

Vol. 3, No. 14 September 28, 1990

Annual Fund Drive Seeks Increased Support

A single major fund drive, called "Community Giving," is on the launch pad at TAH—LVHC and HealthEast with a target of 80 percent participation in two campaigns: United Way and LifeFund.

Packets are currently being distributed to all departments for the 18-day campaign, which begins Oct. 1.

LifeFund is the building fund for the Miller Memorial Blood Center near Route 22. TAH—LVHC and HealthEast employees are closing in on a goal to pay for the donor waiting area. A donor plaque acknowledging the employees of the hospital and HealthEast will be placed in the area if the goal is reached.

According to Keith Strawn, Human Resources (TAH—LVHC), the system's 5,000 employees have closed to within \$10,000 of their goal to the blood center.

Included in the packets being distributed are donor cards for payroll deductions or direct contributions to help pay for the \$2.7 million facility. The center processes 40,000 donors a year and is staffed by 80 employees and 140 volunteers.

TAH—LVHC has an important relationship with the blood center. During the last fiscal year, Miller Memorial Blood Center provided nearly 39,000 units of blood for TAH—LVHC patients, about 55 percent of the supply to seven area hospitals.

The center's new building was needed to accommodate its energetic drive to provide large volumes of blood, especially vital for trauma and cardiac care. Kathleen Mundt, director, Blood Bank, cites an example: a unit of platelets from a donor must be used within five days — but a trauma patient can require as many as 40 to 50 units within a couple of hours' time. All the platelets come from the Miller Blood Center.

No stranger to anyone is the United Way, which supports a broad variety of community concerns throughout Lehigh, Northampton and Warren counties. From Boy Scouts to

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GEOFFREY MEHL

Kathleen Mundt, director, Blood Bank, inventories blood, platelet and plasma supplies at LVHC site. Behind are the refrigeration units in which they are stored. The hospital uses more than 38,000 units annually.



The Allentown
Hospital—
Lehigh Valley
Hospital Center

A HealthEast Hospital

Events

Lecture Topics

The Chronic Disease Education Committee of TAH—LVHC will sponsor the Living with Arthritis Lecture Series in October. Topics include:

"What to do About Your Aching Joints," Albert Abrams, MD, Oct. 4.

"Arthritis Medication," Richard Townsend, R.Ph., Oct. 11.

"Exercise and Pain Management for Arthritis," Linda Woodin, RN, clinical specialist of the hospital's Pain Management program, and Carol McIntosh and Mindy Riffle, both licensed physical therapists, Oct. 18.

Lectures are free and held from 7 to 9 p.m. in Classroom 2, LVHC site.

In the Digestive Disorders Lectures series, topics include "Irritable Bowel Syndrome." Jeffrey R. Kralstein, MD, on Oct. 15 and "Facts and Fallacies About Digestive Disorders." Herbert Hyman, MD, on Oct. 22.

All lectures are free of charge and will be held from 7 to 9 p.m. in TAH site auditorium.

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

HealthCounts

Lifestyle, Exercise, Attitude, Relationships and Nutrition (L.E.A.R.N.®), a 10-week weight control program, begins at 7 p.m., Monday, Oct. 15, OR conference room (TAH).

Registration deadline is Oct. 8.

Smoke Stoppers®, the nationally recognized smoking cessation program, begins at 7 p.m., Wednesday, Oct. 10 at St. John's Lutheran Church, Emmaus.

Smoking Cessation Hypnosis will begin Friday, Oct. 19 from 2 to 3:30 p.m. in TAH site auditorium. Registration deadline is Oct. 12.

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

WomanCare Programs

WomanCare is offering a variety of lectures during the month of October.

Bruce I. Rose, MD, will discuss "Donor Sperm: Medical and Emotional Aspects," Oct. 2 in LVHC site classroom 2.

"Post-partum Depression," will be the focus of a lecture by David Tomb,

MD, chairman of psychiatry, on Oct. 16 in TAH site auditorium.

The Oct. 24 lecture will feature William Pistone, DO, neurologist, on the topic "Insomnia: How to Get a Good Night's Sleep" and will be presented in LVHC site classroom 2 and in classroom 1, LVHC site.

"Creating and Maintaining a Budget - A Workshop," is the focus of the Oct. 30 lecture, to be held in TAH site OR conference room. Susan M. McCann, assistant vice president, Meridian Bank, will give the talk.

All lectures are free and will be presented at noon and again at 7 p.m. Participants are urged to bring a brown bag lunch to the noon lectures. For more information and to register, call *WomanCare* at ext. 3800.

Stroke Symposium

"Second Neuroscience Symposium: Treatment of Stroke in the Decade of the Brain," will be presented on Friday, Oct. 5 at the Holiday Inn Conference Center, Fogelsville. John Castaldo, MD, hospital neurologist will be the featured speaker at this day-long symposium, which is sponsored by the Neurosciences Regional Resource Center (NRRC). For more information and to register call the NRRC at ext. 8270.

Christmas Excursion

The Employees Activities Committee of TAH—LVHC will sponsor two trips to the Radio City Music Hall Christmas Show in New York City. The bus will depart from LVHC site south lot at 8 a.m., Saturday, Nov. 24, leaving New York City at 4 p.m. The second trip will be offered Saturday, Dec. 1, with the bus leaving TAH site Lot #5 (16th and Gordon streets) at 8 a.m. and returning from New York City at 4 p.m.

The cost per person is \$52. For reservations, call JoAnn Kelly at ext. 8915.

Italian Dinner

Tickets are now available for the annual Italian Dinner and Raffle, sponsored by the Auxiliary of TAH site. The dinner will be held at 5:30

p.m. (first sitting), and 7:15 p.m. (second sitting), Thursday, Nov. 1 at TAH site dining room.

Dinner tickets will cost \$7 each for adults and \$3 each for children under 10. The price includes a full-course, candlelight dinner with wine and live music, provided by Abe Samuels.

Also, be sure to buy raffle tickets and become eligible to win a \$500 prize. Tickets cost \$1 each or \$5 for six. Both dinner and raffle tickets may be purchased at the Alcove Gift Shop (TAH); Tree Top Shop (LVHC); Volunteer Office (TAH); and Medical Affairs at both sites.

