



A Newsletter of the Lehigh Valley Hospital Center

update

Vol. 8, No. 3

April 2, 1985



Donna Strauss, program planner, planning

Donna Strauss

Over the years, the Lehigh Valley Hospital Center has developed a reputation for providing progressive, state-of-the-art health care. Our innovative programs have placed us in the forefront of modern health care, with special emphasis placed on the quality of life for patients, as well as for staff members.

Not surprisingly, many of these programs came into being because members of the Hospital Center family had "an idea." But as anybody who has tried it knows, turning a good idea into a

working program is no easy feat.

Fortunately, there is someone out there who can help make it happen. She is our new program planner, Donna Strauss. Since mid-December, she has been assessing the feasibility of new program ideas and then helping to develop them into formal proposals.

Specifically, Strauss is responsible for joint program planning and developing proposals for new services, research and special programs for the Hospital Center and its affiliates. She serves as the liaison among the Dorothy Rider Pool Health Care Trust and the Hospital Center, the medical community, and HealthEast.

Strauss has an extensive background in health care and business administration. She recently completed an MBA at St. Bonaventure University in New York, and before that, she was the executive director of McKean County Visiting Nurses Association in Bradford, PA. She also worked for a large medical group in western New York, and served as a senior counselor in a residential

narcotics program.

So, the next time that lightbulb flashes for you with a wonderful idea for a new hospital program or research project, remember to call our new program planner at Ext. 8606 in the planning department.



Cindy Rappoport, assistant director, public relations

Cindy Rappoport

At last ... the public relations department is getting back to full force with the addition of its new assistant director, Cindy Rappoport. Rappoport joined

Please See People Page 2



Continued From Page 1

the staff in mid-February, bringing with her a varied background in public relations, advertising, and marketing.

Prior to her appointment here at the Hospital Center, Rappoport was a marketing assistant for The Greenwood Group, a Philadelphia real estate developer. Before that, she worked in the public relations department at Elkman Advertising, a suburban Philadelphia advertising agency.

Rappoport will be responsible for media and community relations and will assist in the development of a variety of public relations programs. The department will no longer be divided into two components, separately dealing with internal and external public relations. Instead, each project will be assigned to one public relations staff member, with that individual being responsible for its internal and external promotion.

In addition to her public relations background, Rappoport also has experience in the "helping professions." She earned a degree in psychology from the University of Wisconsin, which lead to several part-time and volunteer positions in mental health clinics and hospitals before she pursued her public relations career. She was an administrator for two telephone crisis hotlines, one at the University of Wisconsin, and another while studying journalism at American University in Washington, D.C.

Now that the public relations staff is filling out (and we don't mean their waistlines!), look for more special events, newsletters, and overall publicity coming your way.

Two Burn Center staff members recently gave presentations at the seventh annual meeting of the Mid-Atlantic Association of Burn Care Facilities, held at Saint Barnabas Medical Center in Livingston, New Jersey. Jacqueline Fenicle, R.N., B.S.N., presented a slide presentation entitled, "Family Burn Education Series: A Conceptual Approach." Judee Garrett, R.N., presented a paper entitled, "Development and Implementation of 12-Hour Scheduling in a Burn Center."

Michael Quinn, C.C.P., perfusion, presented a paper to the American Academy of Cardiovascular Perfusion recently in Scottsdale, Arizona. Quinn's paper was entitled, "Case presentation: A technique for complete aortic arch replacement using temporary circulatory arrest and profound hypothermia."

March of Dimes



WalkAmerica®

Birth defects are the number one child health problem in the country, affecting 250,000 babies each year and some 15 million Americans of all ages. The March of Dimes, through its programs of research, medical services, and education, is dedicated to fighting birth defects.

How can you help? Take a walk! On Sunday, April 28, the Lehigh Valley Chapter of the March of Dimes will hold the 14th annual Superwalk as part of WalkAmerica 85.

The Hospital Center has been challenged to participate by entering a team in the 25

kilometer Superwalk 85. The walk, which begins at 9:00 A.M., will start and end at Dorney Park.

