

AUGUST 2009

CheckUP



I've Got a Secret

It's revealed on page 6

A PASSION FOR BETTER MEDICINE.™

 **Lehigh Valley
Health Network**

My Secret Life

Other pursuits help us all stay stress free.
My 'secret life:' restoring an old car.

As a child, I drew designs of cars, envisioning how they would appear in 1984 (It seemed so far away then!). They all had big fins, chrome and antennas—impressive enough to warrant a large collection by my mother. That passion resurfaced throughout my life. About 17 years ago I acquired a 1958 Mercedes sedan, much like the broken down one I had while in the U.S. Air Force years earlier. I've been restoring and maintaining it ever since.

You could call my love of cars my "secret life." Many of us have hobbies and ambitions beyond our health network—an important stress-free retreat from our workday pursuits. That's why we're sharing the secret lives of some of our colleagues on page 6. Perhaps you have a similar secret life.

While my secret life is in no way connected to my career (I have no illusions of becoming a mechanic upon my retirement), the way I approach challenges with my car often mirrors how we conquer challenges in our health network.

For instance, my first 1958 Mercedes didn't run, so I took the engine apart, figured out what was broken and reconstructed it. That's just what we're doing with our work through our System for Partners in Performance Improvement (SPPI). All of us are intricately evaluating processes to determine if we can eliminate waste and work more efficiently.

Recently, when I inquired about replacing my car's air filter, I discovered it would cost \$140—more than I wanted to spend. So I researched and eventually tapped my resources—an online forum of fellow Mercedes tinkers. I found an \$11 air filter. In the future, it will be my first stop. It's all about efficiency—even in my "secret life."

As we move forward in our quest to eliminate waste and improve efficiency, I encourage all of you—no matter what title you hold—to look at how we can cut costs and streamline our processes. Managers need to go to gemba—the place where those who own the processes and put them into motion every day do their work. (Learn more on page 4.) All colleagues need to embrace SPPI.

When I thought about the future of cars as a child, I thought bigger was better. Now we know fuel efficiency and economy are the real future. In the same way, our health network's future is grounded in SPPI. In our professional lives, efficiency is essential, and it takes hard work to achieve. In the midst of it all, we'll need our "secret lives" too. My next challenge: whether to replace my car's red leather seats. Let the research begin.

Stuart Paxton
Chief Operating Officer



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Her Passion: Research

Valerie Rupp's pursuit for best practice saves lives

While Valerie Rupp, R.N., loved taking care of patients, it wasn't phlebotomy or clinicals that made her heart race while pursuing her nursing degree. It was research—digging for to find new ways to better care for patients. Her passion became her career when she joined the health network's emergency medicine research department almost 10 years ago.

Back then, the department was conducting one research study. Today, with assistance from research partner Kimberly Fredericks, the department is involved in 42. "I work well in chaos," Rupp says. "I love the craziness because I'm finding new ways to really help patients and potentially save lives."

Recently Rupp led research that tested the effectiveness for new mothers of a new infant CPR learning kit—the first of its kind. The kit, containing a DVD and blow-up mannequin, claimed to be an equal alternative to attending an infant CPR class. Rupp and her colleagues, emergency medicine physicians Gavin Barr Jr., M.D., and Marna Greenberg, D.O., tested this claim. Rupp developed the study that involved distributing kits to new moms in the Center for Mother and Baby Care. They were given 24 hours to learn CPR and then tested on their knowledge. Rupp and her team spent many hours collecting data and then comparing it to that of new mothers who took an infant CPR class.

The result: moms who learned CPR through the kits were just as knowledgeable than those who took a class. "I'm confident these moms can perform CPR on their babies if needed," Rupp says. "As a mom, this was very rewarding."

Every study carries memories for Rupp. One involved testing every patient who came into the emergency department (ED) with flu-like symptoms for carbon monoxide poisoning. "A traveling salesperson with headaches and extreme exhaustion thought she had narcolepsy," Rupp says. A test showed the woman's carbon monoxide levels were unusually high. "Her life was in danger," Rupp says. "We needed to find the source of the poisoning."

She and her colleagues were immediately on the case. The woman's husband tested negative, so it couldn't be her home. When the woman's car tested positive, they concluded it had a faulty part that was discharging carbon monoxide into the vehicle. "If not for our testing, she would have died," Rupp says.

Pursuing her passion has meant long hours and sometimes tedious work, but it's worth it. "If I can save even one life through research," Rupp says, "I am rewarded."

—Amy Hines

現場

Going to the Gemba

The journey to efficiency begins with front-line colleagues

In Japan, television reporters at the scene of a fire or crime often say they are reporting from “gemba,” which means “actual place.” In our quest to eliminate waste and add value to work (our System for Partners in Performance Improvement—SPPI), that’s just where we need to go—to the actual place where work gets done, the front lines.

Colleagues on the front lines can best recognize inefficiencies and discover ways to improve processes—creating ideal experiences for patients and their families. That’s why it’s important for our leaders to go to the gemba—talk to front-line colleagues to see for themselves what’s really happening. Together, leaders and front-line workers can solve problems and improve workflow. Here’s how some colleagues have gone to the gemba:



Streamlined Supplies = Savings

Because of strict infection control policies, any unused medical supplies that enter a Burn Center patient room need to be discarded when that patient is discharged. Leaders knew there was waste, but didn't realize how much until a colleague started collecting items for use overseas.