Due to the preparation and set-up of the dinner, the cafeteria will close at 1:15 p.m., Nov. 1. Supper will not be served by the Department of Food and Nutrition in the cafeteria. The cafeteria will remain closed until 6:30 a.m., Friday, Nov. 2.

Working employees are asked to attend the Italian Dinner, use the vending snack bar on the ground floor or make other arrangements for supper.

Monte Carlo Night

A Monte Carlo Night will be held from 8 to 11 p.m., Saturday, Oct. 27, at the Columbian Home on Greenleaf Street.

Prizes to be auctioned include a helicopter ride on MedEvac; dinner certificates for two at various area restaurants; a picnic basket; and a floral arrangement.

TAH—LVHC Employee Activities Committee is sponsoring this event to provide their continued support to many of the hospital's social and sporting events.

If interested in contributing a tax-deductible prize (cash or gift) to be

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CheckUp is a biweekly publication of the Communications Department of HealthEast. To submit an article, or for additional information, call ext. 7916.

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

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Events

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auctioned at the end of the evening, or for more information, contact Marge Scarcia, TAH site Business Office, at ext. 9545 or Teri Romanishan, LVHC site Nursing Administration, at ext. 8210.

Auxiliary Luncheon

The Auxiliary of LVHC site will hold its fall luncheon meeting on Wednesday, Oct. 17 at the Brookside Country Club, Allentown. Social Hour will begin at 11:30 a.m. and lunch begins at 12:30 p.m.

Renie Weider, from the Parkland Garden Club, will speak on dried flowers and herb arrangements and an overview of the Prestige Health program will be presented by Mary DeHaven, program coordinator.

For more information call auxiliary member Sharon Burns at 820-8455.

Volunteer Training Sessions Planned

Training sessions will begin soon for teenagers who want to be junior volunteers at TAH—LVHC.

Junior volunteers must be at least 13 years of age. Teens are needed to deliver mail and flowers to patients, assist with transporting patients between departments and to perform miscellaneous tasks.

At TAH site, training sessions will begin Oct. 6. Training sessions will be held Saturday mornings and volun-

teers will receive classroom instruction as well as on-the-job training. At LVHC site, the next orientation will be held Nov. 3, with training sessions beginning thereafter.

Applications are now being accepted for junior volunteers; adults are also welcome. For more information, contact Hazel Kramer (TAH) at ext. 2391 or Maria Dresen (LVHC) at ext. 8897.

Recognition Dinner Reminder

The 1990 Employee Recognition Dinner will be held Friday, Oct. 26 at the George Washington Motor Lodge, beginning with refreshments at 6:30 p.m. Dinner will be served at 7:15, followed by awards for 10, 15, 20, 25 and 30 years of service at 8:15. Entertainment by Sound Celebration follows until midnight. Invited employees are reminded that RSVPs are due on Oct. 12 at Human Resources, TAH site.

Response Team Completes Training Program

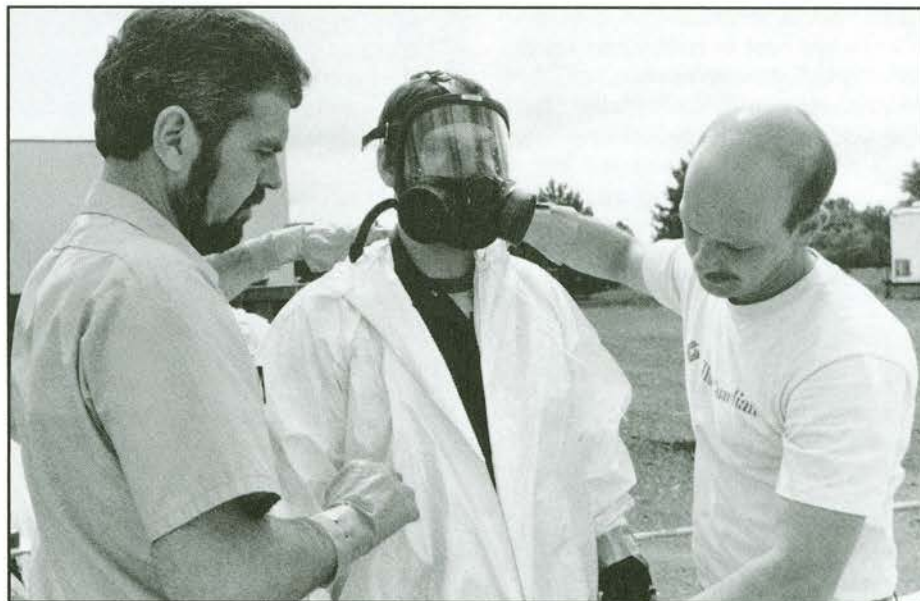
What happens when there's a chemical spill in the histology laboratory, or an electrical fire erupts in ACCU? Who's going to volunteer to enter a contaminated virology laboratory or be first responders to a car fire in the parking lot?

To the immense satisfaction of TAH—LVHC administration, there's now a simple answer for a very nagging question. A total of 22 employees, half from Engineering and half from Security, are now certified members of an Emergency Response Team (ERT).

One of the top priority items for Emma Hooks, safety officer, the ERT is a highly visible example of the hospital's commitment to ensuring a safe environment for employees, visitors, patients, medical staff and students.

At recent graduation ceremonies, certificates and pins were given to John Eagon, Al Keller, Scott Laub, John Lehr, Ronald Smith, Mark Swartley, John Tatkofsky, Lee Wehr, Gary Williams, James Young and James Zernhelt, all of Engineering.

Also recognized were Todd Althouse, Robert Bauer, Alden Bower, Lou Gabrielle, Joseph Gallo, E. Gerald Kresge, Francis Paulson, Keith Reed, Melanie Schiffert, Howard Snyder and



JACK DITTBRENER

Richard Yanisch, all of Security. John Eagon (left), Engineering, and Todd Althouse, Security, help an unidentified member of the Emergency Response Team suit up during training.

Richard Yanisch, all of Security.