Anyone who is interested in being a member of the Hospital Center's team should contact Janet Laudenslager in public relations at Ext. 8900. All members of the Hospital Center's team will receive a registration card and a sponsor sheet to complete, as well as a team T-shirt.

By joining in the team walk, you will accomplish two things. You will feel great as walking is terrific exercise and you will also help in the fight against birth defects.

Spring Fling

Flowers blooming, birds chirping, and the smell of fresh air -- all signs of spring! The Hospital Center also has a special way of celebrating spring -- the annual Spring Fling. And it's right around the corner.

This year's Spring Fling will be held on Friday, April 19, at the Holiday Inn West, Route 309 and 22, Allentown. Festivities will begin with a cocktail hour from 7:00-8:00 P.M. A bountiful buffet will be served from 8:00-9:30

P.M. The menu for the buffet includes:

Assorted Relish Tray
Chilled Tossed Salad
Jello Molds
Sliced Roast Sirloin of Beef
Filet of Sole
Baked Chicken
Parsley Buttered Potatoes
Broccoli Normandy
Rolls and Butter
Fruit Pies
Coffee or Tea



Following the feast, from 9:30 P.M.-1:30 A.M., you can settle back and enjoy the music. Entertainment will be provided by "T.R. and the Reflections."

If you haven't made reservations, don't hesitate another minute. Price of admission is only \$9.00 per person which includes dinner, the entertainment, plus beer, wine, and soda all evening.

Reservations are available through the public relations department.



3C Unit Display

The staff of 3C celebrated February in a very special way. As part of Heart Month, the 3C staff created a unit display to reinforce patient education and to remind staff about the value of good health habits to prevent heart disease.

The display included numerous posters and a collection of heart models.

Congratulations on a job well done!



Above are two of the posters displayed by the staff of 3C as part of their celebration of Heart Month in February.

Child Care Center reduces drop-in rates

Effective March 5, drop-in rates at the Child Care Center have been reduced from \$2.25 per hour to the standard contracted rate. Based on an eight hour day, the standard contracted rate is \$9.45 per day or \$6.30 for a half day for children 18 months or older. For children under 18 months, the contracted rate is \$12.60 per day or \$8.40 for a half day. Drop-in service is based on a 4-hour minimum charge and is dependent upon space availability.

A new benefit has also been added. Drop-in service is now available to employees at times when they are not working or on hospital-related business. However, all children must be registered in advance.

The Child Care Center is open to all Hospital Center employees. For more information on rates and scheduling, contact the Child Care Center at Ext. 8969.



Flight Team Training Program Held

As part of the flight team training program, Constance Molchany, R.N., B.S.N., CCRN, clinical instructor, ACU/PCCU (second from left), demonstrates the use of a pulmonary artery catheter to Leslye Kappauf, R.N., C.E.N., emergency department (left), Timothy Hickey, R.N., emergency department, and Patty Kaercher, R.N., former shock/trauma unit staff nurse.

Specialized training is necessary for nurses, physicians, emergency medical technicians, paramedics, and respiratory therapists engaged in or preparing to become involved in transporting critically ill or injured patients by air.

To enable those individuals to learn the basic skills and health care information needed, a flight team training program was sponsored by the Hospital Center. The program, one of the first of its kind which stressed the aviation aspect, was open to eligible individuals throughout the country. The program was developed by Eileen Pozzi, R.N., C.E.N., flight crew coordinator, and Eileen M. Sweeney, R.N., M.S.N., C.E.N., emergency department and flight operations clinical specialist.

The program was held in two two-week modules from

January 7 through February 1. Practical experience and classroom instruction were included in the program with presentations given by several Hospital Center staff members.

