



A Newsletter of the Lehigh Valley Hospital Center

update

VOL. 10 NO. 1

JANUARY, 1987

LOOKING BACK AT 1986



Breaking Ground for the
West Wing Addition



Affiliating with Hahnemann University Medical School



Launching a
New Helicopter



Welcoming Samuel Huston



Thanking Ellwyn Spiker

**Lehigh Valley
Hospital Center**

As part of our commitment to the health of our community, we have adopted a no smoking policy.

Considering all that we know about the hazards of smoking, and our commitment to help improve the lives of those we touch, it is our responsibility to take this step to create a smoke-free environment for our patients, visitors and staff.

We appreciate your cooperation.

Adopting a
No Smoking
Policy





The Wellness Corner

TIPS FOR BEGINNING AN EXERCISE PROGRAM

Now that you've made a New Year's resolution to get some exercise in 1987, where do you begin? Too often, enthusiasm for the workout novice turns sour and another year's best intentions go unrealized. However, with the right planning and attitude, you can design a personal fitness program this year, one which will help to reach the goals you've set. You can continue this program not only throughout this year but also in future years, making it a habit you can live with.

Here are 7 tips to help make your exercise program a success:

1. Pick an activity you enjoy. Chances are, you'll stick with something that's fun as well as beneficial. If you dislike jogging, think about an alternate form of exercise like aerobic dance, a racquet sport, or swimming.

2. Start easy. If you have been inactive for an extended period, start your program g-r-a-d-u-a-l-l-y. If you're over 40 years of age, are unaccustomed to vigorous exercise, or have a known medical problem, begin any exercise program with a thorough check-up from your doctor.

3. Use the correct equipment. Wear supportive running shoes when running, padded aerobics footwear for aerobics, tennis shoes when playing tennis. Don't interchange footwear among sports. Dress warmly enough in winter without overdressing. If running at night, wear reflective clothing.

4. Exercise regularly. Most exercise physiologists recommend three periods per week lasting about 20 minutes each to attain a reasonable fitness level. Take 5-10 minutes at the start to warm up and stretch. Follow this with at least 20 minutes of the exercise of your choice. Lastly, cool down by decreasing the activity, letting your muscles relax and your heart rate slow down. This way, you'll avoid injury and post-exercise cramping.

5. Don't do distance, do time. Don't set out to break any records. Exercise for 20 minutes at a comfortable pace. If you have to walk for 10 of the 20 minutes during your morning jog, that's OK. Treading water is fine between laps.

6. Log your progress, both the activity and the benefits. Record how far you run and how long it takes. Note things like weight loss, heart rate, general feelings following exercise. Use these notes to track improvement and incremental goals.

7. Don't overdo it. If you find yourself feeling sluggish the morning after a hard workout, don't push as hard the next time, or take a day off. If it hurts while exercising, slow down, cut back, or stop. Pain warns you something is wrong; take heed or you could injure yourself.

**Need advice about keeping
your New Year's resolution?
Phone the Wellness Center at
821-2150**



Stuart Paxton

HealthEast recently named Stuart Paxton director of Finance. In this position, he will be responsible for developing and implementing financial policies and systems, supervising day-to-day financial affairs, coordinating the system's financial divisions, and assisting in reporting and interpreting results.

Mr. Paxton transferred to HealthEast from The Allentown Hospital where he had been controller since March, 1984.



Kim Hitchings, R.N., M.S.W.

Kim Hitchings, R.N., M.S.W., a Hospital Center employee since 1978, has been promoted to assistant director, operations (Clinical Programs Division).

Kim's responsibilities in this position will include daily supervision of the clinical instructors and clinical specialists, and oversight management of orientation and unit-based educational programs.

Previous positions held by Ms. Hitchings have included staff nurse, nurse recruiter, and unit supervisor.



Roberta Wickel, R.N., B.S.N.

Roberta Wickel, R.N., B.S.N., of 4C, was recently named the 1987 Nurse of Hope for the Lehigh County Unit of the American Cancer Society. As Nurse of Hope, Roberta will serve as an advocate of public education regarding the prevention and detection of cancer. Her duties will

include speaking at schools, to businesses and industry, and to civic organizations.

Roberta is a 1985 graduate of Allentown College of St. Francis de Sales, where she earned her bachelor of science degree in nursing. She is vice president of Sigma Theta Tau, nursing honor society, and is a member of the Pennsylvania Nurses Association.