The training program included 40 hours of classroom and 20 hours of hands-on for certification and covered everything from the chemistry of fire to principles of toxicology.

How to deal not only with the hazard, but control of the scene and personal protective measures were taught.

And there were drills — some of them unnerving to hospital personnel unaware of the training program in progress and trainers' desires for as much realism as possible.

In the end, however, each of the team received an identifying pin and personal thanks for participating from Philip Brown, executive vice president and COO.

The Hotline

Long Cafeteria Lines, Weight Control And Tickets

Why isn't there more help in the cafeteria during peak times? I stood in line in TAH site cafeteria for 17 minutes of my half-hour lunch break leaving me only 13 minutes to eat.

"Traffic flow" during peak meal periods in TAH site cafeteria is an issue which is currently under review. The Food Service management team will be implementing several adjustments to the service line to improve efficiency and customer satisfaction. In addition, the cafeteria is currently undergoing renovations to improve the appearance and comfort for hospital staffs, patients and visitors.

I am an employee from the Comprehensive Community Cancer Center and I would like to know how and when I can place a "thank you" in *CheckUp* for the volunteers who helped with the "We Can Weekend." held on June 17.

CheckUp welcomes contributions and suggestions for articles from all employees—after all, that's the group the publication serves.

It's always best to submit an article in writing to Communications at TAH and LVHC sites or 50 College Drive. If you're curious about whether some-

thing is appropriate for *CheckUp*, call ext. 7916 for guidance. Generally, deadlines for submissions are about 10 days before publication dates, which is every other Friday. Submissions for Congratulations! and Making the Rounds, as well as Marketplace, should go to Communications at TAH site.

Whom do you talk or write to when a physician who participates in the HealthEast Health Plan does not offer an employee adequate or correct service, or overcharges the employee?

All questions regarding benefits should first be directed to the Benefits Counselor at your site. If you have a concern regarding overcharging or inadequate service, the Benefits Counselor will investigate the specific circumstance or direct the question to the appropriate person. For concerns of this nature, contact Maryjane Zanders at TAH site, ext. 2930, Gerrienne Keiser at LVHC site, ext. 8839, or Leilani Souders at HealthEast, ext. 7936.

Why are smoking cessation classes always offered while weight loss hypnosis classes are not offered?

Current research supports the theory that the safest, most effective route to successful weight loss is a multifaceted, behavior modification program. In order to change eating and exercise habits, it is necessary to track current patterns and identify areas for improvement. It would be difficult to identify these areas in one single program such as a group hypnosis session.

However, HealthCounts does offer the L.E.A.R.N. (Lifestyle, Exercise, Attitudes, Relationships, Nutrition) program several times each year. This innovative, 10-week program helps participants identify and change areas of their lives so they can lose weight and keep it off. For more information on L.E.A.R.N., please call 821-2150.

I work a 12-hour shift and can't buy movie tickets between 2 and 4 p.m. when they are for sale. Can movie tickets be sold during other times?

Unfortunately, staff is not available to extend the hours for ticket sales.

Why was hot chocolate served at TAH site during the summer while iced tea was taken away?

Iced tea (Crystal Light) was available at both sites during the summer, except for a few months when our equipment was out of order.

The Hotline is a service for TAH—LVHC and HealthEast employees who have questions or concerns. Callers are asked to leave their messages on a tape machine, by calling ext. 2999. Please indicate your site.

Judith Iobst Services Planned For October

Memorial services for Judith Iobst, RN, a certified diabetes instructor with the Helwig Diabetes Center, are planned for late October.

Iobst, who died Sept. 16 after a long illness, would have been 33 years old on Oct. 26, according to Patricia Isack, director of the center.

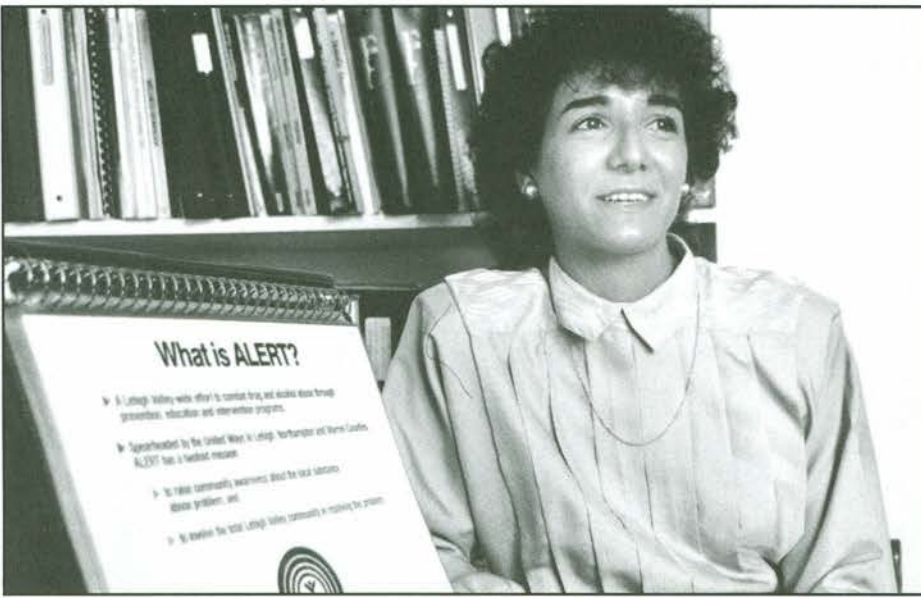
She had been employed by TAH—LVHC for the past 10 years.

Memorial donations may be made to the Judith Iobst Memorial Fund, which supports activities for pediatric and adolescent diabetics and is administered by the HealthEast Trust Fund.



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Philip Brown, executive vice president and COO (left), accepts a \$1,500 check from David Beckwith, Ph D, administrator, HealthEast Labs, while Daniel Kazcor, Coagulation, looks on. The donation, from American Bioproducts, resulted from the hospital testing new equipment for international applications. TAH—LVHC was one of three hospitals in the nation involved in the testing.



Judy Natale, program development specialist, Community Health, explains the important role of Alert — Partnership for a Drug-Free Valley in serving the Lehigh Valley. The program is a joint effort of a number of community organizations, including TAH—LVHC, and is supported by the United Way.

