

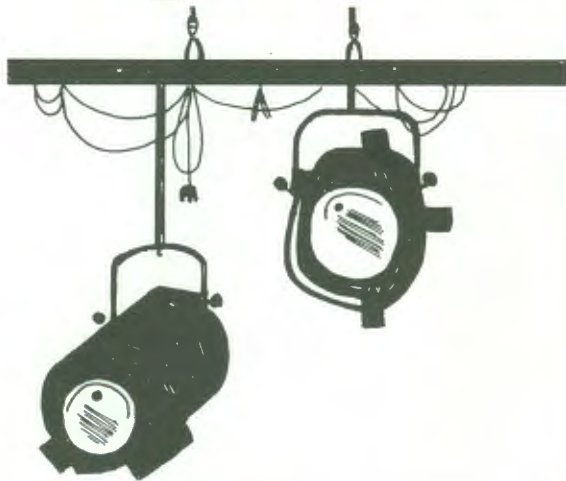


update

Vol. 8, No. 6

May 21, 1985

Lights, Camera, Action . . .



Cameramen for Biocom, Ltd., the production company who filmed a documentary on organ donor hospitals here at the Hospital Center, focus their camera on model Penelope Hersh, who was hired to represent the donor patient in the film. Shock/trauma unit nurse, Mary Arndt, R.N., B.S.N., acts out her role as she would care for such a patient.

...a phrase that was heard around the Hospital Center quite a bit during the last two weeks in April. No, it wasn't Steven Spielberg directing his latest extraterrestrial extravaganza. However, it was serious film-making right here at the Lehigh Valley Hospital Center.

A New York film producer chose our hospital as the focus of his documentary film dealing with organ donation as it effects hospital personnel.

Because many of our patients are victims of fatal head injuries, healthy organs become available for donation quite frequently. We work very closely with the Delaware Valley Transplant Program, Philadelphia, in coordinating the donation of these healthy organs to those who so desperately need them. It is this involvement with the transplant program that prompted Kenneth Youngstein, producer, to select our hospital for his film.

The film will feature many of our staff members discussing their feelings about organ donation. It will be distributed to thousands of hospitals nationwide to be used in nursing and medical education.

To tell the story of hospital employees who become involved with an organ donor, the film focuses on one recent donor patient and those staff members who were directly involved with the patient and her family. The story begins with the MedEvac flight crew who transported the patient to the hospital, and continues with the nurses, physicians, and chaplains who were touched by the circumstances surrounding the organ donation.

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Much time was spent talking with nursing and medical personnel in the emergency department, shock/trauma unit, and operating room. In addition, two chaplains from pastoral care were interviewed to gain their perspective on counseling the grieving family.

Assuming the finished product is a representation of the six days and nights the film crew spent here capturing our involvement in the organ donation process, the film should make a poignant statement about the feelings of staff members who are touched by organ donors and their families.

Departments Relocate

Due to the ongoing space shortage at the Hospital Center, a few departments have been relocated off-campus.

On April 15, the planning and marketing departments, previously located in Suite 1100 of the Medical Office Building, moved to Suite 212 of Liberty Square Medical Center. The individuals affected by the move include:

Edward M. Hindin, senior vice president, planning and marketing, HealthEast, Ext. 8606

Shirley A. Bartley, vice president, planning, HealthEast, Ext. 8606

Pasquale J. Costa, vice president, marketing, HealthEast, Ext. 8694

Richard W. Holt, analyst, HealthEast, Ext. 8606

Donna S. Strauss, Pool Trust program planner, Ext. 8693

Gail A. Evans, secretary to vice president, planning, HealthEast, Ext. 8606

Pamela J. Tapler, secretary to Pool Trust program planner, Ext. 8693

Patricia J. White, secretary to senior vice president, planning and marketing, HealthEast, Ext. 8606

Denise Yodis, staff assistant to vice president, marketing, HealthEast, Ext. 8694

Also affected by the move were Phillip DiChiara, vice president, HealthEast, and Mary Lou Cressman, secretary to vice president, HealthEast. DiChiara had been located in the Hospital Center's public relations department. Both DiChiara and Cressman can be reached at Ext. 8495.

All mail for the individuals listed above should be addressed to Liberty Square Medical Center.

On April 25, the clinical programs office and classroom, previously located in the General Services Building, moved to the second floor of 1120 S. Cedar Crest Boulevard.

