

# CHECK UP

OCTOBER 2005

A MAGAZINE FOR EMPLOYEES  
OF LEHIGH VALLEY HOSPITAL  
AND HEALTH NETWORK



See who the Idol judges are raving about on pages 6 and 7.



"I must say,  
*you*...are a **Star!**"

"This calls for  
a **Celebration!**"

"You're a **Winner**  
in my book, dawg!"

## focus on PRIDE

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## Issues & Initiatives



# It's Who We Are

As our annual evaluations remind us, great people comprise great organizations

**"Who are we?"** It's a question both simple and deep, one pondered by philosophers for centuries. But when the "we" is our organization, the answer comes quickly. Who we are is, quite simply, all about who *we* are. It's my own way of saying, who we are as an organization is the same as who we are as individuals.

For us to be successful, our organization must bubble over with enthusiastic, energetic and thoughtful colleagues who care deeply about our mission to heal, comfort and care for the people of our community. Right now, our bus is filled with the right people in the right seats, and we're cruising down a very successful road.

Our success—measured by high patient satisfaction scores, growth, an increasing demand for our care, financial success (read our fiscal year 2005 results on pages 4-5) and local, regional and national awards—is due to the quality people we work alongside of every day.

Over the past month, we've all experienced another aspect of our organization's culture, our performance evaluation. In many cases, our own peers prepared and delivered those reviews, offering acknowledgment for a job well done and, if needed, helpful suggestions on how to improve.

In each evaluation, we're judged on our behavior and how well we adhere to our PRIDE (privacy, respect, involvement, dignity, empathy) standards. It's not good enough for us to only deliver the best technical care, because if a patient leaves here feeling neglected, dehumanized or ignored, we've failed in our job and our mission.

By conducting ourselves with the right behaviors, we embody clinical excellence and deliver care in an exceptionally personal way. These values are the core of our organization. So if there's an aspect of PRIDE where you could improve, please talk with your peers to sharpen those extremely important skills.

At the end of your review, you probably received good news. Most of us will be receiving a salary increase, directly related to your individual performance. We value outstanding teamwork as well, which is why you'll soon learn more about this year's Shared Success Plan bonus for our combined efforts in achieving patient satisfaction and financial goals. I'm sworn to secrecy right now, but I assure you'll enjoy the good news about this reward when it's made official.

All of these unique programs are created to reward the best and brightest individuals and teams. They're embodied by our Star Celebration winners, whom you'll read more about in this *CheckUp*. Whether it's a financial counselor who invites a patient and her family into her home to provide a helping hand, or an entire department collecting necessities for those less fortunate, our caring spirit is evident in every aspect of our organization.

It's why one of my favorite quotations is my e-mail auto-reply, "Culture eats strategy for lunch." Truly, our caring culture allows us to excel. So keep eating well, and enjoy the satisfaction of caring for our community.

Lou Liehaber, Chief Operating Officer



# A Shield of Honor

*Nurses at 17th and Chew remember their beginnings when a piece of hospital history is uncovered*

Pediatric clinic nurses (l-r) Diane Karetsky, R.N., Linda Konrad, L.P.N., and Mary Ellen Bennicoff, R.N., and outpatient pediatric practice manager Sue Jones share memories with clinical services V.P. Jim Geiger (far left) while viewing the original Allentown Hospital lobby floor.



**In a dusty, dimly-lit room** prepped for construction at LVH-17th and Chew, outpatient pediatric practice manager Sue Jones, R.N., reminisces about the good old days. Standing on the very floor where she took her first steps as a nurse more than 30 years ago, Jones envisions the area as it once was. “I really have come full circle,” she says.

It’s the floor itself that starts Jones on her trip down memory lane. While gutting the old first floor pharmacy to create new pediatric clinic space, workers discovered a piece of hospital history, the original Allentown Hospital shield. “Because the ceramic tile is in excellent condition,” outpatient pediatric medical director Michael Consuelos, M.D., says, “we altered our construction plans to highlight the shield and protect our history.”

Some pediatric clinic nurses feel a connection to that history. Consider Mary Ellen

Bennicoff, R.N., who says, “Seeing the shield takes me back to my student nursing days.” A 1970 graduate of the neighboring School of Nursing, Bennicoff remembers the walk from the school to the hospital. “The house mothers would watch us from the window to make sure we crossed Chew Street safely,” Bennicoff recalls. “When we walked into the hospital, the two women operating the switchboard knew us all by name.”

For Diane Karetsky, R.N., the shield brings to mind eerie tales of the infamous ghost known as “The Conductor”—said to walk 17th and Chew’s hallways. Some say The Conductor was a hospital orderly, others say he was a former trolley conductor. He’s usually seen wearing a conductor’s uniform and cap, but when he’s not seen, the experience can be just as spooky. “Late at night, we would hear

footsteps on the tile floor, but no one was there,” Karetsky remembers. “Elevator doors would open and no one would be inside.”

That won’t be the case when the new clinic opens (tentatively January). About 1,800 patients will come through the doors monthly and more than 1,000 new patients were welcomed over the past year. Seven new exam rooms, a new waiting room, plus more office and filing space will give Jones and her colleagues a better environment to care for patients—one that will forever contain the Allentown Hospital icon.

“I came here as a student, and now I’m part of a team responsible for 8,000 patients,” Jones says. “The shield will always remind me that it’s an honor and a privilege to work here.”

*Rick Martuscelli*



These children’s portraits, taken by the late pediatric program founder Forrest G. Moyer, M.D., will hang on the walls of the remodeled clinic. Moyer loved to photograph children over his 47-year career.

# Traveling at Breakaway Speed

Our flywheel turns increasingly faster as our hospital grows. Here's what this means for our finances and for our community.

**What does it take** to meet our community's needs? Much like the effort used to turn a giant flywheel, it takes everyone pushing in the same direction, each push building on the last to create greater momentum. Eventually, when the wheel gains enough energy, it's almost unstoppable.

As our chief financial officer, Vaughn Gower is one of the people helping to push our flywheel faster. One of the pioneers who helped plan what is now LVH-Cedar Crest, Gower is part of a team carefully planning every stage of our hospital's growth. Here, he talks about our financial strength, and how it means great things for our community.

## So, how good was this year?

We have great news for our community. Our "net margin" from patient services (it's called a "profit" in for-profit companies) is a record \$75.9 million, or 8 percent of revenues. Because we don't have to distribute that to shareholders like for-profit companies do, we will reinvest that entire amount into the community you and I call home.

## Where does all this money go?

First, we pay our "bills:" salaries and benefits (52 percent), supplies, purchased services (housekeeping, food services) and other costs (utilities and insurance). Our leftover ("net

margin") is reinvested into new programs and buildings or a future investments fund.

