. Efforts to redesign health care through patient-centered care, the development of clinical pathways and operations improvements are mutual efforts of network employees and the medical staff. The priority that is placed on organizational member satisfaction — the health network's commitment to its patients, physicians and employees — ensures that those who give and receive care have what they need to be healthy and productive. "It's the least we can do...and it's most important." Sussman said.

Critical links with former patients take many forms. Some write to thank staff for friendly and sympathetic care. Others use their experience as patients to help the network design facilities and programs to serve the community most effectively, Sussman explained. "Our thousands of connections are like the links in the chain of community care. We have tested each link against the weight of our responsibility for the health of this community. Each one is holding fast." ■

---

## Thank You, Carole

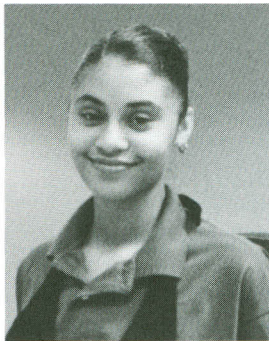
*Building and improving relationships with the people most integral to our operations — our patients, medical staff and fellow employees — is the first of Lehigh Valley Hospital and Health Network's institutional priorities. Achieving this goal doesn't mean establishing a new program or process. It simply means that we treat our customers, whether they are patients or employees, with dignity and respect, and offer top-notch service.*

**This happens every day at Lehigh Valley Hospital and Richard Attilio, assistant director, pharmacy, tells this story as a perfect example.**

"This morning I had the privilege of seeing one of my co-workers make the life of one of our visitors a little bit nicer. Carole Gonzalez was the clerk working in the

Pantry in the cancer center this morning. An elderly woman was having a difficult time knowing what to have for lunch. Carole took the time to point out everything that was available and then patiently waited for the woman to make her decision. Carole kept smiling despite the long wait and when the woman finally made her choice and made her way to the cash register, she found she didn't have enough money to pay for the lunch. Without hesitation, Carole simply told the woman that lunch was on her and then proceeded to help her to a table, retrieve utensils and a glass of water for her.

The lesson that this fine young lady taught me is that caring and the willingness to give of yourself for another is far from dead within the walls of our hospital. It is not just a degree or a license that entitles



Carole Gonzalez

---

## *Lung Association Honors Volunteers*

Several members of the hospital family were recently honored by the American Lung Association of the Lehigh Valley for their contributions to the organization's efforts in preventing lung disease and promoting lung health.

Jerome Dunn, M.D., allergist, was the recipient of the Camp Wheeze-Away Service Award. This award is presented for service and commitment to Camp Wheeze-Away, an overnight camp for children with asthma.

Barbara Clouden, respiratory therapist, was presented with the Camp Wheeze-Away Distinguished Service Award for assistance in establishing the camp.

Health Spectrum Medical Products was given the Breath of Life Award in recognition of their numerous contributions to the association's pediatric asthma programs.

Karen Landis, R.N., pulmonary critical care, was the recipient of the Emily Bissell Award which is given to an individual who epitomizes Bissell's spirit as a grass roots volunteer — someone who sees a need and fills it with on-going dedication.

Mark Shampain, M.D., allergist, received the Edward Livingston Trudeau Award, presented to someone who represents Trudeau's pioneering spirit as a visionary of unique and vital programs for people with lung disease. Shampain spearheaded the association's pediatric asthma education programs. ■

---

## *Valet Parking at Cedar Crest*

Pull right up to the front door and step right out. That's the convenience of valet parking and that's the convenience our patients and visitors will enjoy when valet parking debuts at CC&I-78 on Dec. 11. Modeled after the successful program at 17th & Chew, the pilot program is expected to serve as many as several hundred visitors a day.

