A MAGAZINE FOR EMPLOYEES OF LEHIGH VALLEY HOSPITAL AND HEALTH NETWORK

What Is One of FORTUNE's 100 Best Companies to Work For in the U.S.?

resley

Buzz in and get the exciting answer—and more on your tough questions—on page 4!

FORTUNE®
100 BEST
COMPANIES®
TO WORK FOR



We Made the List!

You help create our outstanding work environment, making us one of the best places to work in the U.S.

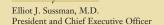
Nordstroms. Four Seasons Hotels. Wegmans.

When you think about such companies, what comes to mind? They are all familiar names, well-known for outstanding customer service, delivered by satisfied employees who always put customers first.

But what could a hospital possibly have in common with an upscale department store, a luxury resort or a supermarket? The answer is simple: quality people. We're filled with such people throughout our organization, and thanks to you, our hospital is now ranked alongside such great companies as those mentioned above.

> We've made FORTUNE magazine's 100 Best Companies to Work For. It means that, of all types of businesses throughout the entire U.S.—from banks and retail stores to manufacturers and pharmaceutical firms—our hospital stands out above the crowd. We ranked 80th, and are one of only 10 hospitals to make this year's list.

How did we make the list? Thanks to your hard work and dedication to making our hospital a model of patient and employee satisfaction. When The Great Place to Work Institute selected companies for FORTUNE's list, they considered two factors: surveys about our work environment completed by 400 of our colleagues, and a narrative and support material supplied by our human resources and marketing colleagues.



questions, that is

The surveys comprised two-thirds of a company's score, so your opinion mattered most.

What does this mean for you? It means you work in a warm, welcoming, collaborative environment, where colleagues work with PRIDE. It means you have a say in everything we do, whether it's through shared governance committees, our employee survey or employee forums. You have the unique opportunity to interact with senior managers at these forums and ask questions. (Read answers to all of your forum questions starting on page 4.)

You also get the support and guidance you need through resources such as the Center for Professional Excellence, which mentors colleagues in publishing and presenting about nursing practice. We reward you for your hard work through merit raises and our Shared Success Plan bonus. We recognize you with Service Star, Star Celebration and Friends of Nursing awards for going above and beyond, and with Working Wonders rewards for finding quality-improving and patient safety ideas. We support your personal health goals with free health benefits, Culture of Wellness classes and our tobacco cessation program.

This honor reflects our culture and the great things we've accomplished...the best outcomes for patients...U.S. News & World Report recognition in eight specialties...Magnet recognition for nursing excellence...some of the nation's highest patient satisfaction scores...our ability to create one of the most efficient large hospitals.

Together, we've also focused on adding the right people to our "bus"—people with the proper skills and attitude. When the right colleagues are on-board, we make sure they are in the right seats by findings roles in which they can thrive.

Every day, you bring dedication, creativity, knowledge and experience to your job, and you give your best to help heal, comfort and care for the people of our community. I thank you. Our community thanks you. You help create a culture of caring that strives for excellence, and that puts us among the nation's best.

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Things You Should Know About the Ambulatory Surgical Unit

ASU colleagues share why they love working in the operating rooms at LVH-17th and Chew

We're the best kept secret at LVH-17th and Chew.

"Often, people are surprised to hear just how much we do in the ambulatory surgical unit," says operating room veteran of 20 years Carolyn Harlan, R.N. "Our team of 135 clinicians—from the operating room, recovery, staging, pre-admission, processing, short-stay hospital and sterile processingperforms outpatient surgeries like hysterectomies, tonsillectomies, breast biopsies and carpal tunnel releases." When the unit opened 12 years ago, "we doubted there would be a large need for outpatient surgeries," Harlan says. "But now, medical advancements allow people to go home within hours after surgeries that used to require days of inpatient recovery."

We may be "older," but we have years and years of experience. Most

> members of our staff have been here for more than 10 years, and have already celebrated their 40th birthdays. "We joke the Center for Healthy Aging is at LVH-17th and Chew just for our benefit," says director Glenda Garza, R.N. (left), who was mentored by former director Ginny

> > Kovalovich, R.N., to lead the unit. "In all seriousness, we bring a high level of experience and professionalism to our work. Forty-three percent of our team holds certifications in our specialties, and 33 percent holds bachelor's degrees and postgraduate degrees.



gifts and hanging photos of them on their lockers beside photos of their own children.

We give ourselves a daily dose of laughter. We believe laughter is important, and making us laugh often are the "Diaz sisters." Sue Verhauz, R.N. (left), and Judy Wippel, R.N. (Diaz is their maiden name), have been fixtures in the operating rooms at LVH-17th and Chew for 33 years. "Because we look so much alike, our patients and colleagues often confuse us," Wippel says. "Some people even think I'm able to be in two places at once."



As told to Sally Gilotti

Our overall patient satisfaction scores are 92 or greater. We continually strive to enhance our patients' experiences. "With our years of experience, we know what's important: to treat our patients and each other well," says Steigler, R.N., an operating room nurse for 28 years. "Also, most of us have been patients, so we understand their needs."

Safety

Health Insurance

Salaries/ Benefits

Parking

Answer: "Meetings where colleagues have a unique opportunity to hear from and direct questions to senior managers."

Question: "What are employee forums?"

Answer: "3,700, nearly 21 percent more than 2005."

Question: "How many colleagues attended employee forums in 2006?"

Answer: "One of FORTUNE magazine's 100 Best Companies to Work For in the United States in 2007."

Question: "What is LVHHN?"



You've Got **Questions**, We've Got **Answers**When you talk, we listen

That's right! We've been named one of the best places to work in the nation! One reason—your input is valued and inquiries taken seriously. Here are answers to questions on your mind:

Safety

1. How can we ensure patients and colleagues are safe inside our hospitals?

You asked for changes to our security system, and we've made them because we want everyone to feel safe inside our buildings. Automatic doors used to stay open for 30 seconds when you swiped your identification card. To ensure someone doesn't walk through the doors behind you, doors now close in about 10 seconds. Plus, security colleagues now sign in at nurses' stations when they make rounds in the hospital. This gives you peace of mind knowing they have kept and will continue to keep your unit safe. We anticipate further security enhancements in the coming year.

