

update

Vol. 5 No. 13

September 27, 1982



Kidding around!

The business of "childs play" is a serious matter! Just ask these tykes: Elizabeth Warg, daughter of Dolores Warg, R.N., 7C, Timothy Werkheiser, son of Antoinette Werkheiser, R.N., 7C, Rebecca Mulutzie, daughter of Catherine Mulutzie, R.N., and on teacher Rosalie Youngblood's lap, Jessica Leddy, daughter of Linda Leddy, director of volunteer services. Officially opened on Wednesday, September 8, the facility has 51 children enrolled. Employees interested in information on the Child Care Center may contact Jo Castaldi, director at 3048.



The Center Welcomes

To Admitting

Charlotte Hall
Roseann Wiley

To Dietary

James Steward

To Engineering

Scott Terfinko

To Escort Services

Stephen Peter

To Housekeeping

Wilfredo Diaz
Anna Hosfeld
Virginia Kostik

To Laboratory

Maurice Gisler

To Nursing Services

Sharon Ambrose
MaryEllen Andradi
Judith Bailey
Ruth Barker
Charles Bendinsky
Kathleen Brennan
Ingrid Durant
Lucy Edwards
Cindi Fagan
Maureen Fasnacht
Herman Fronefield
Margaret Giangiacomo
Bonnie Heintzelman
Emily Horst
Nancy Humes
Joyce Hutchinson
Patricia Klotz
Mary Knapp
Denise Labosky
R. Keith Landis
Rita Lannetti
Mary Jo Manion
Vicki Moffat
Catherine Moore
James Naughton
Gwendolyn Ocker
Bonnie Paton
Debra Ponte
Marylynn Racho
Mattie Sandt
Michelle Scanlan
Cindy Ann Schell

Parking under study

The parking situation at the Hospital Center will undergo some very close scrutiny late this month and into next month when an intense study of our parking needs begins.

Parking survey forms will be completed for all individuals who park here: employees, physicians, volunteers, inpatients, outpatients, visitors (business and patient), emergency admissions, discharged patients being picked up, clergy, students, wellness center users, and employees and patients utilizing the medical office building.

Also, an individual "count" of all who enter the hospital (with the exception of discharges, employees, medical staff, volunteers, and students) will be performed mainly by members of our auxiliary.

According to Edward Hindin, director of planning, the study will permit the Hospital Center to project the number of parking spaces required for the future. It will also identify the most appropriate parking lot sizes, types, locations, controls, and systems. The results of the study, he adds, will be used to alleviate immediate problems and in the development of Project '85, which is being planned to add facilities to meet the hospital's long range plan."

The study will gather data attained by surveying and counting "user" groups during an eight day schedule, reflecting on all the activity the hospital experiences on every single day.

Survey dates will be Thursday, September 30, 8:00 A.M. - 8:00 P.M., Sunday, October 3, 11:00 A.M. - 8:00 P.M., Monday, October 4, 8:00 A.M. - 8:00 P.M., Wednesday, October 6, 8:00 A.M. - 8:00 P.M., Saturday, October 9, 8:00 A.M. - 8:00 P.M., Tuesday, October 12, 8:00 A.M. - 8:00 P.M., Friday, October 15, 8:00 A.M. - 8:00 P.M., and Monday, October 18, 8:00 A.M. - 8:00 P.M.

On seven dates, September 30, October 3, 6, 9, 12, 15, and 18, outpatients, emergency visits, admissions, and discharges will be surveyed and counted. On the weekdays selected, the Wellness Center, business visitors, and patients entering the medical office building will be surveyed and counted. Visitors and clergy will be surveyed and counted on September 30, October 4, and October 6. Clergy will be surveyed and counted on October 6, 15, and 18.

As mentioned earlier, employees, physicians, volunteers, and students will fill out a questionnaire survey distributed internally.

"This study," says Ellwyn D. Spiker, administrator, "is an extremely important project. Only with the cooperation and patience of the entire hospital family can we make it a significant and useful component in meeting our future needs."

The study does present some special considerations for our staff. For example, all departments dealing with outpatients will have to ask their patients to complete a survey form and will also have to complete count sheets. Departments dealing with business visitors will likewise have to ask visitors to complete survey forms and complete count sheets; and department heads will have to ask employees to complete surveys as well as complete a count sheet. Physicians will be asked to complete forms which will be sent to them through the medical staff office.

