

CHECK UP

OCTOBER 2006

A MAGAZINE FOR EMPLOYEES
OF LEHIGH VALLEY HOSPITAL
AND HEALTH NETWORK

*You're on
in 5!*

*Our stars tell all
on pages 8 and 9.*





We Have an Outstanding Story

Spread the word often, and feel proud!

focus on **PRIDE**

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Empathy

Robin Koch, R.N., drops off prescriptions for elderly patients

who live near her so they don't have to go out by themselves. She checks on patients who live alone and spends time with them. It's the way she gives back to the people she cares about and cares for—her friends and neighbors inside her community.

You can read more about this story inside *CheckUp*. It's just one of thousands of inspiring, uplifting stories that happen inside our hospital every day.

Whenever we have breaking news or a significant story to tell—a new procedure to help people live cancer-free, a new facility in which to deliver care, or a new outreach program to help people less fortunate—we share the news with you first.

We always have made it a top priority to share news with people inside and outside the hospital, so you always know what we're doing and what our future will look like. Our organization's openness and transparency is unmatched, and that makes me proud.

When you want the latest information about us, you can turn to many places—most notably right here in *CheckUp*, and at the ongoing employee forums. For the technologically savvy, there are other places you can find up-to-the-minute information—on our recently redesigned Internet Web site (www.lvh.org), see page 12 for more details, and our intranet site (www.lvh.com).

To keep you informed, we created a special place on our Internet site, called LVH in Detail (www.lvh.org/indetail). There you will find many documents that tell our story about how

our care benefits the people of our community. You can read our most recent annual report, transcripts from our interviews with *The Morning Call* and our tax documents. You can also read "Caring for Our Community," our audio-visual presentation that vividly tells the story of our organization's outreach.

We have many valuable ways to communicate with you, but to tell the complete story of how we benefit our community, we need your help. Perhaps it's a reflection of our focus, or our modesty, but we often concentrate so much on the delivery of care to our community that we sometimes forget to tell our story to others.

As a result, our neighbors, friends and family members aren't always aware we give back to people who are underinsured or uninsured through our generous charity care program. They don't know about the way we give back to our cities and townships in meaningful ways, such as the fire truck we helped purchase for Salisbury Township.

These vital programs and outreach will continue into the future, and it's important for us to tell people in our community about them. So say it loud, and say it often. Take the pride you have in working here and show it to people you meet every day outside of the hospital. If you are a member of an organization that would benefit from hearing our story or viewing our community presentation, please call 610-402-CARE to make it happen. Thank you for all you do to strengthen our story of community benefit every day.

Lou Liehaber, Chief Operating Officer

Quit Smoking Together

Constant moral support makes a difference

With Feb. 19 fast approaching, Tina Kern became emotional. She felt butterflies in her stomach and tears in her eyes. “I felt like I was losing my best friend,” says the outpatient pediatrics health information management technician. Tina turned to her husband, Rob, for support. “I assured her we’d get through it together,” he says. When Feb. 19 arrived, they did just that. They quit smoking together.

Tina and Rob’s story is not unique. “Smokers are more likely to marry smokers, smoke the same amount as their spouse, and quit at the same time,” says tobacco treatment counselor Dianna Mulhern. “Married smokers successfully quit more than those who are divorced, widowed or have never married because they support each other.”

Here’s how Tina and Rob’s partnership, coupled with their involvement in our Tobacco Treatment Program, led to them becoming tobacco-free.

When Tina decided to quit, she didn’t demand that Rob follow her example. “I asked if he wanted to join me,” Tina says. Mulhern says that’s the perfect approach. “If your partner isn’t ready to quit, he won’t be successful,” Mulhern says. “Don’t be judgmental or let his decision not to quit persuade you from quitting.”

When the Kerns met with Mulhern, they set the same quit date (Feb. 19) and were given nicotine patches to use when that day arrived. Choice Plus covered the consultation and the patches for both. “The patch made a huge difference for both of us,” Tina says.

When the Kerns went home, they thoroughly cleaned their bedroom and car, two places where they frequently smoked. They removed the smell of cigarette smoke, which often triggers a craving. “It smelled nice, and we didn’t want to smoke there anymore,” Tina says.

When Rob lost a family member, he broke down and bought a pack of cigarettes. Instead of becoming upset, Tina was sympathetic. “I told him I understood what he was going through,” she says, “but that we shouldn’t be smoking anymore.” Rob realized his mistake and threw away the pack.

When the Kerns look back at the last seven months, they say they couldn’t have done it without each other and the Tobacco Treatment Program.



What’s up, Doc?—

When Tina and Rob Kern crave a cigarette, they eat a snack instead.

Not only are carrots a healthy food choice, it keeps their hands busy until the craving subsides.

You’re covered in 2007—When you and your spouse enroll in our Tobacco Treatment Program in 2007, you’ll be covered under Choice Plus. Your \$100 entry fee will be totally refunded if you haven’t smoked within a week of your six-month quit-date anniversary. To learn more, click on the smoke-free icon on the intranet at www.lvh.com or call 610-402-CARE.

Rick Martuscelli

Pamela Maurer clutches the wall with her right hand, her feet clipped onto the pedals of her track bike. Her five Valley Preferred teammates line up behind her, anticipating the start of the Corporate Challenge. The horn blares, and they descend the Lehigh Valley Velodrome.

With precision and skill, they form a straight line, following the rhythmic pace of Maurer for the first lap.

She peels away, letting Kim Procaccino and other teammates lead. Finally, Neal Stansbury, M.D., bursts to the finish. The Valley Preferred team clinches fifth place. "The race signifies the passion of our health care deliverers by day and talented athletes by night," says Laura Mertz, general manager of Valley Preferred.

