

CHECKUP

Vol. 3, No. 1 March 23, 1990

New Quality Process Name Focuses On Staff Commitment

When the instructional phase of the quality improvement process recently commenced at TAH—LVHC, the first item on the syllabus addressed a most basic issue: changing the process's name from "total quality management" to "total quality focus."

According to Samuel R. Huston, president and chief executive officer, replacing a single word in the title should clarify the roles of the groups involved in the process.

"As our understanding of the quality improvement process evolves, it becomes clear that implying that it is a management responsibility is misleading, since it requires the commitment of all persons at the hospital, not just management.

"Therefore, we have chosen to rename the process total quality focus, or TQF. TQF reflects a concentrated effort on all levels—management, line employee and physician—in meeting the quality standards required by the persons and departments we serve."

The first phase of in-house education in TQF was begun in February and will continue until all employees and physicians have attended the inservices.

According to John Salventi, Ph.D., vice president, TAH—LVHC, this stage consists of 10, two-hour sessions which outline the definition of quality, prevention of work defects, establishment of

standards for quality, and measurement of success in meeting standards. Senior managers attended these first meetings, and administrators and department heads will be scheduled for the next sessions in April.

"Once hospital and medical staff members have attended these first quality education sessions, they are encouraged to begin integrating TQF into everyday work processes," explained Salventi. The most important step will be the formation of quality improvement teams which will examine work processes in order to reduce errors and set standards for service enhancement.

Salventi added that a quality management committee will be assembled shortly at the hospital to develop plans for setting goals, measuring improvement, recognizing accomplishments and communicating with employees and physicians.

He also noted with optimism that some employees have already begun to informally apply quality improvement principles to their work. "The change is slow and subtle. But people are already seeing ways to implement the process," he said.

(Continued on page 2)

Take a Hearty Step... Join 'Journey Through The Heart'

HealthCounts, in conjunction with TAH—LVHC Wellness Committee, will sponsor "Journey Through the Heart," a walking program for TAH site employees and their family members. The program challenges individuals as well as teams to compete in an effort to walk their way through the four chambers of the human heart and 60,000 miles of blood vessels in the human body. Each chamber symbolizes a level of physical achievement. As an individual reaches a chamber or level, an incentive prize will be given. Participants can receive up to four incentive prizes as they complete each level. Individuals can sign up for a work team (White Blood Cells), a family team (Red Blood Cells) or walk on their own (Platelets). Team prizes will also be awarded for the most miles walked.

The program starts Wednesday, April 18 and runs through Tuesday, June 12. For additional information, call HealthCounts at 821-2150.



The Allentown
Hospital—
Lehigh Valley
Hospital Center
A HealthEast Hospital

Educational Happenings

Saturday, March 24

LVHC — "The Impaired Health Care Worker: Physician, Dentist, Nurse and Pharmacist"; 8:30 a.m. to 12:45 p.m.; auditorium. To register, call ext. 8322.

Wednesday, March 28

LVHC — CPR Recertification; 24 continuous hours beginning at 10 a.m. and continuing through 10 a.m. March 29; nursing learning lab, second floor, General Services Building.

LVHC — Teleconference, "Mismatch: Schools At Odds With Adolescents"; 3 to 5 p.m., auditorium. Call ext. 8320 for more information.

Monday, April 2

TAH — Employee orientation; 8 a.m. to 4:30 p.m.; auditorium.

LVHC — Heartsaver course, including one-man CPR and adult foreign body airway obstruction (FBAO); 7 to 10 p.m.; Anderson Wing lobby. Registration required one week prior to class. Call ext. 8600 and ask for Diane. \$10 registration fee.

Wednesday, April 4

Helwig Diabetes Center — "Foot Care," addresses ways to recognize and prevent diabetic foot problems; 9 to 11 a.m.; Suite 107A. Registration is required. Call ext. 8890. \$10 registration fee covers the diabetic patient and accompanying family members.

TAH — Tour; 1-2 p.m.; lobby.

LVHC — Tour; 2:30 to 3:30 p.m.; lobby.

CheckUp is a biweekly publication of the Communications Department of HealthEast. To submit an article or for additional information, call ext. 7915.

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HealthEast, a not-for-profit regional health care system, is more than 8,000 professionals, employees and volunteers working to provide you with quality, comprehensive health services.