To tackle the waste, they went to the gemba. Technical partners, like (l-r) **Larry Koch** and **Zachary Laubach**, support partners and others created a process map to outline how the work gets done—from a patient's admission through discharge—and then crafted experiments to determine how to streamline the process. They standardized the admission setup (what's placed in each room when a patient is admitted) and the treatment supplies used on a daily basis.

Already, they are starting to see an impact; fewer supplies are discarded because they're not being brought into patient rooms unnecessarily. "When you go to the right people to solve a problem, the results are truly amazing," says Burn Center director Jackie Fenicle, R.N. "You end up with improved workflow and a team that's engaged from the get-go."

Quick Labeling = Less Waiting

To meet Joint Commission requirements, nurses who provide chemotherapy and other infusion and injection treatments cannot begin treating patients until they have properly labeled lab orders and medical charts. When the labeling process falls behind, it quickly becomes apparent, as patients anxiously wait.

Patient care services director Darlene Matthias, R.N., and patient care coordinators Jill Korn, R.N., and Amy LeVan, R.N., noticed the backlog. Recognizing that earlier attempts to solve it didn't work, they went to the gemba. They discovered that some of the labeling problems were the result of incomplete physician orders—a problem outside the unit's scope. So front-line colleagues collaborated to revamp what could be controlled.

The result? Unit technical and support partners (like **Judy McFarland**, left, with Judith Tanzosh of Nazareth) no longer "batch" the labeling process. Instead, they process each label as soon as they have all the required information. Once complete, they bring patients back for treatment. When they don't have all of the labeling information, they give patients a beeper, allowing them to go for a walk or grab a snack in the cafeteria until their treatment is ready.

Patient flow and satisfaction have dramatically improved. Colleagues are much happier too. "Each and every colleague controls a small part of each patient's experience," LeVan says. "Because of the input and subsequent buy-in we had from everyone, the change went very smoothly for us and for our patients."

—Amy Koch



My Secret Life

It's the end of the work day. Do you know what your colleagues are doing?

By day, they are your health network colleagues. By night, they are racers, hypnotists, TV hosts and more. Even though you work side-by-side with them every day, you may be surprised to learn of their other talents—those that have grown out of childhood dreams and accidental opportunities. These are their secret lives.



By day

Practice site manager

By night

Race car driver

If you've been to Mahoning Valley Speedway in Lehighton, you've likely seen **Kristy Arthofer** speed by in a modified 1970s-style Chevy Camaro. Competitively racing for more than 25 years, Arthofer has made headlines with numerous wins and is the first woman to win features in two different divisions of racing at Mahoning. She and her husband made national racing history in 2006 when they both won a feature race on the same night—she in the street stock division and he in the late model division. Their 6-year-old daughter, Avery, races quarter midgets and their 4-year-old daughter, Peyton, plans to follow in their footsteps.

By day

Senior Web analyst

By night

Hypnotist

John Cressman has the power to convince people they are Barack Obama, George W. Bush and even Britney Spears. Under his pseudonym, John Raven, he performs as a mentalist and comedy hypnotist. "As a kid, I saved my allowance to buy magic tricks to perform in the neighborhood," he says. "Admission was a quarter." This led to his professional training as a mentalist and then a hypnotist. Cressman teaches a class to future hypnotists at Northampton Community College and practices hypnotherapy (minus the comedy) with people struggling with phobias, smoking and losing weight. Learn more at lehighvalleyhypnotist.com.



By day

Patient logistics secretary

By night

EMT

Multitasking is **Glenn Koehler's** middle name. He volunteers as an emergency medical technician (EMT) and firefighter for a local fire company, as well as with the American Red Cross Disaster Action Team, assisting area residents during natural disasters. Nationally, he volunteers for the Civil Air Patrol, for which he was one of 31 Pennsylvania patrolmen to provide relief to victims of Hurricane Katrina. He's also a trained in aerial and ground search and rescue, assisting in missing person and down aircraft searches.



By day

Blood bank technologist

By night

Cooking show host

Giuliano Liberatore is the “Neighborhood Chef.” His talents recently aired on a one-time cooking show on Channel 69 (WFMZ-TV). Liberatore popped in on neighbors, teaching them the basics of cooking, such as how to make a great sauce that can be used for various dishes. (The show began after a chance meeting with a television producer at the YMCA.) Born in Italy and raised in metropolitan New York, Liberatore names his mother as his cooking inspiration. “She can take any two ingredients and make them taste good together,” he says. His professional cooking career began after a friend hired him to cater a dinner party. Now, Liberatore teaches classes at Northampton Community College. Learn more about “Neighborhood Chef” at neighborhoodcheftv.com.

By day

Medical receptionist

By night

Children’s book author

Having a children’s book published has been a long-time dream of **Sally Adam**. It came true with her story of three cats living on Ellis Island who take a trip filled with many misadventures to the Statue of Liberty. “The Cats of Ellis Island” is proudly displayed in the waiting area of Lehigh Valley Infectious Disease Specialists, Aids Activities Office and area elementary schools. Adam, who has a bachelor’s degree in writing, is working on her second children’s book (also about cats).