The opportunity for colleagues to learn to ride a track bike and compete was made possible by Valley Preferred, an exclusive sponsor of the 2006 Professional Racing Series and long-time Velodrome supporter.

"The Corporate Challenge brings our community and area businesses together for fun and friendly competition," Mertz says. "We also share a similar philosophy with the Velodrome: to promote healthy activities, and by supporting these events, we're doing just that."

No Brakes



PAMELA MAURER

Editorial manager, marketing and public affairs

To join the Palmer Pool swim team, 7-year-old Maurer needed to swim across the pool. So, she jumped in and wiggled and splashed her way there. "People giggled," she says. But she never gave up. She chose swimming camp over beach vacations, trained with a coach who produced Olympic athletes and eventually won races.

Fast forward 28 years to the Corporate Challenge, where Maurer draws on her swimmer's resolve. "It's intimidating cycling on this steep angle with no brakes," she says. "But I was determined to overcome my fear and race."

You Asked. We Listened.

Two more fitness centers added to Culture of Wellness benefit

So you've always wanted to use your Culture of Wellness dollars to work out but couldn't fit the classes into your schedule. Or perhaps the Health and Wellness Center at LVH-Muhlenberg was too far out of your way. Now, there are more options!

As of Sept. 1, colleagues and their family members covered through Choice Plus can use their wellness dollars at the new Human Performance Center. It moved from 1243 S. Cedar Crest this summer, and is now located at 250 Cetronia Road less than five miles from LVH-Cedar Crest.

In 2007, you'll be able to use your Culture of Wellness benefit at the new Healthy You Fitness Center, too. Opening in the space formerly occupied by the Human Performance Center, it'll feature all new equipment, on-site exercise physiologists and an aerobics studio. Stay tuned for more details.

"We want you to have access to a fitness center that is convenient for you," says Mary Kay Grim, senior vice president of human resources. "Our hope is that if it's close to your work or home, you're more likely to take advantage of the benefit."

Want to Know More about the fitness center benefits? Visit the Internet at www.lvh.org/checkup or call 610-402-CARE.



SALLIE URFFER

Program coordinator, Center for Vascular and Metabolic Health

When Urffer was 9, Santa brought her a pink bike with a white basket. "It gave me my freedom," she says.

Years later after a bad personal relationship, Urffer turned to cycling again. "Riding has empowered me," she says. "I love to see how fast and far I can go." That determination wheeled her into third place in the women's individual Corporate Challenge.

Urffer, president of the Lehigh Wheelman Club, rides more than 4,000 miles a year. "The track has brought new life into my cycling world," she says. "I can't believe at 45 I'm doing this."

at 26 mph!

With just six weeks to prepare, colleagues team up for a memorable Velodrome ride

MEET THE TEAM:



ANGELO AND KIM PROCACCINO

Architect, facilities and construction and director, clinical nutrition/project manager

Kim and Angelo met while playing in the LVHNN golf league, yet their relationship grew through one of Kim's passions—cycling. "We went to a cycling camp in Majorca, Spain, a training ground for professional riders," Kim says.

But neither expected to be racing at the Velodrome. "The team needed women to race," Kim says. She signed up; so did Angelo. "Cycling is my passion," he says.

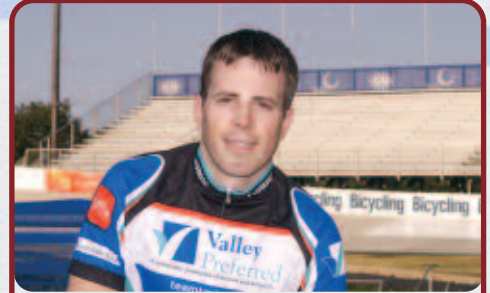


NEAL STANSBURY, M.D.

Orthopedic surgeon, Valley Sports and Arthritis Surgeons

After seeing his first road race in Los Gatos, Calif., 16-year-old Stansbury called the local bike team about joining. He then got a job at a bike shop and bought his first race bike. Within two years, he was competing at the highest level for an amateur rider—and, in his 40s, broke a world record for his age group.

He turned down a professional contract to attend medical school, but he didn't turn down the Corporate Challenge. "It's thrilling to race," he says. "The stress drifts away."



TONY HANCOCK, C.R.N.P.

Cardiac nurse practitioner

Hancock often rolls out of bed at 5 a.m. and onto his bike for a 40-mile ride. His love of cycling started in high school after competing on a relay triathlon team. "I did the swim portion and thought it was cool," he says. "I already was a runner, so I just needed to start cycling."

Once he started working full time, Hancock found it hard to train in all areas, so he focused on cycling. "Being on the track was exhilarating, like riding for the first time," he says. "I'm so grateful for the opportunity to train with other cyclists who are as passionate about cycling as I am."



RICHARD BOORSE, M.D.

General surgeon, director of bariatric surgery

When Boorse first started running more than 30 years ago, he never thought he'd run a marathon. He started with a 5K and worked his way up. Then, he competed in an Ironman triathlon (2.4-mile swim, 112-mile bike ride and 26.2-mile run).

"I do one thing outside my comfort zone each year," he says. This year he rode on the track. Because a track bike has a fixed gear, there is no coasting. "You have to keep pedaling. If you don't, the bike's momentum stops, and it's like riding a bucking bronco."

Boorse rode to first in the men's individual Corporate Challenge.



PATRICK KINCAID

Manager, Spectrum Administrators

Kincaid always loved cycling. But when he started riding in the Multiple Sclerosis 150 City to Shore Bike Tour in 1999, cycling took on new meaning. "I ride for Tania," he says about his wife, an administrative partner on MICU/SICU and PCU who has MS that caused temporary blindness.