2. Does security patrol the employee parking lots at all our campuses?

Yes, quite regularly. Additionally, every parking lot has a blue alarm that immediately puts you in touch with a security colleague. If you feel unsafe and would like someone from security to walk you to your car, call ext. 8220 at any time. If you forget the phone number, you can find it on new signs at the entrance of every hospital building.

Health Insurance

- 1. Why don't we offer medical insurance to retirees? Can retirees purchase medical insurance? Because health care costs increase with age, offering any health care coverage to retirees would be extremely expensive. We have a self-insured health plan and are not permitted to include those who are not employed in our plan. An option we have is to find a carrier who would offer group insurance to our retirees at a reasonable rate. We repeatedly have tried to find a carrier to provide such coverage but have been unsuccessful. Consequently, we have no plans to offer this benefit to retirees at this time.
- 2. Will we have to pay for health insurance in the future? This past fiscal year, it cost us more than \$60 million to provide health insurance to full-time colleagues. Plus, we're constantly looking to improve our benefits package. While there are no plans to charge colleagues for health insurance, we don't know what the future holds. Our financial stability could change due to a rise in health care costs or weakening economy. However, your continued commitment to keeping costs low and quality high goes a long way toward preventing the need for colleagues to pay for health insurance.

3. Why do part-time and newly hired colleagues have to pay for medical benefits? New colleagues have to pay for medical insurance during their first three months because we want people to be committed to working here before we absorb potentially high medical expenses. Part-time colleagues have to pay because they work fewer hours than full-timers. It wouldn't be fair to offer the same benefit to both groups. However, all colleagues pay the same amount for eye and dental coverage.

4. Are there plans to increase the amount of infertility coverage? Choice Plus covers up to \$7,500 of in-network infertility treatment over your lifetime. In addition, 60 percent of the cost of in vitro fertilization is covered.

Most insurance providers do not offer any coverage for infertility. We are not planning any changes at this time, but will continuously review this benefit.

Chiming in—Hemodialysis center's Don Jones, R.N., medical records team leader Lesley Zakos and the express admissions unit's Maureen Hojnacki, R.N., asked the right questions at one of 33 employee forums held in 2006.



Construction

Nursing/ Improved Care

Our Culture

Community Core

Salaries and Benefits

- 1. Does our pay increase match the cost-of-living increase? We determine the amount of our pay raise through an independent market survey. It's more comprehensive than just looking at the cost-of-living increase because it takes into account several economic factors, including inflation, our not-for-profit status, our local market and the health care industry. Last year's survey resulted in a pay increase of more than 3 percent. When combined with our Shared Success Plan (SSP) bonus, colleagues averaged a 5 percent pay increase. That's among the highest salary increase of any Lehigh Valley employer. Our annual pay raises are typically higher than the cost-of-living increase.
- **2.** Who is eligible to receive tuition reimbursement, and who pays for it? Fulland part-time colleagues are eligible as long as the course being taken is part of an approved college degree program. Per-diem colleagues do not qualify, and non-credit courses do not apply. Reimbursement amounts were increased for 2007. Full-time colleagues receive 85 percent of their tuition up to \$4,000 a year. Part-time colleagues receive up to \$2,000 annually. To apply, tell your immediate supervisor you're interested and fill out a tuition reimbursement form. Like your health insurance, the reimbursement is funded by LVHHN and does not come from your individual department budget.
- **3.** Will there be a bonus or pay raise for colleagues who have worked here for a significant number of years? Since 1996, we've based compensation on merit, not seniority. It's simple. If you work hard to become the best at what you do, you'll be rewarded for it. That's not to say we don't value our longtime colleagues. We recognize their years of service by offering more PTO and celebrating their dedication at events like Star Celebration.
- **4. Why might someone hired from outside the network make more money than someone who was promoted internally?** Every job has a pay range. Let's say we're looking to fill a position that has a \$15-20 an hour pay range. We find the perfect candidate with an exceptional amount of experience outside the network who already has a \$17-an-hour job. To attract her here, we may offer her \$19 an hour.

Now, let's say a colleague earning \$13 an hour applies for a job with the same \$15-20 an hour pay range. If she gets the promotion, her pay increase will typically put her in the lower half of that pay range, say \$16 an hour. If she performs her new job well, it won't be long before she gets a raise.

5. Why aren't nurse managers entitled to the same pay raise adjustment as R.N.s? Nursing is very competitive. The demand for nurses is high while the number of nurses looking for work is low. To attract and retain Magnet-quality nurses, we do a separate pay raise adjustment for R.N.s to ensure we stay competitive.

Nurse managers are in a higher pay range than R.N.s. However, because managers receive a salary and R.N.s receive an hourly rate, it is possible for nurses who work overtime to earn more money than a manager.

6. Could I be penalized for taking sick time even if I have several hours accumulated? No. Here's how our sick-time policy works. Full-time colleagues accumulate eight hours of sick time per month, and part-timers earn four hours per month. However, you can't use it until you've completed your sixmonth probationary period. If you are sick during your first six months, you can use your PTO time. After six months, the amount of sick time listed on your pay stub is yours to use when you're not feeling well. Just remember, you can't use sick time like PTO time. You only can use it if you're ill or unable to work.

Parking

- 1. Who can park in the new parking decks? Our three new parking decks are designed for patients and visitors. However, while construction continues on employee parking lots, 500 colleagues have been assigned to park in the deck along Cedar Crest Boulevard When The Center for Advanced Health Care opens, we will determine whether or not these colleagues will continue to park there. If you park illegally, a sticker will be placed on your window, and your license plate number will be recorded. Multiple violations will result in your car being towed.
- 2. What's being done to improve parking for LVH–Cedar Crest colleagues? We're increasing the number of employee parking spaces. A parking lot adjacent to the Cedar Crest Boulevard deck is already open for 3-11 p.m. shift colleagues. A new lot will open in the spring near the maintenance building.

We're making sure the condition of our temporary lots is kept up to par. Even though they will not be paved, we're filling potholes, plowing and salting during winter storms, and making sure they're well lit. No matter where you park during and after the construction project, parking for colleagues will continue to be free.