By day

Lab technician

By night

Horse rehabilitator

Over the past 20 years, **Suzanne Otto** has owned more than 60 horses, most of which were emotionally and physically abused, including Pepper, a quarter horse. Inspired by a lifelong love of equines, she advises children and adults on horse riding basics, shows her horses globally, and trail rides on weekends. Most recently, she and Pepper have competed in speed events, called gymkhanas.

By day

Home care/hospice coordinator

By night

Bridal show producer

Weddings are **Susan Kichline’s** specialty. While operating a video production service in the 1980s, she and her husband recognized brides needed a place to meet local wedding vendors. So in 1989, she founded the Lehigh Valley Bridal Show. Between 2,500 and 4,000 people attend the free show each year, requiring months of planning. Learn more about the show at lvbridalshow.com.

—Jen Beresch and Cory Prohaska



In Passing

As our health network grows, so does our network of colleagues. Getting to know each other more intimately (like our secret lives) is more important than ever. So each

issue of *CheckUp* will feature our new “In Passing” column, sharing stories that are told between colleagues in hallways or around water coolers (or coffee pots,

depending on the morning). If you have story to share “in passing” e-mail *CheckUp* editor Sally Gilotti at sally.gilotti@lvh.com.



The Simulation Center

A place to teach and learn, your way

You're often faced with challenging scenarios when caring for patients. When you overcome these challenges and provide the best possible care, you learn from your experience. Wouldn't it be great to actually experience these scenarios and learn what to do before they happen in real life? Now you can.

Our health network's new Interdisciplinary Simulation Center is a place where you and your colleagues are physically present and working together to help a simulated patient. "These are real-life scenarios that teach colleagues how to perform procedures or respond to challenging situations," says emergency medicine physician William Bond, M.D., interim chief of our division of education. "Teams of caregivers learn to communicate clearly, be appropriately assertive and manage critical resources."

The Simulation Center is available to physicians, medical students, nurses, technical partners and all clinicians. By using the simulation center resources and working with simulation team members, you can help develop engaging simulation-based educational experiences that will lead to better patient care.

Sim Rooms

Located at 1247 S. Cedar Crest Blvd., the simulation center includes simulated burn, intensive care and medical-surgical patient care rooms. They look just like patient care rooms in the Kasych Family Pavilion, right down to the ceiling lifts. The center also includes a large multi-purpose room that can serve as a resuscitation bay or operating room.

The simulation rooms are equipped with audio/visual equipment that allows simulations to be recorded. After colleagues complete a simulation, they can review the recording in the center's debriefing room to discuss their experience and reflect upon what they learned. Training is also supported by X-rays, electrocardiograms and other real patient care tools.

Sim Center Personnel

Once you identify a simulation topic, talk to simulation nurse specialist **Debbie Arnold, R.N.** (right). Arnold helps education specialists, patient care specialists and other colleagues develop curricula to reach their goals. She'll develop a scenario and reserve time for colleagues to participate in simulations, whether it's a one-time session or a comprehensive multi-scenario course. Research assistant **Melissa Walsh** (left) is also available to help assess the impact of training.



Education: Live From the OR

From high school students to experienced surgeons, our division of education is brining people into our operating rooms (OR) using video conferencing. The success of these projects prompted us being featured in The Corporate Learning Factbook 2009: Healthcare Edition, a publication that focuses on learning trends in the health care industry.

Acting as teachers, our physicians use audio and visual technology to interact with audiences and field questions while viewing live surgeries. This technology gave high school students at Allentown's Da Vinci Science Center a front-row seat to a live Cesarean section. "Students learned about the role of OR team members and how they interact," says A.J. Lemheney, administrator, division of education. "It also drives students toward health care careers."

We also use videoconferencing technology for continuing medical education. When the Pennsylvania Association for Thoracic Surgery recently held its meeting here, we telecast three live operations from the OR to our auditorium. Nearly 300 physicians attended as cardiothoracic surgeon Ray Singer, M.D., fielded questions and relayed them to the surgeons in the OR. Each surgeon and anesthesiologist wore a microphone as three cameras in each OR yielded an up-close view of state-of-the-art heart, vascular and lung procedures.

Sim Patients

The Simulation Center's neonatal, infant and adult mannequins allow simulation participants to check for a pulse, listen to heart and lung sounds, and observe a chest rising and falling. Like a real patient, a simulator's vital signs and heart rhythm react to the medications and fluids administered. The center also has a birthing simulator and a mannequin for central venous catheter insertion training. Actors are also used to play the role of patients and family members.

Sim Support

The renovations of the simulation center, including the audio/visual equipment, were supported by the Nite Lites fund-raiser. Patient lifts were donated by the manufacturer, Guldman, and other large equipment items were made possible through the Butz Nursing Education Fund. Ongoing support of the center is made possible through The Dorothy Rider Pool Health Care Trust.

Sim Contact Information

If you have questions about the Simulation Center, contact administrative coordinator Cathy Jenkins at 610-402-2413 or Cathy_J.Jenkins@lvh.com.

— Rick Martuscelli

Socially Savvy

Join us as we venture into the online social scene, sharing health tips, news and updates through photos, videos and 140 characters or less

Just as you mastered e-mail, new methods of electronic communications have emerged: Facebook, Twitter, YouTube and more. (And they all come with new buzzwords.) This new communiqué is called social media—essentially socializing via the Internet—and our health network is fully embracing it as a new way to engage our community.