A major sponsor of Team Tania (formed for the MS 150), Valley Preferred approached Kincaid about riding for its Corporate Challenge team. "I'm so thankful for their support. I was thrilled to wear their jersey," he says.

Interested in

cycling? Get a

Healthy You article about how to choose the right bike, join colleagues on road rides, learn about the Lehigh Wheelman Club and get details about trying out for next summer's Valley Preferred team by calling 610-402-CARE.

Kimberly Hassler

Robin's Breakfast Club Guys

She attends to their health care needs every morning—at McDonald's

The cold morning air hits Robin Koch, R.N., as she opens the door to begin another day. Even though the sun has not yet touched the horizon and she has more than an hour before her shift begins at LVH-17th and Chew's Center for Healthy Aging, she gets behind the wheel of her car and is on her way. With the cake she baked the night before safely stored on the passenger's seat, Koch arrives at her destination—the Walnutport McDonald's.

Koch is not greeted with awkward stares as she opens the restaurant door with cake in hand. Instead, the McDonald's staff and a group of 10 elderly men greet her with effervescent smiles. Returning their smiles with warm wishes of her own, Koch presents the sweet treat to one of the men. He's celebrating a birthday today. Over coffee, the men catch up on the daily news of a small town and take turns discussing their health-related questions with Koch.

For the last six years, this is where Koch begins her day. "One morning, I stopped in for a cup of ice and one of the men began a conversation with me," Koch recalls. "He introduced me to his friends, and I liked them so much, I decided to come back the next day."

The group of men, self-titled "The Northern Lehigh Mature Gentlemen's Breakfast Club," has been welcoming Koch every morning, ever since. "Her smile makes our day," says Frank Pfeiffer, the 83-year-old who first talked to Koch six years ago. "Plus, she's become our unofficial nurse caretaker."

In addition to being the club's official baker, Koch listens to their personal and health-related problems, and shares her expert advice. "If one of us is ill, Robin's been known to visit at home or in the hospital," 83-year-old Philip Zeiser says. "Every year, she makes sure we all get a flu shot. She guides all our health care needs."

The McDonald's staff even benefits from Koch's generosity. She helped one single parent buy school supplies and Christmas gifts for her children. When another staff member's car was stolen around the holidays, Robin lent her car to the family so they could get their Christmas shopping done.

Koch says she's doing nothing more than practicing what she believes—that all people should be treated with wholehearted respect. "I embrace The Golden Rule philosophy," she says. "If I can make things easier for others or lighten their load, I try to do it."

It's why she drops off prescriptions for patients who live near her so they don't have to go out themselves. It's why she checks on patients who live alone and spends time with them so they're not lonely. It's also why she was the recipient of the 2006 Friends of Nursing Fleming Nursing Caring Award.

But it's more than a philosophy that attracts Koch to the fast-food restaurant every morning. It's the genuine relationship she's developed with every member of the breakfast club that keeps her coming back. "I love these guys," she says. "When I'm on vacation and I don't go, I miss them."

To the "mature gentlemen," the feeling's mutual. "She's like a daughter to us," Pfeiffer says. "If all Lehigh Valley Hospital nurses are like Robin, it is an awesome organization. We're blessed to have her in our corner."

Rick Martuscelli

Serving a cup of care—Robin Koch, R.N., brings her health care experience to the table when she meets (standing l-r) Carl Silfies, Louis Knappenberger, Walter Davies and (sitting l-r) Frank Pfeiffer and Philip Zeiser every morning at the Walnutport McDonald's.



Through *Her Hands*

Dorene Shannon collects unused medical items for the world's needy



Six years ago, while working in LVH-Cedar Crest's GI endoscopy

unit, Dorene Shannon, R.N., noticed patient slippers were thrown away after only a few hours' use. A friend planning a mission trip to Kosovo said they could use the slippers there. With her director's permission, Shannon washed and folded 500 pair and sent them off. "A ministry was born," she says.

Since then, Shannon is inspired by the proverb, "One man's trash is another man's treasure." She dedicates herself to helping the world's poor by collecting and sending unused and outdated medical supplies to third-world countries.

Working with materials management, the department in charge of donating our unused and outdated supplies, Shannon began collecting surgical instruments, masks, gowns and dressings. She even began collecting empty, used prescription bottles in the pharmacy. Soon, her home was filled with supplies to be delivered by missionaries from her church.

When Shannon spoke at Sunday services, people began donating money, allowing Shannon to directly mail items to other countries. Donated medical supplies also poured in. "Thanks to that speech," she says, "three people in Guatemala received artificial legs!"

The news of Shannon's work spread. She developed relationships with charitable organizations that helped her get supplies to 15 different third-world countries. "Things evolved beyond my wildest dreams," she says. "Now, all supplies are kept in a local storage site because my house was full."

Six years after washing her first slipper, Shannon is incorporated applying for nonprofit status. She calls it "Through These Hands." She's often reminded of a famous quote, "God gave us two hands—one to take and one to give." "That's what I'm doing," she says

Rick Martuscelli

Packed and ready—

Dorene Shannon, R.N., finishes loading a 12-foot trailer with donated medical supplies. The shipment includes cardiac, GI, respiratory and diabetic supplies, portable commodes, walkers, a waffle mattress and many more supplies that will be used to help the needy in Sierra Leone.



Heeeeere's the Stars!



We have a great show tonight! The Star Celebration winners are here to

PHYSICIAN SERVICE STAR AWARD

Scott Brenner, M.D., inpatient pediatric director

"It's important that local physician practices know of the pediatric services available here. That's why

I visit them on my days off and encourage them to call me directly if they're not sure how to handle a situation or if they run into a problem.