## Is one of those investments the LVH-Cedar Crest expansion?

Yes. Our financial success allows us to finance more than half of the projected cost of the expansion with our own cash flow. Money we need to borrow is done so at favorable terms thanks to our recently increased bond ratings.

## What are our other important investments?

- **New patient care technology** like the region's only Gamma Knife® to treat brain tumors without surgery
- **Continued commitment to important services** not found at other local hospitals, like our Regional Burn Center
- **Expanded facilities** like at LVH-Cedar Crest
- **New colleagues** (Our workforce grew 13 percent in the past two years; we expect to add 14 percent more colleagues in the next two years.)
- **Free care and community service** programs (an investment of more than

\$70 million last year; look for this year's numbers in December.)

## Why did we do so well?

You help keep your departments on budget by controlling expenses. You also saved us more than \$700,000 through 106 approved Working Wonders ideas. That adds up to a more cost-efficient hospital. When compared to others our size, 72 percent of hospitals are more expensive to operate than LVH-Cedar Crest, and 74 percent are more expensive to operate than LVH-Muhlenberg.

## Moving Beyond

**"Great"**—In his book "Good to Great," Jim Collins explains how organizations became powerful forces by following the flywheel model. We followed the same model, and now our flywheel is turning at breakaway speed. Department heads throughout the hospital are studying the best ways to keep our flywheel spinning so we can continue offering our community the highest quality care.



# What's in Your Life Future?



You also helped us care for more patients and reduce wait times for beds through Growing Organizational Capacity and other projects. That's very important, because an average 7 percent more community members used our services during the past three years, and that growth is continuing.

## Other hospitals do just as well, right?

No. In Pennsylvania, only 44 percent of hospitals earn a positive net margin. All hospitals face the same pressures—increasing expenses, decreases in reimbursements—but we forecast five years ahead, and have the patience and discipline to stick to our plans.

## How does this affect my paycheck?

You receive a Shared Success Plan bonus by meeting patient satisfaction goals and financial targets. It's part of your total compensation package, along with benefits and a merit-based pay increase. (Learn more in Issues & Initiatives on page 2) Soon, you'll receive a personal benefits statement which shows your total compensation.

## How do we earn a bonus?

For fiscal year '06, we need to attain at least "good" scores in patient satisfaction and expenses per-admission to earn a Shared Success Plan bonus.

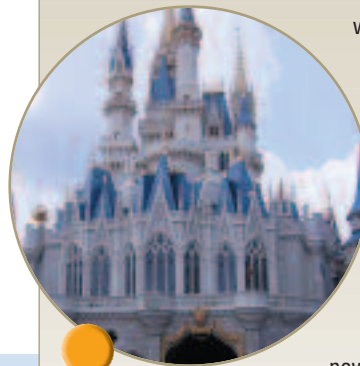
## Here are our goals fiscal year '06:

Category	Threshold ("Good")	Target ("Better")	Maximum ("Best")
<i>Patient Satisfaction</i>			
LVH Inpatient	89.7	90.0	90.3
LVH-Muhlenberg Inpatient	89.7	90.0	90.3
LVH & LVH-Muhlenberg Outpatient	91.8	92.0	92.3
<i>Financials</i>			
Expenses/Adjusted Case	\$11,793	\$11,734	\$11,675

## What's our financial outlook for 2006?

We're projecting a similar-size patient care margin (\$74.1 million, or 7 percent of revenues). So long as we keep watching our costs, maintaining our high standards and telling our neighbors about our quality care, we'll remain in an excellent position to invest in our community's health.

Home health services secretary Nancy Homlish likes working at the "happiest places on earth." So, after retiring from LVHHN, she dreams of making people smile at Disneyland.



*In spring of 2006, you'll make an important choice about your retirement benefits*

As LVHHN grows, your voice is heard. Our new Retirement Choice program is designed with you in mind. "Over the years, we've talked with employees about what's important in a retirement plan, and opinions vary," says Mary Kay Grim, senior vice president, human resources.

While most employees say they want more control over their retirement savings, they prefer different types of plans. Colleagues who plan to spend their careers here seem to value the current plan,

which accrues greater benefits at the end of your career. Younger employees, who may choose a different career path later, seem to prefer portable, account-based plans.

Other colleagues ask for a little of both. "We will let you decide which approach to take," Grim says.

As an active employee, you'll be able to keep the combination of plans you have now—that is, you can participate in the Retirement Plan and contribute on a before-tax basis to the 401(k) or 403(b) plans. Or you can choose from two new options that offer greater savings and investment opportunities. When it's time to make your decision, you'll receive personalized information and have access to an online program to help you choose a plan.

By offering Retirement Choice starting this spring, we stay competitive. "We need to offer comparable benefits to attract and retain the best colleagues—a must if we want to expand," Grim says. "Retirement Choice allows us to offer traditional retirement benefits and opportunities to accumulate savings."

**What's in next month's CheckUp?** We'll explore the differences between our Retirement Plan (defined benefit) and our savings plan (defined contribution plans).





# The Next Idols

We tallied the votes. Now give it up for the Star Celebration recipients on their sold-out "Putting People First" tour.

1.

Simon: "It's like watching someone who's already made it."

## Most Improvement in Patient Satisfaction

Patients at the Center for Women's Medicine at LVH-17th and Chew feel so great about their care, the practice's patient satisfaction scores jumped the charts 10 points to 93.8. Medical assistant Tanya Viera and her colleagues provide incentives for patients: free transportation, points to spend at the baby store and on-site ultrasounds. They even go into the community to encourage women to get health care.

## Most Commendations from Patients

Mammography technologist Sharon Brooks cares for patients as though they are her mother, her sister or her mother-in-law, a 12-year breast cancer survivor who died of stomach cancer. She

2.

Randy: "Girl, it's no wonder patients remember you."

introduces herself, explains the procedure and helps

them relax. That's why patients remember her; 17 praised this idol in patient satisfaction surveys.

3.

Paula: "You bring tears to my eyes."

## Walking on Water Award

When an uninsured woman needed emergency surgery Amy Potter, a 30-year financial counselor, did more than offer financial assistance. This idol invited the woman and her 5-year-old daughter into her home, bought the little girl her first toy and helped them both get an education and back on their feet. Today,

nine years later, the woman is a college graduate and the daughter is excelling in school.

## Service Star of the Year

The parents of two young girls, who died of severe injuries from a car accident, were ready to identify their children. But technical partner Robert Dougherty (not pictured) and Luis Puentas, R.N., couldn't bear for them to see their children this way. They washed their faces, hands and hair, covered their wounds with skin-tone Band-Aids and allowed the parents to hold their girls' hands, kiss their faces and say goodbye.