We're reaching out to our community (a worldwide community) with health tips, network news and messages about our services, while engaging in online conversations about them.

Here's an introduction into social media and how we're using it generate fans and followers:

Be Our Facebook Fan

Originally designed for students of Harvard University to interact online, Facebook quickly became a hit. This free service is now the world's fastest growing social network. It allows you to connect with friends—old and new—by exchanging thoughts, photos, videos and event invitations. You also can become a fan of your favorite foods, places and even organizations including our health network.



We're using Facebook to share health news, tips and updates about services with our fans and to invite them to events. Become our Facebook fan (facebook.com/lvhealthnetwork) so that you

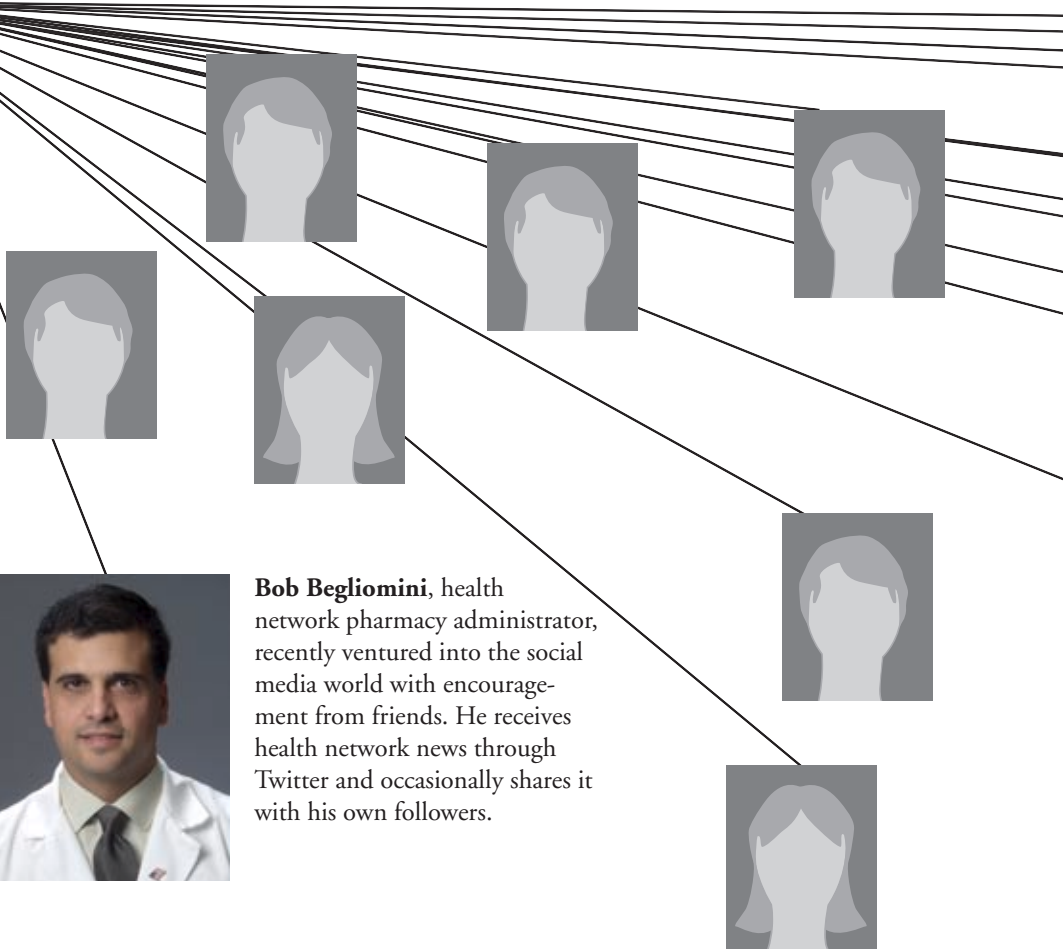


Meet Kathryn Armstrong. Her 4-year-old daughter calls her a "Twitter nerd," but to us she is so much more. She is the face (and personality) behind our efforts to share our story, health tips and news by engaging our Web friends. More and more people are getting to know our passion for better medicine through her "tweets" and postings.

Our Fans and Followers



Bob Begliomini, health network pharmacy administrator, recently ventured into the social media world with encouragement from friends. He receives health network news through Twitter and occasionally shares it with his own followers.



can share our news with your Facebook friends. (If you become a fan, the health network doesn't have access to your personal information, maintaining your privacy.)

Follow Us on Twitter

Twitter is a free Web service that allows you to communicate in real-time. Each message, called a "tweet," is 140 characters or less in length. Tweets can be sent and received using computers and mobile devices (phones, etc.). Twitter lets you control how many messages you receive by allowing you to choose who you want to "follow." Other people can "follow" you to receive your updates.

We're "tweeting" our latest health news and tips and promoting upcoming events and programs. Follow us on Twitter (twitter.com/LVHN) and "re-tweet" our messages to your followers.

Watch Us on YouTube

YouTube is a free online video sharing Web site, in which you can watch and post videos. Videos include first-hand accounts of current events, highlights of people's hobbies and interests, and instructions on how to complete tasks. You can comment on videos or post videos in response to others posted.

