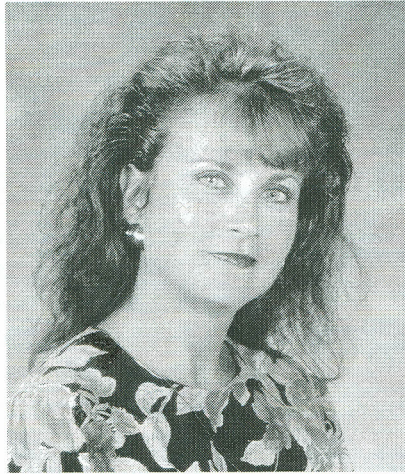


CheckUp

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Educational Nurse Specialist Receives Nightingale Award



"Even though my chances of winning were one in three, they seemed like one in a million. When they called my name, everyone at the table began yelling and clapping. I jumped out of my chair and ran up to the stage to accept my award."

Daniele Shollenberger, MSN, RN, an educational nurse specialist at Lehigh Valley Hospital, is recalling her reaction to the honor accorded her by the Nightingale Awards of Pennsylvania.

Hailing her as "a role model and mentor for nursing students who epitomizes caring and dedication," the foundation presented

her with its annual award for nursing education.

Shollenberger, who has been employed at the hospital since 1980, instructs nurses in the hospital's critical care courses and other formal education programs. She also teaches basic and advanced cardiac life support and helps provide community blood pressure screenings. In addition, she has presented papers at national nursing conferences and co-authored chapters on gastrointestinal disorders for Springhouse Publications.

Each year, the Nightingale organization accepts nominees for awards from virtually every healthcare organization in the state. It then selects 18 finalists in six categories including licensed practical nursing, registered nursing, advanced practice, administration, education and research. Six award recipients are chosen from the finalists.

Also nominated from Lehigh Valley Hospital were Karen Landis, MSN, RN, pulmonary clinical nurse specialist; Anita Ambler, RN, staff nurse, post-anesthesia care unit; and Barbara Moyer, MSN, RN, nursing education. Landis was named a finalist in the advanced clinical practice category.

CEO Study Published

A study co-authored by Elliot J. Sussman, MD, and published by the New England Journal of Medicine has received national media coverage.

The Los Angeles Times, Chicago Tribune, Philadelphia Inquirer and other major publications have outlined the study which concludes that efforts to reduce spending on Medicaid have resulted in less care for the poor than for patients insured by fee-for-service insured or HMO plans.

(please turn to page 2)

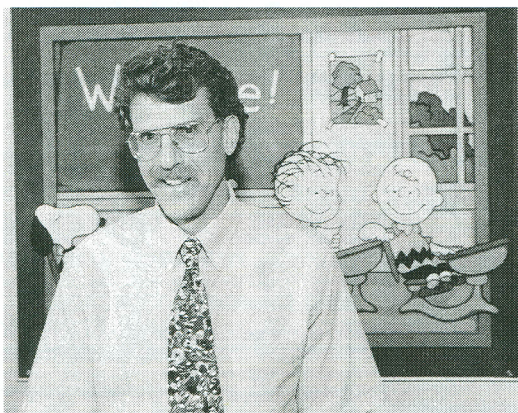
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Pediatric Pulmonologist

Helping Children Breathe Easier



Lehigh Valley Hospital's newest pediatric specialist is Robert Walker Miller, MD, director, pediatric pulmonary medicine. Miller brings special expertise in the diagnosis and treatment of children with acute and chronic respiratory conditions such as reactive airways disease, recurrent pneumonia, complex asthma and cystic fibrosis. He emphasizes home care services, particularly caring for children who are "technology dependent" such as those on home ventilators. Patient and family education are an important part of his practice.

Miller received his medical degree from Temple University Medical School, Philadelphia, and pediatric residency training at the State University of New York (SUNY) Health Science Center, Syracuse, New York, before completing a three-year fellowship in Pulmonary Medicine at Children's National Medical Center, Washington, D.C. From 1984 to 1993, Miller served as director, Pediatric Pulmonary Center and co-director, Robert Schwartz Cystic Fibrosis Center at SUNY Health Science Center.