4.

Paula: "You've touched my heart forever."



1.

2.

3.

4.





## Working Wonders Special Recognition Award

Respiratory care clinical coordinator Andy Brown topped the charts by donating \$1,700 of his Working Wonders reward to buy a BiPAP (breathing) machine for Rebecca Rubin, an 18-year-old battling multiple sclerosis and scoliosis. Brown's idea—in-house overnight sleep apnea and acid reflux tests—saved \$28,000.

## Physician Service Star Award

Ralph Romano and his father-in-law Tony Messino call radiation oncology chairman Victor Risch, M.D., “one of God’s angels.” When

5. Randy: “Give it up for my dawg, Andy!”

they were diagnosed with cancer, they felt more assured after every meeting with Risch, who made himself available to answer questions 24/7. Risch also provides emotional support to families and encourages radiation therapy patients to join a support network to help them realize they’re not alone.

## Community Service Award

Information services subject matter expert Rick Kerr and his department colleagues are a household name. They collect food, clothing, school supplies and holiday

7. Simon: “I have never seen a group of people so... dedicated to their community.”

items for the area’s less fortunate. They also serve breakfast and lunch each month at a center for adults in need.

## George Guldin Award, Not Pictured

For many years, nursing I/S manager Janice Wilson was a solo act in her department. Using technology to gain star status, Wilson worked to implement LastWord, the barcoding system and MetaVision, just to name a few. Her ability to educate and support nurses as these programs took

Paula: “Awesome. You go girl!”

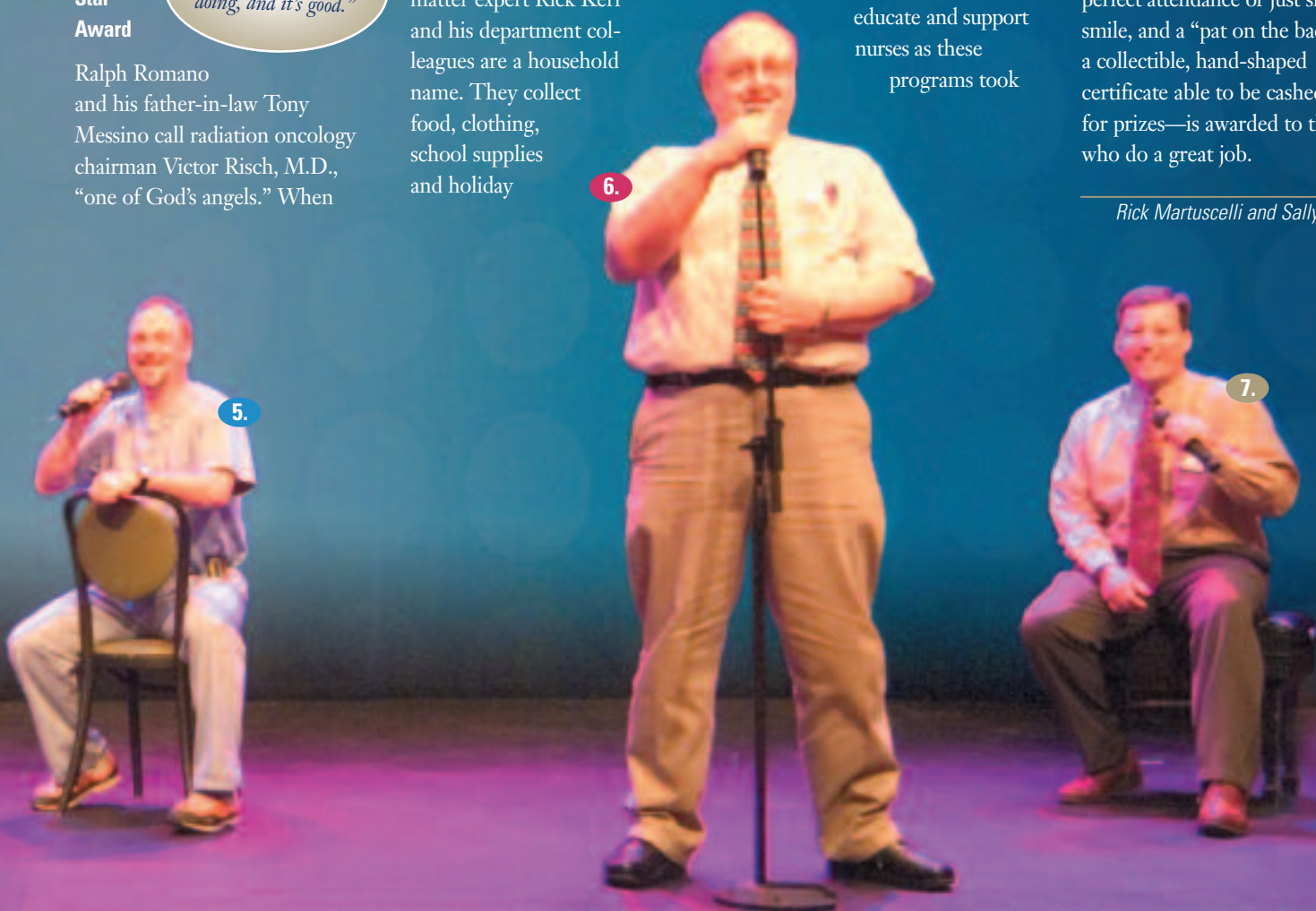
center stage, helped improve patient care network-wide

## Most Creative Reward and Recognition Program, Not Pictured

Patient Accounting’s reward and recognition committee hit stardom with new programs in which colleagues reward each other for good work. Gift certificates are given to colleagues who work quickly to resolve a problem, maintain perfect attendance or just simply smile, and a “pat on the back”—a collectible, hand-shaped certificate able to be cashed in for prizes—is awarded to those who do a great job.

Paula: “Give the patient accounting staff a hand!”