Valets will be stationed at two drop off points; the main hospital lobby and the entrance to the John and Dorothy Morgan Cancer Center. The cost of the program will be partially offset by a nominal \$2 per car fee. The tentative operating schedule is Monday through Friday from 7 a.m. to 6:30 p.m. with no holiday coverage. 3

As the program evolves and develops, your cooperation and understanding would be greatly appreciated. Call Gerald Kresge, ext. 8220, with questions and concerns. ■

## **NEW LOW PRICE FOR SEATED BACK & NECK MASSAGE!**

Everyone can benefit from a seated back and neck massage offered  
**Thursdays at 17th & Chew and Fridays at Cedar Crest & I-78 between  
11 a.m. and 1 p.m.** through February.

Message is a **great stress reliever** that will allow you to return  
to work feeling **renewed and invigorated.**

And it's a bargain too, with a new lower price of \$.50/minute for either five or 10 minutes.

Please call HPDP at ext. 5960 for an appointment.

# SITE & FACILITIES

## Construction Elevator

An exterior construction elevator has been temporarily installed at the west end of the "C" wing of the main hospital at CC&I-78. This elevator will be used only by the contractor and will eliminate contractor use of the inhouse elevators for transportation of trash and construction materials.

Access to the elevator system is controlled by the contractor through a double locking system. From the interior of the building, the elevator can be reached from 5C and 6C through the solariums on the west end of the hospital. The exterior hoist will stay in place for approximately six months until the renovations for the 5C and 6C patient centered care units are completed.

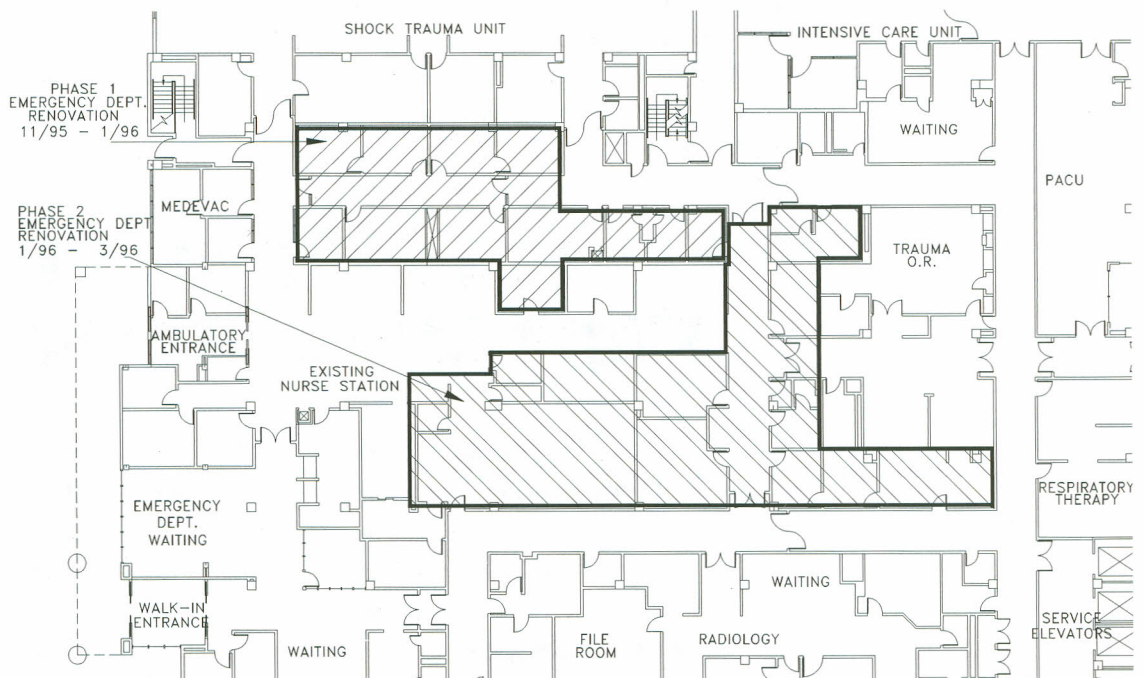
## ER Redesign

The emergency department at Cedar Crest & I-78 has been redesigned as part of our functional plan. Built 21 years ago, it is currently undergoing renovations designed to better meet today's needs. Using feedback from patients, physicians and staff, the department's new design will improve patient privacy, reduce noise and make it easier and safer for physicians and staff to care for patients.

