

CHECK UP

LEHIGH VALLEY
HOSPITAL
AND HEALTH NETWORK

JANUARY 2004

Food for thought

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with Donna Lynn on page 6

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About the Workplace
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But Her Voice Is Heard
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Signing His Name?



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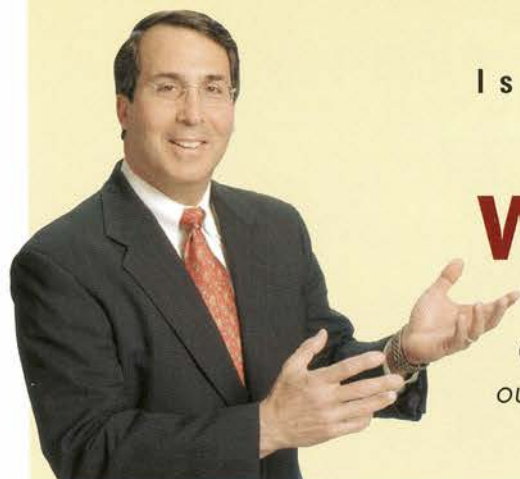
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Empathy



What's for Lunch?

They say culture eats strategy for lunch. Our strong, caring culture ensures our strategy succeeds.

Remember the Chevy Nova? If you didn't drive one, your parents or friends probably did. It wasn't flashy, but it was reliable, popular and affordable to make.

Many years ago, Chevrolet executives devised a billion-dollar strategy to market the Nova in South America. The effort failed abysmally because in Spanish Nova means, "no go."

How did such a blunder go unnoticed? Most likely because the *strategy*, the plan and goals of management, clashed with Chevrolet's *culture*, the attitudes, values and beliefs everyone in an organization shares. Surely somebody in Chevrolet's large workforce spoke Spanish, but nobody felt comfortable speaking up, because colleagues lacked interest in the company's plans and felt their voice wasn't valued.

That story illustrates a quote I heard recently, *Culture eats strategy for lunch*. The idea: when an organization's culture fails to involve employees and give them a voice, colleagues won't care about the organization's strategy. But when an organization's culture encourages colleagues to take pride in and ownership for their work, colleagues will care about what's happening, and strategy will succeed.

At LVHNN, you define our *culture* of caring. It's evident when a security guard brings a wheelchair to a struggling patient or when a colleague escorts a patient to his destination. You care about our organization's success because you care about our community. And our strategy speaks to that goal—providing our community with quality care through clinical innovation and service excellence.

Service Excellence In our culture it means opening a patient's milk carton or adjusting the blinds in her room, some of the things that helped LVH—Muhlenberg raise its Press Ganey scores. It means everyone chooses to bring energy, passion, a positive attitude—and some

fun—to the job every day. Keeping in touch with our lighter side—and not taking ourselves too seriously—is a survival skill for the type of work we do. You can see how we all embrace creativity and unconventional thinking in every issue of *CheckUp*. Clinical services embraced this fun flair with *FiSH* several months ago, and now materials management has caught their contagious energy, adopting the program as if it is their own. You can be assured patients *feel* that upbeat energy.

Clinical Innovation In our culture it means searching for new processes and technologies, and embracing challenge and change to make great strides for our patients. It means coming together to prepare for tele-intensivists, physicians who will use breakthrough technology to manage critically ill patients around-the-clock. You'll be hearing more about this program in coming months—and how everyone has embraced the new system that will help our nurses spend more time delivering hands-on care and less time with paperwork.

Inside *CheckUp*, you'll see more examples of how our *culture* supports our *strategy*. Read how Rosa Bruno breaks down barriers to health care for our Spanish-speaking community and how a new mindfulness stress program helps you "be present" for your patients.

You'll also read about "Check-In," our employee survey. Please take it and tell us how we can continue to improve communication, because open and honest communication is part of our culture, and culture is the foundation of everything we do. We live it. We breathe it. We eat it—and we satiate our hunger for a successful *strategy* for our community.

Lou Liehaber, Chief Operating Officer

Quiet the Mind

A stress reduction program teaches pathways to the calm in the center of life's daily storms

Whether she's taking a walk, sitting in her car or talking with a patient, Inge Meyer, L.P.N., knows her most important moment is here and now. She's not getting overwhelmed with mind chatter about phone calls that need to be returned and grocery shopping or laundry that needs to be done.

