

CheckUp

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Healthy You Dining Club at 17th & Chew

Lehigh Valley Hospital and Health Network has a new program designed to give senior citizens living near 17th & Chew a place to enjoy nutritious, low-cost meals and some friendly conversation.

Last month, the hospital mailed about 4,600 brochures to residents 55 and older who live near 17th & Chew, inviting them to join the Healthy You Dining Club and start enjoying meals in the hospital's cafeteria.

"We're pleased with the response so far. Over 300 neighbors have signed on as members," said James Burke, vice president of operations at 17th & Chew. "While we certainly won't compete with area restaurants, we do expect to serve about eight to 20 meals a day to seniors who would not otherwise go out to eat."

According to Burke, the dining club fits with the hospital's mission of building healthier communities. "Many seniors are home alone and find it difficult to eat a nutritious meal every day, so this is a chance for them to eat well and meet some new friends. Also, many seniors find hospitals to be frightening places. Now, they can get familiar with us under different circumstances."

To receive a membership card for the Healthy You Dining Club, residents mail in a completed form from the brochure and then bring their membership card to the hospital cafeteria. There's no fee to join and meals cost just \$3.25. Each lower fat, high fiber meal includes a main course, side dish, dessert and small beverage (hot or cold.) Dinners are served seven days a week from 4:30 to 6:15 pm and lunch is served on Saturday and Sunday from 11 am to 1:30 pm.

Other benefits with club membership include 20 percent discounts off greeting cards, note cards and jewelry at The Alcove Shop at 17th & Chew. Additional benefits are planned in the future, including special holiday meals, health screenings and educational programs and lectures.

"We hope the Healthy You Dining Club will be an exciting new option for seniors. It is important for Lehigh Valley Hospital to continue to find ways to be a resource for the community," said Burke. ■

For a Healthier You!

The fall/winter 1995 issue of Healthy You will be delivered on Sept. 13. Here is a sample of the many great healthy lifestyle inspiring classes and lectures you can attend.

Weigh Less - Exercise More: A class to help you get fit through a combination of sound nutrition, behavior modification and physical activity.

Stand Up to Osteoporosis: Focus on minor lifestyle changes that can dramatically reduce your chances of developing this disease.

Chef Mike Presents Vegetarian Delights: Learn how to prepare meatless meals that are nutritious and tasty.

Your Body Speaks - Are You Listening?: Examine the latest developments in hormone replacement therapy and its potential benefits for women experiencing the symptoms of menopause during perimenopause (the time before and after menopause).

Living Well into Your 90s: Explore how changes in your diet and daily activities can add luster to your golden years.

Total Body Stress Reduction: A three-part series that will highlight techniques for recognizing and relieving stress at home and on-the job.

PLUS... Aerobic conditioning and exercise classes for youths, adults and seniors, and lectures on a variety of topics such as holistic health care, preconception planning and instilling self-control in children.

Look for your copy of Healthy You in the mail or call 402-CARE for more information or to obtain a copy. ■

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Reception at Cancer Center for Third Brick Installation

Donors and staff gathered outside the John and Dorothy Morgan Cancer Center on July 27 to celebrate the installation of the third round of bricks in the Pave the Way for Life campaign. Since 1993, more than 1,500 individuals, businesses and organizations have purchased bricks with contributions exceeding \$150,000.

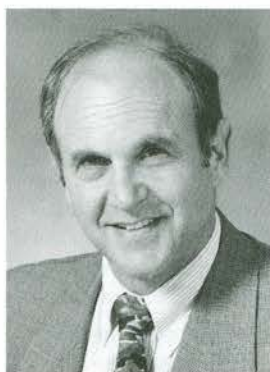
Initially, 1,422 engraved bricks were installed in the outdoor patio at the north end of the cancer center. During the most recent installation, 161 pavers were added extending the effort onto the second patio outside the radiation oncology treatment area.