To Nursing Services (cont'd)

Renee Stephens
Sandra Stofflet
Roseann Thomas

To Pharmacy

Margaret Nyul
Peggy Yodnane

To Planning

Judith Gillespie

To Pre-Admission Testing

Linda Moser

To Pre-Hospital Emergency Medical Services and Flight Operations

Douglas Deutsch
Richard Kuklantz

To Radiology

Michael Frantz
Jan Solt

To Research and Publication Services

Anne Beal

To Security

Russell Amos
Gregory Laudenslager

To SPD

Marilyn Fahler
Jay Spaug

Welcome Back

Mary Bamford — Nursing Services
Chris Ferrara — Operating Room
Pamela Filipovits — Radiology



Gale Schmidt Hodavance — Editor
Jim Higgins — Associate Editor
Janet Laudenslager — Staff Assistant
Jack Dittbrenner — Photography
Darla Molnar — Photography

Employee recognition dinner on the way!

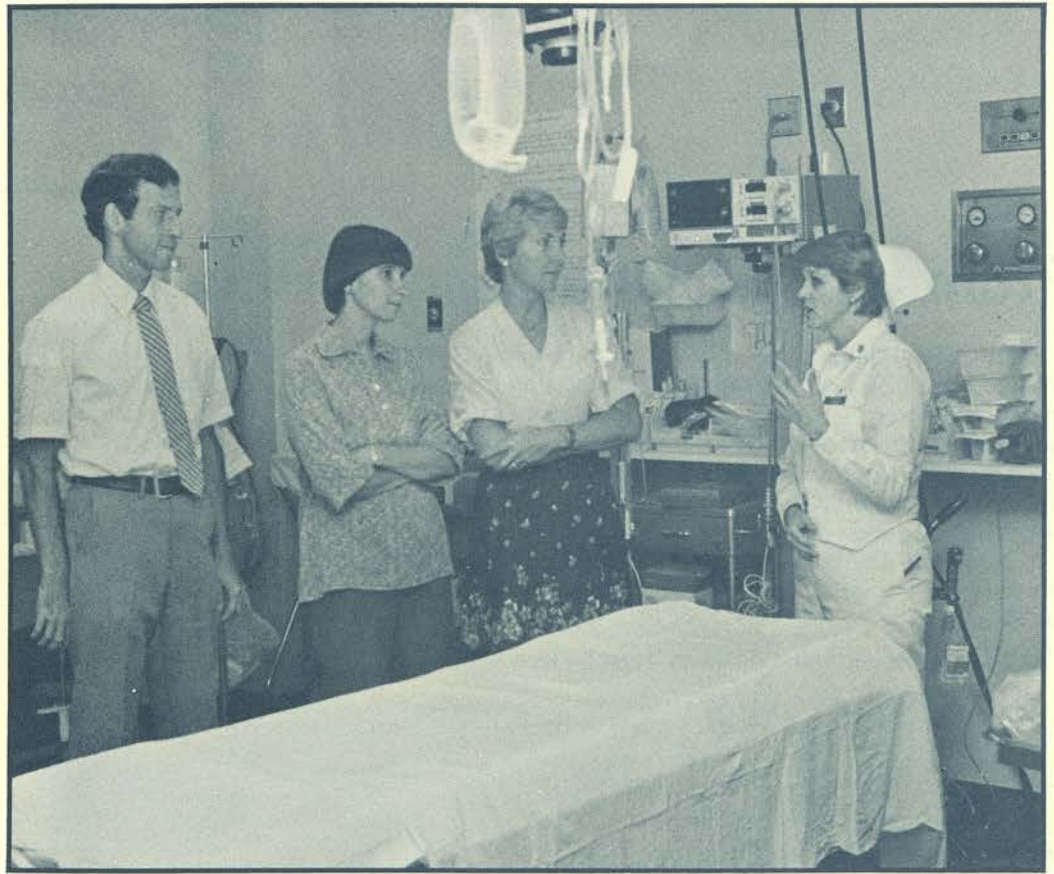
By now, everyone with five years of service and over (anyone hired on or before September 16, 1977) should have received an invitation to the third annual employee recognition dinner on Friday, October 1. If you have not received an invitation and have been here at least five years, contact the public relations office at 3084.