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HealthCounts Offers April Classes

HealthCounts, the employee and community wellness program of TAH—LVHC, will offer several programs in April.

- **Smoking Cessation Hypnosis** will be held from 7 to 8:30 p.m. in LVHC site President's Room on Monday, April 23. Registration deadline is Monday, April 16. This 90-minute session focuses on eliminating the thoughts and behaviors that continually support your smoking habit. Relaxation and visualization techniques are emphasized. There is no charge for employees.
- **Smoke Stoppers** will be held at 7 p.m. on Wednesday, April 4 at the Bethlehem Public Library, 11 W. Church St. This nationally recognized, highly successful group program helps you quit smoking in just five days! Our certified instructors are former smokers who understand how hard it is to quit. You will learn effective techniques to overcome

the craving for cigarettes and become a "comfortable non-smoker." The first session is free and the fee for employees is \$80 with a \$20 refund for attending all or all-but-one of the sessions.

- **L.E.A.R.N.TM Weight Control** will be held March 26 to June 4 in LVHC site classroom 3 and again April 9 through June 18 in TAH site conference room B. This 10-week multifaceted approach to successful weight control is structured around lifestyle. It helps participants identify and change daily patterns to lose weight and keep it off. Five key areas are addressed including Lifestyle, Exercise, Attitudes, Relationships and Nutrition. The fee for employees is \$70. Registration deadline is March 23 for the March 26 session and April 5 for the April 9 session.

For more information and to register for these programs, call HealthCounts at 821-2150.

Living With Chronic Obstructive Pulmonary Disease Focus of April Lecture Series

HealthCounts, the employee and community wellness program of TAH—LVHC, in conjunction with the Chronic Disease Education Committee of TAH—LVHC, will offer the following free lectures to those who suffer from or live with someone who suffers from breathing problems such as asthma, chronic bronchitis, emphysema, cystic fibrosis or interstitial pulmonary fibrosis.

- **Overview: Chronic Obstructive Pulmonary Disease** will be offered on Wednesday, April 4. **John Galgon, M.D.**, hospital pulmonologist, and a group of health care professionals will present an overview of services to promote physical and mental health.
- **Understanding Chronic Obstructive Pulmonary Disease** is scheduled for Wednesday, April 11. **Karen Landis, R.N.**, pulmonary clinical nurse specialist, and **Beverly Reinik, R.R.T.**, registered respiratory therapist, TAH—LVHC, will discuss specific disease processes, risk factors and treatments such as breath-

ing exercises, medications and oxygen therapy.

All lectures will be held from 7 to 8:30 p.m. in LVHC site classroom I (the April 11 lecture will be held in classrooms I and II). For more information and to register, call HealthCounts at 821-2150.

TQF *(Continued from page 1)*

The quality education sessions are led by specially prepared TAH—LVHC and HealthEast staff members, including: Salvetti; Beth Cepil, quality assurance coordinator, HealthEast Labs; Diane Carpenter, director, Human Resource Development; Ruth Davis, coordinator, Human Resource Development; Barbara Salvadore, assistant to the president; Mary Kinneman, vice president, Nursing; Ina Ashford, quality/standards specialist, HealthEast Information Services; and Terry Capuano, Nursing administrator.

Happy Birthday, James, Gregory, Jessica and David!



The Haklar quadruplets enjoy a special moment with their parents, Kathleen (left) and Richard Haklar.

The Haklar quadruplets returned to TAH site on Friday, March 9 to celebrate their first birthday with hospital staff and local merchants who donated birthday gifts.

They were accompanied by their parents, Kathleen and Richard Haklar of Coopersburg. Relatives and family friends joined in the festivities which included refreshments, birthday cake and the singing of "Happy Birthday."

James, Gregory, Jessica and David were born on March 10, 1989. "The first year went really fast," said Kathleen. "The kids are doing great and have really caught up to their peers quickly, as they are now trying to walk."