Community Giving Drive

Continued from Page One
drug addiction treatment and from services to the very young and to the very old, United Way devotes 28 percent of its funding to child care and youth, 27 percent to basic human needs, 24 percent to families and womens services, 11 percent to healthcare, 7 percent to substance abuse and 3 percent to the elderly. Employees can designate an individual agency to benefit from their contributions, and one of major interest at TAH—LVHC is Alert — Partnership for a Drug-Free Valley, in which Community Health participates.

A brochure from United Way notes that a pledge of \$10 per week for a year helps one adult learn to read and write, while \$5 per week for a year provides 26 nights of shelter for a homeless woman and her children.

Strawn says the emphasis this year will be on percentage of participation, which has been slipping in recent years.

The goal is 80 percent and for that a unique incentive program has been devised involving a drawing for paid days off. As departments cross the 50,

Dunn Leaves Plan

As of May 10, 1990, Jerome Dunn, M.D., 401 N. 17th Street, Allentown, was no longer a participant in the HealthEast Health Plan, according to Mary Ann Kelby, manager, employee benefits.

75, 80 and 100 percent participation marks, they get increasing chances to win a paid day off.

It works like this: names of employees in departments with 100 percent participation go into the hat and 50 are drawn for a paid day off, with a limit of one to an employee. Then the names from departments with 80 percent go in, and another 50 are drawn. Next come departments with 75 percent participation and another 50 are pulled. This continues down through departments with less than 50 percent. Everyone who contributes is eligible for at least one drawing.

The chances of winning a day off grow slimmer in the sense that the pool gets larger, but names from 100 percent departments are in for five drawings and odds of winning a day off are expected to be very good in the 100 percent pool.

A second incentive, in the form of six \$50 savings bonds, is being run for TAH—LVHC and HealthEast employees who pledge a percentage of their paychecks through payroll deduction. The top pool is made up of those pledging 2 hours pay per month, then 1 hour and then 1/2 hour; it makes no difference whether the pledge is for United Way, LifeFund or a combination of the two.

Winners of the drawings, as well as a listing of the top departments in percentage of participation, will be announced in November, Strawn says.

Cafeterias List October Specials

German-style cuisine will be offered at TAH—LVHC cafeterias on Oct. 11 to mark an Oktoberfest special, and food service goblins are reportedly hard at work concocting Halloween treats for staff and visitors on Oct. 31.

In addition, LVHC site cafeteria has been featuring apples, and will offer apple cobbler on Oct. 3 and apple strudel on Oct. 11.

On a more serious note, both cafeterias are identifying tables for handicapped seating to better serve their customers. At LVHC site, for example, the table will be located near the large condiment section, chairs will be removed and a sign posted designating it for handicapped seating.

Tray removal for the table will be provided by food service personnel so people using the table may exit through the door near the table.

And Food Service officials are asking employee cooperation in wearing identification badges in cashier lines. Cashiers are under orders to tabulate employee discounts only for those presenting an identification badge and while some faces may be familiar, not all are.

It doesn't serve much purpose to give the cashier a hard time about cafeteria policies and procedures; they're just doing their jobs. Complaints should be directed to Food Service management.

Loss Support Group Sets Memorial Service

The fifth annual memorial service for infants who have died as a result of miscarriage, stillbirth or early infant death will be held Sunday, Oct. 21 at 2 p.m. in the area near the pavillions opposite the Allentown Rose Garden.

Sponsored by Lehigh Valley SHARE, a not-for-profit, nondenominational group for parents and other family members affected by perinatal loss, the service is open to hospital staff interested in attending. October is Pregnancy and Child Loss Awareness Month.

The group also welcomes material to be included as part of the service, such as poetry, scripture or any writings people have found inspirational. Registration is by Oct. 5 by calling 966-3891, 285-6144 or 820-3860.



In early September,
TAH—LVHC and HEI
employees gather for the
picnic, fun and games that
mark *Summer's End*





So welcomed just a short time ago, summer just sort of vanished a couple of weeks ago. We basked in it, complained about it and used it as an excuse for all those splendid outdoor activities that are saved for this special season. Then came Labor Day and the annual Employee Picnic, which as everyone knows, is the real symbolic end to summer. One last chance to eat too much, play too hard, laugh too long...all those splendid excesses that are as much a part of summer as heat and humidity. Now that the weather's turned cool, it's time for one last look — courtesy of photographer Darla Molnar of Biomedical Photography, LVHC site.



Financial Systems Under Study

The Financial and Statistical Systems project is a multi-entity project that will potentially replace all financially related computer systems.

This project was initiated in early 1990 with the cooperation of representatives from TAH—LVHC, HealthEast, HealthEast Enterprises, Slate Belt Nursing and Rehabilitation Center and Gnaden Huetten Memorial Hospital.

The project has 21 phases, 12 of which have already been completed. The current phase, Conduct Vendor Demonstrations, is in progress.

Two vendors have been selected: Dun & Bradstreet Software and Global Software. These vendors provide replacement application software solutions for accounts payable, material management, general ledger and cost accounting.

By December 1990, the project representatives hope to select a "vendor of choice." The implementation schedule will be defined by January 1991.

Congratulations!

♦ **Judy Natale**, program development specialist, Community Health, recently became engaged to Tony Sabino. The couple plans a March 16 wedding.

Diane Carpenter, director, Human Resource Development (LVHC), and her husband Peter, became the parents of a son, Peter Tyler, on Sept. 19. Their second child, he weighed 8 pounds, 15 1/2 ounces and was 22 inches long. **Brenda Roman**, nursing technical assistant, 7C (LVHC), and her husband Carlos, welcomed a son on May 29. Jordan Daniel weighed 7 pounds, 1-1/4 ounces and was 20 1/2 inches long.