A new entrance for the Level 1 trauma unit on the side of the building will separate

helicopter and ambulance traffic from walk-in patients who will continue to use the current entrance. Inside, a centrally located radiology department will be close to all patients and separate areas will be designated exclusively to pediatric and psychiatric patients. Laptops and voice recognition systems are planned to allow physicians and staff to spend more time with each patient. After completion of construction, the emergency department will occupy 17,518 square feet — this represents an approximate 70 percent increase in space. Depicted below are Phase I and II of the emergency redesign. Phase I has eliminated a satellite pharmacy and relocated three trauma offices and the flight crew room to the third floor, Morgan Cancer Center. Various other offices, including the ED supervisor and ED director have moved to Level 1 near Medical Records. This phase will be completed in early 1996.

Phase II will begin in late January 1996 and relocates the physician lounge, medical secretary office, medical staff president's office and various storage areas to Level I near Medical Records. Phase II will be completed mid to late March 1996. ■



# FROM OUR CUSTOMERS

---

**From a patient survey dated Oct. 23, 1995 ...** "Staff members, we would like to express our sincere appreciation for the wonderful care given to our mother while she was a patient recently at your facility. From the emergency room to the PCU on the third floor to fourth floor c-section, we couldn't have been more pleased with the way all the staff members performed their individual jobs. It was comforting to know we could trust her care to such a professional yet compassionate staff. The kindness and understanding you showed her was greatly appreciated.

— *Sincerely, the family of Irma Petrilli*"

**From a patient survey dated Sept. 6, 1995 ...** "I would hope nobody has to be in an emergency room, but Lehigh Valley

Hospital is the kind of hospital any injured person should be taken to. While our physical injuries were not great, the kindness we received from the triage nurse, doctor and chaplain certainly helped with the emotional trauma. Thank You."

**From our patient George E. Lukens ...** "I am recovering from a heart problem. Now at home; I wish to thank all of the ACU nurses, doctors and staff for the kind, caring treatment that I received."

**From our patient Donald G. Oestrich ...** "My experience at Lehigh Valley Hospital was not like any experiences I have had at the hospitals here in Rochester, NY. They could learn from your people in every area. My visit was brief, but I was impressed. Thank You."

---

## *Pediatric Holiday Fundraiser*

For the second year in a row, three local Texaco gas stations are conducting a holiday fund raiser to benefit Lehigh Valley Hospital. All monies raised will benefit the pediatric department by providing new toys and other needed items for the unit. For one dollar, you can purchase and sign your name to either a red paper stocking or a blue paper star which will be displayed in the stations throughout the holiday season. Stars and stocking are available at the following stations:

- North Cedar Crest Blvd., Allentown
- South 4th St., Allentown
- Route 309, Coopersburg

5

According to Lori Klosek, assistant manager of the Cedar Crest station and a nursing student at Lehigh Valley Hospital, many stockings and stars have been sold and the walls of the stations look great. "The project will continue through Dec. 20 and as an added benefit, all participating stations will offer free coffee to anyone donating on the 20th," said Klosek. Don't miss this great opportunity to support Lehigh Valley Hospital and make one of our small patients smile. ■

---

*We are saddened by the recent passing of a man of extraordinary vision,  
leadership and compassion.*



**Dr. Forrest G. Moyer, M.D.**  
**October 27, 1916 - December 2, 1995**

Dr. Moyer was the chief of pediatrics at Lehigh Valley Hospital for more than 20 years and was instrumental in the creation of the neonatal intensive care unit which was named for him in 1981. In honor of his dedicated and loving service to the families and children of our region, the hospital's first fully endowed chair, The Forrest G. Moyer, M.D. Distinguished Chair in Pediatrics was recently established.