I try to make sure all offices are prepared to handle any situation. I believe no child should be turned away."

WALKING ON WATER AWARD

Kelly Minnich, inpatient hospice unit supervisor

"One year ago, a hospice colleague was diagnosed with cancer. I did what anyone would do. I went with her to doctor's appointments and comforted her when she needed a friend. I adjusted the schedule so she could work when she was able. In the final week of her life, she came to our unit for care. I supported the hospice staff as they cared for her. And when she passed, I arranged the schedule so everyone could attend the services."

MOST CREATIVE REWARD AND RECOGNITION PROGRAM

Gloria Wagner, R.N., representing the transitional skilled unit

"To celebrate Nurses' Week, we created the 'Truly Shining Unit' awards. Get it? The T.S.U. awards. Staff nominated colleagues for 40 different awards recognizing excellence in patient care, housekeeping and teamwork. Winners were announced at a day-long event and given a special pin. Because we only had so much in our R&R budget, we held fund-raisers before Nurses' Week to pay for the pins and refreshments."

COMMUNITY SERVICE AWARD

Ann Faust, representing materials management and clinical engineering

"We combined an educational opportunity with community service. Our entire division participated in an eight-week program at Lehigh Carbon Community College called the Star Academy. We learned about customer service, teamwork and effective communication. We took what we learned and performed more than 20 community service projects. We volunteered at a food bank, cleaned up the community and collected coats for kids. It feels great to make a difference."

Want to see how these stars and our long-time colleagues spent a night on the town? Visit the Internet at www.lvh.org/checkup to see photos from the annual Star Celebration event.



tell you what they're doing for patients, colleagues and our community.

MOST IMPROVED PATIENT SATISFACTION

Marilyn Leshko, R.N., representing the medical-surgical intensive care units

"We added a charge nurse to each shift. She not only responds to Rapid Response Team calls, she makes our 16-bed unit more efficient. She delegates responsibilities and makes sure patients who need the most care have their own nurse. Since we added the charge nurse, our patient satisfaction scores improved from 87.6 in 2005 to 93.8 in 2006. What's just as great is our nurses like the addition of the charge nurse, too!"

GEORGE GULDIN AWARD

Lesley Shambo, department of dental medicine administrative coordinator

"Our office needed to be renovated. I mean, we sat with our backs to the patient check-in window! I visited other departments to get ideas and designed a layout to make our office more efficient. I set up a temporary office so engineering could work without being interrupted. A week later, construction was complete. Now, we greet patients when they arrive because we're facing the right direction."

SERVICE STAR OF THE YEAR

Julie Gufrovich Grimmer, R.N., LVH-Cedar Crest emergency department

"I saw a young boy get struck by an SUV while crossing the street. When I reached him, he wasn't breathing and had no pulse. I started CPR. By the time the ambulance arrived, he was breathing on his own. It was so sad. His injuries were too extensive, and he passed away. But at least his loved ones had a chance to hold his hand and say goodbye at the hospital."

Rick Martuscelli

WORKING WONDERS IDEA OF THE YEAR

Joe Ottinger, representing pharmacy services and nuclear medicine

"The drug Adenosine makes the body respond as if it were exercising. It's very expensive! During certain stress tests, patients would receive this drug through an IV for six minutes while images were taken of their heart. However, we recently learned we could get the same quality images by administering the drug for four minutes. The nuclear medicine and pharmacy staff worked with physicians to implement this new idea. In the first year, we'll save nearly \$95,000! We love providing the same great patient care while saving money."

An Everyday

HERO

Bob Gellock's Mission:
Truth, Justice and the United Way

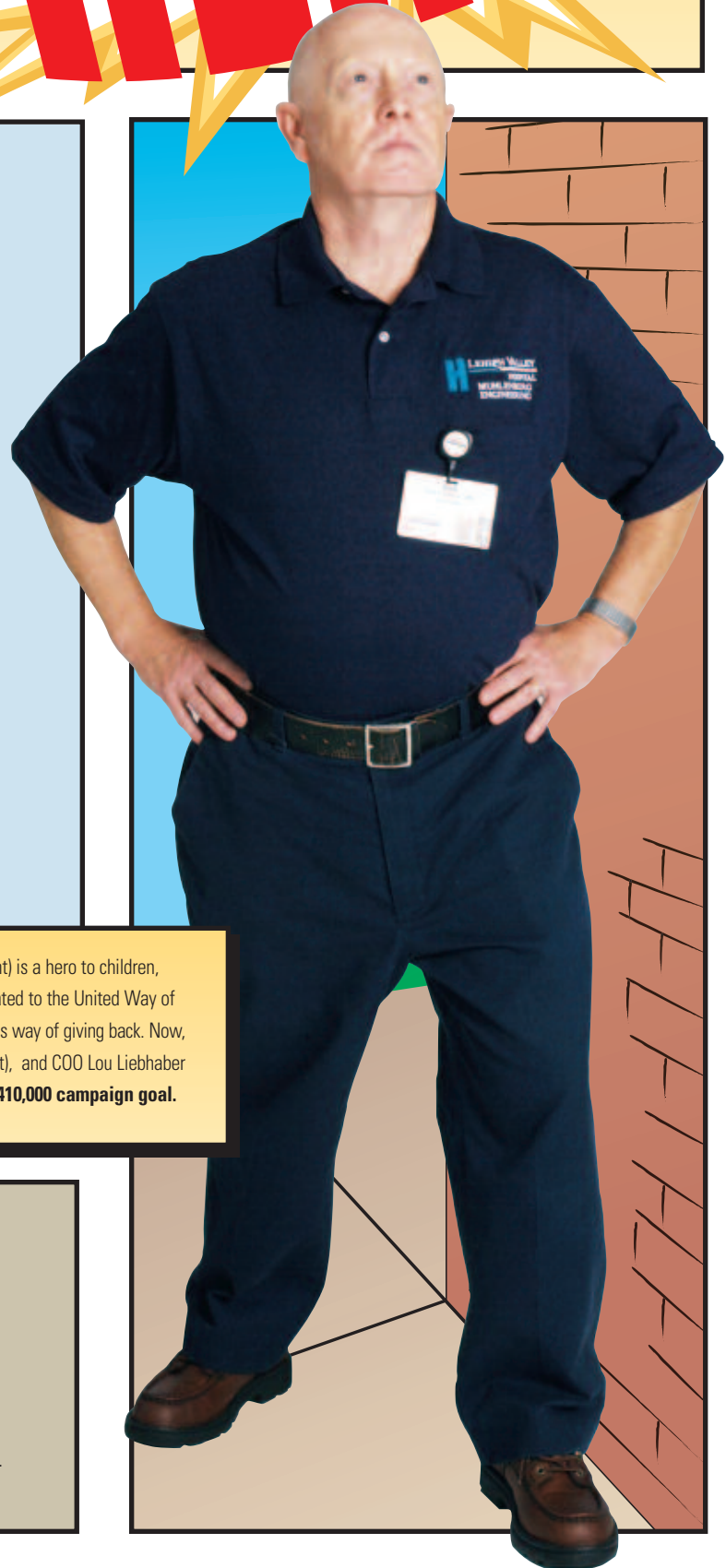
Bob Gellock depended on the generosity of others during most of his childhood. At age 4, he and his two younger sisters moved to a foster home, and then to the Wiley House, a home for children, formerly in Fountain Hill. "It was rough, but it was all I knew," he says.

