

# CHECKUP

Volume 4, No. 17 Jan. 10, 1992

## What's News

### Douse Those Candles

There's nothing quite like the glow of candles on a birthday cake — especially if you'd like local fire departments to drop in on the party.

One of the features that makes TAH—LVHC a safe place to be also happens to put a damper on candled cakes, says James Young, safety coordinator, Engineering.

Emma Hooks, director, Safety, says hospital fire detection systems are so sensitive that a whiff of smoke or a little bit of extra heat touch off alarm systems that automatically call local fire departments.

It's the same delicate system that prompted microwave popcorn to regularly trigger alarms a year ago.

Accordingly, Young requests that candles not be used on cakes anywhere in the hospital system. Those with questions can contact him at ext. 8515.

### Peer Support Line

The Peer Support Team, which has already begun work helping nursing units deal with stress and crises, now has a new telephone number, ext. 8261, in Nursing Administration.

The service remains the same, how-

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## Trustees Approve New Name, Identity

A new name and a resolved identity completed the year-long and often times complicated merger process that united HealthEast Inc. and the hospital.

While "Lehigh Valley Health Network" and "Lehigh Valley Hospital" will be the most visible symbols of an extensive change approved by the HEI/TAH—LVHC Board of Trustees on Wednesday, a supporting statement communicates the organization's identity through its mission, vision, values and core strategies. Together they will set the theme for years to come.

"Our Board has signalled a new beginning," says Samuel R. Huston, president and CEO. "The combined statement the board approved gives a clear direction for our future and we will begin to use that guidance immediately. The name change, on the other hand, requires some time to create new signage, forms, literature and other material. Therefore we will implement the name change in April of this year."

Even though the organizational

differences between major sites have vanished and both sites will bear the same hospital name, we will designate, for purposes of identifying physical locations, that what is now known as TAH site will be "Lehigh Valley Hospital — Allentown" and what is now called LVHC site will be "Lehigh Valley Hospital — Cedar Crest."

### Behind the Name

A new name is only part of our new corporate identity. The other part is what is behind the name. The newly approved statement of mission, values, vision and core strategies gives direction and meaning to the new identity.

Ann Lyon, senior vice president, Administration, stresses that the unification of mission, values, vision and core strategies into a single organizational statement best conveys our essence.

The package, she says, serves as "a beacon for our organization" designed to answer such concerns as, "Who are we? Where are we going?"

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The Allentown  
Hospital—  
Lehigh Valley  
Hospital Center

A HealthEast Hospital



## What's News

ever, and Karen Peterson, RN, clinical specialist, NEPE&R, invites staff from units to attend a demonstration of how the team works.

The program is designed to outline what the team does, who members are, and the confidential aspect of the service. Presentations are scheduled for noon to 1 p.m. and 9:30 to 10:30 p.m. on Jan. 21 in the OR classroom at TAH site; 2:30 to 3:30 p.m. in Classroom 2 and 9:30 to 10:30 p.m. on Jan. 22 in the President's Room at LVHC site; from 2:30 to 3:30 p.m. on Jan. 23 in TAH site OR Conference Room; and from noon to 1 p.m. on Jan. 23 in the President's Room, LVHC site.

Registration is by calling Peterson at ext. 8777.

### Decisions Profiles

The ongoing "Decisions Near the End of Life" program next features the result of a hospital survey designed to create an institutional profile on the subject.

A number of employees in clinical areas were surveyed in the fall on a broad range of material. It ranged from ethical opinions to understanding of the law and the nature of patient care.

Results of that study will be presented  
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*CheckUp* is a biweekly publication of the Public Relations Department of HealthEast, Inc./The Allentown Hospital—Lehigh Valley Hospital Center. To submit an article or for additional information, call ext. 3007.

### Our Quality Policy

Our commitment is to quality in everything we do. This can only be achieved if we provide services that conform to clearly understood requirements. We are dedicated to continuous improvement in our work processes. Our approach is based on "Prevention" and the concept of "Do it right the first time."

*Equal Opportunity Employer  
M/F/H/V*

## Making The Rounds

Van Lambrinides, RT, and Kelly Reinhart, RT, both X-ray technicians, Radiology, passed the national radiological technology examination in October.