We're sharing videos that highlight colleagues' stories of passion, health tips and our events. Watch us on YouTube (youtube.com/lvhealthnetwork) and share videos with your online friends. Be sure to subscribe to our YouTube channel to receive notices on new video postings.

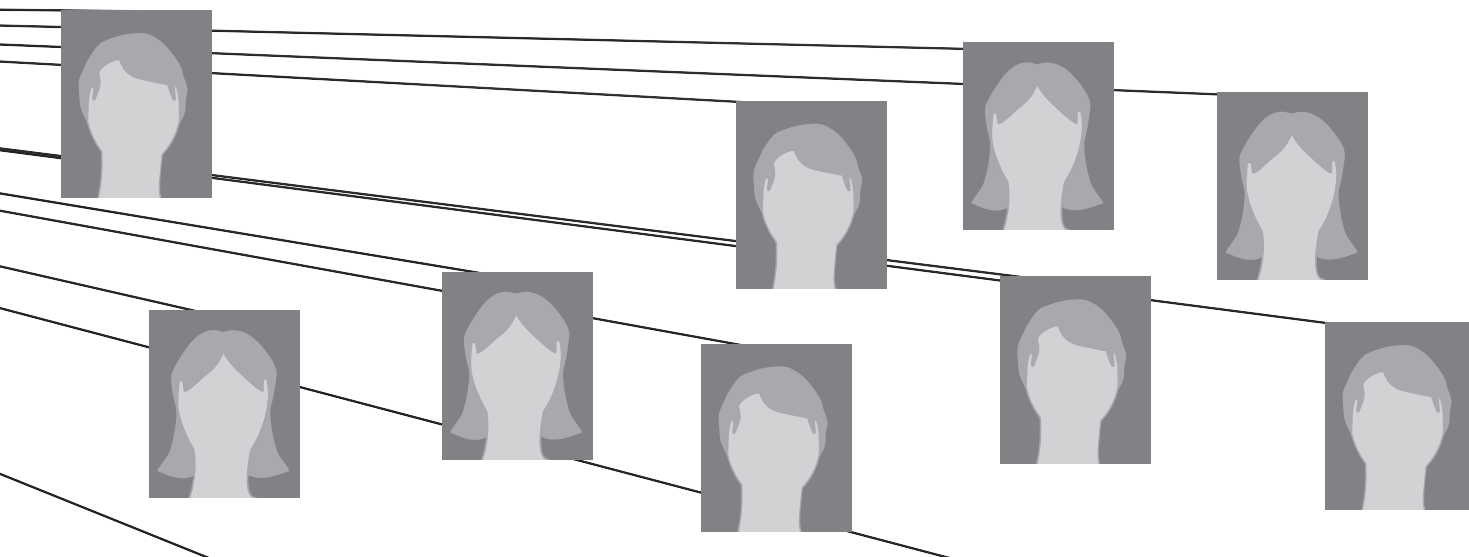
—Sally Gilotti

Socialize With Caution

While online social networking provides many benefits for you and the health network, it's important to follow several guidelines while participating, especially when your association with the health network is apparent. These include:

- Do not socialize while working; only on your own time. You may not participate in social media from a network computer.
- Remember that social media on behalf of the health network is managed by marketing and public affairs. Any official communications made on behalf of the health network must be trafficked through this department.
- Socialize in ways that are consistent with our Code of Conduct and PRIDE behaviors.

Read more about our guidelines at lvh.org/checkup and our Code of Conduct on the Human Resources intranet site (lvh.com)



An avid Facebooker, **Joanne Abdouche**, administrative coordinator for the Division of Education, came across the health network and immediately became a fan. She gets almost daily updates on what's happening across the health network and shares it with her family and friends.



Pediatrician Michael Consuelos, M.D., recently participated in a Twitter chat, organized by marketing and public affairs. Interested followers asked questions about keeping kids safe during the summer, and he gave advice in 140 characters or less. See a video of his chat on YouTube (youtube.com/lvhealthnetwork).

Your



Performance

Have you seen our new PRIDE poster? It describes our enhanced PRIDE behaviors—privacy, respect, involvement, dignity and empathy—and how to use them when interacting with patients, family members, guests and colleagues. Anchored by two new acronyms, ATDET and HEAT, the enhanced behaviors are aimed at improving the customer's experience by reducing tension and anxiety. When you demonstrate these behaviors, it makes for a more satisfying work experience.

During your upcoming performance appraisal, you and your supervisor will discuss your ability to practice PRIDE behaviors (which accounts for 40 percent of your final score). You'll also discuss your accomplishments and set goals for the coming year. Performance appraisals are being conducted now through Sept. 2. To learn more about PRIDE behaviors and your performance appraisal, or to obtain a new PRIDE poster, log into eLearning and search for the PRIDE course.

She's an Advocate

When Marie Drosnock (left) was due for a colonoscopy, her sister, Kathy Gray, C.R.N.P. (right), recommended she have the procedure at Lehigh Valley Health Network. "No one wants to go for a colonoscopy," Gray says. "But we make the procedure really easy." She recommends our health network over others because of the great nursing staff and follow-up care. She knows her colleagues will make patients like her sister feel comfortable in situations that can sometimes be the just the opposite. "From start to finish, patients have the best experience possible," Gray says.