Charlene McElroy, night Float unit clerk (TAH), and her husband Rick, became the proud parents of a son on Sept. 13. Gavin Arthur weighed 9 pounds, 3 ounces and was 21 1/2 inches long. Gavin's proud grandmother is Gloria Aro-



JACK DITTBRENER

Jill Huszar, physical therapy assistant at LVHC site, admires the mural that her mother, Patricia, generously donated her time and talents to paint. This mural adorns the four walls in the hydrotherapy area of the department, serving as a pleasant distraction during the discomfort of dressing changes during wound care. Mrs. Huszar, a Palmerton native, boasts a bevy of artistic abilities ranging from German frakturs to detailed Christmas ornaments.

TAH Auxiliary Donates \$112,500

The Auxiliary of TAH site held a luncheon at the Lehigh Country Club, Allentown, to salute the close of another year of involvement and support to the hospital.

Auxiliary President Kitti Berkheimer reported that from May 1989 to May 1990, the Auxiliary raised over \$127,000 through various fund-raising efforts and through profits realized by the hospital's gift shop.

Berkheimer also reported that from June 1989 to July 1990, the Auxiliary donated \$112,500 for various projects at TAH site, including automatic doors at the main entrance, carpet replacement for The Alcove Gift Shop and Volunteer offices and funding of the Pediatric Playroom.

Pediatrics funds are used for replacement of toys or games in the playroom as well as the purchase of materials for special projects.

Hanna Harwick, recently-retired Auxiliary board member, was honored at the luncheon for her years of ongoing contributions to the organization.

Frances Schaeffer, of Allentown, was inducted to fill Harwick's seat on the board.

The next general meeting of the Auxiliary will be held on Oct. 8, 7:30 p.m., in TAH site auditorium. Douglas Johnson, M.D., hospital nephrologist, will present the organ donor program to be instituted at TAH—LVHC in the near future.

nowitz, retired House Mother of the Allentown Hospital School of Nursing.

A daughter, Shelby Elizabeth, was born to James Naughton, RN, staff nurse, 6C (LVHC), and his wife Chris, on Aug. 25. Weighing 7 pounds at birth, Shelby has one sister, Stacey.

Linda O'Connor, RN, staff nurse, 6C (LVHC), and her husband Rod, welcomed a son on Sept. 14. Colin weighed 9 pounds, 13 1/2 ounces and was 21 1/2 inches long.

Congratulations! welcomes contributions from employees pertaining to their weddings, engagements and births. Submissions should be in writing, include all the particulars, and the extension of whom-ever is involved should we have additional questions. Send submissions to Communications, TAH site.

TQF Classes Offer Something For Everyone

Major Cultural Shift Encourages Employee Participation In Improvements

As training in the assorted concepts of Total Quality Focus (TQF) begins picking up at a rapid rate in the next month, a lot of new expressions will be heard by employees throughout the system.

There are such phrases as "price of non-conformance", "corrective action" and "zero defects" all of which can sound intimidating to the uninitiated. In fact, according to John Salventi, Ph D, vice president, Administration, they're only some of the expressions that symbolize major change in the way TAH—LVHC and its related components operate.

And more importantly, they represent the role and importance that employees will have in touching off an on-going wave of improvements in healthcare.

Total Quality Focus, a package developed by Philip Crosby Associates, represents not only a system, but a philosophy of operations in which employees on the front line become key players in virtually all areas of operations.

The training program is divided into three basic areas: Quality Education System (QES), Quality Work Group education (QWG) and Quality Awareness Experience (QAE).

The fundamental purpose of classes for all is to develop common language and approach to problem solving and to enhance quality throughout the system. Manager training involves education to reorient theory of personnel management.

Salventi describes the difference between "the old culture" manager — whose function was to enforce policy and demand employee performance to set quantitative standards — and the "new culture". Managers now are supposed to be more like "coaches", encouraging and supporting the initiatives of employees toward system quality improvement.

"You must ask for their help," Salventi says of staff to an audience of middle management. "And listen to what they say and act on their recommendations and involve them in the process."

Thus, for management under the TQF system, the obligations are high. Because the nearly 5,000 employees

are viewed as an important resource of knowledge and abilities, managers are expected to develop mutual respect and trust through mutual benefits with employees. Team approaches to problem solving and goal achievement will lead to perpetual change and, because there's a natural inclination to resist change, managers will be the ones to calm those fears.

Mutual benefit, he continues, is critical. The reasoning is that if the hospital expects to gain from the resource of its employees, the employees are going to expect something in return. "It could be making life easier, or removing hassles that impede their

efforts for quality performance," Salventi says.

But, he warns managers, the way to overcome resistance to change is encouraging employees to buy into it because they perceive a benefit.

Gone, too, are fixed quantitative standards, such as completing a given task correctly within a given period of time. While short-term goals are important for incentives, the larger issue is the continual effort at improvement. Having a rigid standard, he says, leads to complacency; once the standard of performance is reached, no further effort is required.

Continual innovation, however, is encouraged. With quality patient care as the ultimate standard, Salventi notes "we are not a risk-taking industry." That's because lives of patients are at stake. But when it comes to ideas and suggestions that could enhance quality of care, Salventi points out that people are fearful of both failure and its consequences — as in getting fired.

"To take risks, people have to feel comfortable and trusted," he says.

Finally, Salventi says the "old culture" viewed improvements in terms of cost reductions, cutting corners and "clamping or ratcheting down." Focus on the process, and not the result, is the new trend, with high emphasis on training and orientation, and helping employees reach their potential.

The entire TQF education process began at TAH—LVHC in January and will take more than a year to complete. Department managers and above are getting the 10-week QES course, which includes all the fundamentals as well as techniques for interdepartmental cooperation and management responsibilities in a TQF environment. Supervisors, coordinators and specialists will have the QWG training of six 90-minute sessions. The course is described as being "designed to help a company's manager/supervisors and their work groups use teamwork in quality improvement efforts."

Staff will get QWG or QAE, depending on individual needs. The QAE program consists of four-one hour sessions to understand the concepts of quality improvement and become prepared to assist in changes.

The four absolutes of quality:

1) Quality is defined as conformance to requirements.

2) The system for causing quality is prevention.

3) The quality performance standard is zero defects.

4) The measurement of quality is the price of nonconformance.

If it's just a bit hard to grasp, you're not alone. But that's what all the classes are about and they make sense. TQF is becoming the common language of quality and the four absolutes are the building blocks of the program.