Nancy Isabell, Pathology, recently passed her boards and is now a histology technician, a position she will assume in late January. Isabell credits her supervisor, Vickie Hackett, as being influential in her obtaining the opportunity to further her career.

Renae Barndt, ASRT(R)M; Krista D'Annibale, ASRT(R)M; and Susan Steigerwalt, RT(R)M, all mammography technologists at Allentown Breast Diagnostic Center, recently passed their advanced mammography boards given by the American Registry of Radiologic Technologists.

Jane (Snyder) Green, RN, BSN, assistant coordinator, evening shift, Nursing Services, was recognized by Barbara Hanks, RN, Administrator, Nursing Services for five years of perfect attendance since she was hired in December, 1986. Hanks applauded Green for "dependability and reliability for being at work on time on every shift she was scheduled to work."

## Congratulations

Diana Van Lieu, administrative secretary, Hemophilia Center, plans to marry Joseph C. Ziegler in May, 1993. Van Lieu is the daughter of Bernice Myles, RN, and Richard Myles, psychiatric tech, both of whom work in Psychiatry.

Linda Katkovcin, EIS technician, Human Resources, married Milo Mejias on Nov. 9.

Tracey Shellenberger, payroll clerk, Financial Services, married James Wertmen on Dec. 27.



Alexis Moyer and Michael Jones, both 5th grade students at Muhlenberg Elementary School, get a lesson in EKG technology and stress tests from Brenda Haas, EKG Technician II, at the Heart Station, TAH site. Behind them is a display of healthy heart advice prepared by the two students and classmates under the direction of teacher Mrs. Sheila Fox.





Members of the Perinatal Outreach Team had barely set up shop for the A Better Start program when they became involved in a community project that brightened the holidays for two families. From left, Margarita Yerk, secretary; Vicky Lysek, project coordinator; and Damarie Lugo and Dhalma Moya, both outreach workers, display some of the toys and personal items they collected for two previously homeless families from the Sixth Street Shelter. A total of eleven children and their mothers got an added bonus when the Outreach Team was out shopping for incentive packages that are part of the program — two free turkeys.

## Credit Union

### Interest Rates

New Cars	8.9%	3 years, 5 percent down
New Cars	9.9%	4 years, 10 percent down
New Cars	10.9%	5 years, 20 percent down
Used Cars	12.3%	3 years maximum
Home Equity	9.9%	3 Years
Home Equity	10.9%	5 Years
Home Equity	11.9%	10 years
Personal	12.9%	25 percent of shares
Personal	13.9%	10 percent of shares

### Dividends

\$1.00 to \$1,000.00, 4.50 percent; \$1,000.01 to \$10,000.00: 4.60 percent. Over \$10,000.01: 4.75 percent. Christmas Club, 4.50 percent. Vacation Club, 5.00 percent. Dividends are computed daily and posted to accounts on the last day of the month.

### Business Hours

LVHC Site — Mondays, Tuesdays, Wednesdays, Fridays, 9 a.m. to 4 p.m., Thursdays, 3 to 5:30 p.m. Phone: 776-8405. TAH Site — Room 3900, School of Nursing. Monday, Tuesday, Wednesday and Friday, 11 a.m. to 1 p.m.; Thursdays, 1 to 4 p.m. Phone: 778-9499.

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### Decisions Profiles

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at five meetings beginning Jan. 15, says Gale Brunst, secretary, Critical Care.

The one-hour presentations will be held Jan. 15 at 7:30 a.m. in the conference dining room and noon in LVHC site auditorium; 4 p.m. in TAH site cafeteria conference room, and at 7:30 p.m. in Classroom 2, LVHC site. The last meeting starts at 8:30 a.m. Jan. 16 in the auditorium at TAH site.

Survey participants are especially invited to attend.

### Substance Abuse

TAH—LVHC continues to address the issue of substance abuse in hospital patients by providing a consultation and referral service to patients and their families.

According to Bill Wendt and Nancy Kerner, certified addictions counselors who serve at LVHC site and TAH site, respectively, about 20 percent of hospital patients have some form of alcohol or drug abuse problems.

These are not necessarily related to specific causes of admission to the hospital. However, he says that patient problems with substance abuse turn up in routine lab testing or as a result of indications to nursing staff.