Are you an advocate for our health network? If so, call 610-402-3175 or e-mail Richard.Martuscelli@lvh.com and share your story in *CheckUp*.



Guide to Our Care

Plastic Surgery

Considering a cosmetic surgery procedure or know someone who is? At Plastic Surgery Associates of Lehigh Valley, you'll find the expertise of board-certified surgeons with the support of our health network to ensure your safety and satisfaction. The experienced team will be there for you before and after your procedure, ensuring you get the results you desire.

Neurological Care

Amyotrophic lateral sclerosis (ALS), commonly known as Lou Gehrig's Disease, is a terminal neuromuscular disorder. At the ALS Clinic of Lehigh Valley Health Network, we help patients live their best life after diagnosis. The ALS Clinic evaluates and cares for people with ALS and related disorders. We treat both the disease and its symptoms, and have the only program in the region affiliated with the ALS Association.

Cancer Care

For a process as sensitive as genetic testing, it's important to choose the right facility to ensure you are being tested appropriately and the results are correctly interpreted. Our Cancer Risk and Genetic Assessment Program is staffed by master's-level, board-certified genetic counselors. Our team includes a medical oncologist, breast surgeon, colorectal surgeon, gynecologic oncologist and our cancer support team.



The Buzz in Our Community



Read and view our news online. Go to lvh.org/news for the latest media coverage!

Debbie-Salas Lopez, M.D., Makes History

Debbie Salas-Lopez, M.D., is our health network's chair of medicine—making her one of only two Latina chairs of medicine in the United States and one of only seven Latina clinical department chairs nationwide. She also is the first woman and the first internist to hold this title for our health network. The *Bethlehem Press*, *The Morning Call* and *The Express Times*, featured the news.

Other headline-makers:

- The H1N1 virus (swine flu) epidemic continues. *The Eastern Pennsylvania Business Journal*, *The Morning Call* and 69 News (WFMZ-TV) quoted infectious diseases specialist **Luther Rhodes, M.D.**, who warned those with any illness to stay away from public venues.
- 69 News covered the **Sunkissed Soiree**, held at The Promenade Shops. Proceeds benefitted pediatrics.
- The diagnosis and treatment of an infant with a rare case of botulism more than 10 years ago earned pediatric neurologist **Martha Lusser, M.D.**, a feature story in the *Winston-Salem Journal*.
- *The Express Times* featured a call for volunteers for the **Lehigh Valley Health Network Marathon for Via** on Sept. 13.
- Vice chair of pediatrics **Mike Consuelos, M.D.**, participated in a Twitter chat about children's summer safety. Watch it on YouTube at youtube.com/lvhealthnetwork.

—Matthew Burns

You're Invited

Lehigh Valley Hospital-Muhlenberg's Dental Clinic

For more than 70 years, Lehigh Valley Health Network's department of dental medicine has invested in dental health for people in need. Because we are committed to providing state of the art care in our dental clinics, we recently renovated the Lehigh Valley Hospital-Muhlenberg clinic. Colleagues came together as a team to redesign the facility. Check out their hard work at a reception from 4-6:30 p.m., Aug. 20, at the clinic. Please R.S.V.P. to 484-884-2647.

Heart Care

Our **Center for Advanced Heart Failure** is the only one in the area under the medical direction of a heart failure specialist. The center's nurses are specially educated to treat the complexities of the disease and prepare patients to manage their illness at home. Program coordinator Donna Petrucci, C.R.N.P., received the 2009 Heart Failure Society of America Clinical Excellence in Nursing Award.

Burn Care

Ensure your family and friends in the **Poconos** they have access to our **Burn Center specialists** through our partnership with Pocono Medical Center. Now available in the East Stroudsburg hospital, our TeleBurn service allows their physicians to upload photos of patients' burn injuries to a Web site for our specialists to review. The physicians then consult to determine if patients need to be transferred here.

Children's Care

Having an X-ray, MRI or CT scan can be very scary for children and require special expertise. We are the only health network in the region to have that compassion and expertise in our pediatric radiologists. Tom Fitzsimons, Howard Rosenberg and Nancy Roman are specially educated in areas such as ultrasound evaluations for a tether spinal cord and hip dysplasia, and parents don't have to travel outside the area to benefit from their care.

Primary Care Reform

The Pennsylvania Governors Office of Healthcare Reform is leading a pilot project to make care more proactive and patient-centered. Called the Pennsylvania Chronic Care Initiative, primary care practices as well as numerous private insurance companies are leading the charge to change the way care is delivered to patients with chronic diseases. There are seven Lehigh Valley Health Network-affiliated practices involved in

the initiative: ABC Family Pediatrics, Center Valley; Liu and Associates Family Medicine, Allentown; Fogelsville Family Medicine, Fogelsville; LVP Internal Medicine of the Lehigh Valley, Allentown; Hamburg Family Practice, Hamburg; LVP Internal Medicine, Allentown. The health network's Primary Care Development Task Force is actively supporting the practices.