The menu for this year's dinner will be

Clam Chowder
Crisp Mixed Greens
Roast Prime Rib of Beef au Jus
Potatoes Au gratin
Corn O'Brien
Rolls and Butter
Apple Pie with Vanilla Ice Cream
Coffee or Tea
Wine, Beer and Soda

The cocktail hour will begin at 6:00 P.M., and dinner will be served at 7:00 P.M. After dinner, there will be a short program, featuring Jack Dittbrenner as master of ceremonies, which will include the presentation of recognition pins by the administrative staff. Entertainment featuring "The Ticket" will follow at 9:00 P.M., for your dancing and listening pleasure.

Hope to see you there!



Two departments honored — Emergency Medicine Week was celebrated recently throughout the country, highlighting the special skills of emergency department personnel. In the photo above, Carol Anne Bury, R.N. (right), emergency department supervisor, explains the utilization of the trauma operating room to Jerry Oravec, Sandy Kutz, and Inge Meyers of medical records, during the department's open house. In bottom photo, Linda Heil, George Carr and Nelson Edelheiser were three of 75 housekeepers here at the Center honored during National Housekeeping Week earlier this month. Carnations were presented to all employees, and a reception was held for the department in the auditorium during the week long observance.

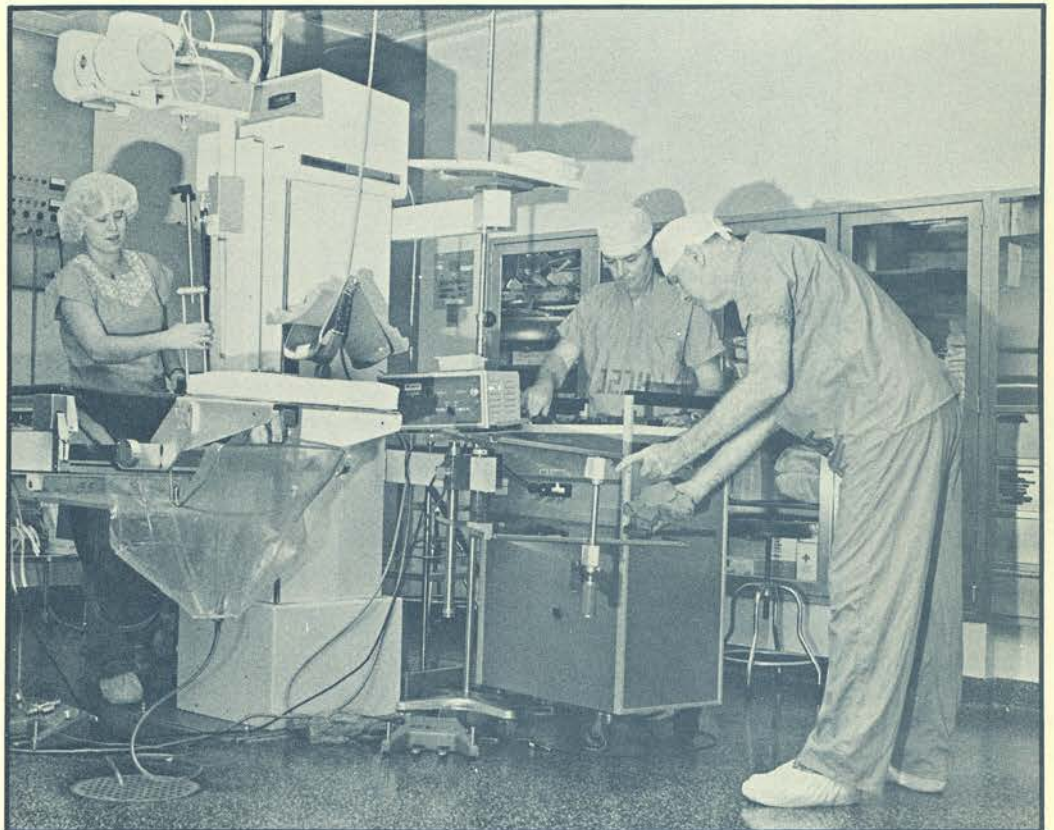
auxiliary NOTES

Raffle cancelled

The "Own Your Own Home" raffle, sponsored by the A&SHHC Auxiliary, has been discontinued due to the lack of sufficient support.