Individuals affected by the relocation include:

Alyson J. Breisch, R.N., B.S.N., director, clinical programs, Ext. 8288

Diane Carpenter, R.N., B.S.N., director, formal programs, and assistant director, clinical programs, Ext. 8288

Yvonne Troiani, R.N., B.S.N., coordinator, clinical programs, Ext. 8289

Jan Stahler, R.N., M.S., coordinator, clinical programs, Ext. 8289

Phyllis Mullen, secretary, clinical programs, Ext. 8287

Diana Collins, secretary, clinical programs, Ext. 8287

All mail for these individuals should be addressed to clinical programs office.

CONGRESSMAN RITTER ON TOUR

Anyone who spends any amount of time at the Hospital Center quickly sees that we are very different from many other hospitals across the country. And because what we do and how we do it are so different, our needs are different.

Unfortunately, not everyone gets a chance to see these differences. As a result, some of the healthcare legislation passed by Congress seems to be based on an attitude that all hospitals are created equal.

Well, all hospitals are not

created equal. And on April 12, managers and staff members at the Hospital Center had an opportunity to highlight that fact for at least one congressman.

That was the day when Congressman Donald Ritter, our representative in Pennsylvania's 15th District, toured the Hospital Center. And he got an eye full.

The day began with a meeting which included Ritter, Ellwyn Spiker, president, David Buchmueller, president of HealthEast, Edward Hindin, senior vice

president, planning and marketing for HealthEast, and Michael Thompson, chairman of the Hospital Center's Board of Directors. This meeting gave us a chance to present Ritter with information and our concerns about a variety of healthcare issues currently before Congress.

Following the meeting Ritter spent about three hours on a tour which included stops in the emergency department, MedEvac, pulmonary function, the heart station, the shock/trauma unit, the open heart unit, the recovery room, catheterization lab, nuclear medicine, medical records, and the volunteer station.

During the tour, Ritter spent considerable time speaking with staff members; listening to explanations about what we do, how we do it, and what makes us different. He also asked staff members for their opinions about numerous healthcare issues.

At a luncheon in the board room following the tour, the hospital's management team gathered to provide Ritter with further information about the Hospital Center and insight about the healthcare issues facing us today.

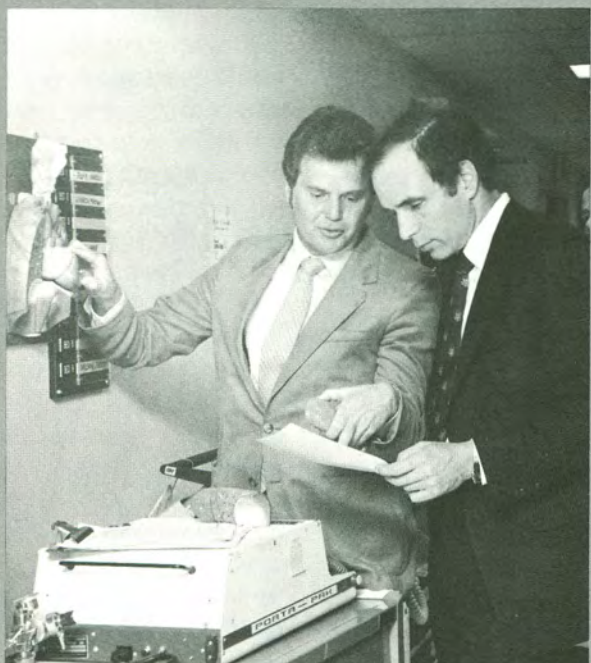
The day came to a close with a rather vivid demonstration of the Hospital Center's capabilities. During the luncheon, a trauma alert was called. Ritter quickly finished his lunch and responded to the alert.

MedEvac swooped in and the trauma team sprang into action. Ritter watched the entire sequence and walked away very visibly impressed.

From comments Ritter made during the tour and from comments he has made in the community since the tour, we now know that our congressional representative does not believe all hospitals are created equal.



Congressman Ritter meets Colleen McLaughlin, cardiac registrar, in medical records during his tour of the Hospital Center.



F. Geoffrey Toonder, M.D., cardiothoracic surgeon, explains open heart procedure to Ritter.

A Minute Invested . . . A Lifetime Returned

As you may have read in the April 16 issue of *Update*, the week of April 21-27 was designated as National Organ Donation Awareness Week.

