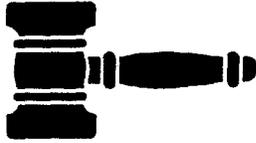


Medical Staff Progress Notes

1996
Volume 8
Number 7



From the President

The job of President of the Medical Staff is multi-faceted, and therein lies its very complexity. Moreover, there are also many perceptions of what the job is and what it is not. The fact that these views are often diametrically opposed to each other defines the futility of trying to live up to everyone's expectations.

Some among us view the position as one of authority, position and power. In their view, the President is the lawyer/litigator who takes any of a number of extreme positions in order to edify his clients' interests. The person in this role glorifies physician colleagues, right or wrong, boasts of unilateral physician accomplishments and becomes the outspoken adversary of businessmen, managers, administrators, third party payers, hospital board members and, oddly, even the chairs of hospital departments.

The strategy is simply one of three D's: Demand, Defend, Debunk. Demand all you could ever want and hope you get what you need. Hold on to as much space, power and prestige as you possibly can and never let go. Defend the profession at all costs and in all circumstances, for in numbers there is strength and security. Defend physician autonomy and independence from hospital influence, especially in the arena of private office practice. Seek the newest and most advanced tools of the profession available, regardless of price or effectiveness and insist others pay for

them in the name of best medical care for the patient. Be suspicious of change. Debunk it wherever it rears its ugly head, especially if it comes from the business side of the house.

Unfortunately, a person following this strategy fails miserably at the very task he or she endeavors to achieve. Perceived as a unidimensional zealot, the President's efforts to glorify the profession are soon exposed as self-serving. This undermines the integrity of the position at every level of the organization, and once lost, is not readily regained. Consequently, when the President has something important to say, no one is interested in listening.

Another view of the office can be characterized by the offer of condolences one receives. "Ah... Medical Staff President, I am so sorry!" Those who hold this view see themselves as hard-core realists -- clinicians of doom and destruction. The President is largely a figurehead with minimal influence and authority, displayed for the press, staff, and CEO when circumstance deems it politically convenient.

Comically, these well-intentioned folks view the position, if not the person, as sort of a BO BO doll for the staff. Because they do not see its true worth, they create subjective value in the catharsis that comes from ventilating disagreement, no matter how trivial. The President in this model is beaten down for the sole purpose of bouncing back, not deflated, ready for another dose. I have seen Presidents of the Medical Staff with a constituency predominantly of this bent. They are bruised and battered, frustrated and

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uncertain. They are doubtful of what it is they are supposed to do or say, publicly, privately, to their constituent colleagues, to the CEO, or to members of the Board of Trustees of their hospital. And for that reason, their leadership is passionless and ineffective.

Yet another common belief is that the President should serve as emissary extraordinaire. The person in the position is one of information courier -- to the medical staff from administration, to administration from the medical staff, to the Board from the medical staff and back again to members of the SMC, Chairs and CEO -- invited to high level meetings, a voting board member, yet always a clinician. Who better to bring the results of the latest vote to the private staff that is too busy to attend department meetings and administrative exchanges?

Here, the position is seen as a paid-for time-saver. This allows busy clinicians to attend to the medical problems at hand rather than waste time in discussion and deliberation. Simply call the President for the latest word on what the administration is really up to, and get your information fast and furiously. As emissary, it is incumbent upon the President, in this model, to get to every office, department, division, and committee meeting to solicit information for deposit at some other end of the organization.

Predictably, this stereotype fails as well, for it is not leadership at all. It is more a human art-form of modern email. In becoming the emissary of information, the President necessarily becomes the defender of its doctrine. There was a reason the expression was coined, "Don't kill the messenger of bad news." For those not sitting at the table of discussion, the news is always bad. Kings killed messengers of bad news because they had no value once the message was heard.

Neither the truth nor the deceit of what is proposed can be determined through the messenger. That can only be gleaned by looking into the eye, and shaking the hand of its author.