Constance Molchany, R.N., B.S.N., CCRN, clinical instructor for the acute coronary care unit and progressive coronary care unit, presented pulmonary artery pressure monitoring techniques. Jan Stahler, R.N., M.S., clinical instructor for the open heart unit, reviewed application of the balloon pump in relation to flight situations. Concepts of ventilator therapy, effects of flights on the body system, and inhalation injuries were discussed by Eric Bakow, M.A., R.R.T., associate technical director of respiratory therapy.

Also included were presentations by Richard

Frazer and Lach Brown, MedEvac pilots, regarding introduction to helicopters, helicopter safety, radio communication, aviation concerns, and weather and map reading. Douglas L. Deutsch, E.M.T., and Richard Kuklentz, R.N., B.S., E.M.T., both flight paramedics, discussed accident scene assessment for hazards and extrication principles, and Pozzi reviewed physical requirements and safety concerns for flight crew members.

Funding for the program was made available through a grant from the Dorothy Rider Pool Health Care Trust.

You Too Can Be A Trauma Alert

Trauma alert - ETA five minutes. That call for action has become a very familiar part of the daily routine here at the Hospital Center. On the average, we hear it a couple of times each day.

And each time we hear it, we know that for someone, the unexpected has suddenly happened. What was supposed to happen to the other guy has happened to them.

As a Trauma Center, we see on a daily basis what happens to "the other guy" when the unexpected occurs. Unfortunately, we have also seen that we too can be "the other guy."

Statistically, at least 20 of us will be killed or seriously injured in traffic accidents during 1985. The emotional cost to all of us will be enormous. And the dollar cost to the Hospital Center will be large.

Employee traffic injuries have cost the hospital well over \$38,000 during the past few years. Fatalities have cost in excess of \$85,000.

It doesn't have to be that way. Traffic experts estimate that the use of seatbelts would eliminate half of the traffic fatalities each year and 65% of the serious injuries. So on November 19, 1984, the Hospital Center launched a seatbelt campaign.

The goal? To get at least 90% of us wearing our seatbelts on a regular basis by May 30. If we can achieve that goal and maintain it for two months, every employee will get to choose a free gift from a catalogue containing over 100 items. Included in this catalogue, which you will receive in the mail by April 15, are things like coolers, briefcases, suitcases, duffel bags, and cameras.

Expensive you say? Sure it's going to cost the Hospital Center some money. But it costs a lot less than what

we're already spending because of traffic related injuries. And if it gets us all wearing seatbelts, it's well worth the expense. The savings both emotionally and financially will be tremendous.

When the seatbelt campaign was launched, members of the safety committee conducted a series of presentations in the auditorium to explain the

program. Because the kick-off took place during the holiday season, quite a few of you were on vacation and missed these presentations.

A number of you have asked that these meetings be repeated. It will give you a chance to get more information about the program and to get an update on how the program is doing.

In response to these requests, meetings about the seatbelt program will take place:

Monday, April 1: 9:00-11:00 A.M. - Auditorium
1:00-3:00 P.M. - Auditorium
7:00-9:00 P.M. - Cafeteria Annex

Tuesday, April 2: 2:00-4:00 A.M. - Auditorium
8:30-10:30 A.M. - Auditorium
1:30-3:00 P.M. - Auditorium
7:00-9:00 P.M. - Cafeteria Annex

Wednesday, April 3: 2:00-4:00 A.M. - Auditorium
9:00-11:00 A.M. - Auditorium
1:30-3:00 P.M. - Auditorium
7:00-9:00 P.M. - Cafeteria Annex

Thursday, April 4: 2:00-4:00 A.M. - Auditorium
8:30-10:30 A.M. - Auditorium
1:00-3:00 P.M. - Auditorium
7:00-9:00 P.M. - Conf. Dining Room



Hospital Center employees who wear their seatbelts receive carnations from members of the safety committee as part of the seatbelt campaign.



PARKING and TRAFFIC CONTROL

Due to the continuous growth in the number of employees, increased use of services, and a high patient census, there has been an increasing amount of pedestrian and vehicular traffic. The Hospital Center has taken steps to try to reduce traffic problems which exist on the hospital campus.