To increase public awareness of the importance of organ donations in our area, the Hospital Center in cooperation with the Delaware Valley Transplant Program, hosted a press conference. The press conference was held at the Hamilton Plaza on April 23.

Participants at the press conference included Donald H. Gaylor, M.D., chairman of the department of surgery, at the Hospital Center and The Allentown Hospital, and Judy Eyer, senior transplant coordinator, Delaware Valley Transplant Program. Gaylor stressed the importance of organ donations and confirmed the Hospital Center's commitment to the program. Eyer, who acted as moderator for the press conference, stressed the growing need for organ donations and explained how the transplant program works.

Other guest speakers included several organ recipients from the Lehigh Valley area. They related their experiences while waiting for life saving organs.

Carol Mayes, paramedic coordinator for the City of Allentown, also presented a proclamation from Mayor Daddona.

In appreciation for the Hospital Center's commitment to the organ donation program, the Delaware Valley Transplant Program hosted a reception for members of the Hospital Center family. The reception was held on April 23, from 5:00-7:00 P.M., in the cafeteria annex.



Pictured above, Judy Eyer, senior transplant coordinator for the Delaware Valley Transplant Program, speaks at a press conference sponsored by the Hospital Center and the Transplant Program during National Organ Donation Awareness Week.



Wendy Donato (left), transplant coordinator for the Delaware Valley Transplant Program, chats with members of the shock/trauma unit staff during a reception sponsored by the Transplant Program during National Organ Donation Awareness Week. Staff members include (left to right) Kathy Turner, R.N., B.S.N., Brenda Hay, R.N., B.S.N., Polly Preston, R.N., and Susan Beers Conover, R.N., B.S.N.

Clifford G. Vernick, M.D., chief of the division of orthopedic surgery at the Hospital Center, was recently named Vice-Regent of the Allentown area for the International College of Surgeons.

Vernick received his undergraduate degree at Harvard University and his medical training at Tufts University. A founding member of the Arthritis and Rheumatism Society of the Lehigh Valley, Vernick is a past president of the Lehigh County Medical Society. He is also past president of the medical staffs of both The Allentown Hospital and the Hospital Center.

Currently, Vernick is a member of the board of HealthEast Enterprises.

Three Hospital Center staff members will be participants at an upcoming national conference on June 6 and 7.

Mary Ellen Beideman, R.N., B.S.N., nurse epidemiologist, Jeffrey E. Burtaine, M.D., director of the Wellness Center, and Rose E. Haas, R.N., employee health nurse, will be part of the faculty of "Hospital Employee Health - '85" to be held in Dallas, Texas.

Some of the topics of the conference include a presentation given by Beideman and Haas, who will discuss how to implement practical hepatitis B prevention strategies.

Burtaine will present a case study of profitable programs including wellness activities, physical screenings, and health treatment and maintenance programs.

The development of a wellness program and how it can become a revenue

producer for hospitals will also be presented by Burtaine and Haas.

The conference is targeted toward employee health directors and nurses, infection control practitioners, risk managers, safety directors, physicians, hospital epidemiologists, nursing managers, and administrators.



Mark A. Gittleman, M.D., F.A.C.S. (left), discusses the history and treatment of breast cancer at a program held at the YWCA. Maryann Krobath, L.P.N., 6A staff nurse, and John A. Altobelli, M.D., F.A.C.S., look on.

John A. Altobelli, M.D., F.A.C.S., and Mark A. Gittleman, M.D., F.A.C.S., were recent speakers at a program entitled "Mastectomy and Its Alternatives and Breast Reconstruction" held at the YWCA in Allentown. The program was hosted by Encore, a post-operative exercise program for mastectomy patients sponsored and funded by the YWCA.

Altobelli, a plastic surgeon, and Gittleman, a general surgery specialist, are both members of the medical staffs of the Hospital Center and The Allentown Hospital. Maryann Krobath, L.P.N., Hospital Center staff nurse on 6A and Encore specialist, was moderator for the program.

As part of the program, Gittleman discussed the history and treatment of breast cancer. "Because the cause of breast cancer is not known, there is no single way to best treat this lethal disease," Gittleman noted. Due to the introduction of the radical mastectomy during the 1920's and radiation therapy in the 1960's, reoccurrence of cancer in these patients has been drastically reduced. Because of the modern treatment available today, the survival rate of these patients is better than 90%.