During the party, several staff members were recognized for their contributions to the special delivery and care provided to Mrs. Haklar and the quadruplets. They include: the nursing staffs from the Neonatal Intensive Care Unit, Labor and Delivery and the

Postpartum Unit (3-T); Sze-ya Yeh, M.D., chairman of Obstetrics and Gynecology, who specializes in high-risk pregnancies; T.A. Gopal, M.D., who acted as the management and delivery consultant last year in Dr. Yeh's absence; and Edward Denny, M.D. and Leonard Golub, M.D., neonatologists who participated in the special care provided to the quads in the Neonatal Intensive Care Unit.

The Haklar family will receive a collage of photographs taken at the birthday party as a gift from the hospital. The photographs will be mounted and the display engraving will read: "The Haklar quadruplets — born at The Allentown Hospital on March 10, 1989."

Gifts were donated by Bob's Bake Shop, Holiday Hair Fashions, House of Bargains and Junior Boot Shop. Others were Laneco, Inc., Phoebe Floral Shop and Sherwoods for Kids.

Quadruplets are born approximately once in 729,000 births.

Support 'Cause For Celebration'

On Tuesday, May 1 you will have the opportunity to help Friends of Nursing and Lehigh Valley Hospice while enjoying a fun-filled day of shopping at Macy's "Cause for Celebration." This annual event benefits 30 area charities and is held at Macy's Lehigh Valley Mall location, Whitehall Township, from 10 a.m. to 10 p.m.

Your tax-deductible contribution of \$5 entitles you to:

- 20 percent off a single apparel item;
- 10 percent off a single item;
- entry in a prize drawing featuring more than 50 fabulous prizes;
- continuous entertainment including cooking demonstrations, celebrities, free make-overs, music and the latest fashions.

The HealthEast Trust Fund is coordinating the sale of tickets. They may be purchased at the gift shops and Nursing Administration offices at both sites; the HealthEast Trust Fund office; and Lehigh Valley Hospice. Tickets are available through Friday, April 27.

Purchase your tickets today. If you have questions about this promotion, please call 778-CARE.

We Want You!

Spring means another men's modified fastpitch softball season. If you or your spouse are interested, please call ext. 1030 for more information!

Speech Pathology Acquires New Office

The department of Speech Pathology has acquired an office on corridor 6B across from the service elevators at LVHC site. This will enable the department to treat patients in an area which is free from distractions. This is especially important when dealing with head trauma patients. The department will also see patients for speech therapy in the Rehabilitation Department. Prior to this, all treatments were performed at the bedside.

A Special 'Thank You'

"Thank you" from Susan Moyer, R.N., of the Transitional Open Heart Unit (LVHC site), and her children, Andy, Jesse and Julie, to all members of TAH—LVHC staff who so generously offered support to them in the aftermath of a tragic house fire. All gifts, donations and letters are greatly appreciated.

Information Services Looks to the Future

Nearly three years ago, HealthEast began a major assessment of its computer-based information services capabilities with an eye to the '90s and beyond. This resulted in a multi-year plan and budget which is in various stages of completion. The guiding principle is that the current information systems must be upgraded, replaced or modified to effectively support the organization's mission for the next decade.

A major initial step was a move to a larger and more secure facility. This was accomplished last December when HealthEast Information Services (HEIS) relocated from 2200 Hamilton Blvd. to 2024 Lehigh St.

Six IBM mainframes were moved with minimal disruption. These computers drive more than 800 terminals and printers located at TAH—LVHC, Muhlenberg Hospital and Sacred Heart Hospital.

HEIS has also undergone a major restructuring. In August 1988, it acquired an independent computer center — Allentown and Sacred Heart Computer Center (ASHCC). At the same time, the information services at TAH and LVHC sites were merged.

Several key projects are now underway.

- **Patient Care/Management/Accounting Project.** New patient care, management and accounting systems, such as admissions, registration, order entry, results reporting and patient accounting, are now being evaluated. It is anticipated that new systems will be selected by January 1991.
- **Financial and Statistical Systems Project.** This project involves the evaluation and selection of new financial and statistical systems such as general ledger, budgeting, accounts payable, materials management and cost accounting systems. The projected vendor selection date is September 1990.
- **Telecommunications Network Project.** This project includes the evaluation and selection of a system-wide telecommunications network which will control the flow of data, information, voice, video, facsimile and imaging between all HealthEast facilities. Implementation is anticipated to begin in July or August of this year.