He looked forward to holiday parties hosted by local organizations and being called to the laundry room to receive a donated pair of pants or shirt. "We didn't have much," he says, "but it was obvious that people cared about us."

Gellock, an electrician at LVH-Muhlenberg, has never forgotten that feeling. This is why he faithfully gives to LVH's United Way campaign. "Because of organizations like United Way, I was blessed with opportunity," he says. Donations helped support his education, health care, food and more. "This is my way of giving back," he says. "People cared for me without ever knowing who I was. Without their support, I wouldn't be here today."

At 61, Gellock continues to take advantage of opportunities before him. He's been a private pilot for 25 years and spends his free time writing poetry and his third book. Six years ago, the oldest of his four grandchildren taught him to ski. Now, he's sharing this passion with his other grandchildren and his colleagues through an informal ski club. "I want all children to have the same opportunities as I did," he says. "I know I can help through the United Way."

Sally Gilotti



Be a United Way superhero!—LVH—Muhlenberg electrician Bob Gellock (right) is a hero to children, families, seniors and neighborhoods. During his 15 years at LVH, he has donated to the United Way of the Greater Lehigh Valley. Because he benefited from such funds as a child, it's his way of giving back. Now, United Way Superheroes president and CEO Elliot J. Sussman, M.D. (below right), and COO Lou Liebhaber (below left) ask you to help make an impact, too. Help them reach **this year's \$410,000 campaign goal.**



Want to support United Way?

Access a "United E-Way" electronic pledge form on your SSO Toolbar or pick up a pledge form from your department's United Way team leader.

SERVICE STAR of the MONTH

While on vacation in South Carolina, colleague Ginger Holko received a call that her 84-year-old mother-in-law, Louise, had fallen, hurt her knee, and was treated and released at LVH-17th and Chew's emergency department (ED). Once at home, Louise fell again. This time she hurt her head.

Thinking Louise was back at the ED, Holko left a message for case manager Patti Kopko, asking for help in finding a care facility for Louise until her family returned. But Louise wasn't in the ED; she was at home. Yet Kopko immediately took control of the situation. Within four hours, she found a facility for Louise, got all the necessary paperwork signed by her primary-care doctor and offered to arrange for transportation to the facility.

"Patti didn't have to help me. My mother-in-law technically wasn't her responsibility since she already was discharged," Ginger says. "Patti's actions proved that 'not my responsibility' isn't part of her vocabulary."

Kimberly Hassler



SERVICE STAR

Patti Kopko, case manager

Congratulations to Award Nominees

Colleen Akers, technical partner, 5C medical/surgical, LVH-Cedar Crest

Nominated by Daryl Gordon, R.N., 5C medical/surgical, LVH-Cedar Crest

Michelle Bristol, technical partner, 5T, LVH-Muhlenberg

Nominated by Kelly Warshofsky, 5T, LVH-Muhlenberg

Rita Keeler, Sodexo, food service, LVH-Muhlenberg

Nominated by the staff of 6T, LVH-Muhlenberg

Christine Joyce, R.N., 4A medical-surgical, LVH-Cedar Crest

Nominated by Sheena Walterick, 4A medical-surgical, LVH-Cedar Crest

Jan Meck, L.P.N., Heritage Family Practice

Nominated by Sabrina Jules, Heritage Family Practice

Michelle Trzesniowki, R.N., neuroscience intensive care unit (NSICU), LVH-Cedar Crest

Nominated by NSICU colleagues

Bonnie Wasilowski, R.N., neuroscience intensive care unit (NSICU), LVH-Cedar Crest

Nominated by Danielle Schaeffer, NSICU, LVH-Cedar Crest

Amy Strauss, technician, inpatient pharmacy, LVH-Muhlenberg

Nominated by the pharmacy staff, LVH-Muhlenberg

John Miller, emergency department (ED) volunteer, LVH-Cedar Crest

Nominated by Jennifer Halucha, ED, LVH-Cedar Crest

Amanda Oakes, R.N., Regional Heart Center, LVH-Muhlenberg

Nominated by Diane Milkovits, case management

To nominate a star, go to e-mail's bulletin board at **Forms_rewards**. Right click to "use form."