The Butz organization underwrote the patio during the original construction phase of the building and recently furnished it with benches in memory of one of their employees, Rochelle Nickerson. ■



Irwin Greenberg, chairman, board of trustees, Herbert Hoover, MD, acting director, John and Dorothy Morgan Cancer Center and Elliot Sussman, MD, president and CEO, cut the ribbon for the patio which was sponsored by Alvin H. Butz, Inc.

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Robert L. Serow

Senior Vice President of Development

Robert L. Serow, formerly of Maplewood, NJ has been named senior vice president of development effective Sept. 5. He will plan and manage all fund raising activities for the hospital and health network including major, planned and annual giving and capital campaigns.

Serow brings to this post more than 20 years experience in managing development activities, most spent in New York City. He comes to us from New York University where he served as director of hospital development for the Medical Center and executive director of research and development for the Hospital for

Joint Diseases, which merged with New York University (NYU) last year.

Serow has also been director of development for the eastern region of the National Jewish Center for Immunology and Respiratory Medicine; executive vice president, Calvary Fund, Calvary Hospital; national campaign fund raiser, American Jewish Committee; and development manager, NYU.

He is on the board of directors of the National Society of Fund Raising Executives and is a former president of the New York chapter. Serow also was a chairman of Fund Raising Day in New York which is the largest one day fund raising conference. He earned an MBA from Southern Connecticut State College and a bachelor's degree from the University of Connecticut. ■

OPERATION: *Good Will*

Did you know that a satisfied customer will tell four people about a positive experience while a dissatisfied one will tell nine to 20 people?

Not all dissatisfied customers will complain - 96 percent of them never do, instead they simply do not return or they speak openly about their negative experience influencing others' future choices.

When we show concern about a customer's problem by attempting to correct it, handling it satisfactorily or simply apologizing, the customer feels valued and often will become a more loyal customer.

Here are some simple ways of showing concern for our customers:

- A prompt apology, verbal or written, in a sincere and polite tone.

- A statement that the problem was or will be corrected or investigated.
- A token to express good will in repairing the relationship with the customer and to apologize for the inconvenience.

We all know that sometimes incidents are unavoidable but when an inconvenience or problem does occur with a patient, Nancy Stevens and Maryanne Falcone, patient representatives, suggest one of the following as a token of good will:

- A gift certificate from the Tree Top or Alcove gift shops.
- A complimentary meal(s) in the cafeteria.
- A bottle of sparkling juice sent to the patient's room.

If you know of a situation where such a gesture would be appropriate, please contact the patient representative at ext. 8222/2720 or via e-mail. You will need to supply the name of the patient or family member, their address if they are not in the hospital, the problem, your department and cost center and the item you selected. ■

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Cradle is Source of Comfort for Bereaved Parents

Even as they faced their own tragic loss, Shawn and Nina Green of Palmerton were thinking of others. In memory of their twins, Austin and Madelyn, who were stillborn in May, the Greens donated a rare Longaberger cradle to the Perinatal Loss Program at Lehigh Valley Hospital.

The highly-collectible cradle was located in Illinois by Ginger Anderson, a Longaberger consultant also of Palmerton, who provided the cradle free-of-charge to the Greens for use at the hospital.

It is one of two such cradles used to help parents cope with the loss of a stillborn, premature or sick infant.

"With the consent of parents, we dress the infants and photograph them in the cradles," says Sue Lorah who coordinates the Perinatal



Loss Program with Julia Gogle. Lorah explains that what may, on the surface, seem like an unusual practice is designed to help parents through the grieving process.

"We recognize the need and provide the opportunity for bereaved parents to grieve," says Lorah. "It's something they need to do before they can get on with their lives."

Lehigh Valley Hospital initiated the Perinatal Loss Program in the early 1980s and subsequently secured the services of RTS Bereavement Services. A nationwide program, RTS provides education and support to personnel who care for patients and

BENEFITS UPDATE

This is one in a continuing series of financial articles by VALIC, America's Retirement Plan Specialists. VALIC has been selected by Lehigh Valley Hospital as a provider of tax-deferred annuity (TDA) for all hospital employees.