Rick Martuscelli and Sally Gilotti

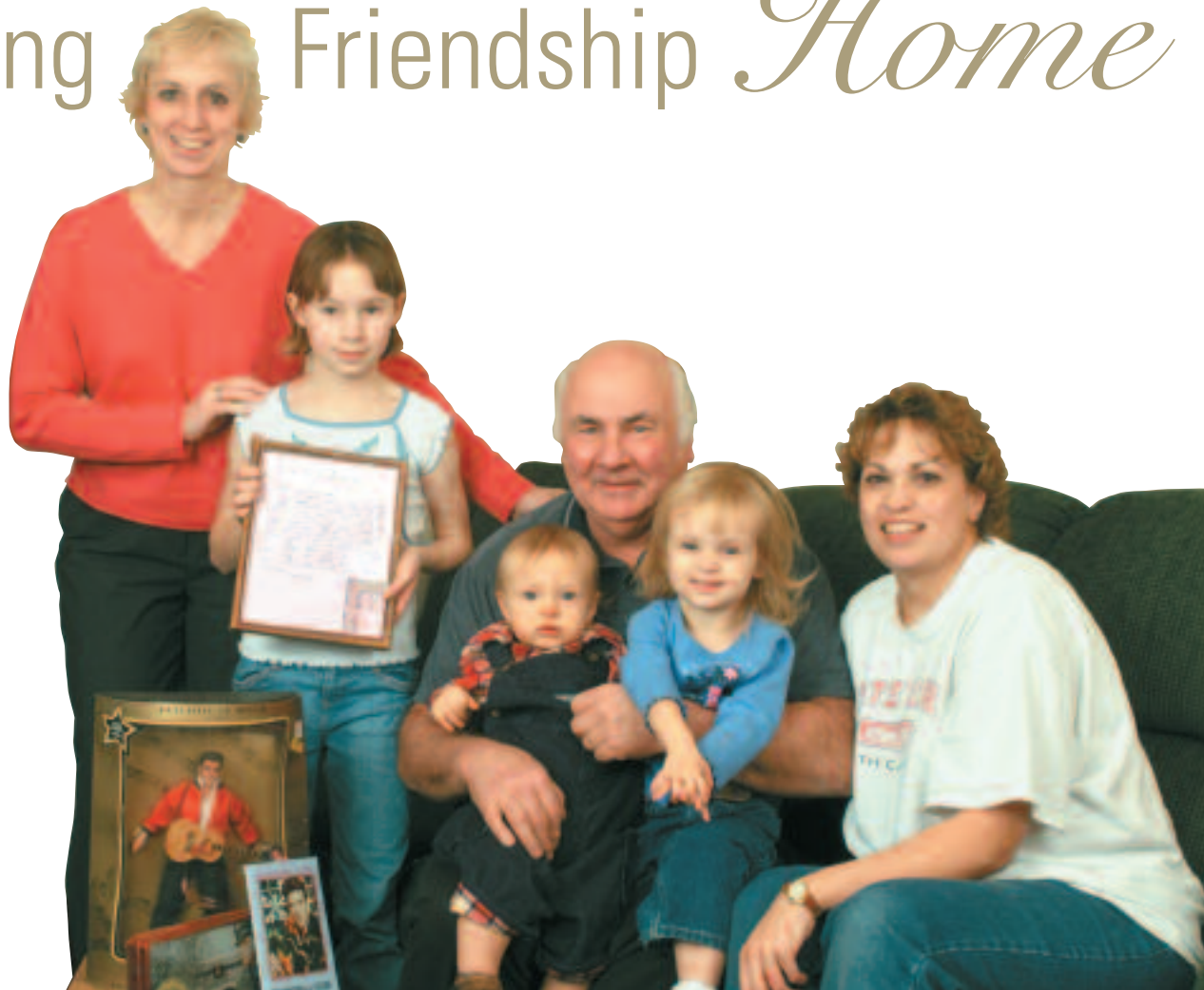




# Bringing Friendship *Home*

## Part of the Family—

Gynecologic oncology nurse Sandi Tkach, R.N., (left), became close with the Schmidt family as she visited Joanie Schmidt in her home. Here Walter Schmidt shares memories of Joanie—including his wife's fascination for Elvis—with Tkach, three of his six grandchildren, Jocelyn, 12 (second from left, holding a letter she wrote to her grandmother), Hunter, 18 months, and Kaitlyn, 3, and daughter-in-law Anne.



## *Getting to know Joanie* }

Visiting the Schmidts at home allowed Sandi Tkach, R.N., to discover more of Joanie Schmidt's passion for life and love of family. Here are some memories she shared:

### OPTIMISM AND PERSEVERANCE



Walter and Joanie's love affair goes back to high school and their 1959 prom. Friends said it would never last because of Walter's "wild side." Together, they balanced fun, family and career.

### FULFILLING A DREAM



By going to school at age 30, Joanie fulfilled a lifelong dream of becoming a nurse, finishing fourth in her class. She loved her job at LVHHN, inspiring patients, friends and colleagues throughout her life.



## How one gynecologic oncology nurse developed a personal bond at home with her patient through Spirit of Hope

**Married for 43 years**, Walter Schmidt and his wife Joanie faced life's ups and downs with warmth, humor, lots of love and a unique solidarity. So, when Joanie learned she had ovarian cancer in July 2002 at age 60, she and Walter fought it together, with the help of special nurses in the gynecologic oncology program.

Joanie, a MICU/SICU nurse for 30 years, took on surgery and chemotherapy, but her cancer kept growing. When gynecologic oncologist Richard Boulay, M.D., and the gynecologic oncology team realized it was time for the Schmidts to move from hospital care to home hospice care, the entire team moved with them through Spirit of Hope.

Sandi Tkach, R.N., a certified oncology nurse, started the program to continue the strong friendships families share with their caregivers. Through Spirit of Hope, nurses from the gynecologic oncology office call patients and visit them in their homes during hospice care, sometimes performing clinical duties or just holding a hand and listening.

"Going to hospice can be difficult for patients and families, who might feel like they failed in some way for wanting to stop treatment," Tkach says. "They can sometimes feel isolated at home. So we stay connected with them to help them make the transition and offer peace and hope."

Each visit allows caregivers like Tkach to see people like the Schmidts in a new way. "We get a more complete picture of their lives," she says.

"We sometimes meet family members for the first time. Patients are more relaxed and in control.

"These visits give us a chance to talk about things like pain management and whatever they may need. But we also let them know they're not forgotten. Keeping these connections is as important for us as it is for them."

Walter Schmidt felt comforted by the nurses' presence as much as Joan did. "I'm not a 'huggy' guy, but it felt so good when Sandi hugged me," he says. "I knew they cared about me too." He never left his wife's side, lying on the floor while she slept on the couch. In the end Tkach helped him tell her it was time to let go. He lost his life partner and best friend on April 22, 2003, but still feels her strength, asking "What would Joanie do?" whenever he needs guidance.

*Erin Alderfer*

**Want to comfort someone at the end of life?** A new program called No One Dies Alone brings volunteers from clinical and non-clinical areas together with patients who need company during their last days. You don't need experience—just a desire to help. For more information or to volunteer, visit the intranet at [www.lvh.com](http://www.lvh.com) or call 610-402-CARE.

