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*From the
President*

Success is most appropriately measured,
not by what we have accomplished,
but by the difficulty of the questions
we are willing to address.

Paul Hawken

August greetings to members of a very
successful (by Mr. Hawken's criteria and
others) Medical Staff!

As we sweat through the hottest time of
our calendar year, things are beginning
to take shape as we address two of the
hottest issues of recent times.

The topic of thermonuclear proportions,
i.e. exclusive contracting with regard to
cardiovascular surgery services at
Lehigh Valley Hospital, is currently being
explored on several fronts. Our Medical
Staff has engaged Alice G. Gosfield,
Esq., as counsel to investigate the
implications and legalities on our behalf.
Atty. Gosfield is based in Philadelphia, is
the daughter of a physician, and has a
practice which is limited to Health Care
Law. Atty. Gosfield has addressed
similar matters for some local physicians,
the Pennsylvania Medical Society, and
the American Medical Association, and
is considered an authority in this area.
In addition, the Board of Trustees Ad
Hoc Committee has begun its series of
interviews. At the time of this
publication, this committee has
scheduled approximately 40 hours of

(Continued on Page 2)

PROGRESS NOTES
Medical Staff

(Continued from Page 1)

interviews and has committed itself to make more time available for these personal exchanges, if need be. This time commitment obviously reflects the Board Committee's dedication to fulfilling its charge in a thorough and fair manner.

Almost eclipsed by the cardiovascular surgery exclusive contract controversy has been the issue of Lehigh Valley Hospital/Muhlenberg Hospital Center Medical Staff merger. As I reported in the July issue of **Medical Staff Progress Notes**, many of the bread and butter controversies have been hammered out by the Lehigh Valley Hospital/Muhlenberg Hospital Center Medical Staff Transition Team. The combined Bylaws Committee, appointed by the respective Medical Staff Presidents, comprised of Christopher Wohlberg, MD, Chairperson, LVH Bylaws Committee; Steven Scott, MD, member of LVH Bylaws Committee; Gavin Barr, MD, Medical Director, MHC, and member of the MHC Bylaws Committee; Marc Granson, MD, Chief of Surgery, MHC, and member of the MHC Bylaws Committee; John Hart, Vice President, Medical Staff Services; and Joseph Bubba, Esq., attorney representing the medical staff, has begun its series of meetings to codify a single set of Bylaws. At this rate of progress, it seems reasonable that we will be able to vote on a single set of Bylaws at the December meetings of the medical staffs of Lehigh Valley Hospital and Muhlenberg Hospital Center. If these new bylaws are passed, we will be entering a new era of a unified staff after the Board of Trustees acts on that vote in January, 1999!

Now for something less hot and controversial, but certainly hot off the presses. For the third year in a row, Lehigh Valley Hospital and its Medical Staff has been recognized as one of the finest hospitals in the nation by **U.S. News and World Report**. This year, the Division of Urology was recognized, for the second time, and was ranked 29th of 42 programs. New initiates into this elite group were our Divisions of Cardiology and Cardiac Surgery who ranked 28th of 42 programs. Congratulations to Ed Mullin, Lynn Morris, Tony Panebianco and all their colleagues for the national recognition of these excellent programs which they so richly deserve. At the same time, kudos to Fran Salerno and the Division of Geriatrics for having been the herald program of excellence here at Lehigh Valley Hospital by

making this exclusive list in each of the previous two years.

Enough for now. I hope we all have a chance to take a break and enjoy ourselves during what remains of the summer!



Robert X. Murphy, Jr., MD
President, Medical Staff



Nite Lites on Campus

Join us for the third annual black-tie fundraising gala, being held to benefit the Center for Educational Development and Support. This year, Nite Lites on Campus will be held on Saturday, September 19, at Allentown College. Honorary Chairs for the evening will be Nancy and C. McCollister Evarts, MD.

Single tickets are now on sale for \$175.00 per person.

Enjoy cocktails, hors d'oeuvres, dinner, dancing, and a silent auction. This year's event will feature the Bill Harrington Orchestra out of New York -- playing everything from today's hits to classical dinner music.

For information or to reserve your tickets, please call 402-3034. A limited number of tickets are available -- first come, first served.

Lehigh Valley Hospital Named in "America's Best Hospitals" List

Lehigh Valley Hospital ranked as one of the top providers in the nation for cardiology/cardiac surgery and urology in *U.S. News & World Report's* ninth annual guide to "America's Best Hospitals."

Urology was ranked for the second year in a row. This was the first year LVH's cardiology/cardiac surgery program was ranked and is the only hospital in Pennsylvania outside of Philadelphia and Pittsburgh to be recognized in this category.

According to magazine officials, the top 42 medical centers in any specialty should be considered a leading center, however, the rankings do not imply that other hospitals cannot or do not deliver quality care. All the information that goes into the rankings relates to patient care.

"We are gratified that we continue to be nationally recognized for the quality of care we provide," said Robert J. Laskowski, MD, Chief Medical Officer, LVHHN. "We have superb physicians and patient care staff, not only in these two areas, but throughout our hospital who work hard for excellence."

According to *U.S. News & World Report*, this year's "America's Best Hospitals" assessed care for 16 specialties at 132 hospitals nationwide. Rankings for 12 of the specialties are based on reputation and various medical data including mortality rate, service mix, and technology. Those specialties include: cancer, cardiology/cardiac surgery, endocrinology, gastroenterology, geriatrics, gynecology, neurology, orthopedics, otolaryngology, pulmonary disease, rheumatology, and urology. Rankings in ophthalmology, pediatrics, psychiatry, and rehabilitation were based on reputation alone.