Q: *Is it worth saving in a TDA if I can only save a small amount now?*

This is a common question. Many people in their early years of working have a difficult time saving money. This is usually due to a combination of high expenses (paying off school loans, buying a first house, child care, etc.) and lower salaries than people who have been in the work force longer. But if you can establish a habit of saving money early, the long range benefits are great.

Consider the following comparison of three employees, each age 30:

Employee A: Starts saving \$20 per paycheck and continues at that same amount for the next 30 years.

Employee B: Waits 10 years before starting to save, but then deducts \$30 per paycheck for the next 20 years.

Employee C: Waits 20 years before starting

to save, but then deducts \$60 per paycheck for the next 10 years.

Even though the total contributions are the same for each employee, notice the significant difference in their account values when they reach age 60!

	Contributions	Ending Value
Employee A (\$20/pay/30 yrs.)	\$15,600	\$61,324
Employee B (\$30/pay/20 yrs.)	\$15,600	\$37,158
Employee C (\$60/pay/10 yrs.)	\$15,600	\$23,526

(These projections assume an average fixed annual return of 8 percent.)

If you have not yet started a TDA (available through payroll deduction for all hospital employees) call Kevin Rhodes, the VALIC representative for TDAs at Lehigh Valley Hospital, ext. 9486. Kevin is also available at Cedar Crest on Monday and Tuesday at the payroll window. ■

Patient Centered Care UPDATE

7th Floor Tours

Tours of the newly renovated 7th floor patient care areas will be offered every Tuesday beginning Sept. 12 and continuing for six weeks through Oct. 17. The tours will begin at 2 pm and last approximately 45 minutes. All staff members and volunteers are encouraged to take this opportunity to see the new physical design of the three units, talk to staff members working on the units and see first hand the new care delivery models in action. When you arrive for the tour, please meet on 7C directly in front of the kitchen area.

Success Stories

"As a patient on the 7th floor, I experienced wonderful, compassionate care from the staff on the floor. I was especially impressed with the exceptional cleanliness of my room. The support partners responsible for this did an excellent job and made my stay more pleasant. Thank you!"
— Patient, 7th floor

A Round of Applause!

"A Round of Applause!" will appear once each month in CheckUp to recognize health network employees for their dedicated efforts to advance and apply PCC principles. Look for "A Round of Applause!" in your next issue of CheckUp. ■

Lab Team Selects Prime Vendor

In much the same way as the hospital's engineering department and health sciences library, the clinical laboratory is achieving significant savings in time and money through the selection of a prime vendor for consumable laboratory supplies. The savings are being realized primarily through a new method of inventory management.

"Previously, we would place orders from multiple vendors for supplies and pay for them as the orders arrived," says Nancy Bickford, lab manager, safety education. "Now, we pay for supplies on consignment. As a result of the negotiated contract, we expect to achieve a five to seven percent annual savings on supply costs."

The procurement process restructuring was coordinated by Bickford, Dolores Benner, Georgia Colasante, Jan Gushen and Joanne Sell, of the laboratory; and Erma Dantonio and Carl Kent, materiel management. Fred Coenen, a consultant with Integrated Supply Management, guided the team through the process, but credits the multi-departmental

members with "providing the time, expertise and commitment to achieve the goals they had established for themselves."

Meetings began in January to assess laboratory needs and supplier costs. There was an extensive vendor list that the team narrowed to three potential prime vendors. Later, site visits were arranged to the three vendor's warehouses and to some of the vendors' customers.

Following negotiations, the team selected Curtin Matheson Scientific, Inc. (CMS) as the prime vendor for clinical laboratory supplies. CMS will soon begin managing the laboratory's consumable supply inventory including ordering and stocking items.

The development of the new procurement process coincides with plans to consolidate laboratory functions at 2024 Lehigh Street, Allentown.