- **Laboratory System Growth Strategy Project.** A recommendation is expected in the near future regarding a strategy to accommodate the growing needs of HealthEast Laboratories. A cost/benefit study is being conducted to assess the feasibility of providing laboratory services to Gnadon Huetten Memorial Hospital, Slate Belt Nursing and Rehabilitation Center, and Muhlenberg Hospital Center.

- **Physician Access Network Project.** Through this project the needs of physicians to communicate with other physicians, HealthEast hospitals and its entities, and non-HealthEast hospitals and other entities such as insurance companies and research data bases, are being assessed. Results should be available this summer or early fall.

HEIS is continuing to provide shared computer services to two unaffiliated hospitals — Sacred Heart Hospital and Muhlenberg Hospital Center for a specified period of time. It is also anticipated that Gnadon Huetten will be converted to the new system upon completion of its computer processing contract in January 1993.

This continuing effort to upgrade information services is led by Richard Duncan, senior vice president and chief information officer, HealthEast; and guided by Paul Nurick, executive vice president, HealthEast; Sam Huston, president and chief executive officer, TAH—LVHC; and Alan Schragger, M.D., the chairman of the Information Services Planning Committee.

Community BCLS/CPR Classes Offered

TAH—LVHC Emergency Medicine Institute is offering basic cardiac life support (BCLS)/cardiopulmonary resuscitation (CPR) courses to the community and health care professionals in LVHC site's Anderson Wing lobby.

The nine-hour initial CPR course will be offered on April 9, 16 and 23 from 7 to 10 p.m. Participants will learn one- and two-man CPR; adult, child and infant CPR; and adult and infant foreign body airway obstruction (FBAO), unconscious and conscious. The fee is \$20.

The re-certification course, held 7 to 10 p.m. on April 30, is a review of all information provided in the CPR course. A \$10 registration fee is required.

The "heartsaver course" consists of one-man CPR and adult FBAO. The course, offered on April 2, is from 7 to 10 p.m. There is a registration fee of \$10.

The pediatric course is an excellent opportunity for babysitters. This course teaches infant and child CPR and FBAO, conscious and unconscious. The course is offered on May 7 from 7 to 10 p.m. There is a \$10 registration fee.

To register or for more information, call ext. 8600 and ask for Diane. Registration is required one week prior to the first day of the course.



Employee Meetings Scheduled

Several employee meetings, at which various topics will be discussed, have been scheduled during April. All meetings will be held in the auditorium, unless otherwise noted. Please plan to attend!

April 3: 9 a.m., 2 p.m.; LVHC

April 4: 2 p.m., 9 p.m.; TAH

April 5: 9 a.m.; TAH
2 p.m.; LVHC

April 9: 2 p.m.; TAH

April 10: 6:50 a.m.; TAH-OR

April 11: 8:30 a.m.; LVHC

April 12: 2:30 p.m.; TAH

April 13: 2, 3 a.m.; TAH

April 17: 6:45 a.m.; LVHC-OR
2 p.m.; LVHC

April 18: 2 p.m.; Home Care
9 p.m.; LVHC

April 19: 9 a.m., 2:30 p.m.; TAH

April 23: 2, 9 p.m.; LVHC

April 24: 10 a.m., 2 p.m.; TAH

April 25: 2, 3 a.m.; LVHC

April 30: 9 p.m.; TAH

Social Service Department Combines Caring and Creativity

Social work is synonymous with caring. At TAH—LVHC, members of the Social Service Department work with patients and their families to help them cope with illness, tragedy and aftercare.

To recognize the work of this group of dedicated professionals, March is observed as National Social Work Month. At TAH—LVHC, a reception will be held for members of the Social Service Department and other employees within the system who have a background in social work.

"Social workers are very versatile," said Maureen Sawyer, director of the Social Service Department. "For example, 16 individuals with degrees in social work can be found throughout the hospital system in administration, management and nursing."

Sixteen members of the Social Service Department recently became licensed in the Commonwealth of Pennsylvania as Professional Social Workers. They include Sawyer; Deborah Lowry, coordinator at TAH site; and Mary Grassi, manager at the LVHC site.

Social workers within the department who became licensed are Camille Batchis, Elyse Costello, James Ezrow, Zona Farmer, Kathleen Gruzdis, Jeanne Guilfoyle and Joan Hoffman. Others are Janice Mayer, Elizabeth Mitchell, Linda Morrell, Ann Pierre, Gary Stone and Lisa Taylor.