To be considered for ranking, a hospital had to be a member of the Council of Teaching Hospitals, or be affiliated with a medical school, or have a minimum of nine out of 17 key technologies readily available. This year, 1,985 hospitals were evaluated.

LVH's cardiac program was recognized recently for its quality in a state report on open heart surgery by the Pennsylvania Health Care Cost Containment Council, achieving better than expected outcomes. The report supported the growing evidence that high-volume heart

surgery programs have the best results. Since the heart surgery program began in 1975, about 20,000 bypass operations have been done at LVH.

"It's a team effort involving accomplished surgeons and experienced, committed, well-trained nurses, technicians, and support staff," Dr. Laskowski said. The program was ranked 28 on the "America's Best Hospitals" list for cardiology/cardiac surgery.

Our Division of Urology has nine active board-certified physicians who run a busy oncology program. The division is involved in Prostate Awareness Week -- a program held every September that offers free prostate cancer screenings -- and last year, implemented brachytherapy -- the use of radioactive seeds in the prostate to treat prostate cancer -- "with excellent results," Dr. Laskowski said.

The division has an aggressive quality assurance program and last year began an active participation in the residency training program at LVH, participating in surgical training and weekly seminars with Penn State University's College of Medicine, Hershey. The program was ranked 29 on the "America's Best Hospitals" list for urology.

The Division of Geriatrics at LVH also has been nationally recognized, ranking on "America's Best Hospitals" list in 1996 and 1997.

Fair Parking for Physicians & Housestaff at 17th & Chew

In order to prepare for the Allentown Fair, parking changes will be necessary at 17th & Chew. Beginning Tuesday, August 18, through Monday, September 14, parking for physicians and housestaff will be reassigned to Lot # 4 - North West Street and Lot # 5 - Gordon Street. I.D. cards will be coded to access these areas during this time.

If you have any questions regarding this issue, please contact Louis Geczi in Security at 402-2986.

Congestive Heart Failure Program Developed

As a result of a board retreat held in March, 1998, a Congestive Heart Failure (CHF) Program has been developed for Lehigh Valley Hospital and Health Network. Several members of the Medical Staff were involved in researching and developing this program. They include Donald J. Belmont, MD, Division of Cardiology; David M. Caccese, MD, Chief, Division of General Internal Medicine; John P. Fitzgibbons, MD, Chairperson, Department of Medicine; Brian Stello, DO, Department of Family Practice; and Michael S. Weinstock, MD, Chairperson, Department of Emergency Medicine.

The goals of this program are reduction of in-patient hospital costs and length of stay, improvement in the coordination of outpatient care, improvement in communication between the patient, the family and the primary care physician, and reduction in emergency room visits and readmission. Of utmost importance is helping each patient rapidly return to his or her maximum health and functional status. It is hoped that the current hospital length of stay for patients with congestive heart failure of 5.2 days can be reduced to 4.2 days over the next year.

Pre-printed admissions orders have been developed for use by physicians admitting patients to the hospital for treatment of CHF. Patients will be placed on the revised CHF Treatment Clinical Pathway. In addition, materials for patients and their families will be provided to help coordinate the transition from the in-patient environment to the home.

On July 13, 1998, Lehigh Valley Home Care also implemented a new program for patients with CHF. When patients are discharged from the hospital, a group of specially trained cardiac nurses with critical care experience will be available to visit each patient at his or her home seven times during the first four weeks after discharge and then follow the patient with weekly telephone calls for an additional six weeks. This endeavor will emphasize the continuum of care for our patients and will be part of our ongoing effort. The Home Care nurses are Louise Andrescavage, Charlene Bergstresser, Janet Fischer, Robin Koch, Terese Payung, Sherry Walker, and Cathy Wehrman.

The initial geographic area supported by this program includes Allentown, Bethlehem, Emmaus, Macungie, and Topton. Hospitalized patients from this geographical area



Louise
Andrescavage



Charlene
Bergstresser



Janet
Fischer



Robin
Koch



Terese
Payung



Sherry
Walker



Cathy
Wehrman

referred to Lehigh Valley Home Care will be offered this program. In addition, non-hospitalized patients can be referred by their physicians to participate in this program.

Parameters to be followed on each patient include those items from both the history and physical examination identified by the DRG 127 O/I Committee. Following guidelines prescribed by the patient's physician, the home care nurse will also be able to titrate diuretics and other medications for each patient according to a care plan individualized for his or her needs.

Data will be collected relevant to the patients enrolled in the program. This will allow the endpoints of hospital length-of-stay and cost, readmission rate, frequency of physician visits, and patient satisfaction to be monitored and tracked.

Members of the CHF O/I Project Committee will meet on a regular basis to review the collected data. Issues which are raised as a result of these reviews will be addressed with ongoing modifications of the program as appropriate.

It is hoped that members of the Medical Staff caring for patients with congestive heart failure will take advantage of the services offered by this program to improve the care which can be delivered to their patients.

For more information regarding this program, please contact Pamela Stasko, Manager, Patient Care, Lehigh Valley Home Care, at 682-0474 (pager # 8182), or JoAnn Gruber, RN, MSN, Clinical Process Development Coordinator, at 402-1711 (pager # 1711).