Code Orange Training Bears Fruit

Beyond Safety, Class Offers Skill Development Opportunity

It can happen at any time, anywhere in TAH—LVHC: a patient, a visitor or perhaps an employee, unable to handle the pressure of the moment, loses control.

There was a time when Security — or even all available men — would be frantically called to the scene, the source of the problem forcibly subdued and the situation brought back under control.

Now there's a better way and since the beginning of the year more than 150 employees have taken the two-day training course to learn how to deal with Code Orange. The training program became a reality due to the time, skill and enthusiasm of the Code Orange Committee, coordinated by Ken Mead, RN, head nurse, Psychiatry.

Training resumes in November for all interested in learning how to handle a broad range of disturbances by an individual.

According to Karen Peterson, RN, NEPE&R, the training is of particular value to all nursing staff and front line personnel because they learn how to handle patient and visitor anxieties and head off situations that could become difficult.

"The most important aspect of it is to use technique, not strength, and not to harm the patient," she says. Additionally, steps taken correctly can protect the staff and property from injury and damage and perhaps even prevent the need for a Code Orange.

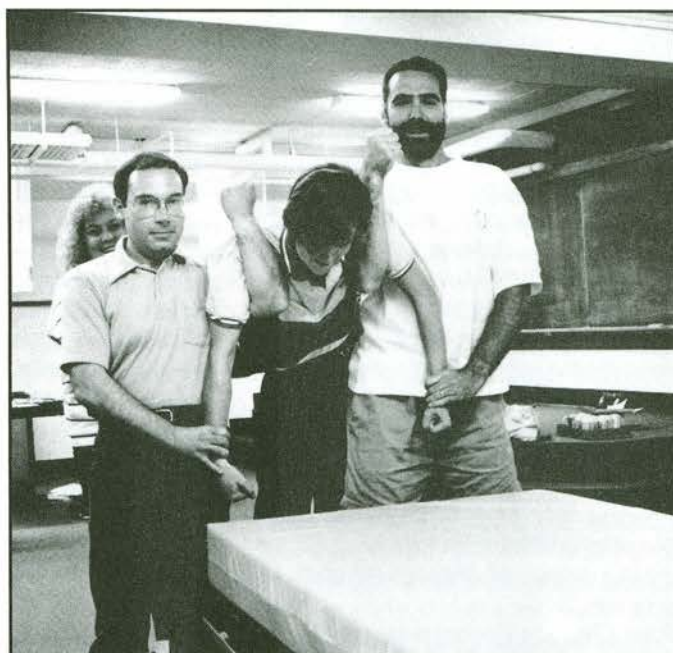
Peterson says the value of the training is two-fold: first, in day-to-day nursing, staff nurses gain additional skills in working with patient anxieties and perceiving potentially difficult situations and preventing the need for a Code Orange. Second, she says, "no one wants to have a fire, but it's good for everyone to be prepared."

"Any employee can call a Code Orange anytime someone seems out of control," Peterson says, likening it to using a fire alarm in the sense of better safe than sorry. The responding personnel will include Code Orange trained employees, security and a nursing coordinator, although all hospital staff are responsible for a Code Orange situation.

The hospital uses a specific technique of Code Orange response — that developed by the Veterans Administration and in turn taught to TAH—LVHC trainers by the staff at Coatsville Veterans Administration Hospital. What makes universal training important, Peterson explains, is that persons responding to a Code Orange must work together and completely understand what each respondent is doing.

Otherwise, she says, the situation could deteriorate or the staff be placed at risk.

When the program was first developed last year at TAH—LVHC, the Code Orange Committee extensively studied Security reports of problems and found some sur-



GEORGE MEHL

Karen Peterson RN gets a four-person carry by trainers of the Code Orange program (clockwise from lower left) Joe Gallo, Security; Ann Kusko, RKT, Adjunctive Therapy, and Bill Wise RNC, Adolescent Psychiatry. Not visible is Lisa Saganowichj, MHT, Adult Psychiatry. Emphasis is on protecting patients and staff while controlling behavior without injury.

prises. Areas one might have assumed would have regular problems did not — especially the Psychiatric Unit at TAH site and 6B at LVHC site (head injuries).

What was learned was that in those areas, nursing staff members were already experienced in defusing potential problems before they erupted. Areas that had primary responders were among those first trained. These include Security, Emergency, Personnel and Psychiatry.

An expansion of the training this summer will include some unexpected drills to test the skills of those already trained. The surprise events will include serious role-playing and will be videotaped to allow detailed study of behavior patterns among all those involved.

Those who do the training and demonstrations for the classes include Kenneth Mead, RN; Kevin Moore, MHT; Edward Xander, MHT; Sherrie Hummel, RN; William Wise, Jr., RNC; Lisa Saganowich, MHT; Patricia Shelley, RN; Lynn Martisofski, RN; Ursula Wuerth, RN; Joe Gallo, Security; Ann Kusko, RKT; Carol Mutchler, RN, and Peterson.

In response to a number of requests from those who have been trained, review sessions are scheduled for Nov. 16, Dec. 21, Jan. 25 and Feb. 7.

The free two-day training programs will be held Nov. 29-30, Dec. 13-14, Jan 10-11, Feb. 28-29 and March 28-29. To register, contact Bill Wise at ext. 2766. Class size thusfar has averaged about 17 persons and evaluations indicate that the concept and instruction is winning rave reviews.

No one wants to have a fire, but it's good for everyone to be prepared.

— Karen Peterson, RN

Cholesterol Volunteers Relish Mall Screening

If you have spare time on your hands and would like to do something both rewarding and fun, Denise Holub has the solution. CountDown Lehigh Valley, TAH—LVHC Community Health program that provides cholesterol screenings and education programs to the community, always has room for volunteers to join in on the war against high cholesterol.

Holub, cholesterol educator for Community Health, feels "very fortunate to have people willing to give their time so unselfishly." Holub delights in the fact that these screenings are "fun" for those who volunteer. "We discuss various comments we hear from the public and take pleasure in watching the activity taking place in this very different atmosphere."