"I've learned to be more mindful of my life and everyday interactions by just being in the moment," says Meyer, who works in the department of geriatrics, Center for Healthy Aging, LVH-17th and Chew. "Having that mindset can get you through anything."

Meyer has long used meditation as a psychological balm. But an eight-week program in Mindfulness-Based Stress Reduction has reinforced her coping skills, helping her better care for her patients and even her colleagues. "If somebody is really depressed or going through a difficult period, I take the time to be with them," Meyer says. "We'll do guided imagery, and I'll teach them to breathe deeply."

The course, developed more than 20 years ago at the University of Massachusetts Medical Center, is led by psychiatrist Susan D. Wiley, M.D., vice chairperson of the department of psychiatry, and department of family practice psychologist Joanne Cohen-Katz, Ph.D. Meditation, deep breathing, yoga and poetry are taught to help people reprogram their response to stress, whether life-, job- or health-related.

It's proven so successful, Cohen-Katz and Wiley received an Anderson grant and clinical services education funding (that covers a portion of costs for participants) to study the program's effectiveness with LVHHN nurses. Stress, burnout, job satisfaction, empathy with patients and self-compassion will be measured.

Like all program "graduates," Meyer is welcome to come back and reconnect with kindred spirits in the half-day silent retreat that's included in every series. "I still have to work at controlling my stress," she says, "but there's no doubt in my mind these techniques work. I respond more from the heart. Just doing that changes the dynamics of my daily interactions."

Elizabeth McDonald



Want to Know More? Nurses are needed to enroll in the study by Jan. 21—See details in *What's Happening* on page 12. If you don't qualify for the study, a non-research program is offered to employees and the public. For details about the public program, call 610-402-CARE.

She Speaks Your **LANGUAGE**



"How could someone do this to another person?"

Rosa Bruno, then a sixth-grader, asked herself. Bruno, suffering from a stomachache, needed to get somebody's attention, but the classmate sitting nearby ignored her pleas.

"I needed to see the school nurse, but I didn't speak English," Bruno remembers. "My classmate, who spoke Spanish like me, wouldn't translate until our teacher insisted that she help. From then on, I knew I had to help others communicate so nobody had to go through that frustration."

Although there were no bilingual classes at the time, Bruno taught herself English in six months and by age 12, as the youngest of 11 brothers and sisters, she began translating for family members. She later taught English to her husband by reviewing words in newspaper articles. Now, three decades later, her linguistic skills are connecting Spanish-speaking patients and English-speaking doctors at LVH-17th and Chew.

Initially hired as director of the Play Center—where children ages 3 to 8 play and learn in a supervised environment while their parents attend doctor's appointments—Bruno's role has grown. When her supervisor, residency practices administrator Jim Geiger, learned of her interpreting background and her willingness to help, he said, "We have a tremendous need for your services here."

Now, Bruno is one of only two people in the Lehigh Valley certified in medical and social services interpreting. She completed 40 hours of training in North Carolina (paid for by LVHHN), learning how to make doctor and patient feel like they're talking one-on-one.

"They taught me to speak in the first person, sit right behind the patient and fully concentrate on the spoken word," Bruno says. "It's as if I'm invisible. The patient hears only a voice and doesn't feel like she's talking through an interpreter."

Patients hear that same reassuring voice on the telephone, when Bruno confirms appointments, often explaining medical terms in easy-to-understand ways—another skill learned through training. "One patient needed a urology appointment, but she didn't know what a urologist was," Bruno says. "When I explained that he was a specialist who needed to see her because of a specific condition, she then remembered her doctor talking about it."