WORKING WONDERS

"LVHHN Deal or No Deal" host Scott Dornblaser (aka our resident photographer) wants to know if you'll say "deal" or "no deal" to your Working Wonders prize.

Do you have a Working Wonders idea you've been thinking about submitting? Now's the time to send in your idea and play our "LVHHN Deal or No Deal" contest.

Everyone who submits a Working Wonders idea (that includes all members of a team) will receive a scratch-off game card revealing an instant prize such as a T-shirt, blanket, umbrella or tote bag. You can either keep that prize (deal) or give up your prize (no deal) to enter a random drawing for bigger prizes including stereo headsets, telephones, software and gift cards.

Plus, if your idea is approved, you'll earn a cash reward, up to 10 percent for individuals and 15 percent for teams, and be placed into another random drawing to win prizes including desktop and laptop computers, digital cameras and printers.

"When you submit a Working Wonders idea, everyone wins. You'll get a 'thank you' prize, and, if your idea is approved, a check, while LVHHN reduces its operating costs," says management engineering coordinator Jacqueline Straley.

Kimberly Hassler

Submit an idea at home on www.lvh.org, at the hospital on www.lvh.com, via the e-mail W-W_Submissions bulletin board, or via interoffice mail to Jacqueline Straley, management engineering.

What's Happening at



Click Out the New Web Site Get bonus *CheckUp* articles...and more!

Lvh.org is streamlined, reorganized and completely rewritten. Now there's lots more information, and it's faster and easier to find what you're looking for. Here's a quick tour.

Your LVH has a wealth of information for patients—and you! The **Careers** tab links to great information about jobs for your friends and neighbors. You'll even find *CheckUp*, with bonus online articles. **Education** is where you'll find opportunities to improve your skills. **Professionals** explains how to refer and admit patients.

The new site continues popular features such as a library of *Healthy You* magazine articles, listings of classes and events, Ask Our Expert columns and virtual tours of hospital services. New features include the ability to change the size of the on-screen type and one-click access to the Spanish-language site. We're continuing to use Google as our search engine. And the site is designed to keep improving. *Send your feedback to info@lvh.com!*

Voice Your Opinion

From Oct. 19 through Nov. 2, you'll be able to tell us how you feel about working here through the 2006 **employee satisfaction survey**. In 15 to 20 minutes, you'll be able to complete an online or telephone survey. Participation makes you eligible to win great prizes! Look for more details in November's *CheckUp*.

Calling Da Vinci Volunteers

Help students at the Da Vinci Discovery Center arrive at a case diagnosis through a series of scenarios at the new LVHHN exhibit. Volunteers must have a clinical background.

Get Vaccinated and Get Incentives

Nearly 20 percent of Americans get the flu yearly. Nearly 36,000 of them die and 200,000 are hospitalized. By getting immunized, you will not only protect yourself but your patients and community. Get vaccinated at the employee health office at the times below, or from the "flumobile" outside the cafeterias on all shifts, starting Oct. 23, and enter in a raffle to win PTO days, Sodexo gift cards, Youthful You skin care products and other various prizes. Departments with 100 percent participation will earn a free pizza party. It's particularly important, too, that children ages 24-59 months and people in their household get vaccinated. So, spread the word about our flumobile (details below)!

Employee Health Offices

October – April

LVH-Cedar Crest, Jainld Wing 1st Fl.

Mon., 7–8 a.m.; 1:30–4 p.m.

Tue., 1–3 p.m.

Wed., 7:30–8:30 a.m.

Thu., 1:30–4 p.m.

Fri., 7–8 a.m.

LVH-17th and Chew, LVPP Rm. 18

Tue., 7–8:30 a.m.

Thu., 7–8:30 a.m.

LVH-Muhlenberg, South Entrance, 1st Fl.

Mon., 1:30–4 p.m.

Tue., 7–11 a.m.

Wed., 2–4 p.m.

Thu., 7–11 a.m.

Fri., 8–10 a.m.

FLUMOBILE:

LVH-Cedar Crest, cafeteria

Mon., Oct. 23, 11 a.m. – 1:30 p.m.

Wed., Oct. 25, 11 a.m. – 1:30 p.m.

Thu., Oct. 26, 11 a.m. – 1:30 p.m.

Fri., Oct. 27, 11 a.m. – 1:30 p.m.

Tue., Oct. 31, 11 a.m. – 1:30 p.m.

Wed., Nov. 1, 11:30 a.m. – 1:30 p.m.; 4–6 p.m.

LVH-17th and Chew, cafeteria

Tue., Oct. 24, 9–11 a.m.

Mon., Oct. 30, 11 a.m. – 1 p.m.

LVH-Muhlenberg, cafeteria

Mon., Oct. 23, 10 a.m. – noon

Wed., Oct. 25, 11 a.m. – 1 p.m.

Fri., Oct. 27, 11 a.m. – 1 p.m.

Mon., Oct. 30, 11 a.m. – 1 p.m.; 4–6 p.m.

Wed., Nov. 1, 11 a.m. – 1 p.m.; 4–6 p.m.

Thu., Nov. 2, 11 a.m. – 1 p.m.

Caring for Our Community The 2006 Employee Forums



Attend a forum on one of the dates below to learn about how we care for our community. Enter to win great prizes!

LVH-Cedar Crest, Auditorium

Mon., Oct. 9, 2 p.m.

Tue., Oct. 10, 9 a.m.

Mon., Oct. 23, 2 p.m.

LVH-17th and Chew, SON

Auditorium

Thu., Oct. 12, 2 p.m.