Thankfully, the position here is none of the above. This position, I believe, is quite simply one of truth telling, bridge building, and catalyst.

In the arena of truth-telling, the President is forced to take a hard and determined look at traditional system problems with an open mind to see innovative solutions no matter how radical. This requires a willingness to share information openly and honestly throughout the organization. With regard to bridge building, the President is called to separate the person from the position, to be the conduit of ideas from opposite ends of the spectrum and to serve as the integral connection that depolarizes them. As catalyst, the President must initiate a reaction without being consumed by it. There must be a sense of time urgency in setting medical staff goals and achieving them one by one, if only to charge the right members to a committee and get the inter-reactive process going.

As physician advocate and spokesperson, the President must balance the process of individual "respect" and "wants" with group fairness, objectivity and even-handedness. In return, respect and authority, never appointed, is slowly acquired when the spoken words have earned the trust and durability of those who listen. And with this gift comes great powers of persuasion at all levels of the organization, articulating needs, negotiating wants and "getting to yes" for all of the Medical Staff of Lehigh Valley Hospital.



John E. Castaldo, MD
President, Medical Staff

Director of the Morgan Cancer Center Named

Gregory R. Harper, MD, PhD, has been named Director of the John and Dorothy Morgan Cancer Center and Professor of Medicine at Penn State's College of Medicine at Hershey Medical Center, effective August 1. A medical oncologist, Dr. Harper was the head of the Division of Medical Oncology and an Associate Professor of Medicine at Albany Medical College, Albany, NY. He also was a founding medical director of the inpatient cancer unit at Albany Medical Center Hospital.

Dr. Harper brings with him a particular interest in breast cancer and cancer control activities. He was instrumental in developing outreach services for breast cancer education, counseling, and detection for underserved women in the Albany region.

In addition, Dr. Harper was instrumental in expanding breast cancer education and screening programs in Poland through a grant funded by the U.S. Agency for International Development. On this project, he worked as an investigator at the Marie Skłodowska Curie Institute in Warsaw and focused on increasing the use of breast screening services. He also helped establish the first Polish cooperative oncology group to facilitate clinical investigation of new breast cancer treatments by collaborating medical institutions.

In 1981, Dr. Harper did clinical research at the Laboratory of Medicinal Chemistry and Biology at the National Cancer Institute. He was the leader of the team that reported an important breakthrough in the early detection of spinal metastases in 1982. Often leading to paralysis, spinal cord compression from cancer was found to be preventable when detected before symptoms of spinal cord injury were present. More recently, his research interests and publications have focused on breast cancer control.

Dr. Harper received his bachelor's and master's degrees from Bucknell University, Lewisburg, Pa. He earned a combined medical and PhD degree from Albany Medical College, Albany. Dr. Harper trained in internal medicine and medical oncology at Albany Medical Center Hospital, where he was also chief medical resident. He was honored as an American Cancer Society Clinical Fellow in 1980, and Junior Faculty Fellow in 1982. He was also elected Fellow of the American College of Physicians in 1991.

OPEN HOUSE

Lehigh Valley Diagnostic Imaging will be hosting an open house for Bone Densitometry on Tuesday, July 16, 1996 from 3 to 5 p.m. in Conference Room 1, Sides A & B, of the John and Dorothy Morgan Cancer Center

Take this opportunity to learn more about bone densitometry. See the dual x-ray absorptiometry (DXA) system in action. Understand the diagnostic and monitoring applications of this state-of-the-art technology.

Guest speakers include:

- Gretchen Panuzzio, National Spokesperson for Osteoporosis
- Donald Barilla, MD, endocrinologist specializing in Metabolic Bone Diseases
- Robert Kricun, MD, radiologist

Stephen Klasko, MD, Named OB/GYN Chairperson

Lehigh Valley Hospital and Health Network has named long-time Lehigh Valley physician **Stephen K. Klasko, MD**, Chairperson of the Department of Obstetrics and Gynecology. A member of the Lehigh Valley medical community since his residency training in 1978, Dr. Klasko assumed his new position on May 28. He will become Professor of Clinical Obstetrics and Gynecology and Associate Chair at Penn State's College of Medicine at Hershey Medical Center on July 1.