Ms. Wickel will represent the Lehigh County unit in March in the State Nurse of Hope Selection Program in Carlisle.

Joseph G. Ottinger has been promoted to senior staff pharmacist in the Hospital Center's Pharmacy Department. His new position will place Joe in direct supervision of the Central and Satellite Pharmacy staffs.

Joe began his employment at the Hospital Center in 1978 as a staff pharmacist. He assisted in the opening of Spectrum Apothecary as one of the original pharmacists to rotate through that pharmacy.

Mr. Ottinger holds a bachelor's degree in Chemistry from St. Joseph's University and a bachelor's in Pharmacy from Temple University. He is currently completing a master's program in Human Resources at Scranton University. He is a member of the American Society of Hospital Pharmacists.

RECREATION COMMITTEE NEWS

On behalf of the Recreation Committee, I would like to extend my appreciation to all of you who contributed to the Lehigh Valley Food Bank. Through your caring and goodwill, 758 lbs. of food were collected; our most successful year so far!

Sincerely,

Kimberly A. Morstatt
President
Recreation Committee

Lily Langtry's
"FOLLIES SOLID GOLD"

Sunday, February 15th

\$36.50 per person
includes bus transportation,
dinner, and show.

For more information, call Kim
Morstatt, Ext. 8775.

QUALITY COLOR
MONTHLY SPECIAL

5 X 7 Color Enlargements

ONLY \$.79

Regularly \$1.25

GOOD THROUGH THE MONTH OF
JANUARY

Available in Personnel

DID YOU KNOW...

...Paul A. Church, M.D., was recently inducted into the American College of Surgeons. This event took place at the 72nd Annual Meeting of the college in New Orleans. Dr. Church, a urologist, is on the staffs of the Hospital Center and The Allentown Hospital.



...Kathleen and Joseph Lucke recently co-authored a chapter titled "Severity of Illness and Nursing Intensity as Predictors of Treatment Costs" for the book PATIENTS & PURSE STRINGS: PATIENT CLASSIFICATION and COST MANAGEMENT. Joseph works as a research methodologist in Research and Publications; Kathleen is employed in Pool Trust Grants.



...Herbert L. Hyman, M.D., senior consultant gastroenterologist at the HealthEast Hospitals was recently accepted as a Fellow in the Academy of Psychosomatic Medicine. Dr. Hyman served on the Advisory Council for digestive diseases at the National Institute of Health for four years, and was a member of the National Digestive Disease Advisory Board for two years. Presently, he is on the Governing Board of the Pennsylvania Society of Gastroenterology, and is a member of the Editorial Board of PRACTICAL GASTROENTEROLOGY. He is also a Fellow in the American College of Physicians and in the American College of Gastroenterology.



...Rose Haas, R.N., director of Employee Health Services, was elected to the Society of Nursing Professionals' "Who's Who" list for 1986. Mrs. Haas has also been invited to chair the Employee Health Services Conference, in June, in Orlando, Florida. She was chairperson at the 1986 conference in Washington, DC.

HOLIDAYS '86



SHARING THE CHRISTMAS SPIRIT: Carolers from St. Thomas More School warmed the Hospital Center halls with song.



MEDIEVAL MELODIES: Sarajane and Ted Williams played unique arrangements of seasonal favorites for visitors and hospital personnel.

Continued on page 6



THE CHRISTMAS FEAST: More than 1900 members of the Hospital Center family shared in the traditional Christmas meal.

SANTA'S VISIT: The man in red came to the Children's Christmas Party on December 14, bringing with him COLOR AND LEARN coloring books and HOW HIGH AM I? growth charts for the 171 tots. A Recreation Committee activity, the party was coordinated by Linda Moyer and Kim Morstatt.



DECORATING CONTEST WINNER: This year's Christmas Tree Decorating Contest winner was Physical Therapy. Department director Trevor Swan (center) waits in hopeful anticipation while judges Jim Musselman (left) and Jane Maulfair (right) inspect the tree.

Physical Therapy Wins Tree Decorating Contest

The Physical Therapy Department was this year's Christmas Tree Decorating Contest first-place winner. Taking second-place honors was Engineering, with Radiology coming in third. Plaques were awarded to the three top winners.