The license can be obtained based on years of experience and examination. Once licensed, an individual can use the initials "LSW" after his or her name, identifying that person as an independent practitioner. Licensure for social workers in this state has been available only since October 1989.

The main responsibility of the Social Service Department is to assess the service needs of patients after leaving the hospital. These might include ongoing medical treatment, rehabilitation, counseling services to aid adjustment to an illness or placement in extended care.

The department works with those individuals identified as "high risk" such as trauma, burn, psychiatric and cancer patients. Once a staff member is assigned to the case, he or she reviews the medical record, discusses it with the medical team and gathers more information from the patient. "The

social worker then works with the patient to identify concerns and to devise a plan to address particular needs," according to Sawyer. If necessary, the social worker supports the family as well.

Three social workers are involved in the Social Work Early Intervention Program (SWEIP). Through this program, individuals who will be hospitalized in the future receive support prior to admission. These include patients who face elective orthopedic surgery, candi-



Jim Ezrow, M.S.W. and Carol Steager discuss a patient case in the Nursing Department at LVHC site.

dates for dialysis and those who are identified as chronically ill.

The staff is involved with a variety of support groups including the Burn Support Group, Lehigh Valley Stroke Club, Make Today Count (for patients and families with life-threatening illness), Home Dialysis Support Group and Kidney Transplant Support Group. During meetings, members have the opportunity to learn more about particular concerns, receive emotional support and take part in social activities.

"The purpose of a support group is to provide peer support for people experiencing similar problems," said Sawyer. "The group evolves according to the needs of the members."

The role of the staff is summed up succinctly by Sawyer. "We try to be creative so that we can link individuals with community resources."

Miss Pennsylvania Addresses Support Groups

Michelle Kline, Miss Pennsylvania, is not a typical beauty pageant winner. At every media event, Kline attempts to educate her audience about organ donation by addressing her experiences as a kidney transplant recipient.

Kline met with both the Kidney Transplant and Home Dialysis Support Groups at TAH site this past February to share her experiences and to offer words of encouragement.

"I was up on the stage at the Miss America pageant and I was asked, 'What can you bring to the Miss America pageant that has never been brought to it before?' " Kline recalled. "The obvious answer was, 'Three kidneys.' "

Kline admitted that she gave the judges a more appropriate answer, but as a transplant recipient and voluntary spokesperson for kidney transplants, she has helped to create public awareness about transplants. By winning the Miss Pennsylvania title and becoming a semi-finalist in the 1989 Miss America Pageant, she hopes to prove that transplants work.

Members of the support groups asked Kline not about makeup tips or beauty secrets, but about medications, recuperation periods and special diets. Most members of the audience were familiar with the described mood swings and enormous appetites from steroids; yellow skin and hair loss; and the fear and resentment that accompany a transplant.

Although Kline can point to her successes, recipients face a constant struggle. "People think that after a transplant, life is wonderful but it's not," said Lisa Taylor, a renal social worker at TAH—LVHC. "They have difficulty getting jobs afterwards if an employer knows they've been transplanted. But if they get together and talk about it they can come up with the answers among themselves."

Taylor formed the Home Dialysis Group in 1983 and the Kidney Transplant Support Group in 1987 to deal with the problems patients must face with their medical conditions.

Taylor said that someone like Kline, who has overcome the same problems that people with kidney disease are now facing, inspires them "to set goals and not let their disease destroy their lives or their goals. Life can go on normally."

Making the Rounds

Brenda Salatino, RN, BSN, CCRN, clinical instructor for TAH site Acute Coronary Care Unit/Transitional Care Unit, Nursing Education, Patient Education and Research (NEPE&R), presented "Differentiating Wide QRS Tachycardias: Supraventricular Tachycardia vs. Ventricular Tachycardia," at a regional critical care conference in East Stroudsburg.

Marina Flecksteiner, RN, BSN, CNN, clinical instructor for the Accelerated Internship Program, NEPE&R (LVHC), recently passed the National League for Nursing's certification exam in nephrology nursing in November.