Dr. Klasko brings a wide range of expertise to his new role. He has directed the hospital's residency physician education program, and has been in private practice in Allentown for 14 years. During his five-year tenure as residency program director, the obstetrics and gynecology training program has doubled in size, from eight to 16 residents, the only program in the country to experience this growth. As chairperson, Dr. Klasko will continue to direct the residency program and plans to maintain an active patient care practice.

Dr. Klasko has researched, published articles, and spoken nationally on topics such as women's health, obstetrics-gynecology education and residency programs, primary care initiatives, and health care reform.

A graduate of Lehigh University, Dr. Klasko earned his medical degree from Hahnemann University in Philadelphia. He completed his residency in obstetrics and gynecology at Lehigh Valley Hospital and then became a partner with Valley OB/GYN Associates in Allentown. In 1991, Dr. Klasko was named vice chairman and residency program director for Lehigh Valley Hospital's Department of Obstetrics and Gynecology. He also recently received a master's degree in business administration from the University of Pennsylvania's Wharton School.

Dr. Klasko is board certified in obstetrics and gynecology and is a member of the Council of Resident Education in Obstetrics and Gynecology.

Medical Staff Services News

Welcome Aboard . . .

Welcome wishes are extended to Terry E. Mauser who recently replaced Eileen Hildenbrandt as Credentialing Technician. Terry comes to Medical Staff Services from Care Management Systems and has been a member of the hospital's family since 1986. Eileen recently accepted the position of Coordinator of the Greater Lehigh Valley Independent Physician Association. Best wishes to both Terry and Eileen!

On the Move . . .

Tentatively scheduled for July 8, the members of the Medical Staff Services Office, currently located on the second floor of the General Services Building, will relocate to a new office area on the first floor of the hospital adjacent to the Medical Staff Lounge. Individuals included in this move are John W. Hart, Vice President; Beth Martin, Executive Secretary; and Elizabeth (Bess) Ehnot, Receptionist. The telephone number for this office will remain 402-8900.

Additionally, later in the month, the members of the Medical Staff Services Office, currently located on the third floor of 1243 S. Cedar Crest Blvd., will join their colleagues in the new Medical Staff Services area on the first floor of the hospital. Effected staff members include Rita M. Mest, Medical Staff Coordinator, and Terry E. Mauser, Credentialing Technician.

Medical Malpractice Tort Reform Passes in House

As you may know, the Pennsylvania House of Representatives passed medical malpractice tort reform on May 14. The Chadwick amendment to Senate Bill 790 passed the House of Representatives by a vote of 129-71. The amended Senate Bill 790 will now go to the Senate for concurrence.

The Chadwick amendment, which is nearly identical to House Bill 2122, takes these steps:

- 1) Insurance liability rates must be rolled back 10% once the amendment becomes effective.
- 2) Insurance rates must be rolled back an additional 5% five years after the amendment's effective date.
- 3) Punitive damages can only be assessed against a hospital for the outrageous acts of a doctor if the hospital knew of and endorsed those outrageous acts. Punitive damages are capped at 200% of compensatory damages. Further, the standard for proving vicarious liability is heightened to clear and convincing, instead of the lesser preponderance of the evidence standard.
- 4) Mandatory sanctions will be applied to attorneys who file frivolous lawsuits or make claims unsupported by expert witnesses in the complaint itself. Moreover, such frivolous lawsuits may be more easily dismissed by courts.
- 5) A voluntary arbitration scheme has been devised to bring suits to a prompt and less costly conclusion without the necessity of more costly litigation and trials.
- 6) The doctrine of informed consent will attach to a major invasive procedure only, and an expert witness will be required to determine whether a procedure was a

major invasive one. Further, the expert witness is needed to explain the alternatives and risks of the procedure, as well as the causal connection between the alleged tortious conduct and the injury.