Judging the trees on originality, uniqueness, creativity, number of ornaments, number of handmade ornaments, and ability to tie the theme into department functions were Jim Musselman of Musselman's Advertising, Jane Maulfair, THE MORNING CALL, and Susan Coker from the Dina Porter Gift Shop.

Honorable mentions were given to Medical Records and the Short Procedure Unit.

READERSHIP SURVEY RESULTS

First, thanks to everyone who took time to respond to the READERSHIP SURVEY that came with the November UPDATE. Our objective with the survey was to find out how we are doing from as many readers as possible, and, more importantly, ways we can make the paper more interesting. We think you'll notice improvements immediately.

Also, we don't intend this to be a once-and-done survey. Expect to see another survey in June or July, and then repeats every six months or so. Hopefully, the number of responses will grow with each succeeding survey. The total returned surveys, 79, was somewhat disappointing; however, we're optimistic that more people will be motivated to respond when the READERSHIP SURVEY becomes a semi-annual feature.

Finally, what are we doing about the responses to the survey? While it would be impossible to make all of the changes suggested, we intend to follow the general direction that the responses indicate to us. That's where we can use the help of our readers. You know who has interesting hobbies that would make good reading, or who recently received an award for something related (or unrelated) to Hospital Center business. Let us know. UPDATE is for all of you associated with the Hospital Center; it requires the participation of its readers to keep it interesting. So please help us. Make copies of the IDEAS card (see page 8) and fill it in with your thoughts as often as you like. Please note that we must receive material for UPDATE by the 10th of the previous month. Thanks.



UNDERSTANDING THE READERSHIP SURVEY RESPONSES: The number beside each item in the survey indicates the amount of respondents who checked that item. Since not all respondents replied to every item, the numbers will vary, with totals not equaling the number of survey participants.

READERSHIP SURVEY RESPONSES

Please check the appropriate response.

1. I am 62 a Hospital Center employee
— a Hospital Center patient
17 other (please specify)
2. I read UPDATE 76 regularly
2 occasionally
— just happened to see this issue
3. Regarding the paper's format, I 51 really like it
14 guess it'll do
8 think it could stand improvement
4. What I like most about the paper is (check as many as apply)
39 the pictures
45 the news stories
55 the PEOPLE section
38 DID YOU KNOW
24 Notes from our Patients
33 Recreation
40 BENEFIT
4 SPOTLIGHT
4 other (please specify)*
5. I read these, but I think they could be improved:
15 the news stories
15 the PEOPLE section
7 DID YOU KNOW
6 Notes from our Patients
9 Recreation
17 BENEFIT
17 SPOTLIGHT

Continued on page 8

Survey Continued...

6. I don't even bother reading:

- 1 the news stories
- 2 the PEOPLE section
- 3 DID YOU KNOW
- 12 Notes from our Patients
- 12 Recreation Committee News
- 6 BENEFIT SPOTLIGHT

7. I'd like to see more of this in UPDATE:

- 37 pictures and/or photoessays of hospital events
- 39 pictures of people who work in the hospital
- 5 pictures, period
- 15 news stories
- 50 human interest stories and profile
- 12 DID YOU KNOW
- 7 Notes from our Patients
- 9 Recreation Committee News
- 14 BENEFIT SPOTLIGHT
- 8 other (please specify)

8. I'd like to see less of:

- 1 pictures and/or photoessays of hospital events
- 2 pictures of people who work in the hospital
- 6 pictures, period
- 6 news stories
- 1 human interest stories and profile
- 3 DID YOU KNOW
- 16 Notes from our Patients
- 7 Recreation Committee News
- 8 BENEFIT SPOTLIGHT
- other (please specify)*

9. I'd like to make these comments or suggestions for UPDATE:*

* Due to space limitations, we are not able to print the responses in this category. If you wish to receive a listing of responses, please send a written request to the Public Relations Department.

----- UPDATE NEWS ITEM IDEAS -----

YOUR NAME _____

SHIFT _____
EXTENSION _____

STORY IDEA (Human interest, profile, promotion, etc.)

WHO? _____

WHAT? _____

WHEN? _____

WHERE? _____

HOW? _____

WHY? _____

Please forward this form before the 10th of each month to:
Public Relations, Lehigh Valley Hospital Center, Box 689,
1200 S. Cedar Crest Blvd., Allentown, PA 18105.