*A memorial service for Dr. Moyer is scheduled for Saturday, Dec. 16 at 10 a.m.  
in Mublenberg College's Enger Memorial Chapel in Allentown.*

# FROM OUR CUSTOMERS

---

**From a patient survey dated Oct. 23, 1995 ...** "Staff members, we would like to express our sincere appreciation for the wonderful care given to our mother while she was a patient recently at your facility. From the emergency room to the PCU on the third floor to fourth floor c-section, we couldn't have been more pleased with the way all the staff members performed their individual jobs. It was comforting to know we could trust her care to such a professional yet compassionate staff. The kindness and understanding you showed her was greatly appreciated.

— *Sincerely, the family of Irma Petrilli*"

**From a patient survey dated Sept. 6, 1995 ...** "I would hope nobody has to be in an emergency room, but Lehigh Valley

Hospital is the kind of hospital any injured person should be taken to. While our physical injuries were not great, the kindness we received from the triage nurse, doctor and chaplain certainly helped with the emotional trauma. Thank You."

**From our patient George E. Lukens ...**

"I am recovering from a heart problem. Now at home; I wish to thank all of the ACU nurses, doctors and staff for the kind, caring treatment that I received."

**From our patient Donald G. Oestrich ...**

"My experience at Lehigh Valley Hospital was not like any experiences I have had at the hospitals here in Rochester, NY. They could learn from your people in every area. My visit was brief, but I was impressed. Thank You."

---

## *Pediatric Holiday Fundraiser*

For the second year in a row, three local Texaco gas stations are conducting a holiday fund raiser to benefit Lehigh Valley Hospital. All monies raised will benefit the pediatric department by providing new toys and other needed items for the unit. For one dollar, you can purchase and sign your name to either a red paper stocking or a blue paper star which will be displayed in the stations throughout the holiday season. Stars and stocking are available at the following stations:

- North Cedar Crest Blvd., Allentown
- South 4th St., Allentown
- Route 309, Coopersburg

5

According to Lori Klosek, assistant manager of the Cedar Crest station and a nursing student at Lehigh Valley Hospital, many stockings and stars have been sold and the walls of the stations look great. "The project will continue through Dec. 20 and as an added benefit, all participating stations will offer free coffee to anyone donating on the 20th," said Klosek. Don't miss this great opportunity to support Lehigh Valley Hospital and make one of our small patients smile. ■

---

*We are saddened by the recent passing of a man of extraordinary vision,  
leadership and compassion.*



**Dr. Forrest G. Moyer, M.D.  
October 27, 1916 - December 2, 1995**

Dr. Moyer was the chief of pediatrics at Lehigh Valley Hospital for more than 20 years and was instrumental in the creation of the neonatal intensive care unit which was named for him in 1981. In honor of his dedicated and loving service to the families and children of our region, the hospital's first fully endowed chair, The Forrest G. Moyer, M.D.

Distinguished Chair in Pediatrics was recently established.

*A memorial service for Dr. Moyer is scheduled for Saturday, Dec. 16 at 10 a.m.  
in Mublenberg College's Enger Memorial Chapel in Allentown.*

# ABOUT OUR PEOPLE

---

*Tom Miller, M.S.W.*, director of Adult Transitions day treatment program, was the keynote speaker for the "Partial Hospital and Day Treatment Programs: Moving Toward the 21st Century" workshop sponsored by the Medical Center at Princeton, NJ. He discussed "Acute Partial Hospital Programming for Success."

## *Congratulations to...*

... *Irene Ehr Gott, M.S.N., O.C.N.*, oncology nurse specialist, who was an invited speaker at the Wyoming Valley Twelfth Annual Cancer Conference *New Trends in Management of Ovarian Cancer* held on Nov. 9. Ehr Gott presented a paper entitled "Management of the Ovarian Cancer Patient Receiving Chemotherapy." She was the only nurse speaker among four renowned physician speakers.

... *Lucy Brown, R.N.C.*, who was certified in November as a perinatal nurse by the American Nurses Credentialing Center.

... *Heather Sunderland, R.D., C.D.E.*, who passed the voluntary certification exam for health care professionals in direct diabetes patient education.