According to Robert Smolin, Vice-President of the northeast offices of CMS, "Lehigh Valley Hospital has taken the most innovative approach to the health care marketplace that I have seen to date," he says. "I believe this approach will ensure the hospital's viability well into the 21st century." ■

Cradle (from page 3)

families who suffer perinatal loss at any stage of pregnancy.

Lorah says that the efforts of the hospital staff are augmented by volunteers who provide parents with special keepsakes. "We fondly call these people our guardian angels," says Lorah of the volunteers who provide their time and talents to help bereaved parents and families. They include: Irene Bonney, Sallie Ebert, Bernice Frantz, Doris Heath and Nancy Hepler who knit and crochet baby blankets, caps and booties; Kathryn Beltz, Jane George and Beth Moran who sew infant clothing and smocks; and Dorothy Hoppes who crochets ornamental angels.

Lorah adds that the support of the Allentown Auxiliary enables the program to provide many of these mementos to parents. ■



NURSING PRECEPTORS!

The annual Preceptor Salute will be held on Thursday, Oct. 5 at Hotel Bethlehem.

The evening's agenda includes:

6:30 Hors d'oeuvres

7:30 Speaker Judith Crank

8:15 Door prizes

8:30 Dessert

Invitations will be mailed to nursing preceptors that have attended the Preceptor Preparation Program and have precepted in 1994-95.

If you have any questions, please call Deb McGeehin at ext. 8401.

MESSAGE FROM THE PRESIDENT



Elliot J. Sussman, MD
President & CEO

In today's busy world, many of us find it difficult to balance our schedules so that we can spend enough time with our families, friends, work and other interests. To achieve a healthy balance in our lives, setting clear priorities can be very helpful. With priorities, for example, we know when to attend our child's little league game or when to leave our work behind so we can enjoy time with a spouse or other loved one.

In the current health care environment — a demanding environment that is changing the way we care for patients and the way we work with each other — I believe it is essential that management set clear priorities. Priorities can help us to work better as a team and be more focused in our work. Priorities can help Lehigh Valley Hospital and Health Network meet its goals, while making the work environment a more enjoyable one for everyone.

That's why the Senior Management Council established institutional priorities. These priorities, which I want to share with you today, provide the context for our everyday work. They show us how our work affects our organization and how we're helping to move the organization forward. The four institutional priorities are organizational member satisfaction, operations improvement, the functional plan and the integrated delivery system.

Organizational Member Satisfaction

Organizational member satisfaction is a key priority because it involves building and maintaining relationships with the people most integral to our operations — our patients, medical staff and employees.

To address employee satisfaction, we conducted an employee opinion survey earlier this year, the Practice Environment Project, also known as PEP. As many of you know, when we received the results, we developed a workplace improvement team which included representatives from all levels of employees. The team was developed around the top issues identified in the survey, and charged with analyzing these issues and then coming up with suggestions to make improvements. Some of these improvements have already been implemented and more are coming.

The goal of this project is to see a 15-30 percent improvement in results when we take the next survey.

For our medical staff, we're currently addressing issues raised in a survey earlier this year and seeking to increase the cooperation between the medical staff and the administration surrounding our organizational initiatives. For example, when we constructed the new GI lab, we worked with all of the staff members to determine the best way for the facility to meet staff, patient and physician needs.

For our patients, we measure satisfaction through the Press/Ganey survey, which each patient receives after being discharged from the hospital. I believe we'll see an upswing in these results as our concept of patient centered care takes hold. To achieve patient centered care, we've retrained staff, redesigned facilities and changed the way we deliver health care to our patients. We've replaced a focus on individual functions with a focus on core processes that has physicians and hospital personnel working together in teams.

While we expect dramatic improvements in the way we provide care to patients, the results of patient centered care go beyond our priority of patient satisfaction. This process should also improve employee and physician satisfaction, and have an impact on our second and third institutional priorities, operations improvement and the functional plan.