LVH-Muhlenberg, Educational

Conference Center

Tue., Oct. 3, 3:30 p.m.

Mon., Oct. 9, 9 a.m.

Fri., Oct. 20, 2 p.m.

LVH-17th and Chew, Auditorium

Mon., Oct. 16, 9 a.m.

Wed., Oct. 18, 3:30 p.m.

1245 S. Cedar Crest Blvd.

Thu., Sept. 7, 2 p.m.

Thu., Oct. 19, 2 p.m.

1249 S. Cedar Crest Blvd.,

Lower Level Conf. Rm.

Wed., Oct. 4, 10 a.m.

Fri., Oct. 13, 10 a.m.

2166 S 12th St., 1st Fl.

Conf. Rm.

Tue., Oct. 17, 3:30 p.m.

(Home Care/Hospice Staff)

A Time of Transition – Dealing With Change in the Workplace

Tue., Oct. 4; 9 – 11 a.m.
FREE

2166 S. 12th St.

This Preferred EAP seminar teaches strategies to better deal with change in the workplace.

Body Wedge 21™

Thu., Oct. 12 and Mon., Oct. 23

Thu., Oct. 12; 6 – 6:45 p.m.

Mon., Oct. 23; 4 – 4:45 p.m.

8 classes, \$56 reimbursable through Culture of Wellness

Healthy You Center

Repetition exercises targeting the major fat-storage areas and muscle groups.

CPR Recertification

Wed., Oct. 25 and Thu., Oct. 26

Wed., Oct. 25; 10 a.m. – 10 p.m.

Thu., Oct. 26; 8 – 11 a.m.

LVH-Muhlenberg, Banko Center

Class is free only for employees whose jobs require it. Pre-registration is required.

Creating a Culture of Respect

Tue., Oct. 18; 9 – 11 a.m.

FREE

2166 S. 12th St.

Understand diversity and learn to welcome differences in the workplace in this Preferred EAP seminar

Evening News for Women

Thu., Oct. 5 and Thu., Oct. 19; 7 – 9 p.m.

Thu., Oct. 5; Charles Chrin Community Center of Palmer Twsp.

Thu., Oct. 19; Lower Macungie Twsp. Community Center

FREE

Experts discuss the latest on women's health, including breast and gynecologic cancers. Interactive stations show you how to prevent disease and live healthier.

FlashFit

Mon., Oct. 16; 5 – 5:45 p.m.

16 classes, \$52 reimbursable through

Culture of Wellness

Healthy You Center

Boost your energy and burn that fat with these fun, motivating circuit training exercises.

Home Ownership Counseling Program

Sat., Oct. 14, 21 and 28; 8 a.m. – 1 p.m.

LVH-Muhlenberg, ECC Rooms C and D

This program will prepare you to become a homeowner. Learn about preparing for home ownership, the importance of good credit, shopping for a home, obtaining a mortgage, mortgage terminology, the closing process and what to expect.

Attend and complete all three sessions and receive a certificate of achievement to assist with down payment and closing costs.

Hormone Replacement Therapy

Wed., Oct. 11; 7 – 8 p.m.

FREE

LVH-Muhlenberg

This panel discussion will update you on the latest research and complementary therapies to ease menopause symptoms.

Miller-Keystone Blood Drive



Wed., Oct. 25; 7 – 10:30 a.m.

LVH-Muhlenberg, conference rooms C and D

Palliative Medicine – Action Behind the Words

Fri., Oct. 13; 7:45 a.m. – 3:15 p.m.

Registration fee: \$25, \$10 for LVHHN staff

LVH-Cedar Crest, auditorium

Learn how telling stories helps you communicate more clearly...and how listening to each patient's unique story can help you be a better caregiver.

Pilates Express

Tue., Oct. 17; 11 – 11:45 a.m. or 5 – 5:45 p.m.

8 classes, \$48 reimbursable through Culture of Wellness

Healthy You Center

This deep muscle conditioning builds your core strength.

Syman Says...Start Every Day With a Smile

Mon., Oct. 2; 2 – 4 p.m.

FREE

LVH-17th and Chew, Center for

Healthy Aging

A local comic invites you to join him "jest for the pun of it."

Walktober

Sun., Oct. 1 through Tue., Oct. 31

\$30 reimbursable through Culture of Wellness

This employee-only program will help you increase your daily steps. Sign up and you'll receive a packet, including a Walktober step counter, safety strobe and walking journal. Calculate your steps, log them in your journal and then submit them online weekly.

Women's 5K Classic

Fri., Oct. 13 and Sat., Oct. 14

Fri., Oct. 13; 3 – 7 p.m., Health Expo, Cedar Crest College

Sat., Oct. 14; 9 a.m., 5K Run/Walk Events, Little Lehigh Parkway

Run or walk to support cancer care for women.

Refer a Physician...Get a Bonus

Learn more by calling 610-402-CARE or visiting the Internet at www.lvh.org.

Video Link to Iraq

LVHHN is teaming up with the Freedom Calls Foundation to keep local families connected to their loved ones serving overseas. Video conferencing capabilities have been set up between LVH-Cedar Crest and Camps Taji, Fallujah and Al Asad in Iraq. To schedule a video conference with your loved one, call 610-402-CARE.

1 Surprise – It’s JCAHO

Surveyors from the Joint Commission on the Accreditation of Healthcare Organizations (JCAHO) recently made their first surprise accreditation visit to LVHVN to ensure we continue to meet or exceed national patient care and safety standards. Their conclusion: we do and, once again, they granted us accreditation for the next three years. **“Exquisite care, compassionate and really patient-focused,”** one surveyor says. Another surveyor (a licensed engineer) was impressed with our generator room’s setup and cleanliness and how it exceeds minimum standards. Electricians (l-r) Scott Gordon, George Dwinell, Jack Mack, Lou Molnar and Curt Saeger ensure our emergency power is “ever ready” so our patient care is never interrupted.