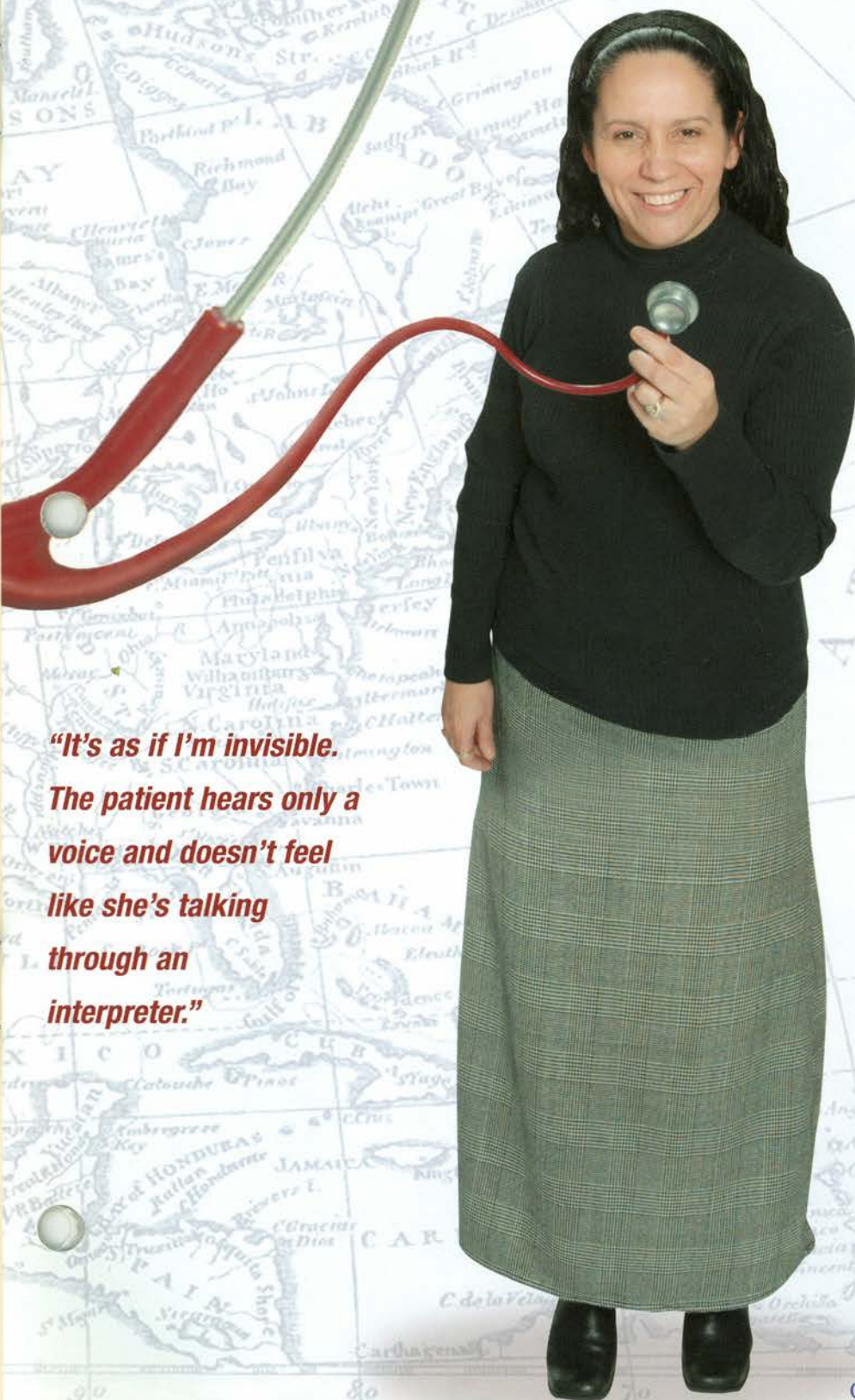
Community members and colleagues appreciate Bruno's ability to topple the language barrier. Her influence is significant at Lehigh Valley Physicians Practice (LVPP), where 43 percent of patients speak Spanish. Her work there is the first step in Bienvenidos (a warm welcome), an LVPP program aimed at creating a friendly, inviting environment for the Spanish-speaking community.

Bruno savors that welcoming environment. "In grade school, people helped me only because the teacher asked them," she says. "But nobody has to ask me to help others. It's what I love to do."

Rosa Bruno offers
BIENVENIDOS
(a warm welcome)
to Spanish-speaking
patients

"They taught me to speak in the first person, sit right behind the patient and fully concentrate on the spoken word,"
Bruno says.

AGE!



"It's as if I'm invisible.

The patient hears only a voice and doesn't feel like she's talking through an interpreter."

Quality Is... Putting People First

We study gene therapy to treat patients with severe heart disease by growing blood vessels in the heart. We keep patients safe through computer-assisted physician order entry (CAPOE) and bar-coded bracelets to ensure they receive the proper medications and dosages. We develop lasting relationships, like when Service Star Joelle Milkovitz, R.N., attended the wedding of cancer patient Ann Margaret Rodgers.