Because respiratory problems account for many pediatric admissions to the hospital, Miller works closely with other children's health specialists in the hospital's newborn nursery, neonatal intensive care unit and inpatient pediatric unit. Other pediatric specialists affiliated with Lehigh Valley Hospital provide service in: allergy, ear-nose-throat, cardiology, surgery, rheumatology, endocrinology, genetics, neurology, behavioral pediatrics, pediatric surgery and child and adolescent psychiatry.

CEO Study Published

(from page 1)

The findings support the premise of current healthcare reform that managed care options such as HMOs provide the most appropriate treatment for patients.

Sussman co-authored the five-year study with Kenneth M. Langa, PhD, of the University of Chicago's Pritzker School of Medicine and Harris Graduate School of Public Policy.

Retrospective research was conducted on the records of 140,000 patients with ischemic heart disease (clogged coronary arteries) in non-federal hospitals in California during the years 1983, 1985 and 1988. The purpose of the study was to determine if the Medicaid cost-containment policies implemented in California in 1983 would affect levels of treatment.

Although federal and state laws prohibit discrimination against patients with different types of health insurance, the disparity in the use of appropriate medical procedures for Medicaid patients compared with those with fee-for-service or HMO insurance rose substantially during the five-year period.

Sussman and Langa found that with greater emphasis on cost-containment, decisions about whether or not to provide certain types of care became more and more strongly associated with a patient's insurance status.

Although others have noted the discrepancy of services between privately insured and Medicaid patients, this was the first study to look at the growth of the disparity over time.

CheckUp is a biweekly employee publication of Lehigh Valley Hospital, Public Relations, 1243 S. Cedar Crest Blvd., Allentown, PA 18103. Interoffice mail submissions should be addressed to 1243SCC-PR. For additional information, call extension 3000. Lehigh Valley Hospital is an equal opportunity employer.
M/F/D/V

A Mission To Madagascar

Good things may come to those who wait, but a little initiative often produces equally positive and more immediate results.

Sometimes, all it takes is a few phone calls according to Tamar Earnest, MD, a trauma surgeon at Lehigh Valley Hospital.

Recently, Dr. Earnest was contacted by Dr. Jennifer Marler, a surgical resident at Brown University Medical School, who was planning to continue her post-doctoral training in Madagascar.

Dr. Marler had been granted approval by her program director to train with Dr. Marlene Long, a plastic and reconstructive surgeon caring for lepers and burn victims on the island off the southeast coast of Africa.

Marler learned about Long's work in an article published in the Association of Women Surgeons' newsletter. Earnest is past president of the organization.

During the course of their conversation, Marler told Earnest of her efforts to obtain a dermatome and a skin mesher, devices used to remove skin grafts and stretch the healthy tissue to cover more of the body's affected areas.

One of the manufacturer's Marler contacted offered to lend her a dermatome free-of-charge and sell her a skin mesher below cost.

"Maybe we can do better than that," Earnest told her colleague and promptly called the hospital's Operating Room.

The staff referred her to Dominick Pistone, a sales representative for Zimmer-Randall Associates, who just happened to be delivering equipment to the OR when she called.

"I ran over to meet with him and explain the situation," Earnest recalls.

That was Friday at noon. At 3 p.m., Pistone called to tell her that he and his associate Mark Randall would cover the costs of a dermatome for Dr. Marler's use. The Zimmer corporate offices in Indiana agreed to donate the skin mesher.

"We were glad to do it," says Pistone. "Over the years, we've worked with many surgeons who do mission work in poor and underdeveloped countries. Some of the equipment available to them is almost primitive by today's standards."

The dermatome and skin mesher as well as supplies provided by the hospital were shipped to Marler in Rhode Island. Last week, she flew to Madagascar aboard Delta Airlines and Air France, which waived the extra freight charges to transport the equipment.

"It was a miracle that it all came together," says the aptly named Dr. Earnest.

But, then, it's the season for it.

Department of the Month

The Recreation Committee salutes Lab-Information Services (LIS) as the Department of the Month for December. LIS operates with a staff of 21 people split between Cedar Crest & I-78 and 17th & Chew. The department has had major changes in its work process since the advent of the PHAMIS LASTWORD system and laboratory order entry.