Accordingly, information is available to nursing units on how to recognize problems and how to refer to the consultation service both patients and their families.

Wendt explains that in response to medical orders, certified addictions counselors will do evaluations and recommend treatment plans following a physician's order for attention.

This can range from brief intervention, such as in the case of an intoxicated individual admitted for treatment to injuries in an auto accident, to referrals for intensive inpatient services. Counselors work with the patient, the hospital staff and families to arrange for help tailored to individual needs.

Wendt can be reached at beeper 3665 and Kerner at beeper 3394.



## What's News

### Library Rules

As part of the Health Sciences Library's safety program, two new regulations took effect on Jan. 1, reports Barbara Iobst, director, Library Services.

Children under the age of 12 are no longer permitted to be in the Health Sciences Library and all visitors are required to sign a guest register upon entering and sign out when leaving.

Iobst says visitors include all those who do not have an HEI/TAH—LVHC photo identification card. "We have a lot of students with picture identifications from their schools using the library," she says. "I want them to understand they are considered visitors."

Iobst adds that, as in the past, those with hospital identification are required to wear it when using the library.

### Bloodmobile Visit

A bloodmobile from Miller Memorial Blood Center will visit TAH site on Tuesday, Jan. 28 from 7:30 to 10:30 a.m. Blood donations will be received in the School of Nursing auditorium.

Employees interested in donating blood may sign registration forms posted in their department or contact the Employee Health Office, ext. 2289, to schedule a time to donate.

### Coming Events

**Jan. 21 — "Teen Suicide";** conference for physicians, educators, counselors and social workers; Sponsored by Department of Psychiatry. Call 778-2810.

**Jan. 22 — "Loss and Life Changes";** Speaker: Lorraine Gyauch, RN, M.A., oncology nurse educator; 7:30 p.m.; Classroom 2, Lehigh Valley Hospital Center site; Sponsored by Comprehensive Community Cancer Center. Call 778-2582.

**Jan. 23 — L.E.A.RN™ Adult Weight Control Class;** 10-week weight control program structured around lifestyle; 7 p.m.; Classroom 3, Lehigh Valley Hospital Center site; registration and fee required. Sponsored by HealthCounts®. Call 821-2150. *Continued on Page 5*



*Samuel R. Huston, president and CEO, displays a commemorative plaque presented by MedEvac lead pilot Bob Carman on behalf of Keystone Helicopter Corp. The plaque noted a decade of partnership between the owner of MedEvac One and HEI/TAH—LVHC.*

## MedEvac Celebrates 10th Year, Nears 10,000 Flights

University MedEvac was saluted by number of political and healthcare leaders at its 10th anniversary celebration recently.

Among those who lavished praise on the decade of service was State Sen. James C. Greenwood, who was a sponsor of enabling trauma center legislation in the first place and whose stepson's life was saved as a consequence of a MedEvac flight.

Samuel R. Huston, president and CEO, noted that the program, in which the hospital has invested \$12 million over the years, has played a significant role in reducing the trauma death rate in the area by 34 percent.

He stressed MedEvac's role in an extensive Emergency Medical Services pre-hospital program that covers 10 counties and the skilled Trauma and Emergency Department staffs that, as a group, represent an impressive array of services in emergency care.

Other speakers included Paul E.

Nurick, executive vice president and COO; Michael Rhodes, MD, Chief of Trauma and George Moerkirk, MD, Chief of Pre-hospital Services, who echoed the key role MedEvac plays in the system, and there was a salute from A.J. Heightman, EMT-P, executive director, Eastern Pennsylvania Emergency Medical Services Council.

Hal Spatz, director, University MedEvac, says that about 650 trauma patients are admitted annually from MedEvac flights, usually dispatched to life-threatening accidents that are greater than 20 minutes by ground transportation from LVHC site. The craft is also used for inter-hospital transfers, most commonly for trauma and cardiac patients.

The unit has 16 full-time employees working under the direction of four medical command physicians, and the four pilots are employed by Keystone Helicopter Corp.



# Quality Program Evolves, Key To New Directions

Quality Education classes have created a firm foundation for coming improvement processes and increased awareness and initiative for improvements. An evaluation and review of the program led to some modifications late last year.