This is quality—and you can read more about how we impact people's lives in this year's Community Service Report, "Quality." Each year, we contribute millions of dollars and thousands of physician and staff hours toward the health and well-being of our community.

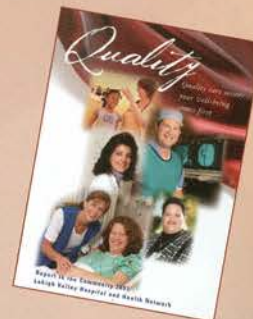
In fiscal year 2003, we invested a record high \$53.8 million in direct patient care, professional and patient education, community partnerships and support, and community education and prevention—about \$14 million more than the year before. Physicians alone provided almost 50,000 hours of free care and education.

Although reimbursement did not keep up with costs in 2003, we maximized that reimbursement by caring for about 56,000 more patients than in the previous year, says Elliot J. Sussman, M.D., president and CEO.

"This is a significant investment in caring for our community, especially in these difficult economic times," Sussman says. "The greatest concern of patients and family is that they get better and have a quality of life. The real investment is the positive impact we have on the lives of those touched by our care."

Brian Downs

**Call 610-402-CARE
for your copy of
the community
service report.**



Inside the Think Tank

Materials management gets a freshwater lesson in a school of *FiSH*

Grade school? *Again?* Courier Donna Lynn couldn't imagine hitting the books one more time. But one particular book grabbed her attention—it's called *FiSH!* and focuses on enthusiasm that leads to great customer service at Seattle's Pike Place Fish Market.

"I'm energetic and upbeat," Lynn says, "and *FiSH* takes that energy and applies it to our work."

Taking the lead from clinical units who read and implemented *FiSH* six months ago, Lynn and her colleagues throughout materials management dove into a *FiSH*-themed picnic. There, they went back to pre-, elementary, junior and senior high schools, learning about the book's principles: be present, make their day, play and choose your attitude. "Our customers already rate us in the 80th to 90th percentile," says Paula Strollo, director of materials management, "but we won't rest until we reach 100."

After the fun of a relay race, casting game and interactive skits explaining each concept, Lynn and her colleagues took a final exam. You could say Lynn earned an A for attitude. "Even if I have a bad day at home, I choose to put on a smile as soon as I walk into work and meet my first customer," Lynn says.

That smile goes a long way for couriers, who deliver X-rays, medical records, pharmacy

supplies, interoffice mail and more. They're on 14 scheduled routes daily within and outside LVHHN (for example, Allentown's Phoebe Home), and even work with a "stat" courier on-call 24 hours a day for emergencies.

Although *FiSH* is just starting to swim throughout materials management's departments (purchasing, accounts payable, contracting, materials management information technology, clinical engineering, supply distribution services, linen, mailroom, messengers, couriers, management engineering, print shop), colleagues are brainstorming action plans. Lynn, for example, is part of a *FiSH* courier committee creating a friendly phrases script. "Introducing yourself, explaining that you have a package to deliver and asking if there is anything to take back is a good first step," says operations manager for the couriers Willard Mest.

More steps will follow, but the spirit is there. It's evident in the courier services room at LVH-Cedar Crest, where "choose your attitude" signs are a staple, just like the alphabet borders in our grade school classrooms. "Now I can say my favorite subject in school was *FiSH*," Lynn says.

Want to go *FiSH*? Making eye contact with a passerby is the first in LVHHN's four steps of service. Can you name the other three? Log on to the intranet (www.lvh.com) and provide your answer. You may win a free copy of *FiSH*.

Joe Candio





Your Ideas Take Flight... **AGAIN**

**Fill out
the employee
satisfaction survey
JAN. 12 - 23**

Frank Kaczynski walked into 1245 S. Cedar Crest Blvd. expecting to sign a JCAHO form. But—*surprise*—he met 70 colleagues, joined by president and chief executive officer Elliot J. Sussman, M.D., and chief operating officer Lou Liebhaber. “What’s going on?” Kaczynski wondered.

After some teasing (“Want to run an employee forum?” Sussman joked), Kaczynski received a prize—round-trip airline tickets to anywhere in the continental U.S. “I want to take my wife where we’ve never gone before,” says Kaczynski, who’s visited Las Vegas and Florida.