Emergency Department Update

by Michael S. Weinstock, MD, Chairperson

Several questions have been forwarded to me regarding Emergency Department operations. This update should help clarify many of your questions and help in expediting patient care. Many of these guidelines have been in place for several years but have not previously been codified or enforced.

- Guidelines for Private Attendings Evaluating Their Own Patients in the Emergency Department

- 1) Private attending physicians are to notify the Emergency Department that they are sending an emergent patient to the Emergency Department to be evaluated for admission by themselves or their resident designee.

- 2) Private attendings and/or their resident designee will be notified when the patient is placed in a cubicle and they or their resident designee will be expected to attend the patient within 30 minutes of notification or the evaluation may default to the Emergency Department physician.

- 3) It is the responsibility of the private attending physician to notify their resident designee of their intent prior to the patient's arrival.

- 4) All Class I patients will automatically default to the Emergency Department attending unless the private attending is physically present in the Emergency Department.

- 5) No patient may be discharged from the Emergency Department without timely, in person evaluation by an attending physician (Emergency Department or private).

- 6) If the patient is admitted after consultation between the resident designee and attending, it is the responsibility of the resident designee to summarize the patient's disposition to an Emergency Department attending.

- 7) Emergency Department attendings will provide advice or direction to the resident designee, upon request, and are available to help determine the best disposition.

- In the past, the Emergency Department has been used as an outpatient procedure room. Our present volume and practice cannot provide "elective" or non-urgent procedures. There are several alternatives to accommodate your patients. Procedures can be scheduled with the GI/Endoscopy Lab from noon to 4 p.m., Monday through Friday. Please call the GI/Endoscopy Lab at 402-8850 to schedule your patient.

- Patients who go to surgery from the Emergency Department for any procedure will then go to PACU for observation and discharge. Should they require longer stays, they will then be admitted to an inpatient bed. No post-op discharges from the Emergency Department will occur.

- A new centralized charting system has been instituted in the department. Please put your charts in the appropriate rack to efficiently expedite physician orders. When coming to the Emergency Department, your patient's chart should be available in the "home rack."

- We increased our Emergency Department visits by over 2,000 patients this year with a concomitant increase in admissions.

- There are multiple projects underway to reengineer our operations, however, this is not an overnight or quick fix.

- We continue to solicit constructive criticism as we reach for nirvana. Please send your comments or suggestions to my attention in the Department of Emergency Medicine.

On several occasions, Medical Staff members were signed out to their associates who did not have staff privileges at Lehigh Valley Hospital. These individuals are NOT able to exercise any privileges at Lehigh Valley Hospital, including the Emergency Department.

According to Medical Staff Bylaws, Part II, Medical Staff Rules and Regulations, C. Patient Care, # 12., "Attending physicians on call must secure their relief coverage from another member of the Medical Staff who has privileges at the facility and the attending physician must make certain that the person designated for relief will provide coverage."

OR Central Scheduling to Relocate

On August 18, OR Central Scheduling will relocate its office to a new location on the Third Floor of the 1770 Building on the Muhlenberg Hospital Center campus.

To ensure uninterrupted service and communication with your office, please update your rolodex and/or telephone directories to reflect the following new address and telephone numbers to be effective on August 18:

Address for U.S. Mail: OR Central Scheduling
1770 Bathgate Drive
Third Floor
Bethlehem, PA 18017

Address for Inter-office Mail: OR Central Scheduling
1770 Building, Third Floor
MHC

Main OR Scheduling
Telephone Number: (610) 317-4430
Fax Number: (610) 317-4432
Sheryl Madrigale: (610) 317-4431

For a period of time, if you call the current main number, a recording will remind you of the new telephone number and automatically forward your call.

Office hours will remain the same:
Monday through Friday - 8 a.m. to 4:30 p.m.
Sundays and holidays - 9 a.m. to 1 p.m.
Closed Saturdays

Services will remain the same and include daily Cedar Crest & I-78 and Ambulatory Care Unit OR scheduling, e-mail OR bulletin board schedule access, and department fax/telephone verification as currently practiced.

If you have any questions, please contact Sheryl Madrigale in OR Central Scheduling at 402-1842 (prior to August 18).

Renal Education Enhancement Program Developed

According to the National Institute of Health, an early multidisciplinary predialysis education program has demonstrated a reduction in mortality, morbidity, temporary line insertion, urgent dialysis starts, and a decrease in lengths of stay. Lehigh Valley Hospital and Health Network is dedicated to an improvement in patient outcomes, better resource utilization, and a decrease in costs. As a result, the Nephrology program at Lehigh Valley Hospital has developed "The Renal Education Enhancement Program (REEP)."

The "REEP" program is a multidisciplinary program designed for patients and their families who are newly diagnosed with renal disease. The program will include discussion on treatment modalities, nutrition, lifestyle changes, and coping strategies. In addition, the program will include patients and their families who will share their personal experiences and provide support. The program will be offered in two parts: Part I will be held on September 16, from 6:30 to 8:30 p.m., and Part II will be held on September 23, from 6:30 to 8:30 p.m. Both sessions will be held in Conference Room 1B in the John and Dorothy Morgan Cancer Center.

For more information, please contact the Peritoneal Dialysis Clinic at 402-0600 or refer to the July/August issue of **Healthy You**. Program brochures will be distributed to family practitioners and general internists.