Speed Bumps

In an effort to reduce speeding on hospital property, speed bumps were installed at stop signs along the driveway in December, 1984. According to engineering, the speed bumps were designed and constructed in accordance with generally accepted engineering specifications. Vehicles will not be damaged by the speed bumps if drivers use caution and come to a complete stop.

Unfortunately, a hazardous condition has been created by a few people who are attempting to avoid the speed bumps by driving around them. This problem will be evaluated over the next few months. If necessary, the speed bumps will be extended across both lanes. It is hoped this will not be necessary as everyone will encounter more speed bumps because of the few people who are trying to avoid them.

A Guide to Parking

Depending on the time of day you arrive at the Hospital Center, parking spots may be at a premium. In an effort to improve the parking situation, employees should park in those areas designated for them.

Main Parking lot -
Employees may park anywhere in the main lot with the exception

of metered spaces and spaces designated for other uses such as the handicapped. Each employee must display a parking permit on his or her rear view mirror.

Medical Office Building (MOB) lot - This lot is for Hospital Center and physicians' employees who occupy the Medical Office Building as well as MOB patients. Hospital Center employees must display a parking permit as well as a red logo sticker on their rear view mirror. Physicians' employees must display a parking permit and blue logo sticker on their rear view mirror. Employees located in the MOB may park in the last three rows of this lot. The first three rows are for patient use only.

Physicians lot - This lot is mainly for physician use and is accessible only by an authorized "entry" card. The back rows of this lot may also be used by allied health professionals, the shock/trauma unit staff on the 7:00 P.M.-7:00 A.M. shift, and emergency department staff members who work from 3:00 P.M.-7:00 A.M. Everyone using this lot must display a parking permit.

Engineering lot - This lot is to be used by authorized engineering personnel only. Anyone using this lot must display a parking permit and a yellow logo sticker.

General Services Building (GSB) lot -
The GSB lot is to be



Could this mobile parking deck be the answer to our parking problem?

used by employees who work in the GSB. Those using the lot must display a parking permit and either a yellow or green logo sticker.

Child Care Center lot - Five of the seven spaces in this lot are for loading and unloading children only and no longer for Child Care Center employees. The remaining two spaces are for authorized Child Care Center employees who must display a parking permit and blue logo sticker.

3-11 lot - This lot is for middle shift

employees only. It opens at 12:30 P.M. Everyone using this lot must display a parking permit.

West lot - This newly constructed lot is located behind the 3-11 lot. This is open to all employees. Everyone using this lot must display a parking permit.

Salesmen's slots - These are to be used by salesmen who stop at the GSB when they are on hospital business. Employees are not permitted to park in this area.

Anyone who needs a

parking permit or logo sticker, should contact the security department at Ext. 8220.

New Access Road

To relieve some of the congestion at the Hospital Center's main entrance on Cedar Crest Boulevard, a new access road was constructed to the west of the hospital. The new access road, which opened in December, 1984, is accessible from the south on Fish Hatchery Road and East Texas Road. From the west, the new road is accessible from Route 222 via Kressler Road or Hillview Road.

Benefit Spotlight

FOR YOUR INFORMATION...

...We have received many inquiries regarding participation in the Miller Memorial Blood Bank. Remember, you are not a member unless you signed an enrollment card. Also, if you or a family member use blood, you must contact the Recruitment Office (Ext. 8800) to let them know the number of pints used. There will be a blood drive on May 7, 1985. More information about the blood drive will be included in the next issue of Update.

YOU SHOULD KNOW...

...The Prudential claims department has notified us that they have received an unexpected number of claims in recent weeks. Although they are finding it difficult to keep up with their promised 10-14 day turnaround time, they have assured us the situation is temporary. If you submit a claim within the next month or two and do not receive a response within three weeks, contact either Prudential (1-443-4458) or Pam Oser in Recruiting (Ext. 8800) to insure your claim is being handled promptly.

BENEFIT HOTLINE...

...Don't forget, a hotline is available for benefit related issues. If you have any questions regarding benefits, call Ext. 8801.