Kaczynski, computer operator, qualified by attending an employee forum, where senior managers discuss annual progress and answer questions. “The forums show me how we stack up to other hospitals,” says Kaczynski, among a record 2,000 employees who attended this year. Through the forums and Reconnections—a veteran orientation exploring LVH’s past, present and future—Kaczynski knows “this organization cares.”

What’s Your Opinion?

Between **Jan. 12 and 23**, you’ll have a chance to complete a new “Check-In” on any work computer 24 hours a day by:

- ▶ logging on to the intranet—www.lvh.com
(If you prefer paper, print it from the intranet or request it from your department head.)
- ▶ clicking the “employee satisfaction survey” icon
- ▶ answering the questions (it takes only 10-20 minutes)
- ▶ hitting the submit button

Want to Know More? Visit the LVH_LIST e-mail bulletin board or call organizational development at 484-884-4YOU(4968).

You’ll be asked about your satisfaction with communication, your relationship with management and more (responses are anonymous and confidential). You’ll also have a chance to win great prizes.

Your opinion makes a difference only if you say it, particularly in the survey. “Managers use the results to collaborate with colleagues and determine ways to improve,” says Mary Kay Gooch, senior vice president, human resources. “Your voice matters.”

These Ideas Launched

Past “Check-Ins” have led to these improvements:

- ▶ SMILE scholarships for non-R.N.s pursuing a nursing degree
- ▶ Improved booklets to help managers address survey issues
- ▶ New ways to reward and recognize employees
 - ▶ New *CheckUp*—easier and more interesting to read
 - ▶ Flexible staffing (weekend nursing program)
 - ▶ Numerous department specific initiatives

Kyle Hardner



Frank Kaczynski (center) receives his dream trip tickets from “pilots” Elliot J. Sussman, M.D. (right), and Lou Liebhaber.

On the Dotted Line

Since everyone signed their names to the new patient satisfaction program, LVH-Muhlenberg Press Ganey has soared into the 90s

Did you hear? Everyone at LVH-Muhlenberg is popping the question. No, there won't be a group wedding, but physicians, housekeepers, respiratory therapists—*everyone*—knows not to leave a patient without asking, "Is there anything else I can do for you?"


"Signs in every room remind us," says Donna Barnes, R.N., 4 South. "But we don't need reminding. We made an agreement to be friendly and helpful."

It began two years ago with the Patient Satisfaction Improvement Council (PSIC), a team of 30 staffers and managers focused on taking steps to improve each patient's experience, and raise LVH-Muhlenberg's Press Ganey scores. They learned how to accurately interpret Press Ganey results, called patients who gave low ratings (1 and 2) to ask about improvements, created community focus groups and enlisted help from a medical anthropologist, or ethnographer, to understand patients' wants and needs. They learned that common courtesy makes the biggest difference of all.

As a result, scores rose from the 19th percentile to the 90th, and the team now advises a new council at LVH-Cedar Crest about service. Here's how they do it at LVH-Muhlenberg:

I. Nurses on 4 South...

- live by a "cultural contract," promising to work as a team, recognize each other's opinions and strive for 5 (the highest Press Ganey rating).
- post the names of a patient's nurse and technical partner, and unit director's phone number in each room.
- encourage patients to complete Press Ganey surveys.
- appreciate one another. "Some of us get along so well," Barnes says, "that patients ask us if we're related."



Gina June
Gina June, Housekeeping

Bob Allman
Bob Allman, Respiratory Therapist

II. Respiratory therapists...

- knock before entering a patient room, introduce themselves, make eye contact and speak slowly.
- join colleagues in "scripting"—for example, emphasizing privacy with, "I'm closing this curtain for your privacy."
- post survey questions and scores.
- host luncheons when they score 90 percent or more. "We make sure everyone knows we're part of an excellent medical team," says respiratory therapist Stephanie Genovese.

How Do You Know It's *the Best?*

Where would you, a loved one or friend seek care if you were having a stroke, needed heart surgery or required a knee replacement?

"With so many options, it's important for people to have accurate information about who delivers the best care," says Ronald Swinfard, M.D., LVHHN's chief medical officer.

The Morning Call and *Money* magazine recently reported on the top-rated hospitals and physicians for common medical treatments and procedures. Where did they get the information and how reliable is it?