Day-to-day activities include monitoring information transactions sent by PHAMIS LASTWORD to the laboratory computer

system; placing orders into the lab computer system; labeling specimens and distributing them to the appropriate departments; giving outpatient results as needed; and printing patient reports.

The department is also responsible for maintaining and sustaining the LIS database, laboratory-related tables on LASTWORD and all related hardware.

Congratulations to the LIS Department for a job well done!

HR Development Information

■ *Hospital Orientation*

The next hospital orientation will begin at 8 a.m. at Cedar Crest & I-78 on Monday, Jan. 3 and an optional tour of both sites will be held on Wednesday, Jan. 5 beginning at 1 p.m. at 17th & Chew and 2:30 p.m. at Cedar Crest & I-78.

■ *CPR Certification*

CPR Certification, for which pre-registration is required, will be held in two parts, and attendance is required for both. Part I will be held Tuesday, Jan. 18 from 9 to noon in room 900, School of Nursing,

17th & Chew. Part II will be held Tuesday, Jan. 25 from 9 to noon, also in room 900, School of Nursing. To register, complete and return the appropriate form which is available on a monthly HRD calendar, outside HRD, room 1914, School of Nursing, 17th & Chew, or outside the HR benefits area at Cedar Crest & I-78.

■ *CPR Recertification*

CPR Recertification will be held in the 24 hour period beginning at 10 a.m. on Wednesday, Jan. 26 in the Nursing Learning Lab, 2nd floor, General Services Building, Cedar Crest & I-78 . ■

Symposia Reminder

The next topics of the Regional Symposium Series were announced by Human Resource Development. They will be held in the auditorium at Cedar Crest & I-78. Additional information is available by calling ext. 4609. *Update on Upper Extremity and Cervical Spine Problems: A Primary Care Approach* will be held Saturday, Dec. 4. Topics for the day include "Cervical Spine Pain," "Shoulder Impingement," "Shoulder Arthritis," "Elbow Tendonitis," "Elbow/Wrist Neuropathy," "Wrist/Hand Tenosynovitis," "Carpal Tunnel Syndrome," "Osteoarthritis of the Wrist/Hand," "Upper Extremity/Hand Tumors,"

"Hand Infections," "Nail Bed and Finger Injuries" and "Upper Extremity/Hand Vascular Problems."

Endocrinology Update will be held Saturday, Jan. 8, 1994. Topics include "Current Treatment of Osteoporosis," "A Clinical Approach to Lumps in the Thyroid," "Best Screening Tests for Suspected Endocrine Disorders," "The DCCT Study: Its Findings and Message to Physicians Caring for Patients with Diabetes, Growth and Development in Ages Five through the End of Puberty: Recognition of the Problems and Development on the Horizon in the Prevention and Treatment of Diabetes: Looking for a Cure." ■

Medical Terminology Course

The Human Resource Development Department is offering a Medical Terminology Course for all interested employees. This concentrated course is based on the textbook *Medical Terminology: A Systems Approach* by Gylys and Wedding. The course includes the basic principles of medical word building that can be applied to developing an extensive medical vocabulary. The course involves weekly quizzes, unit tests, and a final

exam. The fifteen week course starts **Thursday, January 20, 1994**, and will be held from 2-3:30 p.m. in the School of Nursing Auditorium, Lehigh Valley Hospital, 17th & Chew. The cost of the course, including the textbook is \$25.

Please call Tara Templet at ext. 2430 for a registration form or additional information.

Bulletin Board

■ *Raffle Winners*

The NICU Parent Support Group would like to thank everyone who participated in their recent fundraising drive. Proceeds will go toward the purchase of a Dinamap blood pressure machine for the NICU at 17th & Chew. The seven members of the hospital family who won prizes at the December 4 drawing were:

Patty Horwath	Allentown Hilton Ski & Stay Package
Andrew Perkin	Birchwood Resort 3-day stay
James Goodreau, MD	Avon Light-up Snowman
Ian Gertner, MD	Dinamate entertain- ment book
Lenny Golub, MD	Dinamate entertain- ment book
Norman Naverro	Gift Certificate - CC Coconuts
Terri Pavlovcak	Dinner - Golden Corral Restaurant

■ *GET FIT!!*

Do you have a few pounds to lose from too much holiday? If so, come join us for combination aerobic and STEP classes, held at the School of Nursing. The following classes will begin January 3:

Mon., Tues. & Thurs. 5:15 to 6 p.m.