We thank those of you who supported this project and hope that you will continue to help us in future endeavors.

In order to facilitate the refunding process, we will be in the hospital lobby October 6, 7, 13, and 14 from 11:00 A.M. to 4:00 P.M. Please bring your stubs with you.



From a physician's point of view

Jeffrey E. Burtaine, M.D., director of the wellness center, has recently published an article, "Beyond Jogging Shoes — Physicians and Wellness," based on his presentations at the annual convention of the American Hospital Association (AHA) and at the fourth annual conference for Innovators of Community Health Promotion sponsored by the Center for Health Promotion of the AHA. The article appeared in a monthly publication by the American Hospital Publishing, Inc., for the American Hospital Association.

In summary, Dr. Burtaine's article stated that it is extremely important to involve physicians in the wellness movement. This process involves three steps according to Dr. Burtaine:

1. The promotion and initiation of wellness must be completely accepted by the physician.
2. The physician will actively engage in health promotion programs.
3. The physician must relate wellness to patient care.

"Wellness sometimes means smacks of vitamins, gurus, and non-traditional healing," said Dr. Burtaine. In order to convince people that wellness is not a fad and is indeed a project worth promoting, it must be justified by the medical profession.

Dr. Burtaine's concluding sentence summarizes his article: "It is both timely and necessary to integrate wellness into the medical community to ensure its widespread acceptance and effect."



Aerobic Action: m

by Dawn Viggiani, Public Relations

Most of us feel confident and secure with ourselves. In fact, most doctors will tell us that minor depression is to become involved in a wellness program. Well, even if you are already happy and healthy, start a physical awareness and fitness program.

There are certain types of exercise gear that build fitness and stamina, and they all belong under the heading of aerobic.

Aerobic, as defined in the Random House Dictionary, is "relating to or caused by the presence of oxygen." It significantly increases the pulse rate for a period of time and oxygen consumption. By exercising the cardiovascular system a vigorous workout!

Types of aerobic exercise include jogging, swimming, riding, and dancercise — anything that causes a significant increase in pulse rate. Increasing pulse rate always remember to warm-up and cool-down elements (the warm-up, the actual exercise, and the cool-down) should be tailored to the individual. Exercise will vary with each person according to their age and fitness level.

In general, the maximum heart rate for a person is 220 minus her age; the exercise heart rate (the pulse rate during exercise) is approximately 75% of the maximal rate. For example, if a person is 20 from 220, which equals 200. Then multiply 200 by 75% to get a pulse rate of 150.

Exercise at less than 70% of the maximum heart rate can be as effective in developing cardiovascular fitness. Exercising at a maximal heart rate introduces unnecessary stress on the body.

The actual amount of such exercise necessary varies among experts. In general, however, the amount of exercise for at least 20 minutes (after a warm-up) should be achieved gradually over time, depending upon how physically active you have previously been.

So, get out your sweats and sneakers and start exercising. That is good for your body as "WELL" as for your mind.

Uh, Donna, about that

Surprise was the order of the day when the wellness center's grand prizes were announced.

The recent membership campaign culminated in a drawing of grand prizes in the hospital's auditorium at the Wellness Center.

Donna Hedash, (at right, in photo,) who responded to the request for a volunteer to help with the drawing, was very surprised when the winning ticket turned out to be hers. She is the recipient of one year's free membership with a "significant other" as well as a \$100 gift certificate. Looking on at Donna's selection is Gary S. Hodavance, Director of Public Relations and Marketing.

The second prize of one year's free membership and a \$50 gift certificate at a sporting goods store and a dietary.

Dorothy Ann Holveck, administrative assistant, was the recipient of a year's free membership plus a wellness center gift certificate.

All wellness center classes resumed the week of October 15 with "Living with Death and Dying" which will begin on October 18.