Holub coordinates the events, secures a location, whether it be a local industry or a mall; prepares the supplies and equipment for use; recruits and trains personnel, oversees the financial aspect; and clean up.

With her background as a veteran certified medical technologist at HealthEast Labs, Holub is on hand for the duration of each screening. She provides answers to the many questions asked about cholesterol and fills in where needed. She is also fast becoming a veteran of the screenings; having seen over 22,000 patients the first year.

Another hospital member who enjoys the benefits of volunteering is Sharon Boley, peripheral and ancillary sites coordinator, HealthEast Labs. Boley, too, has been at all of the mall screenings, performing fingersticks (pin-prick method of drawing blood from the tip of a patient's finger). She also

...This skill has come in handy in my present job.

—Ellen Cooper, RN

per, RN, agrees with Boley. "I like the opportunity to be involved with positive, prevention-oriented nursing." Cooper, who also does fingersticks, has been a member of the team since the program began. "Denise provided the nurses with an excellent inservice on performing good fingersticks and this skill has come in handy in my present job," she states.

Jack Mack, a part-time, weekend courier at LVHC site and Acme Markets retiree, finds volunteering very interesting and rewarding. Mack runs the machine which analyzes blood from the fingerstick. Mack has participated in all but one screening since the program began in 1988. Prior to this, he actively volunteered his time during the colon-rectal screenings sponsored by Community Health in 1988.

Mack enjoys the mall atmosphere because "there is a bigger cross section of people to meet." Conversely, he finds that when involved in a screening in an industry setting, mostly men in the 25 to 40 age bracket participate. The driving force to volunteer for Mack is "the chance to give back to the community."

Of course, this atmosphere is also very conducive to something all members of the cholesterol team agree is a

real "perk"—excellent shopping and a wide variety of dining establishments.

The most recent screenings were held at Trexler Mall on Sept. 7 and 8, and, in conjunction with Gnaden Huetten Memorial Hospital, at the Carbon County Plaza Mall, Sept. 13 and 14.

CountDown Lehigh Valley will further expand its services into schools, for grades kindergarten through seven. "CountDown for Kids" will provide cholesterol education and intervention for parents and children. The screenings will be held after hours at the school site and on Saturday mornings. Holub feels this is an important audience to reach and feels it is vital to encourage proper eating habits at an early age.

Always looking for volunteers, Holub welcomes anyone interested in donating time. "Our volunteers come from all walks of life, not just those trained as a technologist," she states. "Every one can fit in some where." If interested in volunteering, call CountDown Lehigh Valley at ext. 9820.

Benefits Spotlight

Recently there has been publicity regarding a little known provision in Pennsylvania's inheritance tax code that taxes inheritance to surviving spouses. This so-called "widow's tax" is applied to property listed solely under the name of the deceased. The tax applies to all assets not jointly owned and only affects beneficiaries of people 59 or older.

TAH Site Form Bins Move

For the convenience of employees, the black bins containing hospital forms currently located outside the mailroom at TAH site have been relocated to outside the cafeteria entrance on the first floor.

Ann Kelby, manager, employee benefits, says the bins include health and dental claim forms, W-4 forms, tuition reimbursement forms, payroll deduction forms, inter-departmental transfer requests and personnel action forms.

EEG Lab Seeks Volunteers To Establish Normals

Volunteers are needed for evoked potential studies to be performed in the EEG/Neurodiagnostics Lab at LVHC site. These studies will be used to establish normals for recently purchased equipment.

The nerve studies that will be performed are brain stem auditory evoked potential (study of hearing nerves that lead to the brain); visual evoked response (study of optic nerves that lead to brain); and somatosensory evoked response (study of nerve pathways from arms and legs which lead to the brain).

There are no needles, pain or discomfort associated with these tests and each takes 30 to 45 minutes to complete. There are no dietary restrictions, but clean hair is required.

For more information and to schedule an appointment, call Margaret or Liz at ext. 8846 or 8860.

OR Lounge Renovation Starts At LVHC Site

After nearly three years of planning, renovations in the OR lounges and locker rooms at LVHC site began last week. The facility hasn't been altered since 1975.

It marks change — but this one is welcomed by everyone, say administrators of the department. Surgeons, nurses and support personnel have been concerned for several years, mostly because space has become inadequate.

The project will add about 270 square feet to the facilities. By more efficient arrangement of space, the alterations will provide more comfortable and larger facilities for surgeons and hospital personnel. There has been a dramatic increase in numbers of people using lockers and lounges in the past five years.

Mary Ann Frankl, RN, head nurse and in charge of the construction project, says that in addition to normal growth, the trend over the past several years of surgeons changing from individual practice to partnerships has increased the number of physicians using the locker and lounge areas.

There has also been a steady increase in support personnel and that's meant individual locker use has doubled or even tripled.

There are actually three locker rooms in the unit. Approximately 120 physicians, using the main suite and SPU, are housed in a 12 by 18 foot locker room and 50 lockers.

In the category of women's lockers, about 115 women — including nurses, physicians, anesthetists, etc. — share 66 lockers in a 12 by 17 foot space. To accommodate an additional 28 women, an outpatient changing area became a locker room.



GEOFFREY MEHL

Bill Burgess and Randy Shelly, Engineering, begin tearing out what was an original exterior wall at LVHC site and now connects the main hospital building to the Anderson Wing. Behind the sheetrock are concrete slabs.

Finally 65 men in the support group category share an 11 by 13 foot locker room containing 34 half lockers.

Not just the OR personnel are affected. Because space is so cramped, receptacles for soiled linen, areas to hang winter coats, store OR shoes, etc. have been minimal or non-existent. This situation compromises housekeeping ability to effectively clean the locker rooms. Additionally, none of the lounge areas have even the most basic kitchen facilities.

Due to the shortage of space, sales representatives display their instrumentation and equipment in the hallway outside the suite, within full view of the public.

According to Elwood Ehrigott, administrative assistant, Surgery, the new plans should considerably relieve that strain. Renovation costs will be greatly reduced because the work is being handled by the members of the hospital engineering department. The project will be managed in three stages, beginning with the nurse's locker room area.