Tues. & Thurs. 3:45 to 4:30 p.m.

For more information and registration materials, please contact the Health Promotion and Disease Prevention Department at 821-2150.

■ *Spreading Holiday Cheer*

The Allentown Auxiliary of Lehigh Valley Hospital recently donated a completely decorated tree to Outpatients Pediatrics at 17th & Chew. The seven and a half foot tree creates a wonderful atmosphere for those using the Outpatient area. Thanks so much to the Auxilians for the generous donation.

■ *PEOPLE*

Gerianne Keiser, benefits counselor, Human Resources Department, recently received certification in Human Resources through Lehigh County Community College by completing courses in employee benefits, recruitment and selection, training and development, employee relations and labor law and employee compensation.

■ *Good Samaritans*

We received the following letter in late November from a visitor to our hospital. The letter shows that a little bit of customer service—even in the parking lot—goes a long way. So, as one of our New Year's resolutions, let's give every patient and visitor to Lehigh Valley Hospital the best care possible.

To Whom It May Concern:

Too often we do not take the time to write to report the nice things your employees do for others.

Tuesday, November 23, about 8 a.m., my car gave out on your parking lot (E-3). The young man attending the lot (located in the little white station) immediately came to my rescue. What could have been a real horrible experience for me was lightened up by the fact he immediately got in touch with another young man; together they managed to get my car out of the way and parked in a safe place until the tow truck arrived. The fellows were right on target with their diagnosis — indeed, it was my transmission. Even the young man who came to clean up the mess (transmission fluid all over the street—real danger) was a real comfort also. All in all, what could have been a real disaster was made easier by their concern and sympathy.

I just had to write about this. So often we are too busy to give credit where it is due.

Very truly yours,
Emma J. Rumsey

Employee Programs

The Health Promotion and Disease Prevention Department is offering the following courses:

SMOKING CESSATION HYPNOSIS- a one-time group session Kenneth Graham, PhD, Licensed Psychologist

Tuesday, Jan. 11, 7-8 p.m.

Conference Room 5, Cedar Crest & I-78

Thursday, Feb. 17, 7-8 p.m.

School of Nursing Auditorium, 17th & Chew

SMOKE STOPPERS- a five week group program that helps smokers to neutralize their desire for tobacco through behavior change techniques, stress management and nutrition awareness.

Wednesday, Jan. 12, 7-8 p.m.

Classroom 2, Cedar Crest & I-78

ALL STRESSED UP AND NO WHERE TO GO - a course emphasizing stress reduction techniques

Wednesday, Jan. 12, 7-9 p.m.

for five Wednesdays

Presidents Room, Cedar Crest & I-78

For more information and to register, please call the Health Promotion and Disease Prevention Department at 821-2150.

AIDS Activities Office gets Grant from Pool Trust

Lehigh Valley Hospital's AIDS Activities office will receive over \$304,000 in funding from the Dorothy Rider Pool Health Care Trust during the next three years, Pool trustees announced earlier this month.

The AIDS Activities office provides a comprehensive array of medical, social and support services for people with HIV infection and their families. "The office focuses on keeping patients healthier longer through earlier intervention, and on providing as much care as possible on an outpatient rather than inpatient basis," said Pool Trust Executive Director Edward F. Meehan.

Opened in 1988, the AIDS Activities office has experienced growth in caseload of about four new clients a month. The office had 46 active cases in January of 1989, as compared to 226 active cases in September 1993.

Perhaps the most significant accomplishment of the AIDS Activities Office, according to Andy Geshan RN, MSW, the hospital's director of Infection Control and AIDS Activities, is "the development and implementation of a philosophy of HIV care whereby HIV infection is viewed as a chronic disease that requires not only a partnership between the patient and the care provider, but also a partnership with a myriad of community agencies."

Gift Ideas for Skiers and Golfers

The American Lung Association of the Lehigh Valley (ALALV) is offering a pair of gift ideas for the holiday season. You can give skiers and golfers special passes that admit them to many of the most popular ski slopes and golf courses in the area.