### THE LIGHTER SIDE



Wherever Joanie went, a party followed. She hosted summer picnics and Christmas Eve gatherings, and enjoyed this "girls' week out" at the shore.

### SOURCE OF STRENGTH



Though only a few months old when Joanie went through chemotherapy, granddaughter Kaitlyn was her inspiration. Walter called them his "Motorcycle Mamas."

### ETERNALLY ROMANTIC



Every Valentine's Day Walter hid hearts around the house, and on their 43rd anniversary he sent her 45 roses, including two with a meaning known only to them. "You don't find many husbands that care for someone the way Walter did," Tkach says.

# “Give Someone *a Smile*”

That’s what Anna Ondrejca did for people in her hospital family

**The first day Anna Ondrejca arrived** on the interventional progressive coronary unit (IPCU), she announced her intentions to volunteer and immediately asked where she could find the coffee. “Her sense of humor and cheerfulness always made us laugh,” says unit director Paulette Kennedy, R.N. “She often said, ‘If you see someone without a smile, give them one of yours.’”

A volunteer who lightened the atmosphere on IPCU and boosted the morale of everyone around her, Ondrejca died in April at age 83 after a bout with cancer. In her honor, unit colleagues and volunteers—whom considered Anna family—contributed to buy a paving brick for a patio at the John and Dorothy Morgan Cancer Center. “It’s an appropriate way to honor Anna,” Kennedy says. “Her presence will give hope and comfort to cancer patients and their families.” The staff and volunteers will also place a small plaque honoring Ondrejca’s memory on a wall in the unit.

Susan Wenner, a former IPCU administrative partner, befriended Ondrejca. “She taught me to live life to the fullest.” Together, they’d go to the movies, dine out or head to Hershey Park. They also spent holidays with Wenner’s family. “One night, Anna out-danced us all at Musikfest,” Wenner says. “She just loved to polka!”

Ondrejca also loved coffee, donuts and bananas. “We’d call her ‘Anna Banana’ because she always had a banana in her hand,” Kennedy says. To reward their friend, IPCU colleagues always stocked the staff lounge with fresh coffee and bananas. They also held a party for her last year,

when Anna told them she turned 79. “We looked forward to celebrating her 80th this year,” Wenner says, “so imagine our surprise when we saw in her obituary that she was 83! She made us laugh all over again.”

Ondrejca shared her laughter and caring outside the hospital, too. She volunteered at the Hillcrest Academy for Child Development in Allentown, taking care of preschoolers several days a week. Inside the hospital, where she volunteered since 1986, she compiled admission packets and delivered meal trays to patients, first on the progressive coronary care unit, then on IPCU.

“She was happy to do whatever was needed,” Wenner says. “She had loads of energy and loved to be our ‘gofer.’ We all miss her wonderful smile.”

## Things that made Anna smile—

Whenever she visited Susan Wenner’s house, Anna Ondrejca loved to see her unique antiques. Among Anna’s favorites: this rabbit, formerly part of a carousel ride in a Florida amusement park, and a “barber’s chair that quickly became known as Anna’s seat,” Wenner says.



**Toasting Anna**—With Anna Ondrejca’s favorite beverage—coffee—in hand, colleagues and volunteers pay tribute to their friend. Pictured (front row, l-r) Kathleen Galicki, technical partner; Cecelia Schantz, volunteer; Grace Gerrouge, R.N.; GeorgAnn Hafer, technical partner; June Kelly, R.N.; and (back row, l-r) Robert Wiley, technical partner; Joan Shook, R.N.; Elaine Ernst, volunteer; Betty Anton, director, volunteer services; Paulette Kennedy, R.N., IPCU director; Susan Wenner, administrative partner; and June Kellogg, R.N.



Sue Morey



## SERVICE STAR of the MONTH

Geoffrey Hallock, M.D., spent 12 hours performing complicated microsurgery. But when a colleague needed help, he didn't think twice about working even longer.



An emergency department nurse's husband suffered serious facial injuries in a car accident. The nurse trusted Hallock's care and wanted him to treat her husband. So, as soon as he finished the microsurgery, Hallock, associate chief of plastic surgery, consulted with her and reassured he'd do everything possible. He then performed a five-hour surgery to treat his injuries and kept his ED nurse colleague informed and comforted throughout, encouraging her to get some much-needed rest.

"It's how Dr. Hallock goes the extra mile every day to provide patients and their families the best possible care," says Courtney Vose, R.N., LVH-Cedar Crest emergency department director.

*Kimberly Hassler*

## SERVICE STAR

**Geoffrey Hallock, M.D.**

### Congratulations to Award Nominees

**Phyllis Fox, L.P.N., transitional skilled unit, LVH-17th and Chew**

*Nominated by Kay Kern, R.N., operating room, LVH-17th & Chew*

**Carol Hentzel, support partner, 7C, LVH-Cedar Crest**

*Nominated by Emily Mari, administrative partner, 7C*

**Christine Renninger, R.N., home care**

*Nominated by Vicki Cunningham, clinical director, home care*

**Maryalice Argust, R.N., hospice**

*Nominated by Maryjane Zanders, benefits analyst, human resources*

**Jonathan Burke, D.O., Pleasant Valley Family Practice**

*Nominated by Angela Martino, medical secretary, Pleasant Valley Family Practice*

**Sheila Ludwig, technical partner, IPCU, LVH-Cedar Crest**

*Nominated by Jill Walker-Mink, Kathy Dunton and Nicole Weinhofer, technical partners, IPCU*

**Nate Harrison, case manager**

*Nominated by Melissa Steager, R.N., pediatrics unit*

**Julie Schmoyer and Denise Torman, administrative partners, 4T, LVH-Muhlenberg**

*Nominated by Sheila Grossett, unit clerk, LVH-Muhlenberg float pool*

**Kathy Young, Housekeeper, LVH-Muhlenberg**

*Nominated by Nilsa Bonilla, technical partner, LVH-Muhlenberg float pool*

**Staff of 4T, LVH-Muhlenberg**

*Nominated by Stephanie Schweder-Kratzer, director of annual giving*

**To nominate a star,** go to e-mail's bulletin board at **Forms\_rewards.**

Right click to "use form."



## WORKING WONDERS

### What's Missing? You!

Your successful Working Wonders ideas are a key piece of our winning patient care picture. The hospital saves money. Patients receive better care. And the idea owner earns a reward.

But now, there's another way to win: A Working Wonders scratch-and-win card. Here's how it works.

Individuals and team members who submit an idea between Oct. 1 and Jan. 31 will receive a card guaranteed to reveal a prize. Among the offerings: a portable CD player, wireless optical mouse, gift cards, T-shirts and other prizes valued up to \$59.99.