Reminder: The Antegren Trial for relapsing-remitting Multiple Sclerosis is still available for patients with the qualifying symptoms:

- ages 18-65 in generally good health
- relapsing-remitting or secondary progressive MS
- in the midst of an exacerbation with symptoms less than 96 hours of any of the following:
 - ⇒ weakness in arms, legs or face
 - ⇒ loss of coordination
 - ⇒ difficulty walking
 - ⇒ loss of vision
 - ⇒ double vision
 - ⇒ difficulty speaking or swallowing
 - ⇒ vertigo or dizziness

For more information about study participation, please contact Alexander Rae-Grant, MD, or Nancy Eckert at 402-9330.

Enteral Formulary Update

The Nutrition Subcommittee has been meeting to review the composition of the enteral formulary and to determine the most appropriate and cost effective enteral formulas. As a result of this process, it was decided to have the Division of Endocrinology/Metabolism review the need for Glucerna, a specialized diabetic formula. Glucerna is a lower carbohydrate containing tube feeding and po product, that was being used for the diabetic population.

To assist in the decision, the American Diabetes Association Position Statement: "Translation of diabetes nutrition recommendations for health care institutions" (Diabetes Care 1997; 20:106-108) was reviewed. The position statement recommends a diet containing 50% calories as carbohydrate, 20% calories as protein and \leq 30% calories from fat. The paper did not indicate that a lower carbohydrate containing formula was required for diabetics, but stated that "Regardless of the type of feeding used, blood glucose monitoring is required to guide adjustments in diabetes medication and maintenance of glycemic control." The

Division of Endocrinology/Metabolism reviewed the comparison of LVH's standard formula, Jevity against the composition of Glucerna (see below). It was determined that Jevity meets the American Diabetes Association guidelines for protein, carbohydrate and fat content and that a higher costing specialty product was not warranted. For po supplementation, Nutrashake Free was approved.

At the June meeting of the Division of Endocrinology/Metabolism, the decision was made to delete Glucerna from the enteral nutrition formulary. This change, which will be effective August 1, will save the hospital \$4,000.00 annually. Orders written after August 1 for Glucerna will be substituted with Jevity.

If you have any questions regarding this change, please contact Larry N. Merkle, MD, Chief, Division of Endocrinology/Metabolism, at 820-9557, or Dorothy McFadden, Director, Clinical Nutrition Operation, at 402-8609.

COMPARISON OF GLUCERNA VERSES JEVITY

	<i>Jevity tube feeding only</i>	<i>Glucerna TF and po</i>	<i>Nutrashake free po supplement only</i>
Cal/cc	1.06	1 (240cal/8 oz)	1.66 /cc-200 cal /4 oz
CHO gms/liter	154	130 (22.7/8 oz)	25gm/4 oz
CHO %	54%	34%	50%
CHO source	maltodextrin	maltodextrins	maltodextrin
Pro gms/liter	44	42 (9.9 per 8 oz)	7 per 4 oz
Prot %	17%	17%	14%
Prot source	Na & Ca caseinate	Na & Ca caseinate	whey protein
Fat gms/liter	35	54 (12.9/ 8 oz)	8 gm/ 4 oz
Fat %	29%	49%	36%
Fat source	Safflower Canola MCT Soy Lecithan	Safflower Canola Soy Lecithan	milk fat
NPC/N	125/1	125/1	N/a
Na mEq/liter	40	40	75 mg/ 4 oz
K mEq/liter	40	40	222 mg/ 4 oz
% water	83%	85%	65%
Vol RDA	1321	1422	2% RDA / 4 oz
Osmolality	300	355	600
Fiber	14.4	14.4	No
Unit size	240cc	240cc	120cc
Price/case	\$22.02/case	\$42.23/case	\$7.53/25
Price/unit	.92/can	\$1.76/can	.31/ 4 oz
Price/liter	\$3.68	\$7.02	\$1.68

Cost savings = \$4,000.00 annually
(Based on an annual usage of 200 cases Glucerna)

Pharmacy Costs - Did you know?

The Pharmacy is budgeted to spend over \$10 million on drugs in FY '99. The Operations Improvement (O/I) initiatives undertaken by the Pharmacy are coordinated with the Medical Staff through the Therapeutics Committee. Drug treatments are reviewed for efficacy, safety, cost and patient outcomes, when available. Continuum of care is becoming a larger issue of concern. When drugs are used as treatment, it touches many cost centers. Some drugs require lab monitoring, some don't (i.e., unfractionated heparin vs. low molecular weight heparin and the need for a PTT). Some drugs decrease

the need for transfusions (i.e., growth factors can decrease the need for blood and potentially platelets). When evaluating patient care and costs, both drug and non-drug treatments must be evaluated for outcomes and cost of care. This is the challenge facing the Therapeutics Committee.

The following is a list of some commonly ordered medications and their cost (not patient charge). If you have any questions, please contact Fred J. Pane, RPh, Director of Pharmacy, at 402-8881.