Altobelli described his role with mastectomy patients as one of "making the patients feel better about their looks. The general surgeon has already saved the patient's life." Breast implants and reconstruction are actually the physician's way of "fooling" the viewer. The plastic surgeon strives to reconstruct the breast in the simplest way possible using the patient's available tissue.



This year, Memorial Day will be observed on Monday, May 27. And usually when we think of Memorial Day, many of us think of picnics, family gatherings, and the beginning of summer. With the upcoming holiday only a few days away, many of us are digging out our suits for the first day of the swimming season. What could be more refreshing than a dip in the local swimming pool on a hot day? Before you take that first dive, stop and think -- Feet First First Time.

Feet First First Time is a spinal cord injury prevention program which was recently introduced into the area by Harry W. Stephens, Jr., M.D., one of the five

Hospital Center's neurosurgeons.

Throughout the United States, cervical spinal cord injury occurs at a rate of over 10,000 new cases per year. Traffic accidents are the leading cause, accounting for 30-50% of all such injuries. However, because of the popularity of active water sports, diving accidents are running a close second. Most diving accidents are preventable. However, prevention of spinal cord injury is a concept which is much easier to discuss than to put into practice.

To promote public awareness regarding the prevention of spinal cord injuries, the Feet First First Time program was started in the Pensacola area of northwest Florida in the summer of 1980. The program has been extremely successful in reducing spinal cord injuries resulting from diving into shallow, unknown waters.

Feet First First Time uses a graphic representation of a character jumping to emphasize the message. This artwork is displayed on flyers and T-shirts which are designed to appeal to the group most at risk for this type of injury -- very active teenagers and young adults.

The Hospital Center's Trauma Center had endorsed Feet First First Time as part of its trauma prevention program. Flyers and information about the Feet First First Time program are available to anyone interested in spreading the word about this program. T-shirts are also available. To obtain flyers, T-shirts, and details on how you can participate in the program, contact the public relations department at Ext. 8900.

Just remember, before you take that first dive -- Feet First First Time.

Secretaries – they are a special “type”

This year, Secretaries Week was celebrated April 21-27. Although it has come and gone, it has not been forgotten.

Here at the Hospital Center, there are 68 secretaries, the "unsung" heroes of daily business life. They type letters and memos, answer phones, take dictation, schedule appointments, file, read, run errands, remember, and so much more. And without them, this hospital like any other business could not function.

At times, secretaries do not always receive the recognition they deserve. However, in talking to a number of Hospital Center secretaries, they were remembered during Secretaries Week. Many of them received flowers and were treated to lunch -- a sure sign that they are appreciated.

We would like to take this opportunity to express our appreciation to you, the secretaries, for a super job!

Recreation Committee News

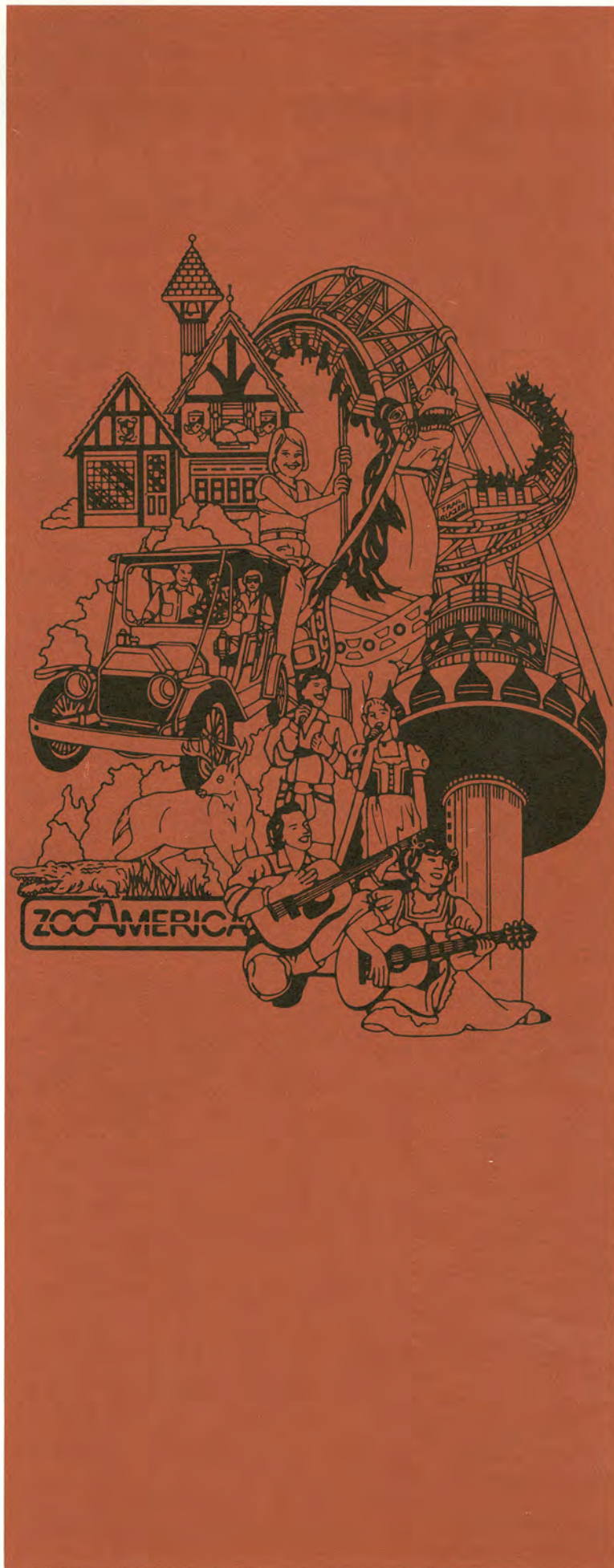
Do you want to do something exciting on your day off? Why not visit one of the popular amusement parks! If you're interested, the Recreation Committee has received discount plans for Dorney Park, Great Adventure, and Hershey Park.