Lynn Dashner, LPN, was elected eastern division chairperson of the Pennsylvania Society of Gastroenterology Nurses and Associates (SGNA); and **Mary Steber**, RN, CGC, became a certified gastroenterology clinician through SGNA. Dashner and Steber are staff-nurses from the GI Lab-4B at LVHC site.

Mary Tolmie, RN, MSN, coordinator, Digestive Sciences Regional Resource Center (TAH—LVHC), was reappointed by the Pennsylvania Nurses Association (PNA) Board of Directors to the Government Relations Committee as vice chairperson. Tolmie will also serve on the Legislative Platform Committee, a subcommittee of the Government Relations Committee, which will help prepare PNA's stance on legislative issues.

Robin Borgesen and **Sandy Longworth**, students in the Radiologic Technology Program at Northampton County Area Community College won the first Annual Pennsylvania Society of Radiologic Technologists District #8 Techni-Bowl Quiz. Borgesen is completing her clinical rotation at LVHC site. The winners of this competition will represent the district and their school at the State Techni-Bowl Competition, to be held this spring. Borgesen and Longworth won \$200 towards their expenses in attending this meeting plus the cost of one day's registration. Their names will be affixed to a plaque which will be rotated each year to the winning school.

The competition was sponsored by the Radiology Department and held at TAH site auditorium on Thursday, Feb. 8. **Bill Wright**, administrative director

of Radiology at LVHC site, participated on the committee which coordinated the event. **Barbara Toczek**, technical coordinator, assisted in preparing materials for the event and **Lynn Gromis**, quality control supervisor, and **Cathy Story**, in-patient supervisor, were judges.

Mary Jean Osborne, RN, MSN, CCRN, clinical specialists for Shock/Trauma-MedEvac, NEPE&R (LVHC) presented "Missile Injuries" and "Case Studies: Missile Injuries," at the South Carolina State Emergency Medical System Annual Symposium in Myrtle Beach, S.C. In addition, Osborne published an article titled "Suicide: The Response of the Critical Care Nurse," in *Holistic Nursing Practice*, 1989.

Dave Kozemchak, TAH—LVHC employee ombudsman, recently received accreditation as a Professional in Human Resources from the Personnel Accreditation Institute. To earn this distinction, Kozemchak passed a three-hour written competency exam which addressed management practices, personnel management, labor relations, safety, security and personnel aptitude testing.



Additional Cafeteria Hours Announced

Beginning Monday, March 26 TAH site cafeteria will offer extended hours. All cold foods and hot soup will be served from 1:15 to 4 p.m., Monday through Friday. The hot bar will remain open for lunch from 11 a.m. to 1:15 p.m. Hot foods will not be available again until 4 p.m. and will be served until 6:15 p.m.

The selection will also increase on March 26 for the 2 a.m. service. The cafeteria will be open from 2 to 3 a.m. and a Security representative will be available to receive cash and make change.

Congratulations

Elaine Toth, physical therapy assistant II, Physical Therapy (TAH), won a \$100 U.S. Savings Bond for perfect attendance in January.

Mike Callahan popped "the question" to **Theresa Radziewicz**, R.N., staff nurse, Special Care Unit (LVHC), on Feb. 10 on a romantic horse-drawn carriage ride.

Not to be outdone, poised on one knee, resting on a red heart-shaped satin pillow, laden with a dozen red roses, Thomas Cassium proposed to **Anne Stepansky**, perioperative technical assistant, Anesthesia (LVHC), in front of an audience of 600 people on stage at Cove Haven Resort in the Pocos. The couple plan a July 1991 wedding.

Lorraine Valeriano, R.N., staff nurse, Special Care Unit (LVHC), and her husband, Larry, became the proud parents of a son on Feb. 23. Alex Jon weighed 6 pounds, 9 ounces and was 19 inches long.

Handbook Revisions To Be Distributed

Start looking for Employee Handbook revisions. These will be delivered to all departments beginning the week of March 26. Please take the time to read these revisions, remove the existing pages from the handbook and replace them with the new ones.

If you have not received these revisions by March 31, please contact the benefits counselor at ext. 2930 (TAH site); ext. 9939 (LVHC site); or ext. 7936 (HE).

Correction!

In the February 23 issue of *CheckUp*, the citation regarding Linda Williams, R.N., CNRN, staff nurse, Central Nervous System unit at the LVHC site, was incorrect. Williams earned the designation of CNRN by passing the certification examination in Neuroscience Nursing. She is the first staff nurse to have earned this distinction. More than 50 percent of the staff in the unit are CCRN certified.