Commonly Ordered Medications

Name of Medication	Average Cost	Name of Medication	Average Cost
Acyclovir (Zovirax) 500mg IV	\$ 10.50 each	Fluconazole (Diflucan) 200mg p.o. daily	\$ 9.00/day
Acyclovir (Zovirax) 200mg p.o.	\$.85 each	Hetastarch (Hespan) 6% 500ml	\$ 23.03 each
Adenosine 90mg/30ml inj	\$ 178.80/vial	Hydralazine (Apresoline) 20mg/ml 1 ml inj	\$ 4.72 each
Albumin 5% 500ml	\$ 83.00 each	Ibuprofen 600mg p.o. q 6hr	\$.12/day
Albumin 5% 250ml	\$ 41.50 each	Insulin, Human Regular 10ml	\$ 9.00/vial
Albuterol Inhaler (Proventil, Ventolin)	\$ 8.25 each	Insulin, Humalog 10ml	\$ 21.00/vial
Albuterol Inhaler Soln 2.5mg/3ml	\$.33 each	Ipratropium (Atrovent) 0.02% Inh Soln 2.5ml	\$.80/vial
Amphotericin B 50mg inj	\$.54/vial	Ipratropium (Atrovent) Inhaler 14gm	\$ 24.11 each
Cisapride (Propulsid) 10mg p.o. q 6hr	\$ 2.40/day	Ketorolac (Toradol) 30mg IV q 6hr	\$ 28.80/day
Cisatracurium (Nimbex) 200mg/10ml	\$ 14.60 each	Lorazepam (Ativan) 2mg/ml 1ml	\$ 1.54 each
Cisatracurium (Nimbex) 100mg/100ml drip	\$ 73.00 each	Lorazepam (Ativan) 25mg/250ml drip	\$ 13.80 each
Clonidine Patch 0.2mg/day q week	\$ 10.86/week	Metoclopramide (Reglan) 10mg p.o. q 6hr	\$.76/day
Diltiazem (Cardizem) 50mg/50ml drip	\$ 14.20 each	Midazolam (Versed) 5mg/ml 2ml inj	\$ 17.90 each
Dipyridamole (Persantine) 50mg/10ml	\$ 48.00/vial	Midazolam (Versed) 100mg/100ml drip	\$ 142.20 each
Dobutamine 500mg/250ml drip	\$ 5.80 each	Milrinone (Primacor) 20mg/200ml drip	\$ 105.28 each
Dopamine 400mg/250ml drip	\$.32 each	Morphine 100mg/100ml drip	\$ 6.18 each
Enalaprilat (Vasotec) 2.5mg IV q 6hr	\$ 83.76/day	Morphine 10mg IV tubex	\$.49 each
Enoxaparin (Lovenox) 30mg subq q 12hr	\$ 25.54/day	Norepinephrine (Levophed) 8mg/250ml	\$ 9.38 each
Erythropoietin (Epogen) 10,000 units subq	\$ 83.60/vial	Ondansetron (Zofran) 4mg IV	\$ 17.05 each
Esmolol (Brevibloc) 2.5mg/250ml drip	\$ 57.00 each	Ondansetron (Zofran) 4mg p.o.	\$ 9.82 each
Famotidine (Pepcid) 20mg p.o. q 12hr	\$.20/day	Oxazepam (Serax) 10mg p.o. q hs	\$.04/day
Famotidine (Pepcid) 20mg IV q 12hr	\$ 3.90/day	Prochlorperazine (Compazine) 10mg IM q 6hr	\$ 1.80/day
Fentanyl 2000mcg/100ml drip	\$ 4.75 each	Sucralfate (Carafate) 1gm p.o. q 6hr	\$ 2.64/day
Fentanyl (Duragesic) Patch 50mg	\$ 12.97 each	TPN, Standard 1000ml	\$ 34.00 each
Filgrastim (GCSF) 300mg subq q daily	\$ 123.00/day	Verapamil 100mg/100ml drip	\$ 3.80 each
Filgrastim (GCSF) 480mg subq q daily	\$ 197.00/day	Zolpidem (Ambien) 5mg p.o. q HS	\$ 1.21/day
Fluconazole (Diflucan) 400mg IV daily	\$ 97.20/day		

Award Nominations

It's that time of the year again to gather nominations of employees and physicians for various awards. The Reward and Recognition Committee is asking everyone to think of coworkers or colleagues who have done outstanding work this past year. The awards for which nominations are being taken include:

Community Service Award - Recognizes an employee (or group of employees) who demonstrates EXCEPTIONAL service through a program or individual action that benefits our community.

The George Guldin Award - Recognizes the employee who exhibits EXCEPTIONAL contributions toward implementation of a new or more efficient work practice and/or process method.

Most Creative Reward & Recognition Program Award - Recognizes the DEPARTMENT who developed the most creative and innovative reward and recognition program.

Physician Service Star Award - Recognizes the PHYSICIAN who consistently demonstrates exceptional customer service characteristics.

Service Star Award - Recognizes the employee who consistently demonstrates exceptional customer service.

Walking on Water Award - Recognizes the employee who "Goes the extra 10,000 miles" to meet a demonstrated need of a fellow human being.

Award nominees must be a member of the hospital staff for a minimum of one year and consistently demonstrate the PRIDE* Vital Signs of Service during customer encounters.

All award nominations must be submitted to Carol Mutchler, Human Resources, John & Dorothy Morgan Cancer Center, by 5 p.m., on August 14.

Nomination forms can be obtained by e-mail to Carol.Mutchler.

* PRIDE = Privacy Respect Involvement Dignity Empathy

Congratulations!