PRIDE in Our People

1. **Baby fever**—The Center for Women's Medicine teamed up with OBGYN (obstetrics and gynecology) administration to replenish the baby store at Lehigh Valley Hospital—17th Street. OBGYN administrators, including chair Thomas Hutchinson, M.D. (left), initiated the community service project and with practice manger Loretta Domin's (right) help, they asked colleagues to donate baby clothing, toys and other items. Women receiving prenatal and postpartum care earn points based on healthy behaviors. They can redeem the points for store merchandise.
2. **Doggone grateful**—Epi, the Lehigh Valley Health Network MedEvac mascot, made special appearances during our recent 2009 EMS Appreciation Week. She helped the health network thank local EMS providers for their commitment, dedication and teamwork in providing the people of the

community with emergency health care services. Epi, short for epinephrine nitro, is an English bulldog owned by MedEvac flight paramedic Mark Walck, and his wife, MedEvac flight nurse Veronica McMihael Walck, R.N.

3. **Three's a charm**—Donna Petrucci, C.R.N.P., recently received the Clinical Excellence in Nursing Award from the Heart Failure Society of America. She's the third nurse practitioner to ever receive the award, recognizing her passion and expertise in caring for patients and their families. Among Petrucci's many roles are: clinical coordinator of the Center for Advanced Heart Failure, chair of the health network's Heart Failure Task Force and founder of the heart failure patient and family support group.

Read more PRIDE in Our People at lvh.org/checkup.

Schedule

For more details on classes (including times, locations and costs), call 610-402-CARE or visit lvh.org/checkup.

Culture of Wellness

Starting Aug. 4, 5 and 6 – First Strides®
Starting Aug. 5 – CPR Family and Friends
Starting Aug. 5 – Kids Beats™
Starting Aug. 5 and 6 – Everyday Tai Chi
Starting Aug. 6 – Safe Sitter
Starting Aug. 7 – CPR for the Safe Sitter Student
Starting Aug. 8 – Family Beats™
Starting Aug. 8 – PUMP
Starting Aug. 8 – Discover Relaxation Within Part 1
Starting Aug. 10 – Belly Dancing for Fun and Fitness: Intro and Level II
Aug. 10 – Car Seat Check
Starting Aug. 10 – Play All Summer Kidz Camp
Starting Aug. 12 – Intro to Deeper Practices of Yoga
Starting Aug. 13 and 20 – Interval Express
Starting Aug. 13 – Body Wedge 21™
Starting Aug. 13 – Energizing Yoga
Starting Aug. 20 – Relaxing Yoga
Starting Aug. 25 and 27 – AquaNew
Aug. 31 – Car Seat Check
Starting Aug. 31 – Staying Strong

Benefits

Refer a Physician, Earn \$500

Discover Your Discounts – Hershey Park, Hershey Gardens, Antique Auto Museum at Hershey, Chocolate World, Hershey spa and more. See Employee_Discounts Bulletin Board for details.

Recreation Committee Trips

Sept. 26 – Strasburg Railroad and Tangier Outlets

Special Events

Aug. 12-15 – Lehigh Valley Hospital–Muhlenberg Summer Festival

Aug. 13, 18 and 19 – VALIC Retirement Seminars: Retirement Strategies for Life

Service Star of the Month

Kenneth Miller

Respiratory Therapy

Suffering from pneumonia, respiratory therapist Kenneth Miller's young patient was transferred to Lehigh Valley Hospital–Cedar Crest where it was quickly determined he needed mechanical ventilation. The boy's parents were upset and confused about what was happening to their son. So Miller spent countless hours with the family, answering their questions. He became an integral part of the boy's care.

Shortly after the boy was discharged to a rehabilitation facility, his condition rapidly deteriorated. Distraught, the family called Miller who had given them his cell phone number. Miller consulted with respiratory therapists at the rehabilitation facility and discovered they didn't have the ability to care for the boy. After numerous conversations and within the same day, the boy was transferred back to Lehigh Valley Hospital–Cedar Crest.

"The boy's family believes Kenny is an angel who has made it possible for them to spend time with their son," says respiratory therapy director Angela Lutz. "His compassion and clinical expertise is what puts us ahead of other health networks."

—Matthew Burns



Congratulations to Award Nominees

Kara Lehner, R.N., emergency department

Michelle Motsko, case management

Barry Trust and Joseph Kalmar, engineering

Julie Erdman, speech pathologist, **Carol Mummolo**, physical therapist and **Sarah Hewertson, R.N.**, home care

Connie Simpson, R.N., emergency department

Things to remember when nominating a Service Star:

- Choose a colleague or a team of colleagues.
- Tell a story. Specifically explain how the colleague or team did something extra special.
- You don't have to provide direct patient care to be a Service Star. All colleagues and teams can be nominated.

To nominate a star, go to the intranet at lvh.com. Go to the "Find Fast" box and click on **Service Star Nomination**.