- 3. Will anything be done to improve safety and traffic flow in the Cedar Crest parking deck? We've already taken steps to make this deck safer. Two parking spaces have been eliminated from each floor to improve visibility around the turns. Yellow arrows were painted, and more signs were added to direct motorists and pedestrians to the entrance and exit. Rumble strips and speed bumps also were installed to remind people to drive slowly.
- Digital forum—
 Collegues who were not able to hear answers from chief operating officer
 Stuart Paxton at an employee forum were able to watch it on DVD.
- **4. Are there plans for a parking deck at LVH–17th and Chew?** There are no plans to create more parking at LVH–17th and Chew. The lot at 17th and Liberty contains 240 spaces and is never full. We are looking at the possibility of providing shuttle service from all parking lots to the hospital.
- **5.** Will employee shuttle service continue after the LVH–Cedar Crest construction project? Yes. The current shuttle schedule has been working smoothly. No changes are anticipated.



Construction

- 1. Are there plans to remodel any patient care areas at 17th and Chew? Yes. The construction of two new operating rooms is nearly complete. Patient lifts are being installed in 10 transitional skilled unit rooms. New flooring will be installed in the ambulatory surgery unit. We recently renovated the inpatient hospice unit, and over the past few years renovated the short-stay hospital, the emergency department (ED) and front entrance. While there are no definitive plans to make more changes to the ED, we are studying all three of our EDs to better understand their capacity and address their needs.
- 2. Are there plans to expand the pediatrics unit or create a children's hospital? There are no plans to build a new hospital, but we continue to look for ways to improve our pediatric program to better serve our community's children. We already have the area's only pediatric intensive care unit and Level III neonatal intensive care unit, as well as an inpatient pediatric unit, pediatric ambulatory surgery unit and Pediatric Specialty Center. All are staffed by a team of physicians and nurse specialists who are experts in caring for the sickest children.

We've expanded the Pediatric Specialty Center to include a pediatric neurologist, two pediatric gastroenterologists, a pediatric rheumatologist, a second hematologist-oncologist and pediatric surgeon, and an allergist.

3. Are there plans to expand the LVH–Cedar Crest Early Care and Education Center? We have preliminary plans to build a brand-new center somewhere on campus.

But right now we're focusing on construction projects that are already under way. Construction is not planned to begin for several years.

4. How will the LVH–Cedar Crest expansion project affect the following areas? *Emergency Department (ED)* The current waiting room will be remodeled to create space for seven more beds. Outside, we'll be building an addition to house the new waiting room, and more parking. During construction, there will be changes to the current ED entrances and exits.

Express Admissions Unit (EAU) South The only effect construction had on EAU South occurred about eight months ago when it was moved to the sixth floor. Intensive care beds occupy its former space.

The current Burn Center space We haven't determined what will occupy this space when the Burn Center moves to the new tower. The space the Burn Center is moving out of almost certainly will remain a patient care area.

Rapid Response Lab We're making improvements to the pneumatic tube system to decrease the time it takes specimens to get to the lab for

diagnostic testing. On average, a transfer takes one minute. New blowers and a redesigned infrastructure cut that time in half. Construction will not affect corridor access to the lab.

- 5. Will there be a walkway across Cedar Crest Boulevard, connecting the hospital with the Cedar Crest Professional Park? There are no immediate plans to build a bridge across Cedar Crest Boulevard.
- **6.** Will there be an access road from Fish Hatchery Road into the LVH–Cedar Crest campus? Yes. This entrance will alleviate traffic congestion at the Cedar Crest Boulevard entrance. It was designed specifically for colleagues because it will directly lead you to employee parking areas. The entrance will be located 700 feet from Cedar Crest Boulevard Turning lanes will be built along Fish Hatchery Road The new road will run through what is currently lot 4A. Construction will begin in the summer of 2007 and should be complete before year's end.

Nursing/Improved Care

1. Is there any service available to help colleagues learn basic Spanish? As part of the Puerto Rican Initiative grant, we are offering Spanish classes to physician residents only. There is a possibility the grant may be extended in the future to include nurses. If you would be interested in taking Spanish classes, call Maggie Hadinger from our division of education at 610-402-2475.

To help you care for our growing Spanish-speaking population in the meantime, we have more than 50 educated medical interpreters on staff to ensure medical information is communicated accurately. For a Spanish or Arabic interpreter at LVH–Cedar Crest or Muhlenberg, call 610-402-8221. At LVH–17th and Chew, call 610-402-2892.

- **2. What are we doing to retain nurses and our most experienced staff?** This past year, nurses and human resources staff conducted a study to learn how we can help nurses of AARP age (older than 52) remain comfortable while spending hours on their feet at the bedside. Based on their results, some units have implemented new nurse-to-patient ratios, and others plan to in the coming year. Also, some units are offering nurses a mixture of eight-hour and 12-hour shifts, and nurses considering transferring to a new unit have the opportunity to spend time on that unit before making a decision. In addition, we offer a benefits plan (pension and PTO) that grows the longer you work here.
- **3.** Are we doing anything to inform the community of our weight-loss surgery programs? Two surgeons currently are performing gastric bypass surgery at LVHHN, and we've spread the word about it in various ways. We featured patient success stories in *Healthy You* magazine, *CheckUp* and on lvh.org, and advertised in print and on the Internet. We also promoted The NEW You (Nutrition, Exercise and Weight Management), a program offering medical care from bariatrician Theresa Piotrowski, M.D., including nutrition, exercise, counseling and medications when needed. We also provide pre- and post-surgery education, counseling and support groups, and are developing community weight-loss programs. Surgeon Richard Boorse, M.D., now also offers lap band weight-loss surgery. It is reversible, but you will lose less weight than with gastric bypass.

How we ranked-

President and CEO Elliot J.

Sussman, M.D., has the

answer to where we rank

on FORTUNE magazine's

Best Places to Work For in

the United States list-80!