Operations Improvement

Through our second institutional priority, operations improvement, we are improving the effectiveness, efficiency and appropriateness of what we do every day in our jobs. As we redesign our work around a patient centered care approach, we also begin to provide health care more efficiently. We will measure our success in operations improvement by reaching a goal of \$20 million in improvements, either increased revenues or cost reductions, by June 30, 1996.

We have redesigned our work processes to be more efficient, and I'm pleased to report that over the past three fiscal years— 1993,

1994 and 1995 —we had achieved improvements of \$36.2 million, with \$14 million alone coming in fiscal year 1995. The significance of this progress is illustrated by our financial results for the 1995 fiscal year ending June 30. For the year, we reported revenue from patient operations of \$349.2 million and expenses of \$336 million, giving us net from patient operations of \$13.2 million or 3.8 percent of revenues. This is an increase of \$1.1 million from fiscal year 1994. More importantly, without the \$14 million in operations improvement, we would have operated at a loss in fiscal year 1995.

The significance of operations improvement, however, goes beyond short-term financial results. It is an investment in our future. You are all probably aware that the health care landscape is far different today than it was just a few years ago. There is less revenue available from payers, competition has grown fierce and patients demand greater value. As a result, we must operate more efficiently if Lehigh Valley Hospital and Health Network — and our employees — are to survive and thrive in this environment.

Functional Plan

Our third institutional priority, which we call our functional plan, is critical to our other priorities. We're redesigning our facilities to meet the future health care needs of the community. In other words, we're creating an infrastructure, including facilities and systems, that will maximize the satisfaction of patients, physicians and employees, and enable us to operate more efficiently. We're creating facilities in which we can provide optimal patient care in a cost-effective manner, facilities that respond to national and local shifts toward delivery of care in outpatient settings.

Specifically, we are consolidating all acute inpatient services at Cedar Crest & I-78 and creating a less acute inpatient and ambulatory hub at 17th & Chew. Cedar Crest & I-78 will soon house the pediatric inpatient unit and future plans include an addition for maternity, gynecology, psychiatry and ambulatory services. At 17th & Chew, we recently added an inpatient hospice unit and the transitional skilled unit will soon be expanding to its full 52 bed capacity. By consolidating and

reconfiguring our patient care services, we eliminate duplication, produce cost savings and improve patient care and value by delivering services in the most appropriate setting.

Integrated Delivery System

Our fourth institutional priority is our integrated delivery system, PennCare. We began with the creation of our physician hospital organization, the Lehigh Valley Physician Hospital Organization, a joint venture with our medical staff. We have now joined with Doylestown Hospital, Gnadon Huetten Memorial Hospital, Grand View Hospital, Hazleton General Hospital, Muhlenberg Hospital Center and Hazleton-St. Joseph Medical Center — and their medical staffs — to offer a full range of prevention and treatment services in a 3,800-square-mile area. Linked by organizational and financial arrangements, we will ensure that patients receive coordinated, high-quality, cost-effective care.

Through PennCare, we will continue to expand as a managed care company. That is, 7 we will contract with payers or purchasers to provide services for those covered under a health plan based on a predetermined per-person, per-month payment. Currently our own Valley Preferred is a major plan for Lehigh Valley employers. We now have over 20,000 enrollees in Valley Preferred and our goal is to have 20,000 additional enrollees, or covered lives, by July 1996.

Most of you are aware that managed care is key to the future of health care. Certainly, national and local trends point in this direction. To compete as a managed care company, we must increase our chances of securing managed care contracts by maximizing what our integrated delivery system has to offer. We must create the facilities of the future, operate efficiently and work together as a team toward patient centered care as the "gold standard." Remember, as we secure managed care contracts, we also secure our future.

An integrated delivery system, the functional plan, operations improvement and organizational member satisfaction — these are the four institutional priorities of Lehigh Valley Hospital and Health Network. I believe that

The Halls are Alive With the Sound of Music



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The audience applauds enthusiastically, keeping time with its toes as the two-man band breaks into an uptempo tune.