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for employees of

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HEALTH NETWORK**

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HAPPY ANNIVERSARY

August 2009

60 Years

Josephine Ritz
Development

35 Years

Gregory Fischl
Diagnostic Radiology

Loretta Long
Lehigh Valley Anesthesia
Services

30 Years

Frances Bernabucci
5B Medical-Surgical

Rebecca Caffrey
Operating Room

Joni Landis
Department of Surgery

Brian Long
General Services

Carol Steager
Behavioral Health

25 Years

Anthony Iachini
Lehigh Valley Anesthesia
Services

Susan Kahr
Center for Women's
Medicine

Mariamman Ninan
ICS Recovery

20 Years

Cynthia Ault
Employee Health

Rosemarie Balado
Patient Accounting

Victoria Bennett
Homecare

Marlene Boyer
Medical Records

Bonnie Collins
Radiation Oncology

Denise Cope
Homecare

James D. Ezrow
Behavioral Health

Tanya Frailey
Neonatal ICU

Michael Gee
Courier Services

Patricia Gronski
NICU

Roxanne Grube
ICS Recovery

Audrey Gunderman
Cardiac Cath Lab

John Key
Pharmacy

Robert King
Information Services

Marysue Rother
Transitional Open Heart Unit

Noreen Schlegel
LVPG

Rebecca Sherman
Department of Medicine

Carolyn Traglia
PACU

Patricia Trubilla
Hamburg Family Practice

Barry Trust
Engineering

15 Years

Michelle Benes
Rehab Services

Kimberly Brown
Children's Clinic

Scott Fegley
Security

Rose Loch
Medical Records

Eleanor Oliver
Homecare

Patricia Sarik
Lehigh Valley Physician
Hospital Organization

Paul Torresson
Information Services

10 Years

Sharon Azzaro
Surgical Oncology

Gregory Cassel
Information Services

Kimberly Collazo
7C Medical-Surgical

Tina Colon
Transitional Trauma Unit

Lori Dannenhowser
Hospice

Arlene DaSilva
Hospice

Lynda Deifer
LVPG

Brian Downs
Public Affairs

Nassif El-Kareh
Security

Edward Geosits
College Heights OB/GYN

Sherry Greb
LVPG

Susann Groller
Hemodialysis Center

Mark Gutekunst
Emergency Department

Francine Hnat
Pharmacy

Thomas Hutchinson
OB/GYN Department

Renee Johnson
Float Pool

Linda Kauffman
Medical Practice Center

Nicholas Knapik
Plant Engineering

William Knopf
Security

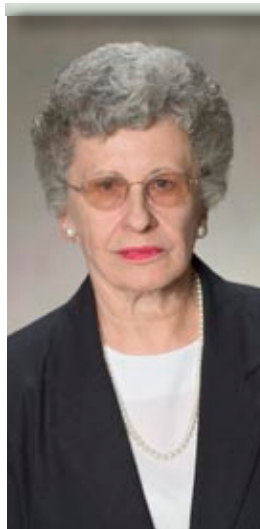
Jennifer Koslosky
Urogynecology

Barbara Lawson
Medical Records

Molly Peters
College Heights OB/GYN

Maralyn Pickett
General Services

Richard Ritter
Security



Celebrating 60 years!

Josephine Ritz, R.N.
Development

Most Memorable Moment Here

When I was appointed director of the Allentown Hospital School of Nursing, and when I was asked to do fundraising for Friends of Nursing

My Inspiration

The outstanding people I work with and the growth of the health network

Best Virtues

Dedication, compassion, devotion to the nursing profession and commitment to helping others

Other Areas Where I Worked

Allentown Hospital, Allentown Hospital School of Nursing

Favorite Pastimes

Reading, crossword puzzles and gardening

Favorite Cafeteria Foods

Salad Bar

Tania Rosario
4CP Medical-Surgical

Cathy Rosenblatt
Compliance

Nadia Salibi
Pediatric Unit

Marie Salibi
Open Heart Unit

Lori Souders
Diagnostic Radiology

Kristi Thomas
Finance Administration

Migdalia Velez
ABC Family Pediatricians

Crystal Walker
Family Medicine

5 Years

Sumon Agarwala
Diabetes and Endocrinology

Carmen Alcindor
Behavioral Health

Erika Anderson
Diagnostic Radiology

Maria Baez
4CP Medical-Surgical

Melissa Braswell
Endoscopy/GI Lab

Kimberly Bruns
Transplant

Patricia Cathers
Respiratory Care Services

Felix Figueroa
Behavioral Health

Nadine Gerhard
Radiation Oncology

Amelia Howe
Materials Management

Jennifer Jakubowski
ABC Family Pediatricians

Wendy Kowalski
Neonatology

Kathleen Kuchinos
LVPG

Mary Leo
7C Medical-Surgical

Vanessa Mackey
Pediatric Unit

Stephanie Marshall
Rehab Services

Malyher Mian
MICU/SICU

Robert Miller
Pediatric Pulmonology

Julie Moran
Pediatric Pulmonology

Paul Muzopappa
Cardiac Cath Lab

Jeffrey Nagel
MICU/SICU

Kristen Piosa
Neurological Surgery

Patricia Plantz
Nurse Staffing Office

Stacy Quevy
Bed Management

Melissa Reinhart
Operating Room

Joseph Rivera
5T Medical-Surgical

Rosalind Rivera
Emergency Services

William Rosenthal
Pharmacy

Rachel Scanlon
Obstetrics

Meredith Smith
Operating Room

Stacy Spadt
Behavioral health

Sherri Stauffer
Scott Rice, M.D.

Melville Tomeo
Diagnostic Radiology

Kathy Tuliszewski
Pleasant Valley Family
Practice

Michelle Waitz
Rehab Services

Michael Weigner
Emergency Medicine

Katherine Young
Nursing Float Pool