Independent health care rating and advisory services and government agencies look at results such as the number of deaths for certain illnesses and procedures, how many patients are readmitted and number of procedures performed. Using ratings from the advisory service HealthGrades, *Money* rated LVHHN tops for coronary bypass surgery, heart attack care and carotid endarterectomy (surgery to clear blockages in the artery that feeds the brain). "These quality measures give us a basic idea about the care we provide, what we need to do to improve and should be even more meaningful as they evolve and are refined," Swinfard says.

Find Out How We Rate

- www.healthgrades.com—Rates almost every hospital in the U.S. in critical medical specialties with a five-star system using Medicare patient data.
- www.pbc4.org—An independent Pennsylvania agency that collects and analyzes cost and quality data submitted by all hospitals. Its goal is to inform the public and groups that buy health coverage, and stimulate competition to help control costs.
- www.leapfroggroup.org—A coalition led by Fortune 500 companies that provide health care benefits. Leapfrog surveys hospitals about computer physician order entry (CAPOE), results of high-risk treatments and procedures, and intensivists.

Brian Downs

III. Food service hosts...

- are hired for customer service skills and experience.
- work for consecutive days on the same unit to build rapport with patients.
- read menus aloud to patients and remind them about special dietary needs.
- remain patient-focused. "Remembering that a patient likes an extra pack of crackers with soup makes his stay much better," says host Jeff Dornblaser.

IV. Housekeepers...

- ask if the patient is too hot or cold, and adjust the room temperature.
- adjust blinds for suitable lighting.
- make an extra trash run to keep rooms cleaner.
- answer every request. "We never say 'no.' If we can't help, we get someone who can," says housekeeper Gina June.

Kyle Hardner



er, Food Host



A Woman of *High Standards*

Former hospital administrator Val Boyer is remembered in our healing heritage

An old farmhouse (right photo) was the setting for pioneering administrators like Val Boyer who were instrumental in planning what would become LVHHN. Boyer (right) is pictured here with former administrator Orlando Bowen and Laura Baughn, director of nursing.



At a time when most people are on the glide path to retirement, Valeria Boyer was revving up for a new career adventure.

It was the early 1970s, and Boyer, then in her 60s, was among a small group of administrators working out of an old farmhouse off Cedar Crest Boulevard to fulfill Leonard Parker Pool's vision of a superior regional hospital.

That vision began as Allentown-Sacred Heart Hospital Center (ASHHC), eventually becoming LVHHN. And when she passed away Sept. 30 at age 92, Boyer left a legacy of excellence.

Kathy Marth was fresh out of business school when she was Boyer's secretary. "She was a business school graduate too, so it was inspiring to see how much she accomplished," recalls Marth, now executive secretary to chief operating officer Lou Liebhaber. "She gave us a wonderful feeling that our work really meant something. She and Ellwyn Spiker, R.N., (ASHHC's first chief executive officer), helped build the foundation for LVHHN to become what it is today."

Boyer's accomplishments include serving as acting president, assistant administrator and interim chief executive officer for Allentown Hospital, and associate administrator of the

Allentown-Sacred Heart Hospital Center. "She was a role model for all hospital administrators, because she achieved amazing results with kind, firm and specific direction," says Janine Fiesta, vice president, legal services, whose professional and personal partnership with Boyer dates to 1978. "Long before PRIDE, Val demonstrated those characteristics."

Remembered as a strong, no-frills administrator, who liked her coffee black and knew just where to find what she needed among the piles of paper on her desk, Boyer had faith in colleagues to not accept status quo. "She expected people to be held accountable, just as she held herself accountable," says Vaughn Gower, chief financial officer, who came on board as a staff accountant in 1971.

Confined to a wheelchair and bed in her later years, Boyer's passion for the people and progress at LVHHN remained strong. "When I visited her in the nursing home, our conversations were always about the hospital," says long-time friend and former board of trustees colleague Carol Voorhees, director, physician recruiting. "Val knew quality. Her dedication was all-encompassing."

Elizabeth McDonald

SERVICE STAR of the MONTH

When a patient's family member became unruly in the LVH-17th and Chew ED, Joseph Kalmar diffused the situation with compassion, respect and empathy.