On this Wednesday, Dale Sine on accordion and Ray Wetherhold on clarinet are covering everything from the "Barney" theme to the Beer Barrel Polka in the unlikelyst of venues.

Sine and Wetherhold, members of the popular local trio, The Mel-O-Dee Aces, are among a group of vocalists and musicians who provide weekly entertainment in the John and Dorothy Morgan Cancer Center. They're proving to be a big hit with patients and their families and the cancer center staff.

The musical program originated at 17th Street where Phil Spaziani of Allentown, then lead singer for the band Breakthru, was approached by hospital personnel about performing for other patients. A patient himself at the time, Spaziani agreed and enlisted a guitarist and friend to accompany him. He also ran a newspaper ad to line up other singers and musicians.

"We are not music therapists," he says. "But what we do is therapeutic. The patients clearly enjoy the music and it helps to make them feel more at ease."

It also inspires some pretty strong reactions. Spaziani remembers a woman who literally "went dancing out of radiation therapy" while Sine and Wetherhold recall a patient who brought in his own harmonica and list of songs to play along with them.

Like modern-day troubadors, the performers wander through the cancer center playing lullabies for crying babies or standards for delighted seniors. They perform primarily in the multipurpose area and the radiation patients' waiting area.

In addition to Spaziani, Sine and Wetherhold, other singers and musicians who share their time and talents with the patients and staff of the cancer center include: Larry Golden, Skip Merritt and Carl Trollinger, guitars and vocals; Lynn Kaplan, keyboards and vocals; and Lynn Mazeleski, vocals.

The performers cite a variety of reasons for "taking this gig" but perhaps Sine offers the most pointed explanation. Surveying the patients who are clapping and singing along, he says "We enjoy it because they do." ■

President's Message *(from page 7)*

by understanding these priorities, we can better focus our work in the demanding environment in which we provide care.

So step back, take a look at what you're doing and evaluate how it fits in with these priorities. Some of us may need to rethink what we're doing and how we're doing it. Are we contributing to employee, physician and patient satisfaction? Are we contributing to our operations improvement? Are we working toward the goals of the functional plan and our integrated delivery system? Everything we do should be tested against those questions.

When each of us can answer yes to these questions, then the future of Lehigh Valley Hospital and Health Network is assured. I look forward to working with you as our organization moves forward as the health care leader in the region. ■

BULLETIN BOARD

■ **Magic Years Child Care and Learning Center** has openings at 17th in most rooms, including infants. There are also openings on the waiting list for future infant enrollments. Magic Years accepts subsidy programs. For more information contact Mary Schuster, center director at ext. 2949.

■ The Recreation Committee will sponsor their annual **Christmas Bazaar** on Thursday, Nov. 30 and Friday, Dec. 1, 1995 in the Anderson Wing, CC&I-78. Any interested craftspeople, please contact Sharon Bartz at ext. 8906.

■ Don't forget to head out to Allentown's scenic Rose Garden on Sunday, Sept. 17 for the **1995 American Heart Association Heart Walk**. Registration starts at 9 am at the pavilions in the Rose Garden and the walk gets under way at 9:30 am. For more information, or to register for this fun event, call Audrey Lichtenwalner, Denise Kuntz, Ina

Ashford, Linda Mejias, Constance Molchany, Debbie Strener, Greg Salem, Jennifer Pope, Lou Leibhaber or Theresa Mylet-Kunkle.

■ **Lehigh Valley AIDSWALK '95** kicks off at noon Sunday, Sept. 24 from the bandshell at Bethlehem's Rose Garden. Prizes will be awarded to the top four highest pledges and the team that raises the most money and has the most members. Call 974-8701 for more information.