The ALALV Ski Privilege Pass, priced at \$35, offers lift tickets for nearly 10 slopes and entitles the holder to ski all season for the price of a one-day ticket at most resorts.

The '94 Mid-Atlantic Regional Golf Privilege Card offers golfers the chance to play all year for the price of one greens fee. Players have a choice of 59 courses in Pennsylvania, in addition to others located in Maryland, Delaware and Virginia. There are also discounts for driving ranges and golf specialty shops. This amounts to 200 special offers for only \$30.

Ski passes and golf cards can be obtained by calling the American Lung Association of the Lehigh Valley at (215) 867-4100.

Guidelines for Submitting Claims

The benefits counselors of the Human Resources Department offer the following guidelines to help you when submitting claims to the Lehigh Valley Health Network, Inc. Health Plan:

1. Attach all receipts to a claim form that is completed fully to include social security number, name, coordination of benefits information and accident details. **Be sure to sign the authorization to obtain additional information that is found on the reverse side of the claim form.**
2. When submitting receipts that are small in size (like 9 prescription drug receipts), tape them on the claim form or another piece of 8 1/2" x 11" paper.
3. Do not submit a claim if the provider of service is submitting it as well. This will avoid duplicate claim submission.
4. Separate each family member and include a separate claim form for each.
5. Separate claims incurred in different calendar years; for example, submit 1992 receipts separate from 1993 receipts. This is important for proper calculation of deductibles and out-of-pocket expenses.
6. If the Lehigh Valley Health Network, Inc., Health Plan is the secondary payer, submit your claims to the primary carrier first. Do not send your claim to Spectrum until you have received and attached the explanation of benefits from the primary carrier. **Remember, the Lehigh Valley Health Network, Inc., Health Plan follows the gender rule of Coordination of Benefits.**
7. Keep copies of your receipts and other claim documents for your future reference.
8. Do not submit billing statements as claims; they usually do not contain sufficient information to calculate benefits. The proper proof of claim includes the name of the provider, date of service, place of service, procedure performed (CPT code), diagnosis (ICD-9), billed amount and paid amount. This information is normally contained on an itemized bill from the provider.
9. When purchasing prescriptions from Spectrum Apothecary, be sure to present your Explanation of Benefits showing that the deductible for the Lehigh Valley Health Network, Inc., Health Plan has been met.

REMEMBER: Submit your bills as they are received. Holding them until the end of the year creates a major backlog and delays processing time.

If you have any specific questions about your benefits, please contact your benefits counselor: Maryjane Zanders, ext.1230; Gerrienne Keiser, ext.8839; or Leilani Souders, ext. 8807.

HEALTH PLAN CORRECTION

The November 11 edition of CheckUp contained an insert outlining health plan benefit changes. Because of a typographical error in the description of the benefits for the Allentown-Bethlehem Nurse Midwife Associates, that information has been reprinted below. If you have any questions regarding this or any other health plan benefit changes, please contact one of our benefit counselors: Gerrienne Keiser, ext. 8839; Maryjane Zanders, ext. 1230; or Leilani Souders, ext. 8807.

As of September 1, 1993 the Allentown-Bethlehem Nurse Midwife Associates (formerly the Allentown-Bethlehem Birth Midwifery Center) will again be a participating provider with the health plan. If you choose to use the service of the midwifery center and experience complications that may result in admission to a hospital, you will be transported to Lehigh Valley Hospital-17th & Chew for admission. If you choose to be admitted to St. Luke's, a \$750 deductible /day will be applied and reimbursement will be at 75% of charge or fee schedule for physician services, unless it is a documented medical emergency.