Our Culture

- 1. How will Lou Liebhaber's departure affect our organization? In his 12 years as chief operating officer, Lou Liebhaber contributed a vision from which we all benefit. His leadership and boundless energy helped make our hospital what it is today. To prepare for the future, he built and mentored a team that is carrying on his legacy. We're fortunate to have in place a strong leadership team, high standards of performance, a caring culture and efficient systems, all of which will help our organization's strength continue well into the future. Our leaders, including Stuart Paxton, chief operating officer, and Terry Capuano, R.N., senior vice president for clinical services, know our organization and our culture, and the enthusiasm, affection and commitment each of us brings to our work make our hospital the place it is today.
- 2. If we are financially strong, why were colleagues asked to contribute to a fund-raising campaign? We operate our hospital efficiently and are caring for more patients than ever before. This means we are financially strong. But no matter how strong a hospital's resources, it is impossible for any hospital to remain on the leading-edge of care without philanthropy. When our hospital administrators met with leading physicians and clinical experts to forecast our community's future health care needs earlier this year, we learned we can only fund about two-thirds of the requests, even with our financial strength. That's why our colleagues' voluntary support of our fund-raising campaign, Investing in Excellence Here at Home, was so vital. Colleagues helped raise more than \$1.3 million, which will help us make all areas of our network stronger.
- **3.** How will we enforce the new nonsmoking policy for colleagues, patients and visitors? We have to work together to create a smoke-free hospital. First, if you haven't quit smoking yet, consider signing up for our Tobacco Treatment Program. It's covered under Choice Plus.

Second, we have to remind patients and visitors that smoking is not permitted. We understand you might feel uncomfortable confronting someone who is smoking. That's why we created a smoke-free tool kit. In it, we've outlined several different scenarios with suggestions on what you should say to encourage people to put out their cigarette. To read it, click on the smoke-free icon on the intranet (www.lvh.com).

Finally, all managers will be enforcing this new policy. A violation will result in an incident report being filed with human resources.

4. How are we reaching out to the growing Latino population?

We continue to offer interpreter services in Spanish and specialized care for Latinos from bilingual and bicultural caregivers at Centro de Salud LatinoAmericano. And because Latinos are at greater risk for having, and dying from, diabetes, we recently collaborated with Latinos for Health Communities to provide diabetes education to Latino patients at Lehigh Valley Physicians' Practice, The Caring Place and Casa Guadalupe. Participants learn to improve their diet, fitness and blood-sugar levels.

5. Why does The Morning Call continue to write negative stories about us?

Many newspapers take pride in their role as a watchdog for the community. Newspaper reporters are not our spokespeople; they exist to ask provocative questions and create reader interest. During a calendar year, we are featured in numerous newspaper, television and radio stories, a great majority of which are positive. However, because we are so connected to our organization and feel so strongly about the good things that happen here, we tend to notice the negative stories more than the positive. Rest assured that our positive messages are impacting our community. We recently surveyed more than 600 of our community members, and of those who read last August's *Morning Call* story about hospitals and community benefit, more than 90 percent said they see our hospital in a positive light.

6. Why did *The Morning Call* article say we value volunteers at \$17 per hour? More than 1,100 volunteers donate their love, compassion and enthusiasm for our patients. Our gratitude to them is immeasurable. However, a statute called Act 55 requires all not-for-profit organizations in Pennsylvania to measure the value of volunteer services. The act provides a formula for calculating this based on the Pennsylvania Workers Compensation Act. We follow that formula.

Community Care

- 1. Are there plans to expand our service or recruit physicians outside of the Lehigh Valley in places like Boyertown or Pottstown? We are actively looking to build relationships with these communities and the doctors who provide care there, so more people may benefit from the services we offer.
- 2. Have we considered partnering with Gnaden Huetten and Palmerton hospitals? We want our neighbors to have the same access to quality care as we do here in the Lehigh Valley. That's why we've always had a very good relationship with the Blue Mountain Health System (Gnaden Huetten and Palmerton hospitals). For example, they're using our Cardiac Alert program to get patients having a heart attack to our hospital faster. Through the program, we strive to treat them with angioplasty in 90 minutes or less—the gold standard for heart attack care. We're looking into further developing our relationship by possibly providing services like stroke alerts and telehealth technology.
- **3.** Will the Home Ownership Program extend beyond the immediate 17th Street area? The Home Ownership Program is still a pilot. At this time, we are not considering expanding the program, but will look at the possibility of doing so in the future.
- **4. Why don't we accept Aetna insurance? Will that change?** In the past, Aetna offered us payment rates below the cost of caring for the patients it insures. Since then, we've continued to have contact with Aetna as a result of the approximately 300 Aetna patients who turn to us for trauma and emergency care every year. We've had conversations with Aetna about an agreement, but are not negotiating with them at this time.

Want more questions and answers? For details about Culture of Wellness, improved services at LVPG practices and the greatest challenge we face, visit the Internet at www.lvh.org/checkup or call 610-402-CARE.

A Time to Remember



These colleagues' legacies live on

Whether they worked here one year or 40, the colleagues who passed away in 2006 have forever left a mark on those who knew them. Here are the men and women who were honored at the annual Remembrance and Renewal Services last month.



A Passion for Technology

When Richard Lerch started here in 1965, computers were giant fickle beasts. "There was just one central computer, no monitors, and data was read with paper tape. No one knew how they worked except for a few people like Richard," says his colleague, Meg Schaffer. "He always was trying to help people make automation work for them."

For the next 30 years, as computers evolved, Lerch's knowledge of them kept growing and expanding as well.

Throughout his life, he researched and advocated for the latest technology at the hospital.



Like Part of the Family

Rachel Sninski, R.N., was the quiet type, but her preceptor, Michelle Trzesniowski, R.N., saw great potential. "She was a quick learner and was on track to becoming a great nurse," Trzesniowski says.

When Sninski died last year at age 23, it left her colleagues in shock. "It really opened our eyes to how precious and valuable we all are to each other," Trzesniowski says. To honor Sninski, she and her colleagues started a scholarship and a Friends of Nursing award in her name.

"The Best Friend Anybody Could Ever Have"

When inpatient hospice supervisor Kelly Minnich, R.N., thinks of her friend and home health aide colleague Hilda Padro, she thinks of her compassion first. "Hilda was the kind of person who would give you anything she had—no questions asked," she says.