■ You are invited to "*Spend a Day with A Nurse*" on Oct. 24 from 8:30 am to 8 pm. The program, sponsored by the Professional Nurse Council and Friends of Nursing, is a unique opportunity to spend a few hours with a professional nurse observing the many varied patient care activities performed daily. For more information or to reserve your time slot, contact Kim Hitchings in Nursing Administration, ext. 1704. ■

Communications Study

All employees and medical staff recently received a survey dealing with communications. The survey was prompted by the results of last year's employee opinion survey, the PEP project, which indicated widespread concern about improving communications throughout the organization. The questionnaire is designed to help us identify the best ways to improve communications between and among leadership and staff at Lehigh Valley Hospital and Health Network. Results of similar hospital-sponsored studies of consumers, business and the news media are currently being compiled.

Your opinions are very important in this process. If you haven't already done so, please complete your survey and return it in the postage-paid envelope to Health Research Services by Sept. 15. If you have misplaced your survey or lost the return envelope, please call Public Affairs at ext. 3000.

All responses will be held in strict confidence. A summary report of the results will be presented to employees and medical staff later this fall. The findings will help us refine and maximize internal communications. ■



WE HAVE OTHER WAYS TO HOLD YOUR BODY AND MIND TOGETHER.

• EVENING CLASSES •

YOGA - mondays • AIKIDO - wednesdays • WALKING CLASS - mondays & wednesdays

For fees and schedules, call Health Promotion & Disease Prevention Department at 402-5960.

ABOUT OUR PEOPLE



Here are the members of Lehigh Valley Hospital's winning modified fastpitch softball team. Their winning record of 16-9 qualified them for league playoffs, where the team reached the semi-finals for the first time ever. Unfortunately, they were beaten by the eventual champion, but not before putting up a valiant effort. Pictured front row, right to left: Scott Steffie, Daryl Leatherbury, Jason Serfass, Doug Helfrich and Jeff Biesel. Back row: Al Hartzel Jr., Greg Trexler, Bob Klein, Mike Mann, Jeff Larkin, Matt Bukis and Geoff Hallock.

■ Congratulations to...

... *Randy Collins*, P/T Emergency Room Technician, on his recent graduation from Eastern College in Cardiovascular Science. With his degree and the completion of many hours of lab and classroom time, he is now qualified to work in an invasive cardiac cath lab. His paper on "Challenges in the Care of Hypertrophic Cardiomyopathy," will be published in the Journal for Cardiovascular Technology.

... *Patrice M. Weiss, MD*, a chief resident in obstetrics and gynecology at Lehigh Valley Hospital, has been invited to present her research project at the American College of Obstetricians and Gynecologists' District III Junior Fellows meeting in Philadelphia on Oct. 7. Her research paper, "Does Centralized Monitoring Affect Perinatal Outcome or Do We Just THINK It Does?" compares the health of newborns and rates of cesarean sections and operative vaginal deliveries when the fetal heart rate during labor was monitored at the nurses' station and in labor and delivery room versus only in the labor and delivery room. The study found that there were no ill effects on the health of the babies with centralized monitoring only, but the total number of cesarean sections increased. ■



Steve Palmer, RN, Cardiac Cath Lab, recently participated in the March of Dimes "Jail and Bail." This annual event received more than \$40,000 in pledges for the Campaign for Healthier Babies, making it both a great success and a lot of fun! Thanks to people like Steve, March of Dimes is able to make a difference in our community and nationwide in the fight against birth defects.

This is the last Marketplace that will appear in CheckUp. Beginning September 14 all marketplace items will be sold through e-mail. Watch e-mail for instructions and guidelines for publishing items for sale! Public Affairs reserves the right to edit those submissions that do not meet e-mail publication guidelines.

Questions: Call Missy Noll, Public Affairs, ext. 3000.