CONSTRUCTION UPDATE

West Wing Project

Work on the West Wing project's exterior continues with the installation of the precast panels. This phase will be completed in mid-January. The windows and other glasswork will then be put in place, so that by the end of January, the West Wing will be completely enclosed. This is significant in that it will allow work to continue inside the shell throughout the winter.

On December 23, 1986, we received approval from the State to phase the project by floors. The third floor Dormitory Area will be constructed first. In mid-January, we will request approval from the State of the first floor plan. This plan is essentially the same as previously submitted, but a few changes have been made to the layout of individual departments. We are still evaluating the impact of our plans to convert the second floor of the West Wing project from office space to clinical space. We continue to seek solutions to the space requirements here at the Hospital Center.

General Services Building Notch

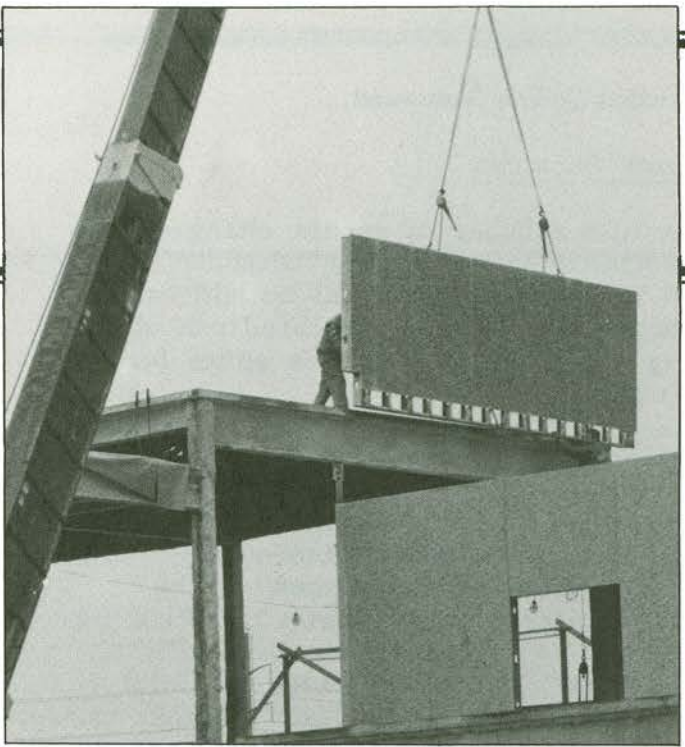
We are happy to report that the General Services Building Notch is complete and has received State approval for occupancy. As a result, we were able to relocate house staff from the patients' rooms and into the new sleep rooms. This increased our bed capacity by 11 beds since mid-December.

Approval has been obtained to use the Operating Room support space, thereby allowing us to move the equipment and supplies from OR's 13 and 14 to this area. GSB Notch will now house: first floor - the Mailroom, Gift Shop, and Hospital Equipment Storage; second floor - Sleep Rooms for House Staff and OR Support Space.

Parking

We continue to review our parking needs and are currently evaluating the development of a parking structure as well as additional surface lots.

Beginning in January, we will see increased control and segregation of our parking lots using colored hang tags to register Hospital Center family vehicles for each parking area. For example, employees working in the GSB will be allotted space in the West Lot since it is closest to their work place. Parking areas in the east portion of the Main Lot in front of the



CLOSING IN: Workmen install precast panels to enclose the West Wing. With the outer shell completed, work within the structure will continue throughout the winter.

Hospital Center will be for those working on the east side of the hospital. The development of additional surface parking closer to the Emergency Room, Shock Trauma, and other critical care areas on the second floor will allow those employees to park closer to their departments.

We are adding parking gates to control access to the 3-11 Lot and Short Term Lot. Cards will be distributed to those employees permitted to use these lots. Operation of these lots will be similar to that of the Doctors' Lot.

MRI Center

The Magnetic Resonance Imaging Center structure is in place, and the building's outside walls and roof have been completed. Inside, partitioning is taking place with an expected completion date of mid-February. All utility work is complete.

Continued on page 10...

Construction Update Continued...

Computer Services

Due to a number of recent changes, the new completion date for this area on the second floor of the GSB will be mid-January. The department will be relocated out of the nursing annex which will free space for other uses.

Update on Township Activities

Because of the objections by the neighborhood and Commissioners regarding the intended use of our property, the Hospital Center has withdrawn its rezoning application. We are in the process of developing a Master Plan which will better identify the intended use, and we plan to present a revised application in the coming months.