Even while Padro was dealing with her illness, she wanted to be there for her patients. "If she felt OK, she would come to work," Minnich says. "She felt better when helping others."



A Love of Teaching

After Sandra Bobryk's colleague and longtime friend Marion Rumley passed away, she wanted her legacy to continue. Rumley's passion was teaching. So her radiology department colleagues created a fund in her name that would assist a Northampton Community College radiology students with educational expenses.

"We have raised more than \$6,000 in Marion's name so far," Bobryk says. "She was such an integral part of our lives. Her spirit will remain in our hearts forever."



A Woman With Courage

Respiratory therapist Michelle Serfass wanted to see her twin granddaughters. So she bought a pickup truck, loaded up her dog and set across country to visit them in Utah. "That takes courage," says her colleague Charlotte Kranyecz, who remembers Serfass' strength throughout her illness.

"Michelle had a tremendous spirit," Kranyecz says. "She was always up for a good laugh." Serfass was a Philadelphia Eagles fan and idolized Terrell Owens. "He was on her screensaver."



Luck Be a Lady

When Pauline Shull (second from right) started at The Allentown Hospital as an operator, it was only so she could save enough money to buy a refrigerator. She ended up staying with LVHHN for 37 years until her passing at age 81. Every night when Shull would leave work she would say to her colleagues (I to r) Colleen Granitz, Hope Roth, Gail Keinert and Lynn Knauss, "Well, I guess I'll go home to my happy abode."

Roth remembers her bringing in freshly picked apples and peaches. "She would never take money," says Roth, who also recalls Shull's love of gambling in Las Vegas. "She was quite lucky."



A Calming Influence

Carole Buck (third from left) loved her job as a surgery coordinator at College Heights OB/GYN and took special care of women who had miscarriages. "She comforted them," says Diane Piscitelli, retired office coordinator.

She was there for Piscitelli, too. During Thanksgiving 1995, Piscitelli's son, Mark, was in the hospital battling leukemia. "He told me to go home and make dinner. I did and next thing, in walks Mark," she says. After he died, Buck called her friend every Thanksgiving to relive that memory. "I missed hearing from her this year," Piscitelli says.

Buck was also part of "The Golden Girls"—a group of office colleagues (I to r) Audrey Medlar, Susan Roach and Piscitelli—who met for breakfast before work six times a year to share news about their friends and families.



First on the Scene

If there was a problem at LVH–17th and Chew, colleagues could rest assured that security officer Ronald Reinhard would be there in a heartbeat. His presence alone would make Barbara Davis, R.N., and colleagues feel safe.

Reinhard started his career here in 1989 after retiring from the Allentown Police Department. Through the years, colleagues depended on Reinhard to handle security threats with ease and care. "He was respectful, kind and fair," says Davis. "He was our big teddy bear and our guardian angel."



CHECK

"Live Life!"

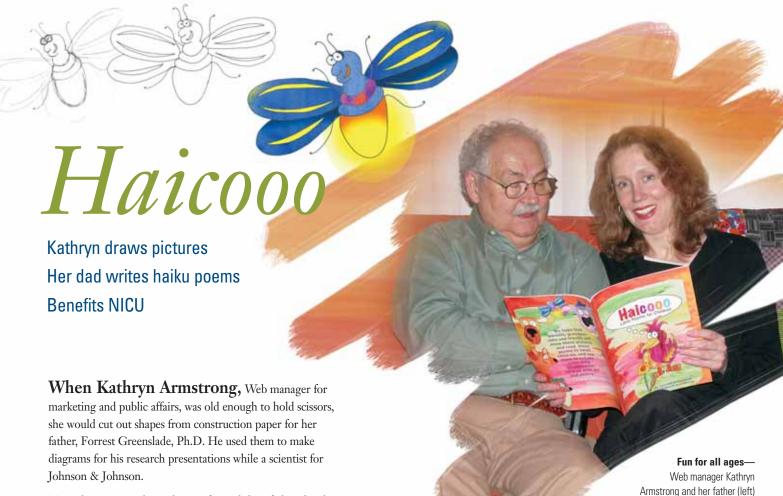
Eloise Albright's e-mail reply—"Live life as a exclamation!"—said it all. A credentialed coding specialist in medical records, she had a way of making her colleagues feel special. "She loved flowers and would bring me bouquets on special occasions," says Carolyn Murphy. "She was always the first person to recognize someone's accomplishments and birthday."

Albright's loves included golfing and her two cats, Homey and Lacy. "Eloise felt everyone should really live life," Murphy says. "And she did just that."

Kimberly Hassler Matthew Burns

FEBRUARY 2007





More than 30 years later, the two formed their father-daughter team again—this time to write and illustrate a children's book called "Haicooo: Little Poems for Children." The idea came from drawings Armstrong created for LVHHN's Web site redesign. "We wanted to give the pediatric department's pages a child-friendly look with bright illustrations," she says. Her first drawing was of one of her dogs, a husky she rescued named Frosty.

"I sent it to my dad," she says. "He learned about haiku poetry in his writers' group and sent back a poem about Frosty." As Armstrong completed more drawings, she sent them to her father who continued to be inspired. "We had more than two dozen drawings and poems and decided to create a book," she says.

They dedicated the book to Frosty (who since has passed away) and Armstrong's 22-month-old daughter, Nicole, the inspiration for donating the profits to the neonatal intensive care unit (NICU).

Rewind to April 2005 when Armstrong was pregnant with Nicole. The pair was in danger when Armstrong's blood pressure spiked close to her due date. Caregivers on labor and delivery made the decision to induce labor. To prevent her from having a seizure

during delivery (a risk of high blood pressure), doctors medicated Armstrong. She was in labor for 30 long hours. As she pushed, little Nicole's heart rate dropped rapidly—and when she entered the world, she wasn't breathing.

"The NICU team was in my room within 20 seconds," Armstrong says. "Thankfully, she started breathing on her own in that time." But Armstrong will never forget the swift actions of her colleagues who examined her daughter and made sure she was OK. "My family and I experienced firsthand what sets LVHHN apart."

Now almost two years later, Armstrong reads "Haicooo" to her daughter. Nicole giggles and points to the animals. "Moo. Cow," she says. Armstrong smiles. "Because of the NICU's work, other moms will be able to read to their children, too."