If your idea is approved, you'll be entered in a random drawing for even better prizes, including an iPod shuffle, portable DVD player and a home theater.

"If you've been waiting for the right time to submit a cost saving or quality improvement idea, the time is now," says management engineer Jacqueline Straley. "You could be a big winner."

*Kimberly Hassler*

**More ways to submit ideas!** You can now submit a Working Wonders idea at home on the Internet ([www.lvh.org/cwo/Working\\_Wonders](http://www.lvh.org/cwo/Working_Wonders)). Submit them at the hospital on the intranet ([www.lvh.com](http://www.lvh.com)), via the W-W\_Submissions e-mail bulletin board, or via interoffice mail to Jacqueline Straley, management engineering.

# What's Happening at LVHHN

## Protect our community...by protecting yourself

Jack Robinson and his service poodle Rusty were among the 5,000 community members protected by influenza vaccines last year. As a health care colleague, you play a role in protecting the health of you and our community by getting immunized. To help combat the 114,000 hospitalizations and 36,000 deaths attributed to the flu nationwide each year, we're encouraging all colleagues and volunteers to get a free vaccine. Get yours at the employee health office at the times below, or from the "flumobile" outside the cafeterias on all shifts, starting on Oct. 24 (check e-mail for more details). *Learn more about influenza by visiting [www.lvh.com](http://www.lvh.com) and reading the Ask Our Expert column about immunizations.*



### LVH-Cedar Crest

**Mon., Oct. 17,** 7 - 8 a.m.;  
1:30 - 4 p.m.  
**Tue., Oct. 18,** 1 - 3 p.m.  
**Wed., Oct. 19,** 7:30 - 8:30 a.m.  
**Thu., Oct. 20,** 1:30 - 4 p.m.  
**Fri., Oct. 21,** 7 - 8 a.m.

### LVH-Muhlenberg

**Mon., Oct. 17,** 1:30 - 4 p.m.  
**Tue., Oct. 18,** 7 - 11 a.m.

**Wed., Oct. 19,** 2 - 4 p.m.  
**Thu., Oct. 20,** 7 - 11 a.m.  
**Fri., Oct. 21,** 8 - 10 a.m.

### LVH-17th and Chew

**Tue., Oct. 18,** 7 - 8:30 a.m.  
**Thu., Oct. 20,** 7 - 8:30 a.m.

### FLUMOBILE:

**LVH-Cedar Crest**  
**Wed., Oct. 19,** 11:30 a.m. - 1 p.m.

**Fri., Oct. 21,** 12 - 1:30 p.m.  
**Wed., Oct. 26,** 4 - 6 p.m.

### LVH-Muhlenberg

**Tue., Oct. 18,** 12 - 1:30 p.m.  
**Fri., Oct. 21,** 12 - 1:30 p.m.  
**Mon., Oct. 24,** 4 - 6 p.m.

### LVH-17th and Chew

**Tue., Oct. 18,** 11 a.m. - 1 p.m.  
**Thu., Oct. 20,** 11 a.m. - 1 p.m.

## ALL MONTH LONG

### Focused on Quality

### The 2005 Employee Forums

Join president and CEO Elliot J. Sussman, M.D., COO Lou Liebhaber and Senior VP Stuart Paxton to learn more about the past year and what's ahead. Your attendance can make you a winner! Choose between a bike messenger bag or a pedometer, and enter to win a \$300 prize package for fine dining, family giveaways or a shopping spree.

#### LVH-Cedar Crest, Auditorium

**Thu., Oct. 20,** 3:30 p.m.  
**Tue., Oct. 25,** 9 a.m.

#### LVH-Cedar Crest, ECC 1

**Thu., Oct. 6,** 7:30 a.m.

#### LVH-17th and Chew, Auditorium

**Mon., Oct. 3,** 2 p.m.  
**Fri., Oct. 7,** 9 a.m.  
**Mon., Oct. 10,** 2 p.m.  
**Wed., Oct. 19,** 3:30 p.m.  
**Thu., Oct. 27,** 9 a.m.

(School of Nursing Auditorium)

#### LVH-Muhlenberg, Banko 1 & 2

**Fri., Oct. 14,** 9 a.m.  
**Fri., Oct. 28,** 2 p.m.

#### LVH-Muhlenberg,

**1st Fl. Conf. Rm.**  
**Fri., Oct. 7,** 2 a.m. and 3:30 a.m.

**1249 S. Cedar Crest Blvd.,**

**Lower Level Conf. Rm.**

**Mon., Oct. 31,** 9 a.m.

**2166 S. 12th St.,**  
**1st Fl. Conf. Rm.**

**Mon., Oct. 17,** 9 a.m.  
**Tue., Oct. 18,** 3:30 p.m.

(Home Care/Hospice staff only)

## FOR MORE DETAILS ON ALL PROGRAMS, CALL 610-402-CARE.

**Oct.  
1**

### Pink Ribbon Ride for the Cure

**Sat., Oct. 1**

8 a.m. - registration Bucks County Horse Park  
\$125 Route 611, Revere  
Ride on horseback, drive or walk through the countryside to benefit Lehigh Valley Hospital breast cancer patients.

**Oct.  
4**

### Anti-Aging Mineral Makeup Workshop

**Tue., Oct. 4**

FREE  
6:30 - 7:30 p.m. LVH-Muhlenberg, 1st Fl. Conf. Rm.  
Learn to nurture your skin with advance mineral makeup and antioxidants.

### A Time of Transition— Dealing with Change in the Workplace

**Tue., Oct. 4**

FREE  
9 - 11 a.m. 2166 S. 12th Street  
Attend this Preferred EAP seminar to learn strategies to better deal with change.

**Oct.  
7**

### Healthy Aging Expo

**Fri., Oct. 7**

FREE  
10 a.m. - 2 p.m. LVH-17th and Chew, Center for Healthy Aging  
Health tips, free screenings, hand-foot massages and raffle prizes will be offered, along with a special presentation on Hess's Dept. Store by the Lehigh County Historical Society.



### Offer Comfort to People Who Need it Most

No One Dies Alone, a program matching volunteers with people who are alone at the end of life, is recruiting volunteers. You don't need clinical experience, all you need is a desire to help; training is provided. The program is being piloted on critical care units at LVH-Cedar Crest. Call 610-402-CARE to volunteer.

**Oct.  
11**

#### Joint Replacement

**Tue., Oct. 11**

FREE

9:30 – 11 a.m.

LVH-Cedar Crest, Morgan Cancer Center

If you're scheduled for total knee or hip replacement surgery, this class will help you prepare.