HealthCounts Announces March Prize Offering

HealthCounts is continuing the monthly drawings for prizes as part of the **I'm Worth It** Incentive Program. By participating in a variety of health promotion activities, employees will have an opportunity to win many exciting prizes.

March prizes, to be awarded April 1, include a 35 millimeter camera; white-water rafting trip; tickets to Longwood Gardens, Kennett Square; a gift certificate to the Foot Locker; a three-month HealthCounts exercise membership; and several one-month HealthCounts exercise memberships.

Make health count and win prizes by attending health promotion classes, through personal health counseling and by selecting featured wellness foods from the cafeteria menu.

HealthCounts tickets will be issued each time employees participate in any wellness activity. Tickets should be submitted in the cafeteria drawing box for monthly prizes. Drawings will take place in the cafeteria on the first weekday of each month. HealthEast employees working at other locations may deposit incentive tickets at the cafeteria at either site.

To learn more about the **I'm Worth It** Incentive Program, call HealthCounts at 821-2150.

Tune In For Good Health!

Health Matters, sponsored by TAH—LVHC, is a series of half-hour television programs on health-related topics. All programs air on WLVT-TV, Channel 39 on Wednesdays at 7:30 p.m. and again on Saturdays at 4 p.m. Upcoming programs include:

March 28: *The Heart Attack Quiz: What's Your Score?* with hospital cardiologists D. Lynn Morris, M.D. and James Pantano, M.D.

April 4: *Sexual Dysfunction/Disinterest* with Richard Lieberman, M.D., urologist; and Susan Wiley, M.D., psychiatrist, TAH—LVHC.

HealthCounts Awards Prizes

HealthCounts awarded prizes in the **I'm Worth It** Incentive Program held in December, January and February.

The winners and prizes for December were: **Mikki Cherry** (TAH) and **Mary Ann Knecht** (LVHC), Performax 7000 electronic fitness bicycle; **Joy Hoffman** (TAH) and **Lou Bottotta** (LVHC), radio cassette player; **Valerie Rupp** (TAH) and **Krisan Wong** (LVHC), bowling party at Jordan Lanes; **Elaine V-Scott** (TAH) and **Annette Edelstein** (LVHC), \$25 gift certificate to the Health Food Hutch; **Ann Kusko** (TAH) and **Norma Radosevich** (LVHC), three-month HealthCounts exercise membership; and **Maryanne Falcone**, **Gloria Ferko**, **Donna Scott** (TAH) and **Jeanette Imbody**, **Denise Wolst** and **Cathy Story** (LVHC), one-month HealthCounts memberships.

The winners and prizes for January were: **Lisa Taylor** (TAH) and **Lori Keller** (LVHC), Lehigh Valley Motor Club trip of choice; **Shirley Wagner** (TAH) and **Mark Shimko** (LVHC), telephone answering machine; **Gloria Ferko** (TAH) and **Christine Niznik** (LVHC), gift certificate to Nestor's Sporting Goods; **Donna Pellegrino** (TAH) and **Mary Ann Knecht** (LVHC), "The Works" at Triangle Car Wash; **Anna Keene** (TAH) and **Marion Repko** (LVHC), three-month HealthCounts exercise membership; and **Maryanne Falcone**, **Nick Jupina**, **Judy Stubits** (TAH) and **Shuli Oh**, **Donna Kunsman** and **Sandi Adams** (LVHC), one-month HealthCounts exercise memberships.

The winners and prizes for February were: **Carol Williams** (TAH) and **Andrea Burkhardt** (LVHC), microwave oven; **Patti Heavener** (TAH) and **Janet Miller** (LVHC), exercise mat and hand weight set; **Isadore Brody** (TAH) and **Dottie Stalitz** (LVHC), gift certificate to Blockbuster Video; **Renee Sansone** (TAH) and **Cathy Story** (LVHC), ice skating party at Ice Palace; **Ruth Bonn** (TAH) and **Sandi Adams** (LVHC), three-month HealthCounts exercise membership; and **Kay VanOverschelde**, **John Boos**, **Margaret Mary Hartnett** (TAH) and **Erika Witt**, **Agnes Andreasen** and **Lisa Hafler** (LVHC), one-month HealthCounts exercise memberships.