Kimberly Hassler

created the book "Haicooo" together.

Joe Chernaskey, who is a firefighter.

Armstrong first sketched her animals, like

"Fire guy Joe" (above), with a pencil. She traced them with ink and then filled them in with watercolors.

This character was inspired by her colleague's husband,

What is Haiku? It's an ancient form of Japanese poetry. The first line has five syllables, the second has seven and the last five. The poetry inspired Kathryn Armstrong's book and the title character Haicooo, who will help raise money for our NICU.

Want to purchase "Haicooo: Little Poems for Children" and support our NICU? Call 610-402-CARE.

SERVICE STAR of the MONTH

The boy learned he had type 1 diabetes at age 7,

and then the care he received elsewhere over the next nine months didn't help. But when the boy came to the Helwig Health and Diabetes Center and received a treatment plan from diabetes educator Justine Fierman, C.R.N.P., his blood sugars returned to normal levels in just four days.

Fierman's care didn't end there. When the boy suffered life-threatening complications from a virus, she kept in constant contact. Fierman provided emotional support and oversight to monitor the boy's safety while he was in his local hospital. Ultimately, she arranged for the boy's

> even visited him and gave him a stuffed toy that he now sleeps with every night. "She is an angel who deserves a shining star to go along with her halo of compassion, understanding, knowledge, determination and devotion to her patients and profession,"

> > his mother says.

transfer here, where he recovered. She

Kimberly Hassler



Justine Fierman, C.R.N.P., Helwig Health and Diabetes Center

Congratulations to Award Nominees

J. Luis Terreforte, imaging services manager, clinical engineering Nominated by Melissa Fink, reproductive endocrinology and infertility

Andrew Martin, R.N., emergency department (ED), LVH-Cedar Crest Nominated by RoxAnne Masino, LVPG central billing

Laurie Moshier, nursing administration, LVH-Cedar Crest Nominated by Michele Gelgot, nursing administration

Denise DeBonis, medical receptionist, LVPG Neurology Nominated by Renee Seyfried, R.N., LVPG Neurology

Traci Wagner, R.N., emergency department (ED), LVH-Cedar Crest Nominated by Alicia Kowalski, R.N., ED, LVH-Cedar Crest

Kevin Walters, technical partner, 6C, **LVH-Cedar Crest**

Nominated by Linda Oxman, R.N., 6C

To nominate a star, go to e-mail's bulletin board at Forms_rewards and right click to "use form." Or on the intranet at www.lvh.com, go to the "What's New" box and click on Nominate a Service Star



WORKING WONDERS

Use these helpful tips to make your idea rise to the top

Want to submit a Working Wonders idea that gets noticed? Keep the five W's in mind: what, when, where, who and why.

"We sometimes receive submissions that are only one or two sentences long," says management engineer coordinator Jacqueline Straley. "But if it's too brief, it might not be clear enough to the evaluator and get rejected."

Make your idea stand out. Ask yourself:

- WHAT is the problem? Explain the current situation in detail and research the practicality of your solution.
- WHEN does it occur? Clarify how often it happens—whether it's 20 times a day or once a week.
- WHERE does it exist? Pinpoint the affected department or area.
- WHO is involved? Write down all the people who helped identify the situation and craft the possible solution. If you feel a specific person or area is best qualified to evaluate your idea, let us know.
- WHY does the situation exist? Give specific reasons and explain how your idea can help. When addressing the solution, provide supporting documents such as a product name.

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

February

Love Your Heart - Go Red!

Four years ago, pharmacist Carol Faust (left), who was born with a hole in her heart), was diagnosed with heart failure. Gordon Frey, R.N., of LVH–Muhlenberg's intensive care unit had an angioplasty and stents placed in his three blocked arteries. On Friday, Feb. 2, they both plan to wear red to raise awareness of women and heart disease for the American Heart Association's National Wear Red Day. All colleagues are encouraged to wear red in support of this cause.

From Her Heart to Yours

Fri., Feb. 2; 5:30 – 7:30 p.m.

LVH-Cedar Crest, auditorium

Learn lessons from women heart-attack survivors and their cardiologists. Wear red to celebrate Go Red for Women day.





Going Back to College?

If you are, Lehigh Carbon Community College will host two lunch-and-learn sessions in the LVH–Cedar Crest auditorium, noon $-1~\mathrm{p.m.}$

• The Myths and Truths About Going Back to College—Mon., Feb. 12

Learn about program options, distance learning, job options and educational support.

• Going Back to College and How to Pay for It— Fri., March 2

Learn about scholarships, tuition reimbursement and financial aid.

Call 610-402-CARE to register.

Get a Discount at Youthful You!

New for 2007, the Youthful You Institute offers all LVHHN employees a 10 percent discount on hand, foot and facial treatments and massages. The discount does not apply to retail products or special events or programs. Call 610-402-CARE to schedule your appointment today!

Planning Your Financial Future

Wed., Feb. 21, Thu., Feb. 22 and Tue., Feb. 27

Wed., Feb. 21; noon, LVH-Cedar Crest, classroom 1

Thu., Feb. 22; 1 p.m., LVH-Muhlenberg, ECC conference room C

Tue., Feb. 27; noon, LVH-17th and Chew, auditorium

AIG VALIC, the company managing our retirement plans, hosts these seminars to help you plan for financial security. Registration is required. Call 1-800-450-7113 or visit www.valic.com/seminars and enter seminar code 3074ALL11AB.

at LVHHN

You Could Earn \$500 for Referring a Physician

Do you know any physicians who would like to join our team? Recruiting the best physicians allows us to continue providing the highest-quality care. If you refer a physician who fills one of the positions below, you can earn a \$500 reward.

- Orthopedic subspecialists (trauma, foot and ankle, total joint)
- Pediatric subspecialists (pulmonary, neurology)
- Pediatric surgeons
- Cardiologists
- Gastroenterologists
- Maternal-fetal medicine subspecialists
- Medical oncologist/hematologist
- Hospitalists
- Mammographer
- Dermatologist

To refer a physician candidate to the Physician and Executive Recruiting Department:.

step 1 • Go to TAO E-mail

step 2 • Click on Bulletin Boards

step 3 • Click on Forms_/LVH

step 4 • Right click on Physician Referral Form

step 5 • Select "Use" form

Body Wedge 21™

Thu., Feb., 15; 6 - 6:45 p.m.