Marketplace

Items for Sale

Air Conditioner: Fedders 12,000 BTU, very good cond., \$325. Call 706-0465

Wurlitzer spinet piano: black lacquer, good cond., \$800.; Bundy trombone, exc. cond., \$500. Call 681-4972

Baby Jogger. Call 682-6303

NordicTrak Pro: timer, video included, exc. cond., \$500. Call 954-8938

Ladies, sz 8, white LifeStride sandals, never worn, cushion insole, sling back, made in Italy, very comfy, \$10. Call 967-1906

Sega Genesis 16 bit video game system w/ 2 contrl and 2 games, like new, \$50. Call 285-2907

Nearly new Bundy Clarinet w/ case, \$210. Call 432-6936

Lane Action Sofa: 4 yrs old, multistripe pattern, one recliner in need of repair-otherwise good cond., \$300./ OBO Call 366-0268

Vehicles for Sale

1985 Beauville Van 350: one owner, seats 8 (2 bench / 2 front), good cond., pwr windows, seats, bench, A/C; 92K,

reduced to \$3800. Call 437-0739 or 437-0456.

1986 Pontiac GrandAm: 5 sp, LE, fuel injected, black, 2 dr, grey interior, A/C, AM/FM cass., 2 new all-season tires, new exhaust & battery, exc. cond., price neg, call Jeff, 691-1517, leave message.

Chevy Astro CL Van: seats 7, AT, ABS, A/C(rear), Zeibart rust protection, exc. cond., 34K, garage kept, \$13,000. Call 767-2765 after 5 pm.

1995 Dodge Ram 4x4: V-8, AT, emerald green, 6K, \$16,900. Call 285-2193

1973 Maverick: AM/FM cass., 5 new white wall tires, new paint job, 27,800 orig. miles, \$3000. Call 791-4478

1991 Blaster ATV, 2 stroke, blue and white, perfect cond., \$2000./OBO Call 433-8134

1978 35' Layton Trailer: Park model w/ tipouts, 8'x25' Florida Room, 8'x20' treated dock on lake front lot in Ft. Meyers, FLA. \$4,500/OBO Photos upon request. Call 377-5237

1987 Ford Escort SW: AM/FM, PS, 4 spd, A/C, good tires, \$1500. Call 398-0292

Real Estate for Sale

West End brick twin: 4BR, 1 1/2 BA, HW flrs., fenced yard, garage, freshly painted, great school, priced to sell \$73,000. Call 437-4733

Spacious Ranch, Neffs area: 3BR, Lg country kitchen w/ breakfast bar, full attic w/ cedar closet, basement. Attached garage, covered patio, great yard, partially wooded lot, \$105,000. Call 767-7274

Lake Naomi Home: 2/3BR, 1 1/2 BA, LR, FR, DR, deck, garage, basement, heat effc. w/ Alaska coal stove, beaut. landscaping, refin. HW flrs., new roof, w/w carpet, newly painted interior, walk to lakes and state game lands, tennis, golf, swimming, club house, all in exclusive community, \$109,500. Call (717) 646-6895.

Real Estate for Rent

Stone Harbor: 2nd house from beach at 89th St., 5BR, 3-1/2 BA, kit, Florida rm, 2 decks, gar, DW, W/D, full ocean view, all new furn, avail. wknd of 10/ 28 Stone Harbor ranch duplex, 3 BR, new full tile BA, W/W carpet, full deck, laundry rm, new kit, 3 blks to town, 2 blks to beach, outdr shower,

avail weeks of 9/ 23 & 30 and week-ends in Oct. Call 435-1531, ask for John.

Wanted

Roommate to share house 1/4 mi from 17th and Chew, must like dogs (I have 2) references requested, price undetermined, must discuss details in person. Leave message at 264-4972.

Wanted to buy: Pfaltzgraff Christmas Heirloom Dishes. Call 395-1604 after 5pm or leave message.

Responsible, non-smoking, babysitter wanted to care for a one-yr old and three yr. old on part time or as needed basis. Must be 16-17 yrs. old and enjoy children. Call 395-8298

Barbie House and/or accessories in good cond. Call 395-8298.