2 Park Your Car? Deliver Your Baby?

Afternoon valet shift supervisor Bob Scholl (left) fulfilled the part of his job description that reads, “All other duties as assigned,” when he helped deliver a baby girl in front of the LVH–Cedar Crest entrance. “I heard a woman screaming as the car approached,” he says. Scholl radioed security to call the NICU and emergency departments, and helped the father remove the umbilical cord from around the baby’s neck. Mother, Stephanie French, and baby, Dakota, are doing fine.



3 Three Reasons We’re Magnet

For the 16th time in 17 years, our nurses are finalists for the Nightingale Awards of Pennsylvania. This year’s finalists include emergency services director Courtney Vose, R.N. (right), nursing administration. She joins express admissions unit and 4C patient care specialist Karen Groller, R.N. (left), a finalist in nursing education. Additionally, patient care services administrator Nancy Davies-Hathen, R.N. (center), has been named the recipient of the prestigious 2006 Pennsylvania State Nurses Association Administrative-Management Award. Read more in November’s *Magnet Attractions*.



4 Transplants in the Family

When Marvin Miller of Kutztown (sitting, left) wondered how to express his gratitude to his kidney donor’s family, social worker Kimberly Brunns (center) helped him write a letter. He compared it to “one candle being extinguished while another was relit.” Six years earlier, Marvin’s brother, Francis, of Topton (sitting, right) received a kidney from a living donor, his daughter, Karen. Francis’ twin brother, Feryl, of Breinigsville (standing), also underwent a kidney transplant here to treat polycystic kidney disease. The brothers recently attended the Transplant Services picnic to celebrate the department’s 15th anniversary.

5 Ready, Aim, Fund-rasier

Nicco Angelone, son of diagnostic care center clerk Susan Angelone, combined his love of trapshooting with a benefit for LVHVN. For his senior project, the 16-year-old Emmaus High School student organized a trapshoot at Rural Sportsmen’s Association in Trexlertown. The event was held in memory of his grandfather’s cousin, Donald Jones, who was also Nicco’s trapshooting mentor. More than 100 people attended the event, which raised \$880 for cardiovascular care and research.

6 Above and Beyond the Call of Duty

Maryanne Linder, recovering from shoulder surgery, and her husband, James Linder of Allentown (sitting), wanted to have relatives from Florida and Washington, D.C. over for lunch during her hospital stay. So, the 6B staff arranged for Sodexo to cater the meal. Standing from left to right, David Brugger, and Larry and Maryann Korzon, the Linder’s relatives, and Shelley Frick, administrative partner, Wendy Silfies, technical partner, Joyce Stewart, R.N., Tracie Heckman, R.N., Lisa Moser, supervisor for food and nutrition, Mary Anne Fye, R.N., Laurie Wimmer, R.N.



Your colleagues also are meeting famous musicians...enjoying the employee picnic...and more. Read More PRIDE in Our People on the Internet at www.lvh.org/checkup or call 610-402-CARE.

Parking Deck Coming Soon

When the first of two new parking decks opens in December, parking for patients and visitors will be nearly as convenient as parking in their driveway at home. "Right now, we're installing the lighting, sprinkler system, handrails and safety grates," says project manager Greg Marushak. When it's complete, patients and visitors will have access to 478 parking spaces. "They'll be able to enter the deck from the main entrance driveway or in front of the John and Dorothy Morgan Cancer Center (JDMCC)," Marushak says.

Here's what else you should know about this month's construction schedule:

Pedestrian Bridge—While crews paint the steel and install the windows and roof, watch for lane closures underneath the walkway connecting The Center for Advanced Health Care with the JDMCC.

Ring Road—To prepare for the construction of a second parking deck, crews will relocate a water line in front of the Kasych Family Pavilion. For information on when this section of roadway will close, check the weekly construction update e-mails.

Construction Maps—You can help patients and visitors navigate their way through campus by using the latest construction maps. To get copies for your department or office, call 610-402-CARE.



Deck Data—More than 280 concrete panels, weighing 5,761 tons, were delivered and pieced together to create the first of two new parking decks in front of LVH—Cedar Crest.



4



5



6

Be an LVHHN Advocate

Nursing supervisor Gloria Hamm, R.N., has a long history of referring people for care at LVHHN. When her husband, Wayne, had a gall bladder attack on Easter Sunday, she knew he'd be cared for immediately in our ED. On another occasion, when Hamm witnessed a car accident, she stopped to make sure all were OK and suggested they come here for care. Hamm's daughter, sister, mother and father also received care at LVHHN following her recommendation.

Have you referred a patient to LVHHN? If so, call 610-402-3175 or e-mail Richard.Martuscelli@lvh.com and share your story in *CheckUp*.

Happy Anniversary! OCTOBER 2006



Celebrating 35 years!

Joan Schultes

Case Management

Most Memorable Moment Here

Josephine Ritz, R.N., director of the former Allentown Hospital School of Nursing, asked if I was coming to the school's homecoming. We laughed when I reminded Josephine that I was a graduate of Sacred Heart's school.

My Inspiration at LVH

My brave patients, their families and my wonderful colleagues

Best Virtue

My passion for what I do

Other Areas Where I Worked

LVH-17th and Chew section B, Schaeffer 3, LVH-Muhlenberg

Favorite Pastimes

Being with my family and friends

Favorite Cafeteria Food

Soup and salads



Intranet: www.lvh.com • Internet: www.lvh.org

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10 YEARS

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Kyle Hardner

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