... the *entire respiratory care department* for their demonstration of compassion and support during a very difficult time recently. The team was recognized by the reward and recognition committee.

... the *Coalition for a Smoke-Free Valley* who received the Bronze Key award from the Alcohol and Drug Dependence Center-Lehigh Valley for "outstanding service to the Greater Lehigh Valley Community." The award is issued by the National Council on Alcoholism and Drug Depen-

dence and awarded by local affiliates for community based initiatives.

... *Elliot Sussman, M.D.*, president & CEO, who will serve as a representative from the Council of Teaching Hospitals to the Association of American Medical Colleges Assembly. He was elected to a one year term at the AAMC's Annual Meeting on Oct. 30.

## **Philadelphia to Washington, D.C. AIDS Ride**

On June 21, 22 and 23, six of our fellow hospital employees will be helping in the fight against AIDS and HIV by participating in the Philadelphia to Washington, D.C. AIDS Ride.

Tammy L. Sands, R.N., Kathy Bush, R.N., Jerry Stoudt, R.N., Laurie Cartwright, R.N., Dona Hobart, M.D., and Samina Wahhab, M.D. have already begun training for the 80-mile-per-day bicycle journey.

To help them reach their goals of \$1400, they need the support of their hospital teammates through sponsorship. Sponsorship money benefits two organizations that provide medical care and nutritious meals to AIDS/HIV patients, as well as helping the six bikers complete the journey.

This event began several years ago with a San Francisco to Los Angeles ride and has grown to include Boston to New York and now, Philadelphia to D.C. More than 3,000 people will participate in the event. For more information or to become a sponsor, contact Tammy Sands, R.N., ext. 8930.

---

## **Announcing Lehigh Valley Hospital's**

## *Signature Series*

This exciting line of monogrammed clothing includes:

- short sleeved teal golf shirt • white cotton t-shirt • navy sweatshirt
- distressed teal sweat shirt • navy v-neck golf sweater

Items will be available for your last minute holiday shopping at The Tree Top Shop.

# BULLETIN BOARD

## ■ Recreation Committee News...

... Get ready for the *Second Annual Granit Resort, Hunter Mountain Winter Getaway Weekend*, Feb. 2-4. The fun-filled weekend starts on Feb. 2 at 6 p.m. and ends Feb. 4 at 9 p.m. Many activities and amenities are included in the price of the getaway. The price for four people/room is \$189pp; three people/room - \$199pp; and two people/room: \$209pp. A \$50 deposit payable to Eastern Light Getaways, Inc. reserves your spot. Send your check to Jill Roseman, professional development, Suite 410, John and Dorothy Morgan Cancer Center. Questions? Contact Jill via e-mail.



... The *Annual Children's Holiday Party* will be held on Saturday, Dec. 16 in classrooms 1A & 1B, John and Dorothy Morgan Cancer Center. See Lollipop the Clown and have your picture taken with Santa Claus. Refreshments will be served and the cost is \$2.50 per child. For more information and to sign up to attend, contact Erma Dantonio, ext. 8559 or Helga Klemp, ext. 5243

... Due to popular demand, the Recreation Committee has added *ANOTHER Puerto Vallarta trip* for the week of Mar. 1 through Mar. 9, 1996. The beautiful Continental Plaza, on one of the best beaches in Puerto Vallarta, is the setting for this great vacation. The all-inclusive price per person for double/triple occupancy is \$879 or \$1109 per person, single occupancy. Contact Sharon Bartz, ext. 9803 for more information.

## ■ Bloodmobile

The Miller Memorial Blood Center bloodmobile will visit Cedar Crest & I-78 on Tues., Dec. 19 from 7:30 to 11:30 a.m. The donation center will be in Classroom 1 and the Presidents' Room. Please contact employee health services at ext. 8869 if you are interested in donating.