It is important to create an environment in which hospitals and doctors are free from frivolous lawsuits that drive the high cost of malpractice insurance and health care. It is now up to the Senate to act.

Robert X. Murphy, Jr., MD
Chairman, Legislative Committee,
Lehigh County Medical Society
and
HMSS Representative
Lehigh Valley Hospital

Med Exec News

Congratulations are extended to Linda L. Lapos, MD, Norman H. Marcus, MD, John H. Samies, MD, and Susan D. Wiley, MD, who were recently elected to serve a three-year term as members-at-large of the Medical Executive Committee.

A special "Thank You" to Randy A. Rosen, MD, Norman S. Sarachek, MD, and Geary L. Yeisley, MD, for their dedication and service to the medical staff as members of the Medical Executive Committee.

**Have a Safe and Happy
Fourth of July!**

Home Care Pioneer Honored on 85th Birthday

It's hard to imagine what the world -- or at least the Lehigh Valley -- was like in the early 1900s, but **Fred Fister, MD**, can remember those days vividly. Dr. Fister, who was one of the founders of and currently serves as medical director of Lehigh Valley Home Care, was recently feted with an 85th birthday party by the Home Care staff.

A graduate of Lafayette College and the University of Pennsylvania School of Medicine, Dr. Fister began his medical career in 1937 in general practice in Trexlertown. He and another local doctor covered a major part of a 1,200 square mile area. Since most people could not afford transportation, Dr. Fister began his day at 5 a.m. going house to house in town after town making an average of 35 house calls a day.

According to Dr. Fister, while those times were tough, people relied on doctors as care givers and also as

friends. "People did not jump from doctor to doctor looking for the best specialist around; they stayed with one doctor who became like a part of the family," Dr. Fister said. He recalls being offered nickels, dimes and quarters as payment for his services, but realizing that this was all his patients had to survive, he turned it down.

In his long medical career, Dr. Fister has accomplished much. In 1961, he left his general practice to become medical director of the Allentown Hospital, director of medical education in 1965, and director of medical education for Allentown and Sacred Heart Hospital Center in 1973.

Dr. Fister has practiced medicine through 11 presidencies, lived through the Great Depression and World War II, and he continues to inspire his staff at Home Care and care for the people of the Lehigh Valley.

Update from Medical Records

Duplicate Registrations

When identifying a patient on the PHAMIS LastWord InS, multiple registrations may exist on the same patient with different medical record numbers. Look for an asterisk (*) in the "superseded" column on the "MPI lookup a patient screen." The asterisk indicates that the multiple registrations have been merged together. If no

asterisk appears in the "superseded" column, please forward a screen print (F-12) of the patient registration to the Medical Record Department, Attention: Data Control. Please include any additional information you may have (correct birthdate, correct spelling, etc.) to expedite the verification and correction process.

Announcing Open MRI at Lehigh Magnetic Imaging Center

Lehigh Magnetic Imaging Center (LMIC) is pleased to announce the addition of an open MRI scanner beginning July 10. This mobile MRI unit will be available for appointments on Wednesday and Saturday and as needed on Sunday.

The open MRI is specifically designed for:

- Claustrophobic patients
- Large patients who cannot be accommodated in a traditional magnet
- The older and cooperative pediatric patient

The Hitachi MRI scanner represents the finest technology available in open (non-claustrophobic) magnets and consistently produces quality diagnostic studies. Currently, LMIC's two high-field GE scanners have a long, narrow tunnel that a patient lies in for an MRI study. This design can bring on feelings of anxiety and

claustrophobia as well as discomfort for those patients who are large in size. By offering an open MRI unit, LMIC will now be able to more comfortably accommodate these patients.

LMIC's long term goal is to acquire a third fixed magnet with an open bore design. However, this mobile open MRI unit will allow us to begin offering a full range of MRI services to all types of patients beginning in July. LMIC will accommodate patients on the open MRI unit at the discretion of the referring physician. At the time of scheduling, referring office staff should alert LMIC of the request for an appointment on the open magnet.