A total of 21 classes brought concepts in quality improvement to more than 400 hospital managers and administrators, creating the framework for a major review of the entire hospital system.

Operations improvement is described as the biggest corrective action program of all because it

deals with the entire HEI/TAH—LVHC system. The objective is to take a leadership position in holding down healthcare costs while streamlining operations, developing new ambulatory and primary care services and, above all, improving service to patients.

No additional QES or QWG classes have been scheduled in anticipation that outside consultants, while attuned to the same basic quality philosophy, may not use some of the terminology that came with the QES package from

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About 450 pounds of food were donated to the Lehigh Valley Food Bank by hospital employees just before the holidays. Pictured at delivery time are, from left, Terry Salter and Mary Ann Sarson of the food bank, Roberta Meckes, secretary, Pharmacy; Joan Collette, RN, Nursing Administration, and Dave Kozemchak, ombudsman, Human Resources. Sarson says the food bank annually distributes 4.2 million pounds of food through 169 agencies in 10 counties, much of it bought with donated funds through special purchasing agreements. A \$1 donation, she explains, can buy \$17 worth of food.

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### Coming Events

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**Jan. 23 — "Does Your Empty Nest Have a Revolving Door?";** 7 p.m.; Auditorium, The Allentown Hospital site. Sponsored by *WomanCare*. Call 778-3800.

**Jan. 24 — Smoking Cessation Hypnosis;** 90-minute group session; 2 p.m.; Classroom 3, Lehigh Valley Hospital Center site; registration and fee required. Sponsored by *HealthCounts®*. Call 821-2150.

**Jan. 27 — SHAPEDOWN®;** child and adolescent weight control program which includes parent participation; 10-week course; 6:30 p.m.; Auditorium, Lehigh Valley Hospital Center site; registration and fee required. Sponsored by *HealthCounts®*. Call 821-2150.

**Feb. 3 — "Know Your Medications";** Speaker: Richard Townsend, RPh, pharmacist; 7 p.m.; Auditorium, Lehigh Valley Hospital Center site; registration required. Sponsored by Chronic Disease Education Committee. Call 821-2150.

**Feb. 4 — L.E.A.RN™ Adult Weight Control Class;** 10-week weight control program structured around lifestyle; 7 p.m.; Operating Room Conference Room, The Allentown Hospital site; registration and fee required. Sponsored by *HealthCounts®*. Call 821-2150.

**Feb. 6 — Prestige Health Orientation Breakfast;** 9 a.m.; 2166 S. 12th St., Allentown; age 50 and older; new and prospective members welcome. Sponsored by Prestige Health. To register, call 798-7370.

**Feb. 10 — Encore Weight Maintenance Program;** five sessions; 7 p.m.; Classroom 4, Lehigh Valley Hospital Center site; registration and fee required. Sponsored by *HealthCounts®*. Call 821-2150.

**Feb. 12 — Smoke Stoppers®;** Multifaceted, five-week group program with instructors who are former smokers; registration and fee required; 7 p.m.; St. John's Lutheran Church, Emmaus. Sponsored by *HealthCounts®*. Call 821-2150.

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*Members of QES Class 20 included (seated, from left) Diane Carpenter, instructor; Brian Little, MD, Office of Education; Joan Livesay, RN, Pediatrics; Francis Paulson, Security; Alden Bower, Security; Michael Weaver, General Services; Virginia Brooks, General Services; and Cecelia Karas, RN, Adolescent Psychiatry. Standing are Ruth Davis, instructor; Frances Derhammer, RN, Prenatal Program; Charles D. Nace, Treasury; Kathleen Waterbury, Finance; Christopher Rock, Community Health Services; Maria Dresen, Volunteer*

*Services; Gregory Kile, Community Health Services; Deborah Boorse, RN, Trauma Service; Sue Liska, Toxicology; Debra K. Collins, Labor and Delivery; Yvonne-Denise Gisler, RN, Nursing Administration; Lynn Verrastro, Financial Services; Judith Swartley, Pulmonary Function; James D. Ezrow, Clinical Social Services; Judith Bailey, Nursing Administration; Rhonda Nicholas, Day Care; and Ronald Alvarez, Materials Management.*