For more information about the **I'm Worth It** Incentive Program, call HealthCounts at 821-2150.

Faces In The Crowd



Kathy Sojtori, page operator for HealthPage, remembers the days when Bobby Allison was a patient. "Calls were coming in from all over the country. Some operators got to talk with Paul Newman, Nancy Reagan and Linda Evans." Things are calmer these days, says Sojtori, who adds that "talking to people" is the job's best feature. At right is Mary Crosson, telephone operator.

WomanCare Announces April Lectures

WomanCare, a program of TAH—LVHC, will sponsor two lectures in April. Both will be presented at noon and repeated at 7 p.m. Free parking is available for all programs.

Sexual Dysfunction and Disinterest will be held Wednesday, April 11 in LVHC site classroom I. Hospital surgeon/urologist Richard M. Lieberman, M.D. will discuss what positive steps can be taken when impotence or sexual disinterest becomes a strain on a couple. This topic will also be addressed Wednesday, April 4 on *Health Matters*.

Hysterectomy — The Surgery Women Fear, will be held Tuesday, April 24 in TAH site auditorium. Ernest Normington II, M.D., hospital obstetrician/gynecologist, will present the facts on when hysterectomy is necessary, surgical techniques and the recovery process. This topic will also be addressed Wednesday, April 18 on *Health Matters*.

For more information and to register, call WomanCare at ext. 3800.

Easter Is Just Around the Corner!

Make plans to bring your children to TAH—LVHC Easter Egg Hunt on Saturday, April 7 at 2 p.m. at the May Daze grounds, LVHC site. This event is open to children, 1 to 10 years of age. Rain date is Sunday, April 8 at 2 p.m. Registration deadline is Thursday, March 29. There is a \$1 donation per child. To register, complete the bottom portion of the flyer which has been distributed. For further information, call Helga Klemp, ext. 1650.

Helwig Diabetes Center Announces April Classes

The Dr. Frederick Helwig Diabetes Center, a program of TAH—LVHC, will hold several classes in April for individuals with diabetes and their family members.

Foot Care, presented by Donna Slotter on Wednesday, April 4 will address ways to recognize and prevent diabetic foot problems.

Diabetic Complications, which will be held on Monday, April 9, is a multi-faceted program addressing long-term problems, treatments and current research on diabetes. Judy Iobst is the presenter.

Coping with Diabetes, slated for Wednesday, April 11, will investigate the emotional aspects of diabetes. Jeffrey Knauss, Ed.D., director of adolescent psychiatry at TAH site, is the facilitator.

All classes will be held from 9 to 11 a.m. at the Helwig Diabetes Center, 1251 S. Cedar Crest Blvd., Suite 107A, Allentown.

Participants must pre-register by calling the Helwig Diabetes Center at ext. 8890. The \$10 fee for each class covers the diabetic patient and accompanying family members.

New Advances In Pulmonary Medicine Examined

New Advances in Pulmonary Medicine, sponsored by TAH—LVHC in conjunction with the Dorothy Rider Pool Health Care Trust, will be presented from 8:30 a.m. to 12:30 p.m. Saturday, April 7 in LVHC site auditorium, as part of their Regional Symposium series.

Up-to-date information on the diagnosis and management of asthma, pulmonary embolism, snoring, sleep apnea and pulmonary complications after open heart surgery will be reviewed.

There is no charge for employees and deadline for registration is April 4. For more information and to register, call Human Resource Development at ext. 8322.

Count On Us To Care

From Boy Scouts to fire companies, community health organizations to sports programs, employees and physicians of TAH—LVHC shine as community volunteers. During National Hospital Week — May 6 to 12 — we would like to recognize all staff and physicians who give so much to their community, not only on the job but during their free time as well. A salute to all employees and physicians who volunteer their time in the community will appear in *The Morning Call* during National Hospital Week.

If you are a volunteer, please complete the form below and return it to the Communications Department by April 6. Thank you ... and thank you for caring!



Name _____

Department/Position _____

Volunteer Activities (Use another sheet of paper if necessary)

Organization and Activity _____

Organization and Activity _____

Organization and Activity _____