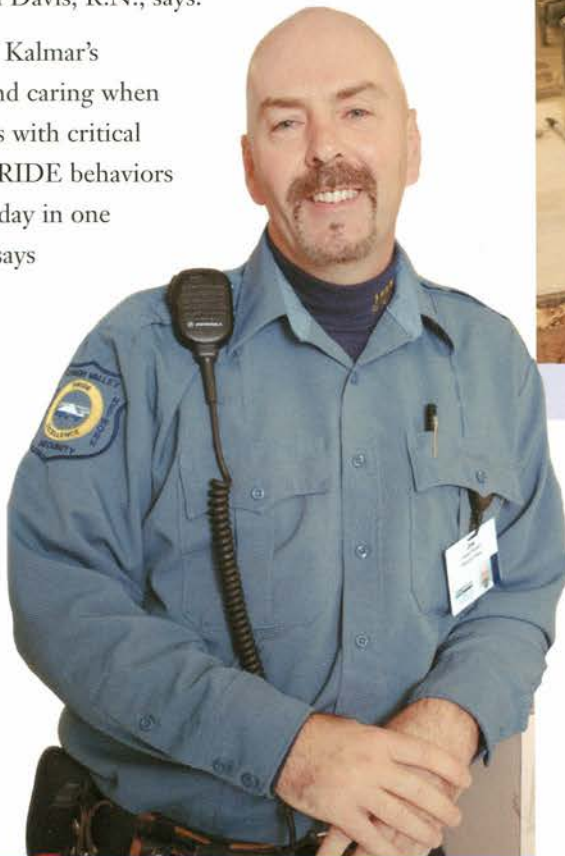
Kalmar listened to the family member's concerns and encouraged him to discuss solutions with his case manager.

"Joe was great at de-escalating the problem, while respecting the feelings of the patient and this family member," Barbara Davis, R.N., says.

People appreciate Kalmar's professionalism and caring when helping colleagues with critical situations. "His PRIDE behaviors are evident every day in one way or another," says

Davis. "On this particular day, we realized that not only does he take PRIDE in his role, but he 'shines' brighter than many stars out there."

Joe Candio



Joseph Kalmar, security guard, 17th and Chew SERVICE STAR

Congratulations to Award Nominees

Phillip Hobel, communication tech, MedEvac LVH-Cedar Crest

Nominated by Tammy Hobel, administrative partner, trauma development office

Christina Kerchner, R.N., oncology

Nominated by Russell Blair, chaplain resident pastoral care, LVH-Cedar Crest

Colette Lenner, R.N., benefits and verification coordinator, 1770 Bathgate

Nominated by Yvonne Depretis, R.N., benefits and verification coordinator

Alison Montgomery, R.N., nursing supervisor

Nominated by Debra Wilson, R.N., director of nursing

To nominate a star, go to e-mail's bulletin board at **Forms_rewards**. Right click to "use form."

WORKING WONDERS



Nicholas Knapik (above) teamed up with James Hofstetter for some handy improvements.

It's time to make like Bob Vila and build it yourself. That's what long-time LVHHN mechanic James Hofstetter decided to do. Hofstetter, an LVHHN engineering colleague since 1974 who now works per diem in "semi-retirement," found a way to build better foot- and headboards for patients' beds.

"The foot- and headboards were getting damaged from the rigors of transporting them through doorways and onto elevators," says Hofstetter, who estimates "about 150-200" foot- and headboards per year needed repair.

Hofstetter, along with carpenter Nicholas Knapik, decided to use a stronger board than what they originally had.

"Now we use Formica," says Hofstetter. "Nick cuts out the pattern of the boards, molds it, and then we install it."

The result: not a single damaged board since July 2000, which means a cost savings of more than \$6,500.

Joe Candio

How It Adds Up

IDEA	Using Formica for the foot- and headboards of patients' beds
BY	James Hofstetter, mechanic, and Nicholas Knapik, carpenter
ESTIMATED ANNUAL SAVINGS	\$6,603
AWARD AMOUNT	\$495

Submit an idea via e-mail's bulletin board at **Forms_LVH** or by clicking "Working Wonders submission form" on the intranet (www.lvh.com).



**DEADLINE
FEB. 1**

Write Me a Story...

Sue O'Neill, R.N., trauma neuro intensive care unit, has written for a new book, "Ordinary People, Extraordinary Lives: The Stories of Nurses."