Fun Finders Club Cards are available for Dorney Park. This card entitles you and your family to purchase an all-day ride pass at the park for \$7.50 weekdays (a \$2.00 savings), or \$8.50 weekends and holidays (a \$1.00 savings). When the new Wildwater Kingdom opens this summer, the card can also be used to purchase a combination Dorney Park & Wildwater Kingdom Pass for \$13.95 on weekdays (a \$3.00 savings), or \$14.95 weekends and holidays (a \$2.00 savings).

Great Adventure has two programs this year. Theme park tickets are available for \$11.00 (a \$3.79 savings). Combination safari and park tickets are available for \$11.85 (a \$4.00 savings). For each ticket purchased, you will receive "Bonus Bucks", over \$25.00 worth of coupons for food, games, and merchandise. If you don't want to buy tickets in advance, you can use a Fun Seekers Club card. This card will save you \$2.00 on each combination or theme park ticket you buy at the park. Bonus tickets are also available for use with the Fun Seekers Club cards. When you buy three admission tickets at the park and present the bonus ticket along with the Fun Seekers Club card, you receive the fourth ticket free. Children 3 years and under are admitted free.

Discount tickets are also available for Hershey Park. Adult ticket prices are \$11.25 each (a \$3.25 savings), and junior tickets (ages 4-8) are \$9.50 each (a \$2.00 savings). Children 3 years and under are admitted free.

For information on any of the discount programs, contact the public relations department at Ext. 8900.





THE CENTER WELCOMES

To Business Office
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To Laboratory
Mary Biddle
Joyce Nolte
Molly Wukitsch

To Materials Management
Mary Ann Linde

To Medical Records
Kathleen Wonderly

To Nursing Services
Linda Fiorito
Tania Kincaid

To Utilization Review/
Discharge Planning
Carolyn Trauger

Buckle Up Baby

Effective January 1, 1985, state law requires children riding in cars to be properly restrained in a car seat. The law requires children under one year of age, regardless of where they sit in the car, to be properly restrained in a car seat. Children ages four and under, who ride in the front seat of a car, must also be restrained in a car seat. The law also required children ages one to four who ride in the back seat of a car to be restrained by a regular safety belt.

To make it easier for parents, a car seat rental program is now available at The Allentown Hospital. The rental fee is very reasonable -- only \$5.00 for up to 10 months plus a \$10.00 deposit. When the car seat is returned in good condition, the \$10.00 deposit will be refunded.

Both infant and toddler seats are available. The infant seats are suitable for children up to 20 lbs. Toddler seats are suitable for children between 20 and 40 lbs. Instructions for proper restraint use will be given by a member of The Allentown Hospital staff before seats are rented.

For more information on the car seat rental program, call The Allentown Hospital's public relations department at Ext. 2581.

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