#### What Is a Stroke?

**Tue., Oct. 11**

FREE

10 – 11 a.m.

LVH-Cedar Crest, Classroom 1

Learn about risk factors, symptoms and treatments. Meet stroke survivors who've returned to active lives. Registration required.

**Oct.  
15**

#### Women's 5K Classic Run/Walk

**Sat., Oct. 15**

\$35 (\$25 prior to Oct. 1)

9 a.m. Lehigh Parkway, Allentown

Run or walk to support cancer care for women.

**Oct.  
18**

#### Creating a Culture of Respect

**Tue., Oct. 18**

FREE

9 – 11 a.m.

2166 S. 12th Street

Understand diversity and welcome the differences in the workplace through this Preferred EAP course.

#### FlashFit

**Tue., Oct. 18**

\$36 reimbursable through Culture of Wellness

7-7:45 p.m.

Healthy You Center

This circuit training program is a fun and motivating way to boost energy and burn fat.

**Oct.  
24 &  
26**

#### Cardio Kickboxing

**Mon., Oct. 24, 7:30 – 8:30 p.m.**

**Wed., Oct. 26, 7:45 – 8:45 p.m.**

\$42 reimbursable through Culture of Wellness

Healthy You Center

This high-powered routine strengthens body and mind.

## New on PeopleSoft

### Fill out a personnel action form (P.A.F.)

Beginning in November, managers will be able to record through PeopleSoft an employee promotion, transfer, termination and other changes documented on a P.A.F. To submit the information to HR:

- Sign on to PeopleSoft
- Select "Self Service"
- Select "Managers"
- Select "Tasks"
- Select from a list of personnel action categories
- Type in the new information

### Change your personal information

All employees can now change their name, address, telephone number, marital status or emergency contact on PeopleSoft. To submit the information to HR:

- Sign on to PeopleSoft
- Select "Employee"
- Select "Task"
- Select the category that needs to be changed
- Type in the new information

# Meet LVHHN's New PHYSICIANS



**Robert E. Budinetz, M.D.**

#### DEPARTMENT

Family Medicine

#### PRACTICE

Community Physician Practice Growth Initiative, Carol Copenhaver, M.D.

#### EDUCATION

Muhlenberg College  
Hahnemann School of Medicine

#### RESIDENCY

Lehigh Valley Hospital



**Paul J. Kaulius, D.P.M.**

#### DEPARTMENT

Surgery

#### DIVISION

Podiatric Surgery

#### PRACTICE

Solo Practice

#### EDUCATION

Fairleigh Dickinson University  
New York College of  
Podiatric Medicine

#### RESIDENCY

Lehigh Valley Hospital-Muhlenberg



**Puneet Gupta, M.D.**

#### DEPARTMENT

Pediatrics

#### DIVISION

Pediatric Subspecialties

#### PRACTICE

Pediatric Specialists of the Lehigh Valley (Philip M. Monteleone, M.D.)

#### EDUCATION

All India Institute of Medical Sciences

#### RESIDENCY

All India Institute of Medical Sciences  
New York University School of  
Medicine-Bellevue Hospital

#### FELLOWSHIP

University of Chicago Comer  
Children's Hospital

## 1 New VP is All About Quality

Mary Del Guidice, R.N., joins us this month as the new vice president of patient care services, sharing our commitment of making patients a priority. She comes from Hackensack, N.J.—the first Magnet hospital in the country (after the pilot program), where she was an administrative director of nursing. “Mary has wonderful emotional intelligence, a warm personality and communicates well,” says senior vice president of clinical services Terry Capuano. “Mary’s focus on quality, service excellence and passion for nursing will help us better meet the needs of our patients and their families, as well as those of our nursing staff.”

**Read more about her on the intranet [www.lvh.com](http://www.lvh.com) or by calling 610-402-CARE.**

## 2 He Got The Gold

Richard Hicks of Topton, one of the first people to receive a kidney transplant here a decade ago, is now a world-class swimmer. Hicks, 44, recently competed in the World Transplant Games in Ontario, Canada. He qualified after winning four medals in last year’s U.S. Transplant Games. He holds 16 medals, which he celebrates with Kelly Baatz, R.N., and Andrea Long, R.N., of LVH–Cedar Crest’s 5B, who cared for him.

## 3 Flying High

Chief flight nurse Joseph Rycek, R.N., (right) and flight nurse Michael Wargo, R.N., are two of about 200 people worldwide to be named Certified Medical Transport Executives by the Association of Air Medical Services. To receive the honor, which recognizes leadership and expertise in medical transport management, Rycek and Wargo participated in a rigorous two-year educational program, passed a comprehensive written exam and completed a team project.

## 4 Greetings and Salutations

Families and friends of people who need hospital care can send their well wishes a new way—with an electronic greeting card. Five different cards are available on the internet ([www.lvh.org](http://www.lvh.org)). Simply choose a card, type a personal greeting and submit it. Volunteers like Susie Fellows will then hand-deliver a printed copy of the card that day (if received before 2 p.m.).

## 5 A Shopping Destination

That’s what Karen Holzinger hopes to create at LVH–Muhlenberg’s Camille Gift Shop. Holzinger, who managed the LVH–Cedar Crest shops (those shops topped \$1 million in sales last year), hopes to double sales at the Camille shop by adding dishes, jewelry, hats, purses, LVH apparel and more. “My goal is to have more community members shop here,” she says. All proceeds benefit The Auxiliary of LVH–Muhlenberg.

## 6 A New Hospital

Respiratory therapist Meg Holmes is one of the people providing care at Good Shepherd Rehabilitation’s new long-term acute care hospital (LTACH) on the third and fourth floors of LVH–Muhlenberg’s south tower. The totally renovated space includes 32 all private patient rooms to ensure comfort for patients and families. The former LTACH site at LVH–Cedar Crest is being transformed into 32 new medical-surgical beds.

**Read more about colleagues who** volunteer at Musikfest and Pocono Raceway, and get an update from the LVH–Muhlenberg Summer Festival by visiting the intranet at [www.lvh.com](http://www.lvh.com) or by calling 610-402-CARE.





4



5



6



## “If you build it...”

The dramatic new look of LVH-Cedar Crest took another step forward with the official groundbreaking and naming of the Kasych Family Pavilion. More than 400 colleagues, physicians, elected officials and community and business leaders shared the excitement. Among the crowd: Special Care Unit (SCU) director **Joe Pearce, R.N.** (left) and Regional Burn Center clinical services director **Jackie Fenicle, R.N.**

Both units will be relocating as part of the expansion. The new 12-bed Regional Burn Center will be housed entirely in the Kasych Pavilion, while SCU, which is evolving into a neuroscience intensive care unit, will move closer to the radiology services (MRI and CT scanning) it relies on. “When I worked in the Philadelphia area years ago, I’d drive by here and think how great it would be to work here,” Pearce says. “This latest step is great not just for my colleagues and our patients, but for me and my family, because we know this is the place to come for the best care.”