Good news on the Child Care Center expansion. The courts have overturned the Zoning Hearing Board's denial of our application and we expect to go back before the Township for approval in the Spring. This is an FY'87 project, and we continue our planning for expansion of the facility in the Summer and occupancy later in the year.



WALLED IN: Within the completed walls of the MRI Center, dividing of the interior space is taking place.

Safety Features

A new emergency telephone has been installed at the edge of the Child Care Center in the West Parking Lot so that those of you who find yourselves in need of help can reach Centrex or Security via phone. Security will continue to assist disabled motorists in the parking areas.

BENEFIT SPOTLIGHT



New Tax Act...

...By now, you should be aware that new federal income tax structures will be implemented starting 1987. How each of you will be affected by this differs depending on many factors. We suggest contacting your accountant to obtain these answers.

One area that we shall soon be paying special attention to regarding income and withholding tax is completion of the new W-4 "Employee Withholding Allowance Certificate." Because the Tax Reform Act of 1986 has made many changes to the tax law that could affect your taxes for 1987, the amount of tax that is currently withheld from your pay may no longer be correct. So that neither too little nor too much tax is withheld from your pay, each employee is required to complete and file a new W-4 form before October 1, 1987.

Personnel will be contacting you in January to complete the new W-4 form.

COBRA Revisited...

...As of December 31, we had received only 667 signed COBRA notifications. If you haven't completed the form and returned it, please do so ASAP. If you misplaced or lost your copy, please stop by or call Personnel to obtain another one.

If you have any questions regarding these or any benefits issues, please call Personnel at Ext. 8800.

RHODES RECEIVES POOL PRIZE FOR TRAUMA SERVICE



POOL PRIZEWINNER: Dr. Michael Rhodes (third from left), recipient of the third Pool Prize, receives congratulations from (left to right): Edward Meehan, executive director, Pool Trust; Frederick Fister, M.D., 1984 award recipient; Lawrence Levitt, M.D., Pool Trust trustee who presented the award.

Michael Rhodes, M.D., F.A.C.S., chief of trauma surgery at the Hospital Center, recently became the recipient of the third Pool Prize for his leadership role in traumatology.

According to Edward F. Meehan, executive director of The Dorothy Rider Pool Health Care Trust, the Pool Prize is awarded to "recognize outstanding individual contributions to the provisions of superior health care to citizens of the Lehigh Valley and others served by the Lehigh Valley Hospital Center."

The two previous recipients of the prize are Frederick Fister, M.D., for his role in medical education, and Reverend Malcolm MacMillan, for his involvement in hospice care.

Dr. Rhodes, a graduate of Hahnemann Medical School, in Philadelphia, completed his residency training in general surgery at the Hospital Center and The Allentown Hospital. He did his fellowship training in trauma at the Maryland Institute for Emergency Medical Services Systems under R.A. Cowley, M.D., generally regarded as the father of trauma care in this country. Dr. Rhodes returned to Allentown in 1978 to establish the trauma program at the Hospital Center.



THE HOSPITAL CENTER WELCOMES

To Computer Services
Kenneth Roth

To Laboratory
Diane Lerch

To Nursing Services
Susan Burt
Susan Dutko
Wendy Fay
Catherine Mertz
Marlane Mosley
Lesly Schmidt
Dorothy Stalsitz
Hazel Vosgier

To Pharmacy
Bozena Dolata

To Radiology
Lisa Mescavage

To Secretarial Pool
Sue Ann House
Joan Waskevich

To Security
Kathleen Getz
Ray Mead

Notes from our Patients

"All nurses and personnel I had dealings with were very friendly and tried to make my hospital stay as pleasant as possible. When possible, Lehigh Valley Hospital Center will be my first choice for myself and my family members."

Bonnie Moyer
Whitehall

"Your medical and nursing personnel are the most wonderful, caring people anyone could wish for. Please accept my heartfelt thanks for such a great facility! And may you always attract such dedicated professionals!"

Eileen M. Monaghan
Wescosville

"All nurses on 4A were so very nice and helpful. The cardiac cath lab personnel really put me at ease. Thank you all for your kindness. Also, my doctors, Dr. Guillard and Dr. Knibbe really were great. They explained everything and set my mind at ease. Thanks again."

Catherine A.
Gawmer
Whitehall



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