8 classes/ \$56 reimbursable through Culture of Wellness Healthy You Center

These repetitive exercises target the major fat-storage areas and muscle groups.

Miller-Keystone Blood Drive

Fri., Feb. 16: 7 - 11 a.m.

LVH-Muhlenberg, conference rooms C and D

Cardio Kickboxing

Mon., Feb. 19 and Wed., Feb. 21

Mon., Feb. 19; 7:30 - 8:30 p.m.

Mon., Feb. 21; 7:45 – 8:45 p.m.

8 classes/\$56 reimbursable through Culture of Wellness Healthy You Center

This high-powered routine strengthens body and mind.

CPR Recertification

Wed., Feb. 21 and Thu., Feb. 22 Wed., Feb. 21; 10 a.m. – 10 p.m.

Thu., Feb. 22; 8 – 11 a.m.

FREE

LVH-Muhlenberg, ECC classrooms A, B, C and D Learn the new quidelines. Class is free only for

employees whose job requires it.

Ener-Chi

Fri., Feb. 2; 9:30 - 10:30 a.m.

8 classes/\$68 reimbursable through Culture of Wellness Healthy You Center

Build flexibility and strength, ease stress, rejuvenate energy and rebalance your life with this fusion of tai chi, kung fu, qigong, yoga and meditation.

FlashFit

Mon., Feb. 19; 5 – 5:45 p.m.

16 classes/8 weeks \$52 reimbursable through Culture of Wellness

Healthy You Center

This fun and motivating circuit-training boosts energy

Healthy Hands and Nails

Tue., Feb. 13; 2 - 3 p.m.

LVH-Muhlenberg, Youthful You Institute

Preview our moisturizing and strengthening education program.

Telling Your Story

Tue., Feb., 13; 10 a.m.

LVH-17th and Chew, Center for Healthy Aging Learn how to organize your thoughts and record your memories via journal, memoir or scrapbook.

Pilates Express

Wed., Feb. 7 and Tue., Feb. 13 Wed., Feb. 7; 5:15 – 6 p.m.

Tue., Feb. 13; 11 – 11:45 a.m.

8 classes/\$48 reimbursable through Culture of Wellness Healthy You Center

These deep-muscle exercises condition and build core strength.

Qigong

Mon., Feb. 5; 11:15 a.m. - 12:15 p.m.

8 weeks/\$68 reimbursable through Culture of Wellness Healthy You Center

Build and renew energy and balance your health and body, mind and spirit through these combined movements and meditations.

Staying Strong

Tue., Feb. 27; 5:45 – 6:45 p.m.

16 classes/8 weeks \$44 reimbursable through Culture of Wellness

Banko Family Center

This program builds muscle tone, slows bone loss and eases arthritis.

FOR MORE DETAILS ON ALL PROGRAMS OR TO REGISTER, CALL 610-402-CARE.

IN OUR

1 Sharing Secrets of Our Success

When personnel from hospitals nationwide wanted to learn how to accommodate more patients, they attended our hospital capacity seminar, "Strategies to Manage and Maximize Capacity." More than 90 participants from 12 states spent two days at LVH—Muhlenberg (far right) listening to presenters such as emergency services director Charlotte Buckenmyer, R.N. (right), discuss ways we've increased our capacity through network-wide initiatives like Growing Organizational Capacity. Among the items discussed: our PACU Alert System that quickly locates available beds for patients recovering from surgery.

2 LVH-Muhlenberg's Stroke Care: Joint Commission Approved

LVH—Muhlenberg recently received Joint Commission certification as a Primary Stroke Center, joining LVH—Cedar Crest and 17th and Chew as the only such stroke centers in our region. "This certification lets the community know it will receive the same standard of care at any of our hospitals," says stroke program coordinator Claranne Mathiesen, R.N. Colleagues from emergency services, neurology, intensive care, 4T and radiology collaborate to ensure the fastest and most effective stroke care, including from left to right: John Castaldo, M.D., Dave Richardson, M.D., Diana Haines, R.N., Claranne Mathiesen, R.N., Kate Wentzell, R.N., and Mary McGeer, R.N.

3 A Strengthened Commitment to Education

Internal medicine resident Tyler Fugate, D.O. (left), learns about computerized orders from hospitalist John Davidyock M.D. Residents like Fugate will have plenty of company this year; our program is growing by 25 percent, meaning we will educate 40 additional residents. These new positions in neurology, cardiology, geriatrics, emergency medicine, OB/GYN and surgery mean LVHHN ranks in the top 10 percent of residency programs nationally in terms of size. "This will help us continue to recruit physicians and keep them here to care for the people of our community." says Sara Viessman, M.D., director, division of education.

4 Sharing Our Magnet Journey

About 100 nurses from across the country came here to learn how to create a Magnet environment—the ideal practice environment for nurses. LVHHN and the American Nurses Credentialing Center (ANCC), which oversees the Magnet recognition program, co-hosted "Journey to Nursing Excellence and Magnet Recognition Workshop." Nurses heard from our clinicians and ANCC consultants on how to build a professional culture, formulate programs and reach better patient outcomes. Among LVHHN's speakers were (from left) director of health care research Joanna Bokovoy, Dr.PH, R.N.; director of LVH—Muhlenberg's critical care units and Regional Heart Center Georgiann Morgan, R.N.; and vice president of patient care services Molly Sebastian, R.N.

5 Bike Patrol

Have you seen a security officer on a Trek mountain bike? It's Brad Fulmer, who began patrolling LVH—Cedar Crest and Muhlenberg on two wheels in December. "This is a quicker way to patrol our expanding network," Fulmer says. "I can get around traffic and go through parking lots to get a tighter view on the campus." You'll see Fulmer on his bike year-round.