At the recent Residents' Graduation Dinner, the following members of the Medical Staff received Clinical Teacher of the Year awards:

- In Colon and Rectal Surgery - **John J. Stasik, Jr., MD**
- In Dentistry - **Bernard D. Servagno, DMD**
- In General Surgery - **Craig R. Reckard, MD**
- In Internal Medicine - **William F. Iobst, MD**
- In Obstetrics and Gynecology - **James Balducci, MD**

Dona C. Hobard, MD, former chief surgical resident, won this year's Paul Bosanac Research and Publication Award for her paper, "Carotid Endarterectomy Outcomes Research: Reduced Resource Utilization Using a Clinical Protocol." Co-authors of the paper include **Gary G. Nicholas, MD**, Program Director of the General Surgery Residency; **James F. Reed III, PhD**, Community Health & Health Studies; and **Susan A. Nastasee**, Department of Surgery.

In addition, **W. Michael Morrissey, Jr., DMD, MD**, resident in Plastic & Reconstructive Surgery, won the Stahler-Rex Surgical Research Award for his paper, "Analysis of Biochemical Markers of Osteogenesis and Chondrogenesis Following Systemic Administration of Transforming Growth Factor Beta-2 in a Rat Tibia Fracture Model." Co-authors include **Mark D. Cipolle, MD, PhD**, Chief, Section of Trauma Research; **Michael D. Pasquale, MD**, Chief, Division of Trauma/Surgical Critical Care; **Kathy Gottlund**, Director of the Department of Surgery's Biological Therapy Laboratory; and **George A. Arangio, MD**, Associate Chief, Division of Orthopedic Surgery.

Peter A. Keblish, MD, Chief, Division of Orthopedic Surgery, has been appointed as an examiner for the American Board of Orthopaedic Surgeons (ABOS). The ABOS is the examining body for certification of orthopedic surgeons after completion of training (Part I) and following a minimum of three years of practice in the specialty (Part II). The exam will be administered in Chicago in July of this year. Board certification is a requirement for acceptance to the Academy of Orthopaedic Surgeons (AAOS). Dr. Keblish was certified by the Board in 1969 and voluntarily recertified in 1996. He has been a diplomat of the American Academy of Orthopaedic Surgeons since 1971.

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Alexander M. Rosenau, DO, Associate Vice Chair/ Practice Management, Department of Emergency Medicine, has been appointed to the Practice Management Committee of the American College of Emergency Physicians.

Robert E. Wilson, DO, Division of Pain Management, was recently notified that he has become board certified by the American Board of Anesthesiology.

Papers, Publications and Presentations

George A. Arangio, MD, Associate Chief, Division of Orthopedic Surgery, and **James F. Reed III, PhD**, Director of Health Studies, co-authored a paper, "Comparison of the Functional Outcome Following Endoscopic versus Open Carpal Tunnel Release," which was published in the March 1998 issue of *Contemporary Surgery*.

In addition, Dr. Arangio presented "Multiple Ligament Injuries to the Knee," at Grand Rounds at the Geisinger-Hershey Medical College on June 18.

Mark A. Gittleman, MD, Division of General Surgery, was an invited guest speaker at the International Congress of the European Association for Endoscopic Surgery held June 1 to 6 in Rome, Italy, where he presented a paper on "Image-Guided Breast Biopsy with the Mammotome System."

In addition, Dr. Gittleman was an invited guest speaker at the Austrian Surgical Congress held June 12 in Vienna, Austria, presenting a paper on "Mammotome Biopsy in DCIS and Primary Cancer of the Breast."

John Graham, BS, CSCS, Allentown Sports Medicine and Human Performance Center, **Alexander D. Rae-Grant, MD**, Chief, Division of Neurology, and **Nancy J. Eckert, RN, BA**, Neurosciences Research, co-authored a paper, "Multiple Sclerosis Programming," which was accepted for presentation at the 1998 Consortium of Multiple Sclerosis Centers to be held in October in Cleveland, Ohio. The paper details the newly developed program of specialized exercise for Multiple Sclerosis. This program is a collaborative effort of the Multiple Sclerosis Center of the Lehigh Valley and Allentown Sports Medicine and Human Performance Center.

"The Correlation Between HIV and Hepatitis C Virus Coinfection: A Case Control Study," a paper co-authored by **Arvind Gupta, MD**, Medical Resident, and **Margaret Hoffman-Terry, MD**, Division of Infectious Diseases, was one of 400 chosen for oral presentation from over 7,000 abstracts

submitted for the 12th World AIDS Conference. Drs. Gupta and Hoffman-Terry presented their paper at the conference which was held from June 29 to July 3 in Geneva, Switzerland.

Indru T. Khubchandani, MD, Division of Colon and Rectal Surgery, attended the 17th Biennial Congress of the International Society of University Colon and Rectal Surgeons in Malmo, Sweden, from June 7 to 11. Dr. Khubchandani is the Director General of the organization and was the Program Director.

The meeting was attended by over 1,200 registrants, representing academic surgeons from 53 countries. A live telecast of a surgical procedure by a world premier digital transmission technology was presented.

Robert X. Murphy, Jr., MD, President, Medical Staff, and Division of Plastic & Reconstructive Surgery/Hand Surgery, co-authored a paper, "The Axillary Tree as a Source of Musculocutaneous and Fasciocutaneous Flaps in a Fixed-Skin Porcine Model," which was published in the May 1998 issue of the *Annals of Plastic Surgery*. Dr. Bryan Sonntag, former Plastic Surgery resident, was co-author of the paper.

The June issue of the *Journal of Trauma* featured the lead article, "Practice Management Guidelines for Trauma from the Eastern Association for the Surgery of Trauma," which was co-authored by **Michael D. Pasquale, MD**, Chief, Division of Trauma/Surgical Critical Care and Chairman of the EAST Ad Hoc Committee on Practice Management Guidelines.