If you have any questions or wish to make an appointment, please call Lehigh Magnetic Imaging Center at 740-9500.

News from the Library

New Additions to the Cedar Crest & I-78 Library

Trauma, 3rd edition.

Editor: Feliciano, David, et al.
Call No. WO 700T7732 1995
(Reference Section)

Socioeconomic Characteristics of Medical Practice, 1996.

Published by the American Medical Association
Call No. W 1 SO878L 1996

Hospital Epidemiology and Infection Control.

Editor: Mayhall, C. Glen
Call No. WX 167 H8292 1996

Textbook of Operative Urology.

Editor: Marshall, Fray
Call No. WJ 68 T3554 1996

Cope's Early Diagnosis of the Acute Abdomen, 19th edition.

Revised by: Silen, William
Call No. WI 900 S582c 1996

(Continued on Page 8)

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New Additions to the 17th & Chew Library

Atlas of Laparoscopic Pelvic Surgery.

Author: Kadar, Nicholas
Call No. WP 17 K105a 1995

Adolescent Health Problems: Behavioral Perspectives.

Editor: Wallander, Jan, et al.
Call No. WS 462 A24115 1995

The Internet Health, Fitness & Medicine Yellow Pages, Special Edition.

Author: Naythons, Matthew, et al.
Call No. QA 76.5 N333i 1995

Allergy, Asthma, and Immunology from Infancy to Adulthood, 3rd edition.

Editor: Bierman, C. Warren, et al.
Call No. WD 300 A4336 1996

Congratulations!

Houman Ahdieh, MD, ophthalmologist, was recently notified that he successfully passed the May 1996 Oral Examination, thereby completing the Board Certification process, and is now a Diplomate of the American Board of Ophthalmology.

Mark D. Chai, MD, physiatrist, was notified that he passed Part II of the recent certifying examination and has become a Diplomate of the American Board of Physical Medicine and Rehabilitation.

When Is An Interlibrary Loan Free?

The Health Sciences Library processes over 1,500 interlibrary loan requests annually. These loans are obtained from local hospital libraries whenever possible since a certain number are free due to reciprocal agreements.

The going rate for a typical interlibrary loan is \$10.00. The price doubles for a fax, and a fax will only be provided by another library if it is for a patient in the hospital. Hershey will be providing interlibrary loans at no charge for our faculty and Hershey medical students here on rotation; therefore, whenever possible, Hershey will be our first choice if an article is not available locally.

In cooperation with Human Resources, Physician Relations offers a free job posting service to physician offices through the hospital e-mail system.

For more information or if you have a job opportunity which you would like to have posted, please contact Maria Kammeter, Physician Relations Rep, at (610) 402-9857.

Joshua S. Krassen, DO, physiatrist, was notified that he passed both Part I and Part II of the recent certifying examination and has, therefore, become a Diplomate of the American Board of Physical Medicine and Rehabilitation.

Papers, Publications and Presentations

Peter A. Keblish, MD, Chief, Division of Orthopedic Surgery, was a guest faculty member of the Annual Canadian Orthopaedic Association (Knee Section) meeting in Ottawa. The Knee Section meeting was directed by the faculty of the University of Ottawa, with several international guest lecturers. Dr. Keblish presented three separate scientific papers on various aspects of total knee replacement arthroplasty and was moderator of one of the panels related to patella femoral joint. The meeting was attended by over 100 Canadian orthopedic surgeons specializing in total joint arthroplasty.

Indru T. Khubchandani, MD, colon-rectal surgeon, and **Yash Pal Sangwan, MD**, former colon-rectal surgery resident, recently co-authored a book chapter titled, "Management of Difficult Anal Fistula," which was published in *Recent Advances in Surgery 5*.

Glen L. Oliver, MD, Chief, Division of Ophthalmology, was a participant in Eye Care and The Primary Care Physician: A Continuing Education Seminar, presented by the Department of Ophthalmology, Milton S. Hershey Medical Center, Hershey, Pa., on May 18. Dr. Oliver lectured on Signs and Symptoms of Retinal Disease to the primary care physicians.