*Members of QES Class 21 had the most common characteristics of all — they all came from NEPE&R and are all registered nurses. Instructors John Salventi, PhD, and James Giardina are at the left and right ends of the back row. Pictured are, from left, seated, Pamela Prisaznik, Mary Ellen O'Connell, Joyce Najarian, Connie Molchany, Joanne*

*McLaughlin, Debra McGeehin, Kathy Lucke, Joann Haas, Irene Ehrigott, (standing, from left) Patricia Vaccaro, Frances Worman, Daniele Schollenberger, Brenda Salatino, Barbara Drobnicki, Carol Diehl, Jeanine DeLucca, Jennie Basiago and Ann Adams.*



# When Fever And Coughing Begins...

As of mid-December, a little rascal known as a Type A influenza virus was stampeding through the region and probably will make life miserable for many into early spring.

But the peak of the epidemic, says Diane Halstead, PhD, director of the microbiology and virology laboratories at TAH—LVHC, should be passing soon.

While it's not too late to get a flu shot, the epidemic serves as a reminder of the importance of immunization in late autumn. Early immunization is the best defense against getting sick in the first place.

Halstead explains that influenza is a highly contagious illness that can be deadly — especially for the elderly, whose immune systems are weaker, and for those who have respiratory or pulmonary problems. Halstead doesn't place this year's outbreak in the "pandemic," or world-wide class, but says that thousands of people die from complications of the disease around the world every year.

Because the two basic strains of flu viruses, known as A and B, are constantly changing, it's a never-ending battle.

The change in the virus, she adds, is in the coat it wears. "Minor changes in the outer coat of the virus are called drifts; major changes are called shifts." When the virus shifts, the risk of epidemic is high because immune systems of the general population aren't ready for it.

It usually takes about two to three weeks after a flu shot for the body to develop a sufficient antibody level to be prepared for the onslaught. Flu vaccines are developed annually on the basis of what the various strains have been doing to disguise themselves.

Halstead, a nationally-recognized authority on immunology and virology, says this year's version of Type A pounces and causes really abrupt illness. Fever can run as high as 104 de-

grees for two to three days, but a "non-productive" cough can persist for weeks. As usual, flu is accompanied by a sense of malaise, muscle aches and pains and a sore throat.

It incubates in just two days. "Many people this year can pinpoint almost exactly when the onset of the disease occurred," she says.

Once you've got it, the best bet is to get plenty of bed rest, drink lots of liquids and enjoy some hard candies, which will soothe your throat. Meanwhile, don't try to be a hero and carry on — all you're doing is sharing the flu with someone else.

While an annual immunization represents the best possible defense, there are other steps to avoid getting the flu. Andrea Geshan, director, Infection Control, suggests staying out of crowds as a good start. That's one of the reasons area schools closed up shop for an extended Christmas vacation. "Closed" populations where people are in close contact are espe-

cially risky.

"Additionally, don't share personal items (such as drinking glasses), and immediately following contact with respiratory excretions, wash your hands thoroughly," she says. An example is when you cover your mouth as you cough or sneeze, or handle soiled tissues of a sick child. Most viruses — including the more than 200 varieties of viruses that cause the "common cold" — are passed from one person to another by hands. "Of course, the best thing to do is get a flu shot," Geshan adds.

A variety of clinic-type services were set up to do that earlier in the year, but now the best direction is to find your family physician if you want protection into the spring. Halstead adds that for high-risk individuals, anti-viral agents are also available from physicians. These serve to protect the body until the immune system is fully prepared as a result of the flu immunization itself.

## Quality Classes End

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Crosby Associates.

After all but the last two groups of QES students completed the 20-hour course, a follow-up survey sought to determine possible improvements in the program. According to John Salventi, PhD, vice president, Administration, those surveyed were critical of some of the jargon (like "zero defects" and "conformance to requirements") as harsh and somewhat threatening, and that the jargon was in some cases over used or incorrectly used. Others expressed concern about the lack of healthcare-related materials in the course, that the course was too simplistic. On the other hand, most agreed that the general concepts of quality improvement were valid and expressed hope that it would be used at all levels of management. Instructors won high marks for their efforts, and there were numerous individual compliments for specific teachers.