Dr. Pasquale was also a panelist and co-author for a symposium on "The Development of Diagnostic and Therapeutic Practice Management Guidelines for Trauma Patients." The paper was published in the June issue of *Contemporary Surgery*.

In addition, **Mae Ann Fuss, MSN, RN**, and Dr. Pasquale co-authored the paper, "Clinical Management Protocols: The Bedside Answer to Clinical Practice Guidelines," which appeared in the January-March 1998 issue of the *Journal of Trauma Nursing*.

"A Fever Work-up Guideline," which was co-authored by Dr. Pasquale, **Kimberly D. Hunsicker, MSN, CRNP**, **Mae Ann Fuss, RN, MSN**, and **Daniele Shollenberger, RN, MSN**, was published in Volume 4, Number 3 (July-September) issue of *The International Journal of Trauma Nursing*. The publication discussed the development, implementation, and evaluation of a fever work-up guideline in the Shock/Trauma and Central Nervous System Units at Lehigh Valley Hospital.

Who's New at LVH

Medical Staff

Address Relocation

Shawn R. Ruth, DO

Primary Care Associates in the LV, PC
1150 S. Cedar Crest Blvd.
Suite 101
Allentown, PA 18103-7900
(610) 776-1603
Fax: (610) 776-0179
(Effective August 1, 1998)

Practice Changes

Jeaninne M. Einfalt, DO

(no longer with Coopersburg Medical Associates)
Affinity
1243 S. Cedar Crest Blvd.
Allentown, PA 18103-7982
(610) 402-9292
Fax: (610) 402-9268

Walter J. Finnegan, MD

(no longer with Kraynick & Finnegan, MD, PC)
Orthopaedic Associates of Allentown
1243 S. Cedar Crest Blvd.
Suite 2500
Allentown, PA 18103-7982
(610) 433-6045
Fax: (610) 433-3605

Brent M. Nickischer, DO

(no longer with Macungie Medical Group)
Airport Road EmergiCenter
1791 Airport Road
Allentown, PA 18103-9528
(610) 264-5844
Fax: (610) 264-2249

Practice Mergers

Allentown Eye Associates, PC

Houman Ahdieh, MD
Daniel I. Ross, MD

and

Trachtenberg/Moran Med/Surg Eye Associates

Mark E. Moran, DO
William M. Trachtenberg, MD

recently merged practices to form:

Lehigh Valley Center for Sight, PC

1739 Fairmont Street
Allentown, PA 18104-3117
(610) 437-4988
Fax: (610) 437-4176

Coopersburg Medical Associates

Jeffrey A. Debuque, DO
William R. Swayser, Jr., DO

629 W. State Street
Coopersburg, PA 18036-1955

recently merged their practice with

Lehigh Valley Medical Associates

Michael R. Goldner, DO
James T. McNelis, DO
Sethuraman Muthiah, MD
Margaret S. Tretter, DO

1255 S. Cedar Crest Blvd.
Suite 2200
Allentown, PA 18103-6256

The merged practice will be known as

Lehigh Valley Medical Associates.

The individual physicians will remain at their current addresses.

News from



Muhlenberg Hospital Center Treats Patients to Restaurant-Style Service

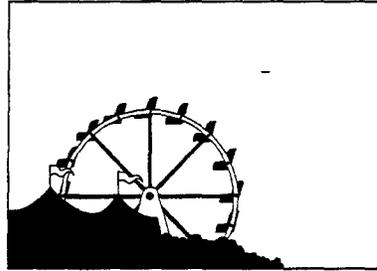
by Pamela Maurer

Muhlenberg Hospital Center (MHC) is breaking tradition - the "traditional" way that patients dine, that is. In July, patients at MHC began receiving Express Menu "restaurant-style" service right in their rooms.

That means patients won't have to order food days ahead of meals when they don't know what they'll crave later. They won't have to strain their eyes to read fine print on menus. They won't have surprise foods on their plate because physicians ordered diet restrictions.

"We've gotten rave reviews at 17th & Chew since we started the program in October," said Paul Fite, Director of Food Services. "Our Press Ganey score went from the 25th percentile to the 88th percentile. Implementing the program at Muhlenberg is a logical step in improving patient satisfaction."

A host or hostess will read the menu to the patient, answer questions about the food, and work with the patient on diet restrictions as well as serve the meal and pick up the tray. "The host or hostess gets to know the patient's likes and dislikes," Mr. Fite said. "This helps build a bridge of communication between health care professionals and food service so they can meet all the patient's needs."



Summer Fun at Muhlenberg Hospital Center Festival

Muhlenberg Hospital Center will hold its 37th annual summer festival from August 19 to 22, featuring live music, arts and crafts, bingo, raffles, book sales, attic treasures, a pediatric safety relay and all types of food.

Entertainment will be from 7 to 10 p.m. each night including:

- August 19 - King Henry and the Showmen
- August 20 - The Mudflaps
- August 21 - The Cramer Brothers
- August 22 - The Country Rhythm Band

For more information, call (610) 861-2229 or (610) 861-2200.