Method and movement

we are doing something beneficial for
 at the first step in alleviating anxiety or
 project that will enhance ourselves.
 Why, you can still feel better! Why not
 ?
 Specifically to enhance cardiovascular
 the title of aerobic exercise.
 Dictionary unabridged, means "pertain-
 This form of exercise is meant to
 nged period of time by increasing heart
 ng aerobically, you can give your car-

wimming, rope jumping, stationary bike
 done without slowing down or stop-
 lved with any aerobic activity is an ap-
 e pulse rate is the key, but you must
 , before and after exercising. All three
 riod during which the pulse rate is in-
 d to the individual and the amount of
 to age and physical condition.
 ealthy person is about 220 minus his or
 e to be sustained during exercise) is ap-
 -ample, if you are 20 years old, subtract
 y by .75, which equals an exercise

ult rate for a given individual will not
 n exercise at more than 85% of the
 ess and adds no benefits.
 to provide benefit is a matter of debate
 ommendations suggested sustained exer-
 -period) at least 3 times per week. This
 -period of weeks or months, depending
 ly been.
 reat yourself to some daily recreation

ticket...

winning ticket was drawn for the
 ed with the drawing of the three winning
 umber 14 staff meeting.
 urse of the shock/trauma unit, re-
 the first prize winner and was pleasant-
 ut to be her own. Donna is now the
 unlimited courses for herself and a
 cate at a local sporting goods store.
 berg, Associate Administrator, and Gale
 Development.
 rship, unlimited courses for one person,
 t was won by Alois Gutekunst,
 ant, staffing projects, won the third
 ss center sports equipment bag.
 ek of September 20, except "Dealing
 October 12.

Saturday, September 11, was a great day for a bed race. Sponsored by the Allentown Center City Association and WAEB, the event benefited the Muscular Dystrophy Association. With thirteen groups registered for the event, activities began on the Hamilton Mall at 8:30 A.M. with bed inspections, followed by a parade at 9:30 A.M., led by the Hobo Philharmonic Band. Then at 10:00 A.M., the main event began.

The MedEvac Team, sponsored by the A&SHHC Recreation Committee, pulled up to the starting line along with Young's Medical Equipment. With George Guldin, Respiratory Therapy, Patrick Kincaid, Educational Development, Greg Laudenslager, Security, and Angel Perez, Security, ready to do the driving, and Deb Duchodni, Nursing Services, in the rider's seat, the MedEvac Team was ready for victory. At the sound of the gun, the MedEvac Team got off to a good start, however, at the finish line, pulled up second. The overall winner of the race was Kennan House drug rehabilitation center.

Although the MedEvac Team didn't win, everyone had a great time. Next year, maybe new wheels will help!



Bed racers! left to right: Kim Morstatt and Deb Duchodni, both nursing services (front row). Back row, left to right, are: Pam Oser, educational development, George Guldin, respiratory therapy, Greg Laudenslager, security, Patrick Kincaid, educational development, Angel Perez, security, and Janet Laudenslager, public relations. Missing from the photo is Linda Woodin, nursing services.

SWAT Team Alert!

Pests, that's what they are. And their number is on the rise. Lousy flies. They're bad enough outdoors, but they sure are a real pain in the hospital. (No pun intended folks!) With the renovations going on in nuclear medicine area on the first floor, traffic has increased through the hospital entrance near the shock/trauma and open heart units on the second floor. And as soon as those doors open — zoom! An invasion!

What to do? Please keep these doors closed as much as possible. It's either that or some well placed hungry frogs and lizards.

Mary Kosar Jones, ACSW, is the new assistant director, social services, utilization review and discharge planning. Mary has a Master's Degree in Social Work from Marywood College in Scranton, and a B.S. in Individual and Family Studies from The Pennsylvania State University. She has prior experience as an oncology social worker at Lee Hospital, Johnstown, PA, and in private consulting. Mary is replacing Maureen Sawyer, ACSW, who recently took over as director of the social service department at The Allentown Hospital.

Also new to the department is **Sheila Berg**, medical social worker. Sheila holds a Master's Degree in Social Work from Howard University, Washington, D.C., and a B.S. in Sociology from Bennett College, Greensboro, North Carolina. She had previously worked at The Allentown Hospital and Children's Hospital, Philadelphia.