IN THE NEXT SPOTLIGHT...

...An update on Flexible Benefits and where we stand.

...Integration of benefits between The Allentown Hospital and the Hospital Center.

...New shorter and easier health insurance claim forms (the information was not received in time for this issue).

...And more.

May Daze

March winds bring April showers. April showers bring May flowers -- and May Daze! And believe it or not, it's only a month away.

This year, May Daze will be held on May 17, 18, and 19. The proceeds from this year's festival will help to support the laser surgery program.

As in previous years, all types of books are needed. A book barrel is located in the main lobby of the Hospital Center for book deposits.

Raffle tickets are again being sold in the main lobby. Ticket donations are \$1.00 each or 6 for \$5.00 and the prizes include:

- . Handmade quilt
- . Needlepoint pillow
- . Afghan
- . \$50.00 gift certificate for the Tree Top Shop
- . Gift certificate for Walp's Restaurant
- . Gift certificate for the Pennsylvania Restaurant

A new feature this year will be the May Daze Auto

Tent Sale put on by the Automobile Dealer's Association of the Lehigh Valley. Over 500 cars will be on display at the festival. You may see the car of your dreams!

Volunteers are needed for all phases of May Daze. Anyone interested in helping on any of the committees or at May Daze should contact the committee chairperson or sign up in the volunteer services department.

May Daze Committee
Chairpersons for 1985

General Chairman - Helen Hallock, 437-4719

Co-Chairman & Grounds - Joan Mayo, 395-5558

Finance - Carol Smith, 820-4007

Information - Marge & Howard Wiley, 435-8652

Special Events - Anne Gerras, 282-3334(h), 967-5171(w)

Publicity - Diana Gottshall, 432-4921(h), 967-5171(w)

Ruth Hall, 767-4341



Baked Goods - Betty Spooner, 967-3925

Raffle - Mary Maio, 432-3840

Books - Jayne Crites, 770-0228

Dinner-Brunch - Eleanor Anderson, 868-6709

Children's Tent - Lois Reedy, 395-5781

Penny Candy - Pat Bausman, 395-5946

Food Vendors - Judy Mellman, 433-2499

Coke Trailers - B.J. Petersen, 395-2574

Jane Martindell, 395-9136

Plants - Mary Ann O'Connor, 432-9298

Flea Market - Charlotte Mann, 433-7045

Crafts - Paulette Zundel, 395-9259

Dunking Machine - Linda Folger, 776-8252



THE CENTER WELCOMES

To Admitting
Julia Whiteley

To Cardiac Catheterization
Lab
Annette Edelstein

To Heart Station
Christy Furjanic
Malvina Goodwin
Anne Hoppes
Kelly Knight
Janice Natrin

To Housekeeping
Randy Gillespie

Patricia Wolfe
To Laboratory
Linda Pflueger

To Mailroom
Debra Kerchner

To Nursing Services
Kim DeLuca
Catherine Gallagher
Yvonne Henry
MaryAnn Kachurak
Elizabeth Kemler
Pamela Lackman
Jane Motto
Lisa Petronio
Beverly Pfenninger
Carol Senavitis
Theresa Tews
Nancy Velazquez
Pornpun Virojanapa
Kathie Wallace

To Pharmacy
Sandra Ressler

To Planning
Gail Evans
Richard Holt

To Public Relations
Cindy Rappoport

To Radiology
Daunissa Hotmer
Valerie Hunsicker

To Respiratory Therapy
Lisa Doney

To Secretarial Pool
Carolyn Rees

To SPD
Charles Loehr

To Telecommunications
Lynn Knauss

Welcome Back
Janet Fisher - Nursing
Services
Linda Heist - Short
Procedure Unit

Reduction in Force Policy Developed

As you know, the Hospital Center is committed to providing continuous employment for its regular employees. A high level of importance is placed on maintaining a stable work force as a vital part of the overall employee relations program. Stability is also necessary for the delivery of quality patient care for which the Hospital Center is known.