Physicians' lockers and lounges come next, followed by the administrative and scheduling areas.

Work is expected to be completed in four months.

Security Reminder

Lou Geczi, coordinator, Security, reminds employees that security assistance is available 24 hours a day by dialing the paging operator, ext. 8999. When calling, employees are asked to specify the site and location where assistance is needed.



JACK DITTBRENNER

Brief ceremonies marked the beginning of extensive renovation of OR lounges at LVHC site. Pictured are, from left, Ray Feather, Engineering; Samuel Huston, president and CEO, Mary Ann Frankl, RN, head nurse; Peter Mucha, MD, chairman, Surgery; Charles Scagliotti, MD, president, TAH—LVHC Medical Staff; and Headley White Jr., MD, senior vice president, Medical and Academic Affairs



United Way & You

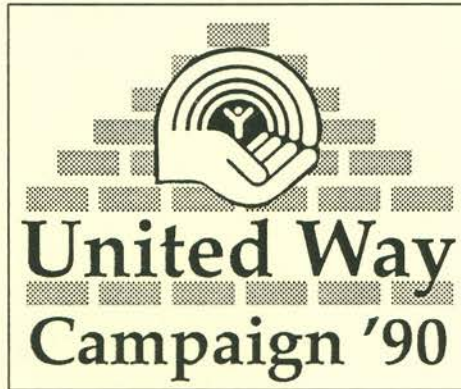
“CONSTRUCTING” Campaign '90

Dust off your hard hats and lunchpails because United Way is going into the construction business!

“Building a Better Community” will be the theme when United Way kicks off its fundraising campaign on September 12, 1990. As in 1989, a part of the campaign is regional or shared with United Way of Northampton and Warren Counties to maximize the efficiency and effectiveness of fundraising.

Gary K. Shorts, publisher of *The Morning Call*, is chairing the combined portion of the campaigns. This includes the major firms division, the Lehigh Valley Industrial Park, the Pennsylvania State Employees Combined Appeal, the Combined Federal Campaign and the Leadership Giving program.

Assisting Shorts on the regional campaign cabinet will be the following division chairpersons: Ed Kornberger, IBM Corp., major firms; Dick Bollinger, Lehigh Valley Industrial Parks, Inc., the industrial park; Capt. Bob Werts, Pennsylvania State Police, state employees, and Fran Ehret and Mike Stiner,



U.S. Postal Service, federal employees.

Four volunteer committees have been established to support the regional effort.

Jack Cooney, Penn State University — Allentown, is chairing the Loaned Campaign Specialist (LCS) recruitment committee. LCSs were formerly known as Loaned Executives or Loaned Labor Leaders. The name was changed to better reflect the scope of the LCS program.

Susan Hoffman, HealthEast, is chairing the campaign services committee, which plans all campaign special events and promotions. The committee will use a “construction” theme throughout all campaign activities.

Jack McNairy of Merrill Lynch Pierce Fenner & Smith and Bruce Davis, esquire, are co-chairing Leadership Giving.

A new committee was formed this year to reexamine how United Way trains its campaign volunteers and LCSs. The training committee, chaired by Ted Woods of Fireman's Fund, has reorganized the program for training campaign cultivators.

Grayson McNair, vice president

for Pennsylvania Power & Light Company, will chair the Lehigh County campaign this fall.

I'm very optimistic about the upcoming campaign," McNairsaid. "We've been able to recruit a topnotch group of volunteers to lead our fundraising efforts."

These volunteers include Sonia Oleschak, Mack Trucks Inc., labor liaison; Barbara Caliendo, community section leader; and Tony Sodl, Meridian Bank, business and industry section leader.

Caliendo will be assisted by the following division chairpersons: Robin Crawford, Mack Trucks Inc., public service; Marie Weissman, The Allentown Hospital—Lehigh Valley Hospital Center, health care; and Jim Feeney, Kraft Foods Inc., individual gifts.

Assisting Sodl will be the following division chairpersons: Peter Roberts, Northeastern Bank, large firms; Rick Bachl, Wallace & Watson, medium firms; and Debbie Peters, Meridian Bank, small firms.

The 1990 campaign goal amounts to \$4,650,000. Last year the United Way in Lehigh County raised more than \$4.2 million to fund 52 health and human service agencies.

The campaign wrap-up celebration is scheduled for November 1, 1990.

To get help... Call
Valley Wide Help **435-7111**

To give help... Call
United Way Voluntary
Action Center **434-2882**



The Visiting Nurses Association of Lehigh County offers programs that assist the sick in recovering from an illness; and, through their Family Health Services Center provide health care to the most disadvantaged members of our community. In addition, the Hospice provides care to the terminally ill. For those who are aged or infirmed the Homemaker and Home Health Aide Services help with home-making services, and home health and personal care services. Here is what two recipients of Visiting Nurses Association services have to say:

Visiting Nurses Association
of Lehigh County
Allentown, PA

Dear Linda Miller:

My first encounter with you was December 1986 when Kathy Koones came to help Delbert after his hospital stay. I felt capable after Kathy taught me the technicalities.

Then again this month when Delbert needed good care.

I cannot praise the nurses enough. They taught me how to care for Del which made it easier for him - like drinking from a paper cup - and Mary Williams called on a Sunday (unheard of).

Your office let me know precisely what time a nurse would arrive - so important when I felt unable to do the proper thing.

My doctor told me I should add his name to express his satisfaction with these wonderful nurses.

My daughter and I thank your staff for the expert care Delbert received. Thank you for your kind note.



Dear Joanne,

Thank you for your presence on October 20th during the saddest moments of my life - the death of my wife Lois. I could not have shared that time with anyone who would have been more help to me. Your genuine compassion toward me in my loss and your complete professionalism in implementing the notification and required procedures allowed me to feel my grief without fear that I was acting improperly.

Lois's struggle in the days preceding her death was eased greatly by the tender loving care from: Karen Swartz, Marge Hudock, Debbie Freedman, and Linda Wenhold.

You can all feel rewarded for helping to ease Lois's passing from this life and helping me to deal with my grief.

I love all of you as did Lois.

For More United Way Information, Call United Way In Lehigh County, 758-8010.