Sheila Berg, Mary Jones

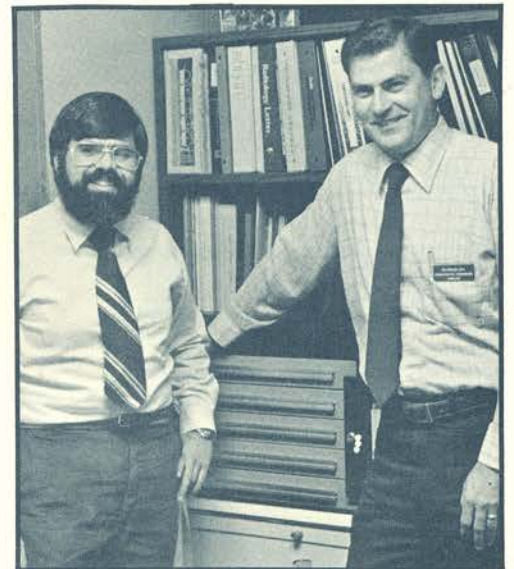
Carmen A. Pierno is the new physicist in the radiology department. He is a graduate of Georgia Institute of Technology, Atlanta, where he received a Master's Degree in Applied Nuclear Science. He also has a B.S. in Radiological Health from Manhattan College, Riverdale, New York. His previous work experience includes the position of radiological engineer at Yankee Atomic Electric Co., Framingham, Massachusetts, consultation work in the calibration of diagnostic, radiographic, fluoroscopic and tomographic radiology equipment, and clinical instructor in nuclear medicine at the New York University Medical Center, New York.

Steve Hiss, R.T., is the new administrative assistant in radiology. He is a graduate of Jefferson Medical College School of Radiologic Technology, Philadelphia, and also holds a B.S. in Administration from Stockton State College, New Jersey.

Prior to his arrival here, Steve was manager of the radiology department at Northwest Community Hospital, Arlington Heights, Illinois. He has additional experience from Atlantic City Medical Center, Walter Reed Army Medical Center, Washington, D.C., and Thomas Jefferson Hospital, Philadelphia.

Kyoto, Japan, and the sixth international symposium on Microsurgical Anastomoses for Cerebral Ischemia was the destination for staff neurosurgeon **Harry Stephens, M.D.**, recently.

Dr. Stephens chaired a session discussing papers relating to multiple occlusive lesions and ischemia in the acute stage. He also presented several papers, including one authored by **Drs. Murray Miller, Russell Jenkins, and Jon Schwartz**, staff internists, ("Normalization of pre-existing hypertension following EC/IC shunting for cerebral hypoperfusion"). Dr. Stephens' presentations included "Moya-Moya Disease - Non-invasive evaluation to determine optimal time for intracranial bypass surgery," "The microvascular shunt and implantable perfusion pump in cerebral disorders," and "The comparison of blood flow and cortical vascular pressure in single, double, and triple ECIC shunts." Also at the conference, the Hospital Center produced documentary, "Brain Surgery: The Microvascular Shunt" was shown.



Carmen Pierno, Steve Hiss

Janine Fiesta, Esquire, risk manager, was a featured speaker recently at the Mid-Atlantic Region Society of Hemopheresis Specialists conference, held at The Allentown Hospital. Janine addressed the group on the legal aspects and risk management in hemopheresis.



Christine Binder

Christine Binder is the new supervisor in medical records. She is a graduate of the University of Pittsburgh School of Health Related Professions with a B.S. in Health Record Administration and a B.A. in Communications. Her prior experience includes working with the University of Pittsburgh in its National Surgical Adjuvant Breast Project, Statistical Unit, as a data manager, and at the Falk Clinic, University Health Center, Pittsburgh.

Clifford G. Vernick, M.D., chief of orthopedic surgery at the Hospital Center, has been named a fellow of the International College of Surgeons at the annual meeting of the United States Section of the International College of Surgeons (I.C.S.) held recently in Atlantic City. The I.C.S. is comprised of 13,000 members representing 111 nations dedicated to the principles of international exchange of surgical knowledge through educational programs and humanitarian activities.

Ray Seigfried, director of materials management, has been elected vice president of the Negotiating Board of the Hospital Central Services Corporation (HCSC, Inc.). HCSC serves nearly one hundred hospitals, nursing homes, laboratories and clinics in the region, and the Negotiating Board arranges contracts and agreements with its users.

Judy Holaska, R.D., nutrition support service dietitian, has rejoined the comprehensive community cancer center's mobile rehabilitation team at the Hospital Center on a part-time basis. While remaining a member of the nutrition support service, she will now also provide nutritional counseling and care to oncology patients referred to the mobile rehabilitation team.