6 Our Little Angels

Lindsey, 5 (left), and Raniya, 3, students at our Early Care and Education Center, got creative to help other children during the holidays. As part of *The Morning Call's* Be an Angel campaign, the center's pre-school and pre-kindergarten students, with help from center director Nikki Leonzi (right), decorated activity boxes for use by children in our emergency department waiting rooms. Betty Anton, director of volunteering, also received several anonymous donations to support the project.

















Be an LVHHN Advocate

Inpatient cardiac rehabilitation coordinator Cathy Odom (right) and executive secretary Marion Nole are spreading LVHHN's quality care message to people outside our area. While Odom's 6-year-old niece was visiting from Alabama, she needed care at LVH—Muhlenberg's emergency department for an infection near her tonsils. "My brother tells everyone he knows in Alabama how great our hospital is," Odom says. Nole helped friends from Dunmore make arrangements for their 17-year-old daughter to receive care here for a spreading skin infection. "They can't say enough about the care they received," Nole says. "They are amazed at the difference in the level of care provided just an hour's drive from their home."

Are you telling friends and family about the quality of care at LVHHN? If so, call 610-402-3175 or e-mail Richard.Martuscelli@lvh.com and share your story in CheckUp.

Are We There Yet?

"Rome wasn't built in a day." It's a saying that means it takes time to create great things. Such is the case at LVH–Cedar Crest. "Twenty-one months into the expansion project, we're right on schedule," says project manager Al Szoldatits.

The first of two new parking decks in front of the hospital opened in early January. Patients and visitors will use the top floor. Valet will use the ground floor. "The pedestrian bridge also is complete, and design work continues inside The Center for Advanced Health Care," Szoldatits says.

The new seven-story tower also is on schedule. The first three floors are scheduled to be complete in December 2007, with construction on floors four through six wrapping up a few months later. Here's an update:

New Tower	Mechanical Electrical Plumbing	Interior Framing	Drywall
LUCALIUII	Percent Complete		
Front Tower	75	90	25
Elevators/ Waiting Rooms	30	50	40
South Tower	25	10	5
Operating Rooms/ Dietary Space	20	5	5



A sneak peak—On the second floor of the new tower, medical-surgical intensive care unit colleagues (I-r) Lucy Cascioli, R.N., Wanda Perich, R.N., and Linda Engle, R.N., check on the progress of their new 32-bed unit.



Joseph Tomko

Pharmacy

Most Memorable Moment Here

Winning the Friends of Nursing L.P.N. award

My Inspiration at LVHHN

My colleagues and my patients

Dedication to my patients

Other Areas Where I Worked

Behavioral health for 32 years

Favorite Pastimes

Spending time with my family, my dog, and traveling to Atlantic City

Favorite Cafeteria Food

Pizza

YEARS

Paula Bencik

Medical Records

Joseph Collette

Cardiac Cath Lah

Lvnn Corcoran-Stamm

Info Services

Delores Duffy

ASU-PACU/OR

Sharon Kistler

Transitional Trauma Unit

Patricia Knopf

Nurse Staffing Office

Linda Reinhard

Patient Accounting

Joseph Tomko

Pharmacv

YEARS

Glenn Alpha

Supply Distribution Services

Debra Barraco

Cancer Data Management

Carla Close

Fran Derhammer

Marketing/Public Affairs

Stephanie Kita

5T Med/Surg

Anthony Maini

Operating Room

Linda McCarthy

RHC Medical

Diane McHugh

Breast Health Svcs. Admin

Carol Pasieka

3A IPCU

YEARS

Thomas Andrews

Supply Distribution Services

Teresa Beers

Nuclear Medicine

Angela Deangelo

Gynecologic Oncology

Deborah Knight

Wound Healing Program

Debra Marakovits

Supply Distribution Services

Edward Matos

Respiratory Therapy

Donna Moyer

Human Resources Administration

Marlene Pereira

Neuroscience ICU

Michele Robinson

Trauma Reg Res Ctr.

Elizabeth Schaefer-Hassler

Radiology-Diagnostic - LVH-CC **Janice Schuler**

Acute Coronary Care Unit

Brenda Wisser

Home Care

Denise Wolst

Speech Therapy

YEARS

Tracie DeCrosta

Vascular/Interventional Radiology

Margaret Deibert

Partial Hosp Adult Psych

Patricia Marth

LVPG-Operations

YEARS

Jesulito Acance

Post-Anesthesia Care Unit

Joseph Bedics

Engineering

Patricia Chromczak

LVPBS - Muhlenberg Primary Care

Susan Hecker

Transitional Skilled Unit

Karolyn Igo

Happy Anniversary! FEBRUARY 2007

Medical Records Transcription

Rebecca Kollar

Express Admissions Unit

Hollace Lewis HealthWorks

Sandra Pearl

Base Service Unit

Evamarie Poliquin

Radiology - Diagnostic - LVH-CC

Lisa Smith

Physical Medicine

Linda Stambaugh

Occupational Therapy

YEARS

Frederick Ackler

Lehigh Valley Anesthesia

Bruce Bobo

AV & Media Services

Karen Bosga

Pharmacy

Nadja Davis

Nurse Staffing Office

Paul Dombrosky

Info Svcs Telecommunications

Lvdia Eglauf

Medical Records Transcription

Donna Farley 7T Med/Surg

Christina Gogal

Health Care Research

Jill Greco Operating Room

Judy Harley

Obstetrics

Elizabeth Holubowski

Nursing Float Pool

John Keating

Courier Services

Michael Landis

Clinical Engineering

Kathleen Lenert

Physician and Executive Recruiting

Janice Marchak

Vascular Lab

Heather Moody

3A IPCU

Robert Muthard Supply Distribution Services

Ana Paulino

Hellertown Family Health

Jennifer Reily

Patient Accounting

Andrea Reinhart

4C Medical/Surgical Unit

Louise Rheiner

Home Care

Rosie Ritter

Operating Room **Kelly Shak**

Bethlehem Twp Rehab Svcs

Thomas Shubella Internal Audit

Jennifer Smith

RHC Medical

Ronald Spitko

ICO Staging & Recovery

John Strohl

Courier Services **Laura Transue**

Healthy You Programs

Renee Weiss Vascular/Interventional Radiology

Kim Wildenberg

Vascular/Interventional Radiology



for employees of

AND HEALTH NETWORK

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