Since the hospital's beginning, we have been fortunate in that there has never been a need for layoffs. In fact, during the past year, a time when many hospitals have been struggling to fill beds, the Hospital Center has maintained a steady occupancy rate. For the first eight months of FY 85, the Hospital Center's average occupancy rate has been 81%.

With this in mind, the Hospital Center does not foresee a layoff or a reduction in the work force. The same is true at The Allentown Hospital.

However, although it is unlikely the policy will ever be needed, both hospitals felt it would be a good idea to have a layoff/reduction in force policy on the books. So one has been developed.

The initial draft of the policy was developed by the personnel department, and distributed at the February 12 department head meeting. In turn, department heads were asked to share the information with their staff for input.

The reduction in force policy was discussed at the February 26 staff meeting which resulted in few changes to the policy. After approval by department heads and the Management Committee, the policy was distributed on March 20 to be included in the Policy and Procedure Manual.

Pool Trust

In keeping with its commitment to provide superior health care to the residents of the Lehigh Valley, the Dorothy Rider Pool Health Care Trust Board of Directors recently awarded funding to four new programs.

The Work/Study Program, which has been in operation here at the Hospital Center since 1976, has received another year's funding. This 12-week summer session allows health care students to gain valuable hands-on experience in their chosen fields of study.

While the benefits to the students are obvious, other beneficiaries of the Work/Study program include the hosting health care facility, and the surrounding

community. The program facilitates the recruitment of highly-qualified personnel by selecting outstanding students for this summer session, with the possibility of full-time employment upon graduation. And, as always, the Lehigh Valley benefits from such programs by receiving the best in health care.

A one year grant has been awarded for the Alverta Stichter Fellowship, allowing Alverta Stichter, R.N., M.S., assistant administrator, to complete her dissertation toward attainment of a Ph.D. in Urban Affairs and Public Policy from the University of Delaware. Stichter is investigating nursing costs per DRG (Diagnostic Related Group) using a patient acuity-based methodology. This topic is currently of major national interest, and

the results of her research will aid our hospital, as well as other regional hospitals, in understanding how to financially maximize patient care.

The Teacher-Practitioner-Researcher Program will blend the activities of education, practice, and research within nursing to enhance the education of nursing students and to improve patient satisfaction with nursing care. Hospital clinicians, practitioners, and college faculty members will exchange responsibilities so that each will function in an appropriate role within the other's institution. For instance, a college faculty member will function as a clinical specialist at the Hospital Center in exchange for the

Pool

Continued From Page 9

teaching services of one of our medical-surgical clinical instructors. Two area colleges and three area health care agencies will participate in the program through shared or joint appointments, with the intention of closing the gap between nursing service and nursing education.

Finally, and most recently, an Employee Assistance Program was approved and granted funding. This program will provide counseling to Hospital Center employees who are experiencing personal problems which may affect job performance. It allows for early intervention with a counseling service that is backed by the Hospital Center.

Employee Assistance Program

As part of a continuing effort to provide a comprehensive and sophisticated employee health care package, a new program will be available to all employees and their families by mid-spring. The Employee Assistance Program (EAP), which recently received pilot funding from the Dorothy Rider Pool Health Care Trust, is designed to provide assistance to employees of the Lehigh Valley Hospital Center and The Allentown Hospital who are experiencing personal problems which may affect their job performance.

The program will function as an information and referral center for those individuals who seek professional help. Counselors will be available for problem-assessment and short-term therapy. If the counselor or individual feels that therapy beyond five sessions is needed, the individual will then be referred to a community agency or private practitioner.

The development of an Employee Assistance Program is the result of combined interest on the part of the EAP Advisory Committee and the Employee Relations Panel. Both hospital groups identified a national trend toward employers promoting all aspects of employee health, emotional as well as physical.

In the past, informal counseling was available by seeking guidance from several departments at the Hospital Center. The EAP offers a centralized program with policies designed to aid individuals in seeking appropriate help.