“Our Burn Center is now a comprehensive service, treating patients and families from injury to recovery,” Fenicle says. “It’s exciting to know our new facility can provide state-of-the-art technology to treat any type of burn injury or age group.”



# Happy Anniversary! OCTOBER 2005



## Celebrating 35 years!

### Lonna Wentling

Scheduling coordinator,  
LVH—Muhlenberg admissions

#### Most Memorable Moment Here

I'll never forget one of the first kidney transplant patients, a 3-year-old girl who came here for outpatient care. No matter her pain, she always gave me a smile and hug, and brought me many memorable moments.

#### My Inspiration at LVHNN

Being part of a network that helps people in need

#### Best Virtues

My devotion and dedication to family and friends

#### Other Areas Where I Worked

Business office, outpatient registration,  
ABC Family Pediatricians

#### Favorite Pastimes

Reading, traveling and spending time  
with my grandson

#### Favorite Cafeteria Food

Salads/pizza



Intranet: [www.lvh.com](http://www.lvh.com) • Internet: [www.lvh.org](http://www.lvh.org)

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for employees of

**LEHIGH VALLEY HOSPITAL  
AND HEALTH NETWORK**

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**INTERNAL COMMUNICATIONS**  
Susan Hoffman

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**SENIOR EDITOR** Kyle Hardner

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Nathan Billman, Paula Hovarth Yoo

#### PHOTOGRAPHY

Scott Dornblaser, Amico Studios

#### PRODUCTION ASSISTANTS

Karen Bobo, Joe Candio Jr., Carol Trunzo

## 35 YEARS

**Lonna Wentling**  
Admissions

## 30 YEARS

**Mattie Haas**  
Bed Management

**Candice Rejician**  
Ambulatory  
Surgical Unit

**Naomi Werner**  
Medical Practice Center

## 25 YEARS

**Sharon Bartz**  
Neuroscience Research

**Robert Ford**  
Security

**Roberta Gaydos**  
AMB Surg Unit — Staging

**Pamela Robson**  
Health Studies

## 20 YEARS

**Donna Czonstka**  
5C Medical/Surgical  
Unit

**Ginnie Henry**  
Staging & Recovery

**Donna Kalp**  
4 T

**Nancy Kantor**  
Progressive Coronary  
Care Unit

**Agnes Peters**  
Medical Records

**Marcia Roman**  
Breast Health Services

**Julianne Sikorsky**  
Acute Coronary  
Care Unit

**Rosalee Soete**  
MICU/SICU

**Judy Wildermuth**  
ASU-PACU/OR

## 15 YEARS

**Deborah Brown**  
College Heights  
OB/GYN

**Dona Demott**  
Dental Clinic

**Lisa Forstburg**  
Open Heart Unit

**Erik Hanssen**  
Heart Station

**Robin Huntington**  
Emergency Services — CC

**Kaye Kirchner**  
Medical Records

**Bonnie Korutz**  
CT Scanning

**Patricia Makara**  
Pain Management

**Margaret Meikrantz**  
Home Care —  
Skilled Nursing

**Tammy Philippi**  
Pharmacy — LVH—M

**Judith Veglia**  
Post Anesthesia  
Care Unit

**Debbie Walsh**  
Operating Room

## 10 YEARS

**Jody Anthony**  
Southside Family Medicine

**Maxine Benedick**  
Hospice Unit

**Neal Berkowitz**  
Southside Family Medicine

**Jody Bittenbender**  
5B Medical/Surgical  
Unit

**Melissa Fehnel**  
LVPG Training

**Irma Figueroa**  
Southside Family Medicine

**Katherine Krische**  
Revenue Cycle Coordinators

**Linda Loffredo**  
Heritage Family Practice

**Michelle Moran**  
Southside Family Medicine

**Francine Nagy**  
Southside Family  
Medicine

**Nancy Noone**  
3A IPCU

**Madalyn Schaeffen**  
Southside Family Medicine

**Louis Spikol**  
Louis Spikol, M.D.

**Linda Tierno**  
Southside Family Medicine

**Jeffrey Trexler**  
Southside Family Medicine

**Dianne Trout**  
Heart Station

**Marilyn Walkinshaw**  
Ellsweig & Liu, M.D.

**Darlene Wesner**  
Trexlerstown Medical Center

**Sara White**  
Case Management

**Gail Yeakel**  
Southside Family Medicine

## 5 YEARS

**Marie Acero**  
Case Management

**Brian Beatty**  
LVH—M Operating Room

**Carol Biscontini**  
Marketing and  
Public Affairs

**Christina Candio**  
Info Services

**Rosella Castillo**  
Operating Room

**Emely Castro**  
5B Medical/Surgical  
Unit

**Rhonda Easterly**  
LVPG Billing

**Elizabeth Fiala**  
LVH—M 3 South/4 South

**Joseph Fox**  
Vascu/Interventional  
Radiology

**Michelle Fusco**  
Nursing Float Pool

**Valerie Germann**  
5B Medical/Surgical  
Unit

**Rocco Iachini**  
Financial Services

**Marilyn Jupina**  
7A Neuroscience Unit

**Tina Koehler**  
Behavioral Health

**Victoria Lehman**  
7B Medical/Surgical  
Unit

**Cynthia Mang**  
PGME-Surgery

**Lisa Marks**  
Spectrum Administration

**Jennifer Marrero**  
Home Care MSO

**Central Intake**

**Gloria Morales**  
Mother Baby Unit

**Cathy Peck**  
Sterile Processing

**Paul Ptalis**  
Health Works Admin

**Laura Rogers**  
Nursing Float Pool

**Amy Rudalavage**  
Occupational Therapy

**Jamie Sandrock**  
Pediatric Unit

**Karen Saunders**  
Perinatal Unit

**Stephanie**  
**Schweder-Kratzer**  
Development

**Amy Shofran**  
Labor and Delivery

**Susan Shutt**  
EMR Capital

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**Joel Strohecker**  
Respiratory Therapy

**Pamela Tobias**  
Cancer Financial  
Services

**Denise Torman**  
LVH—M 4 South

**Audrey Wanamaker**  
Info Services

**Teri Weaver**  
LVH—M Primary Care

**Patricia Wilson**  
Radiation Oncology

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