Employee Service Anniversaries

January 1994

Thirty Years of Service

Jan. 3 Eleanor Haas Nursing Float Pool Cluster C

Twenty Five Years of Service

Jan. 13 Mary Segan Post Anesthesia Care Unit C
 Jan. 13 Sharon Becker Outpatient Treatment Unit
 Jan. 27 Nancy Beidler TLC Moderate Care

Twenty Years of Service

Jan. 2 Kathleen DeLong Ultrasound A
 Jan. 2 William Thompson Info. Services Prod. Support
 Jan. 22 John Koshland Pulmonary
 Jan. 28 Darlene Matthias Cancer Program
 Jan. 28 Phyllis Fox 4B Medical/Surgical Unit

Fifteen Years of Service

Jan. 8 Cynthia Baglini Lab-Central Process/PHLEB
 Jan. 8 David Feist Linen Services
 Jan. 8 Donna Wells OR Centralized Scheduling
 Jan. 11 Denise Schuler Pulmonary
 Jan. 11 Paula Ingoldsby OR A
 Jan. 12 Rhonda Nagy Mental Health/Retardation
 Jan. 15 Denise Kuntz Cardiac Cath Lab
 Jan. 15 Janice Cudlic Nursery
 Jan. 15 Robin Miles Obstetrics
 Jan. 15 Sally Getz GICU East
 Jan. 15 Susan Ruth 7B Medical/Surgical Unit
 Jan. 22 Diane McKeever Lab-Microbiology
 Jan. 22 Joyce Herbert Limited Duty-Work Related
 Jan. 25 Barbara Hallowell Patient Education

Ten Years of Service

Jan. 3 Elizabeth Crone Nuclear Medicine C
 Jan. 3 Jodee Koontz Breast Diagnostic Services
 Jan. 19 Valerie Wagner OR C
 Jan. 23 Richard Reitz Stores Process Distrib.
 Jan. 30 Gregory Snyder Pharmacy A
 Jan. 30 Joseph Groller Respiratory Therapy C
 Jan. 30 Ruth Palmisano General Services A

Five Years of Service

Jan. 1 Bala Carver Lab-HLA
 Jan. 3 Eileen Bannon Cancer Program
 Jan. 3 Jane Teper Perinatal Partnership
 Jan. 3 Joan Bauer Trexlertown Med. Ctr.
 Jan. 3 Joan Kressley Neonatal ICU
 Jan. 3 Joann Geslak OR C
 Jan. 3 Kathy Hsu Nursing Administration
 Jan. 3 Leonard Snyder Short Procedure Unit
 Jan. 3 Linda Flemming Labor & Delivery
 Jan. 3 Lori Morrison Psychiatric Rehabilitation
 Jan. 3 Phyllis Riter Lab-Blood Bank
 Jan. 3 Rebecca Meinhart Adolescent Psych Unit
 Jan. 3 Richard Riccio Open Heart Unit
 Jan. 3 Sandee Schultz LV Hospice-Allentown
 Jan. 3 Sandra Cornog GICU East
 Jan. 3 Stacey Yonak Lab-Information Services
 Jan. 3 Susan Nonnemacher 5A Medical/Surgical Unit
 Jan. 5 Judith Thieme Community Wellness
 Jan. 9 Karen Granger Pharmacy A
 Jan. 9 Kim Diehl Lab-Microbiology
 Jan. 11 Anastasia Yergey Lab-Cntrl. Process/PHLEB
 Jan. 16 Carmen Nonnemacher 5C Medical/Surgical Unit
 Jan. 16 Christopher Wyatt OR A
 Jan. 16 Deborah Dilliard Medical Records
 Jan. 16 Janice Waller Labor & Delivery
 Jan. 16 Lynn Wall Medical Records
 Jan. 16 Mary Ellen Kinek Nursing Float Pool Cluster C
 Jan. 16 Norma Storer AIDS Activities Office
 Jan. 16 Patricia Sotak Outpatient Treatment Unit
 Jan. 16 Patricia Schlegel Speech & Hearing A
 Jan. 16 Ricky Farley Plant Engineering
 Jan. 16 Sharon Petrusky Labor & Delivery
 Jan. 16 Vicki Smith Transitional Open Heart
 Jan. 16 Wanda Montanez General Services C
 Jan. 22 Theresa Carfara Master Facilities Admin.
 Jan. 25 Bryan Horveath Community Wellness
 Jan. 25 Cheryl Hassler Community Wellness
 Jan. 25 David Moyer Community Wellness
 Jan. 30 Ruth Held Financial Services

The listing of service anniversaries is presented through the courtesy of Human Resources, who congratulate all for their continuing service to Lehigh Valley Hospital.