One of the most important aspects of this new program is the absolute privacy for employees throughout the entire process. This confidentiality is insured in several ways.

An outside counseling agency will be contracted to perform all functions associated with this service. This way, an employee seeking help does not have to confide in a fellow employee, if they so choose. In addition, the counseling service will be located off-campus to provide further privacy. Finally, records will not be available to anyone outside the counseling center.

While this program will function outside the hospital walls, the EAP Advisory Committee will maintain a supervisory position by advising the counseling service in several areas. Headed by Joseph Vincent, M.D., critical care medical director, the committee includes representatives from both HealthEast hospitals in the areas of personnel, social services, pastoral care, psychiatry, the Wellness Center, and employee health. The committee will oversee matters concerning personnel policies as they relate to an employee assistance program, marketing the program, and orienting managers as to how to help their staff utilize the counseling service.

Results from the latest employee relations survey indicate that, of those who responded, 77% felt that employees would utilize a counseling service if made available. With that in mind, the Employee Assistance Program will undoubtedly provide a much-needed confidential counseling service for a great many of our staff members.

POOL TRUST REACHES \$10 MILLION MARK

A major milestone has been reached by the Dorothy Rider Pool Health Care Trust. With the recent approval of the Employee Assistance Program, more than \$10 million has been committed to a variety of programs since the inception of the Pool Trust in 1976. It is a milestone that we are proud of, one that warrants a closer look at the kinds of programs the Pool Trust has sponsored in the past, and what to expect in the future.

This \$10 million mark represents a broad spectrum of programs that have been developed to insure that the citizens of the region receive the superior health care that Leonard Parker Pool intended to facilitate with his health care trust.

Three types of grants have been awarded by the Pool Trust in the past. They are innovative/developmental proposals, general proposals, and fellowship proposals. They all have provided resources for continuing medical and general education; innovative medical, surgical, and nursing programs; public health and prevention education; and emergency medical services programs; all of which mutually benefit the hospital as well as the community at large. It is clear that, without the funding from the Pool Trust, many of these progressive and responsive programs would not be available, and health care in the Lehigh Valley would not be what it is today.

The future of regional health care also depends on new programs that will ultimately receive funding from the Pool Trust. Edward Meehan, executive director of the Dorothy Rider Pool Health Care Trust, would like to see proposed programs in the areas of health promotion, technological feasibility studies, health care systems development, and medical education. Meehan sees future trends in health care emphasizing nursing care, chronic disease management, health care for the elderly, and work site health promotion. Programs in these areas would undoubtedly keep our institution in the forefront of modern health care.

CHANNEL 10 FEATURES TRAUMA CENTER

The Trauma Center was one of the featured segments on "Cherie Bank's Health Watch," a television special which was aired on Tuesday, March 5. The program was shown on WCAU-TV, Channel 10, Philadelphia.

As the only state-designated trauma center in Pennsylvania, the Hospital Center was chosen to demonstrate the need for trauma centers in the Philadelphia area.

The segment on trauma centers included a brief interview with Michael Rhodes, M.D., chief of the division of trauma at the Hospital Center. The segment also demonstrated the organized team work needed to respond to traumas, with footage of trauma patients being treated in the Hospital Center's trauma resuscitation room and shock/trauma unit.

In Memory of

Carl H. Frehulfer
1900 - 1985

*There is a plan far greater than the plan you know;
There is a landscape broader than the one you see.
There is a haven where storm-tossed souls may go-
You call it death-we, immortality.*

*You call it death-this seeming endless sleep;
We call it birth-the soul at last set free.
'Tis hampered not by time or space-you weep.
Why weep at death?' 'Tis immortality.*

*Farewell, dear voyageur-'twill not be long.
Your work is done-now may peace rest with thee.
Your kindly thoughts and deeds-they will live on.
This is not death-'tis immortality.*

*Farewell, dear voyageur-the river winds and turns;
The cadence of your song wafts near to me,
And now you know the thing that all men learn:
There is no death-there's immortality.*

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