## ■ Ski Privilege Pass Booklet

The American Lung Association has a great gift for your friends and family — the 1995-96 Ski Privilege Pass Booklet. The booklet costs only \$35 and contains 27 special offers at nearby ski slopes and shops including discounts to Alpine, Blue, Doe and Elk Mountains; Montage and Mount Tone ski resorts; Mount Airy Lodge, Shawnee Mountain and Tanglewood ski areas. Merchants include Nazareth Sporting Goods, Sports Chalet, Strings & Skis and Top of the Slope ski shops. All proceeds from ski pass sales will directly benefit vital educational programs offered by the Lung Association. Call the Lung Association, 867-4100 or drop by their office (2191 W. Union Blvd., Bethlehem) to buy your ski pass booklet.

## ■ Book Sale

The Allentown Auxiliary of Lehigh Valley Hospital is sponsoring a holiday book sale on Wednesday, Dec. 20 and Thursday, Dec. 21 from 7 a.m. to 5 p.m. in the lobby, 17th & Chew. American Book Display Company, Inc. will sell high quality, hard cover books from various publishers on a wide variety of topics. Don't miss this opportunity for great last minute gift ideas. Books may be purchased by cash, MasterCard, VISA or personal check.

## ■ Pediatric Holiday Greeting Cards

... featuring a design created by one of our pediatric patients.

This is a great idea for kids to send holiday greetings to teachers, cousins and friends... or a unique greeting for you to send to a loved one. Plus, all the proceeds from the sale of the cards benefit a great cause — pediatric staff education! The cards are sold in packs of five for \$5 and are available in both gift shops. Contact Fran Feathers, child life specialist, ext. 6712 for more information. Funding for the printing of these cards was graciously provided by our two auxiliaries. ■



# EDUCATION

## HR Development Information

■ **Hospital Orientation:** The next hospital orientation will begin at 8 a.m. at CC&I-78 on Monday, Dec. 18. An optional tour of both sites will be held on Wednesday, Dec. 20 beginning at 1 p.m. at 17th & Chew and 2:30 p.m. at CC&I-78. Reservations are required for the tour. To register, call ext. 3049.

■ **CPR Certification:** CPR Certification will be held in two parts and attendance is required at both. Part I will be held Wednesday, Jan. 10 from 9 a.m. to noon in room 900, School of Nursing, 17th & Chew. Part II will be held Wednesday, Jan. 17 from 9 a.m. to noon, same location.

To register, complete and return the appropriate form located on the monthly HRD calendar outside room 900, School of Nursing, 17th & Chew, or outside the AV Services area at CC&I-78.

■ **CPR Recertification:** CPR Recertification will be held in the 24-hour period beginning at 10 a.m. on Wednesday, Dec. 20 at CC&I-78, Nursing Learning Lab, GSB, 2nd floor. ■

---

## The Challenge of Great Customer Service



“Accepting the challenge” of customer service was the first step Kristen Anderson relayed to a series of enthusiastic audiences as part of her “Delivering

Knock Your Socks Off Service,” lectures on Dec. 4.

Anderson, a consultant based in Minnesota, also stressed the idea that customer service should be a partnership rather than a relationship based on subservience. The lecture was filled with detailed ways for all employees to better understand their internal and external customers and how to effectively turn all customers into advocates--those people that have a good experience and tell others.

There were five sessions moderated by Anderson, including open sessions at both sites for all, special meetings with department heads and senior management and a luncheon with the customer service task force. Approximately 350 people in total participated.

According to Jack Dunleavy, program coordinator, human resources, Anderson’s talk is just one part of a hospital-wide customer service program that is being implemented. Dunleavy and Bill Dunstan, administrator, home care and hospice, are co-leaders of the customer service task force. The group will be bringing more programs like Anderson’s to the network and leading training sessions for more in-depth customer service training. ■

---

### Carole (from page 2)

one to be called ‘caregiver.’ It is a title earned by those willing to seize any opportunity in their power to help their fellow man. This holiday season, one of the things I will be thankful for will be that I have the

honor of knowing Carole, and am proud that she is a part of our team of caring employees.”

**If you see an example of outstanding customer service, we’d like to hear about it. Contact Heather Kowalski, public affairs, via e-mail or at ext. 3003. ■**