Health Spectrum Pharmacy Opens at Muhlenberg Hospital Center

Located on the lower level of the hospital next to the mail room

**Hours: Monday through Friday
8:30 a.m. to 5 p.m.**

- Prescription services
- Over-the-counter products and supplies (including vitamins, ostomy items, stethoscopes and much more)

To transfer a prescription to the MHC Health Spectrum Pharmacy, bring the prescription bottle to the pharmacy and staff will arrange the transfer from the originating pharmacy.

Phone: (610) 861-7004

Fax: (610) 882-2969

NEWS FROM THE CENTER FOR EDUCATIONAL DEVELOPMENT & SUPPORT**Announcement:**

CEDS will be the beneficiary of this year's Nite Lites gala that will be held at Allentown College on Saturday, September 19, at 6 p.m. Nite Lites on Campus is the hospital's third annual black-tie fundraising gala. Individual tickets or sponsorships are now available. For more information about sponsorships and tickets, please call Sheryl Hawk at 402-3034. We hope to see you there!

News from the Office of Faculty and Instructional Development:

UpToDate clinical software tool is expected to be available on the computers in the Meyer Cohan Learning Resource Center in August.

What is UpToDate?

UpToDate answers clinical questions and provides current information on important new trials, studies and treatment protocols in Nephrology and Hypertension, Endocrinology and Diabetes, Cardiovascular Medicine, Pulmonary Disease, Critical Care, and Rheumatology.

UpToDate is painstakingly researched, written, edited, and updated every four months by an internationally recognized expert faculty, who review over 130 medical journals and texts every month, for the most important and most relevant studies.

UpToDate is very intuitive and easy to learn and use. CEDS will provide workshops to introduce you to

UpToDate and explore its powerful features.

UpTo Date features include:

- Expert answers to physicians' most common clinical questions
- Recommendations on patient care
- Fully referenced Medline abstracts
- Color histology slides, radiographs, and ECGs
- Slide presentations can be made for teaching & lectures.

Thanks to Larry Merkle, MD, for prompting our evaluation and acquisition of this excellent clinical tool. The purchase of UpToDate was made possible through an Exceptional Faculty Assignment Grant administered by CEDS.

News from the Library:**OVID Training:**

To schedule a one-on-one (MEDLINE) training session, call Barbara Iobst in the Health Sciences Library at 402-8408.

NEW LIBRARY BOOKS - 17th & Chew Streets

"Dermatology in Emergency Care"

Author: L. Edwards

Call No. WR 140 E26d 1997

"Family Medicine: Principles and Practice," 5th edition

Author: R. Taylor, et al.

Call No. WB 110 F197 1997

"Gynecology for the Primary Care Provider"

Author: S. Ransom, et al.

Call No. WP 140 G9976 1997

NEW LIBRARY BOOKS - Cedar Crest & I-78

"Basic and Clinical Endocrinology" 5th edition

Author: F. Greenspan, et al.
Call No. WK 102 B311 1997

"Atlas of Laparoscopic Surgical"

Author: A. Dazri
Call No. WI 17 D228a 1997

"Diseases of the Gastrointestinal Tract and Liver," 3rd edition

Author: D. Shearman, et al.
Call No. WI 100 S539d 1997.

Focus on Patient Education:

As stated in last month's issue of *Medical Staff Progress Notes*, CEDS will have information on the various resources and programs available through CEDS. This month's focus is Patient Education.

The Patient Education unit of CEDS is responsible for coordinating and supporting interdisciplinary patient education processes within LVHHN. The patient education specialists provide guidance to staff to develop teaching plans for patients and families with special learning needs, provide consultation for direct diabetes education and support for complex situations, create standards/pathways for specific patient populations, coordinate outcome studies, and develop programs to enhance the quality of patient/consumer education across the continuum of care. Another aspect to their role includes, assisting with the acquisition, review development, and consolidation of education resources distributed to our patients and their families. In

collaboration with multiple disciplines and content experts, they strive to insure that materials provided are precise, consistent, and easy to understand.

Deborah Swavely RN, MSN, CDE and Joyce Najarian RN, MSN, CDE are the patient education specialists who provide these services. Deb is available full-time and Joyce part-time. For inpatient Diabetes education consults, request Diabetes/Patient Education Specialist via PHAMIS. For urgent consults, please page 9787. For outpatient consults, please contact the Helwig Diabetes Center at 402-9385.

On a part-time basis, Arlene Adamczak and Barbara Caserta provide units with educational materials from our inventory of nearly 2,000 resources. Requests or questions about educational materials can be made by contacting patient education at 402-8775.

Deb was quoted recently in *Healthy You* regarding the plans for implementing patient and consumer health libraries and learning centers within LVHHN. The Learning Centers are multimedia libraries to assist patients/consumers access a wide variety of health and medical information. Books, pamphlets, periodicals, videos, and electronic resources, individual and group education sessions and other educational activities will be available. The centers will be accessible and convenient to consumers, patients, and staff. The first Learning Center will be opening in the Trexlertown Medical Mall this Fall.

If you have any questions, concerns or comments on articles from CEDS, please contact Sallie Urffer at 402-1403.

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Medical Staff Progress Notes is published monthly to inform the Lehigh Valley Hospital Medical Staff and employees of important issues concerning the Medical Staff. Articles should be submitted to Janet M. Seifert, Physician Relations, Lehigh Valley Hospital, Cedar Crest & I-78, P.O. Box 689, Allentown, PA 18105-1556, by the 15th of each month. If you have any questions about the newsletter, please call Mrs. Seifert at 402-8590. Lehigh Valley Hospital is an equal opportunity employer.
M/F/H/V