An Evaluation of New and Improved GIN+ Card for the Identification of Gram Negative Bacteria was the topic of an abstract presented by David G. Beckwith, PhD, Vice President and Clinical Director, Health Network Laboratories; Georgia G. Colasante, Technical Specialist, Microbiology; and Sandra M. Todd, Microbiology; at the 96th American Society for Microbiology's General Meeting the week of May 19 in New Orleans, La.

5C Telephone Numbers

On Thursday, June 20, 5C implemented its new Patient Centered Care Work Redesign Initiative.

Patient related phone calls should be directed to the Patient Team area phone extension identified below which corresponds to the patient's room number.

Room #	RN Cellular #	Server/ Team #
1-5	0239	1241
7-10	0257	1242
11-14	0259	1243
15-18	0265	1244

General Information Number: 8780

Director: Lois Zellner

8776 or pager 303-7100

CNF: Sandra Blackledge

8496

FAX: 5455

Who's New

The Who's New section of *Medical Staff Progress Notes* contains an update of new appointments, address changes, status changes, etc. Please remember that each department or unit is responsible for updating its directory and rolodexes with this information.

Medical Staff

Address Change

George S. Boyer, MD
921 N. 26th Street
Allentown, PA 18104

Practice Name Change

Medical & Geriatric Associates
(the practice of Drs. Thomas Brandecker, Gene Ginsberg and Charles Gordon)
will now be known as
Adult Medicine and Geriatrics

New Practice Affiliations

Michael V. Buenaflor, MD
of Northampton Medical Associates
will join Coordinated Health Systems
1401 N. Cedar Crest Blvd.
Suite 103
Allentown, PA 18104-2307
(610) 433-8080
FAX: (610) 433-4376
(Effective 7/1/96)

Richard C. Pearce, MD
has joined the practice of Adult Medicine and Geriatrics (Drs. Brandecker, Ginsberg and Gordon)
1210 S. Cedar Crest Blvd.
Suite 1900A
Allentown, PA 18103-6270
(610) 432-9819
FAX: (610) 402-1032



Academic Information & Media Services

July, 1996

Have you noticed our new name?

As part of the redesign of the LVH educational infrastructure supporting the strategic initiatives for medical education, the **Academic Information and Media Services (AIMS)** department has been formed. To improve support and services integral to medical education and research, the department is a consolidation of staff from library computer services, biomedical photography, and audio visual & classroom services. As a team, the members of the AIMS department will be able to provide a full range of knowledge management, information and media services which will include the latest technologies for information retrieval, computer-based learning, presentation graphics, photography, and audio visual services. For additional information, contact Sherry Giardiniere at ext. 8406.

Summary of services provided...

Computer Services:

Location: Medical Library

Hours: 8:00am - 5:00pm

Contact: Sherry Giardiniere, ext. 8406
Chris Sarley, ext. 8410

Computer Learning Labs:

- * Available 24 hours daily
- * Pentium and i486 Workstations
- * Macintosh Workstations, including PowerMac 6100's
- * Medical Education Computer Assisted Instruction
- * Medical Research Databases
- * Medical Expert Systems
- * Multimedia - Interactive Videodisc players - IBM Touchscreen

- * Productivity (Word Processing, Presentation Graphics)
- * Flatbed scanners for Optical Character Recognition and Color Graphics.

Network Resources:

- * Micromedex - Clinical Pharmacology
- * OVID - Literature Searching
- * OPAC - Electronic Card Catalog
- * Internet

Support:

- * Training Workshops on OVID, Micromedex, Internet, and OPAC
- * Individualized Training
- * Integrated Video & Computer training on various computer applications

Photo/Graphic Services:

Location: Second floor GSB

Hours: 8:00am - 4:00pm

Contact: Darla Molnar, ext. 8511

Photographic:

- * 35 mm Transparencies
- * Surgical
- * Clinical
- * Prints for publication
- * Duplicate Slides
- * Photomicrography

Computer Graphics Services:

- * Computer generated slides, thermal prints for community, regional, and international presentations and permanent teaching files.
- * Scientific poster presentations
- * Imaging service for slides created in Powerpoint & Lotus Freelance for Windows, when appropriate.