Recruiters on the Road Again!

The arrival of autumn is many things to many people. For Kim Hitchings, R.N., and Diane Hildebrand, the hospital's professional recruiters, it means hitting the road, off to recruitment events at colleges and schools of nursing throughout the region.

Anyone interested in accompanying Kim and Diane to an event, perhaps an old alma mater, should contact them at 3100.

As of now, they will be visiting:

College Misericordia, Thursday,

October 21

University of Delaware, Tuesday,

October 26

Indiana University of Pennsylvania,

Wednesday, October 27

Wilkes College, Thursday, October 28

Villanova University, Friday,

October 29

York College, Friday, December 10

Albright College, Friday, February 4

For more information, contact the recruitment office.

Flu vaccine available

From the employee health department, Rose Haas, R.N., reports that flu vaccine will be available to all Hospital Center staff and volunteers. The cost is \$3.00, and will be given 9:30 A.M.-10:30 A.M. on October 5, 6, 7, 8, 11, 12, 13, 14 and 15.

According to Mrs. Haas, flu shots are strongly recommended for those over 65, and individuals with chronic medical disorders.

2090 — still too busy!

Not too long ago, in April, 1981, the hospital introduced the automatic paging system designed to alleviate the long wait encountered when dialing the operator activated paging line, 2090.

Because of the increased utility the automatic system offers, the hospital paging has experienced a 31.2% increase since July, 1980.

Unfortunately, this system still is not being used as effectively as was intended, and people are still using 2090. And still waiting for the operator to answer.

For the automatic dial up system (51, then the three digit paging number) to be effective, use it for hospital staff members with pagers on a 24 hour basis, and for housestaff physicians, between the hours of 7:30 A.M. and 5:00 P.M. Use 2090 for attending staff physicians at all times, and housestaff between 5:00 P.M. and 7:30 A.M.

Remember, if the paging system is used properly, the volume of internal pages can be increased even more and waiting for 2090 will diminish.

The centrex operators will not honor requests for a 2090 page if internal paging is the appropriate way to page the intended individual.

Thank you for your cooperation.

CPR Classes

Upcoming CPR certification courses for all non-nursing personnel have been scheduled:

Session 1 — October 21, Classroom 1, 8:30-11:30 A.M.

October 22, Classroom 1, 8:30-11:30 A.M.

Session 2 — November 4, Classroom 1, 1:30-4:30 P.M.

November 5, Classroom 1, 1:30-4:30 P.M.

Attendance on both days of each session is necessary for certification.

CPR recertification courses have been scheduled as follows:

Session 1 — October 12, Classroom 1, 8:30-11:30 A.M.

Session 2 — October 26, Auditorium, 1:00-4:00 P.M.

Session 3 — November 10, Classroom 1, 10:00 A.M. - 1:00 P.M.

For recertification, attendance is only required for a one day session.

To sign up for any of the classes, please call the educational development office at 2026.



Almost done! The completion of the emergency department entrance, helipad, and parking area renovations is only a short time away. When completed, the dedication ceremonies for MedEvac 1 and the new helipad, and groundbreaking of the new shock/trauma unit will be held. An invitation will be extended to hospital employees, medical staff, volunteers and auxiliaries, as well as business, government and community leaders, local fire, police, and emergency medical service organizations to attend the ceremony. The date will be announced soon.

Allentown and Sacred Heart Hospital Center
 1200 S. Cedar Crest Blvd.
 Allentown, PA 18105

Non Profit
 U.S. Postage Paid
 Permit No. 1922
 Allentown, Pa.
 18105

BOARD OF DIRECTORS

- Richard Fleming
President
- James E. McCambridge, Jr.
Vice President
- Frank B. Andrews
- Valeria S. Boyer
- W. Richard Covert, D.D.S.
- Henry H. Dent
- Michael J. Egan, Esq.
- Peter E. Farrell, M.D.
- Orlando R. Pozzuoli
- William Roberts
- Abram Samuels
- Alan H. Schragger, M.D.
- Morton I. Silverman, M.D.
- Morton Schneider
Chairman Emeritus
- Ellwyn D. Spiker
Administrator