Salventi says that the last two classes were modified somewhat in response to the survey, and improvements were noted. He expressed gratitude to Class 20 and Class 21 for their patience in dealing with a modified curriculum.

Everyone involved, however, said that the quality cause is just beginning. Despite the jargon that came with the Crosby package, underlying principles are the same and will be highly applicable to operations improvement. The process for choosing a consultant will ensure that the selected firm builds upon the foundation already established through the program in an on-going pursuit of quality improvement.



## Cafeteria Cookies: How Fresh Is Fresh?

Many cafeteria patrons enjoy a good cookie — but only if they're "softer and chewier — in other words, fresh!"

Food Service responds that between 250 and 300 cookies are sold every day, and they're baked twice daily. That's about as fresh as a cookie can get. However, if there's a type of cookie that just isn't crumbling right, the best course of action is to inform cafeteria staff of which one isn't favored and an alternative will be tried.

Visitors using the cafeteria during peak meal hours is a regular complaint, and the Food Service position remains unchanged. "These guests are in a strange enough environment, let alone to have them restricted from areas that provide them with some comfort," a spokesperson said.

Cajun recipes for seafood and chicken are too spicy for some, so chefs may revise recipes to quench the fire. Part of what makes Cajun food have a spicy bite is the use of cayenne pepper and a variety of other spices.

The 3-11 p.m. shift hopes for more rice pudding and tapioca pudding, and the request fell on friendly ears. The cold food production staff is going to increase available puddings.

And where's the sour cream for the baked potatoes? It'll be available at the hot food station for an additional cost. If you don't see it, feel free to ask for it.

Some salad buffs have taken a fancy to "Zero Dressing," and would like to see it back on the salad bar, but it gave way to customer requests for other choices of "light" or "local" dressings. "Zero" may make a return in the future.

## Salvation Army Applauds Spectrum Staff Holiday Gift

What do you get for a co-worker for the holidays? Weary of the traditional process, the staff at Spectrum Administrators decided this year to pass the hat and put it in the kettle — the Salvation Army kettle, that is.

Ten employees participated, and Glenn Snyder, commanding officer, says "Words cannot express the joy you have brought to others through your generous contribution," as it helped make the holidays a little brighter for the less fortunate.

# Trustees Approve New Name, Identity

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The mission statement declares that "HealthEast/The Allentown Hospital—Lehigh Valley Hospital Center is dedicated to helping the people of our service area achieve and maintain optimum health status. As a charitable, not-for-profit organization, we provide health services to our patients based on need, regardless of ability to pay."

## Values

A half dozen points are summarized as values "which guide our actions and help us fulfill our mission." These include:

- **Service** to the patient and to the community is foremost in our thoughts and actions.
- **Compassion** toward those we serve is a hallmark of our care.
- **Integrity** earns the trust of those we serve and of those with whom we work.
- **Excellence** through continuous improvement is fundamental to our efforts.
- **Pursuit of knowledge** enhances our quality and enriches our capabilities.
- **Cooperation** with those who share our goals adds to our strength.

## Vision

As its vision, HEI/TAH—LVHC "will maintain a leadership role in healthcare for the region. In partnership with the community, we will direct our unique resources to establish a comprehensive, integrated network of services. While we will continue to be the leading provider of high-quality, acute-care programs and services, we will work with others to build a continuum of care —

health promotion, preventive primary and aftercare services. We will provide care at the lowest possible cost consistent with our level of quality.

"Above all we will be known for excellence."

## Core Strategies

And for the purpose of realizing the vision and fulfilling the mission, nine core strategies have been developed. These include:

- Develop strong clinical programs and services based on established community need;
- Support appropriate education and research to foster a culture of scholarly inquiry;
- Promote collaboration and effective organizational relationships with salaried and private practice physicians who comprise our medical staff;
- Work with others whose goals are compatible and/or complementary to establish a network of health services and to promote the prudent use of community resources;
- Create an environment that attracts the most capable people at every level;
- Solidify organizational infrastructure to increase operational responsiveness, efficiency and effectiveness;
- Develop facilities and systems that respond to current and future demands;
- Develop and implement a financial plan founded on strong revenue and expense management;
- Meet customer needs by continuously improving the quality, cost-effectiveness and value of our services.