Academic Information & Media Services

Services summary cont . . .

Audio Visual Services:

Provides Audio/Visual equipment and support for hospital & educational programs.

Location: First floor Anderson Wing

Hours: 8:00am - 4:30pm

Contact: Gary Weisel, ext. 8325

A/V equipment available includes:

- * VCR / Monitors
- * Slide Projectors
- * Overhead Projectors
- * Cassette Recorders
- * Video Camcorders
- * Computer Projection

Other Services:

- * Consultation and Training
- * Satellite Teleconference Broadcast
- * Video and Audio tape duplication

For more specific information, feel free to contact the person listed under each service area.

Internet- a little more WWW...

Cardiac Surgery Video Library

<http://mcard27.med.nyu.edu/cvsurg/cvsurg.html>

A resource for cardiovascular surgery including a video library reference.

Suggestions and ideas are always welcome. If you would like to see a particular topic addressed, please contact Sherry Giardiniere, ext. 8406, or Christopher Sarley, ext. 1641. Both are available via E-mail.

Library OVID Workshops

All workshops are hands-on. Call the Library at 402-8410 to register.

MEDLINE (OVID)

Wednesday, July 3, 9:30 - 11:30 AM

Wednesday, July 10, 8:30 - 10:30 AM

1:30 - 3:30 PM

Tuesday, July 23, 6:00 - 8:00 PM

Wednesday, July 24, 2:00 - 4:00 PM

Wednesday, July 31, 7:00 - 9:00 AM

(Limited to 2 people)

Location: Cedar Crest Library

A basic overview of the OVID interface will be covered. When to use the OVID and OVID_Term icon, basic searching skills including Subject, Textword, Limiting, combining, view, Printing and Saving, Retrieving a Saved Search.

Auditorium AV System User Orientation...

All users of the newly installed Audio/Visual system in the auditorium at CC are urged to attend an orientation on Thursday, June 27, 1996. The sessions will start on the hour from 9:00am - 4:00pm and last approximately 30 - 45 minutes. No appointment is necessary, just walk in.

This orientation is nontechnical and will include instruction on the setup and operation of the video projection system, ELMO Visual Presenter, VHS player, computer projection, slide projection, and operation of the touch screen control panel.

LEHIGH VALLEY
HOSPITAL

Dear Physician:

In order to meet the requirements of the Pennsylvania Medical Society, we need your comments, suggestions, and feedback, but most of all we need your recommendations for CME topics. Based on your needs or on the needs of physicians in general, please list three topics that you would like us to plan educational activities for the upcoming academic year:

1. _____
2. _____
3. _____

Please use the remaining space for comments and requests for other educational activities such as workshops, symposia and/or suggestions for speakers on certain subjects.

PLEASE RESPOND BY AUGUST 1, 1996 TO:

Center for Educational
Development and Support
Lehigh Valley Hospital
Cedar Crest & I-78
P.O. Box 689
Allentown, Pa 18105-1556
FAX (610) 402-1652

Thank you for your input,

Headley S. White, M.D.
President
Lehigh Valley Area Health Education Committee

HSW/bls
docs\lassess.ltr

LEHIGH VALLEY

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Medical Staff Progress Notes is published monthly to inform the Lehigh Valley Hospital Medical Staff and employees of important issues concerning the Medical Staff. Articles should be submitted to Janet M. Seifert, Physician Relations, 1243 S. Cedar Crest Boulevard, Allentown, PA 18103, by the 15th of each month. If you have any questions about the newsletter, please call Mrs. Seifert at 402-9853.

*Lehigh Valley Hospital is an
equal opportunity employer.
M/F/H/V*