...And you could be published, too!

LVHNN is publishing its own book of nursing stories, so if you have a powerful story to tell, we want to hear it.

- LVHNN caregivers, employees and patients are eligible. The focus should be on nursing or caregiving.
- Stories can be up to 600 words.
- Story should be typed and include your name, title, unit and phone numbers (day and night).
- E-mail submissions to Barbara.Versage@lvh.com or by interoffice mail to the Center for Professional Excellence, LVH-Cedar Crest. For more information, call 610-402-1789.

And read more about Sue O'Neill's story in January's *Magnet Attractions*!

What's Happening

**JAN.
6**

Give Blood
6:30 a.m. - 4:30 p.m.

Tue., Jan. 6

LVH-Cedar Crest

Anderson Wing Lobby and Classrooms 1, 2 and 3

**JAN.
12-23**

"Check-In" With The Employee Survey

Jan. 12 - 23

Log on to the intranet—www.lvh.com—and complete the 2004 Employee Satisfaction Survey to ensure LVHNN remains a great workplace for all.

**JAN.
14**

**Conduct the Best Meetings
Facilitation Workshop**
8 a.m. - 4:30 p.m.

Wed., Jan. 14

LVH-Muhlenberg

Banko Community Center

E-mail gwen.rosser@lvh.com for more.

**JAN.
20-21**

**Nurses, Manage Your Stress
Join the Mindfulness Study**

Enroll by Wed., Jan. 21

Learn how to "be present" for yourself and your patients by joining the Mindfulness-Based Stress Reduction study. Fifty nurses are needed to **enroll by Jan. 21**. Your reimbursable Healthy You dollars can be applied to help cover program costs.

Information sessions

Jan. 20 • 4:15 - 6:15 p.m.

LVH-Cedar Crest, Classroom

Jan. 21 • 4:15 - 6:15 p.m.

LVH-Muhlenberg, 1st fr. conference rm.

The study runs in two phases

Jan. 27 - March 9 and April 27 - June 22

Health Center at Bethlehem Township

HealthSpring family medicine practice (*dedicated to mind-body caring through traditional and complementary medicine*)

Route 33 and Freemansburg Ave., Bethlehem Township

To register for the information sessions, or for details, call Debra Baker, research assistant, at 610-402-4955.

JAN.

Relax, Try Yoga and Tai Chi

Starting Jan. 5 and Jan. 8

These Healthy You programs are reimbursable through Choice Plus.

Register by calling 610-402-CARE.

Relaxing Yoga (six-week session)

Jan. 5 • 6 - 7:15 p.m.

Healthy You Center

Jan. 8 • 10 - 11:15 a.m.

3401 Fish Hatchery Rd.

Jan. 21 • 8:45 - 10 a.m.

Allentown

Energizing Yoga (six-week session)

Jan. 6 • 7 - 8:15 p.m.

Banko Community Center

LVH-Muhlenberg, Bethlehem

Jan. 8 • 6 - 7:15 p.m. or 7:30 - 8:45 p.m.

Healthy You Center

Everyday Tai Chi (six-week session)

Jan. 8 • 7 - 8:15 p.m.

Banko Community Center

Jan. 21 • 10:15 - 11:30 a.m.

Healthy You Center

Jan. 27 • 7 - 8:15 p.m.

Fundamentals of Tai Chi (one-time class)

Jan. 10 • 1 - 2:30 p.m.

Healthy You Center

at LVHHN

JAN. 81 Chances to Win

Get your tickets this month for the second annual 10-week raffle from March 18 - May 20. Eight people will win prizes between \$25 and \$50 each week, and a \$500 grand prize is available, too. All proceeds benefit The Auxiliary of Lehigh Valley Hospital.

For details, call 610-435-7529 or visit the gift shops at LVH-Cedar Crest and LVH-17th and Chew.

JAN. Start Your Resolution Now

Stay fit by joining the Hanover Township Community Center. LVHHN colleagues receive 10-percent discounts on membership fees and 20-percent discounts on gym, field and meeting room fees.

For details, call 610-317-8701.

JAN. Get Your Flu Shot

They're available at Employee Health at the following times/locations.

Walk-in hours at Employee Health throughout the flu season:

LVH-Cedar Crest	LVH-Muhlenberg	LVH-17th and Chew
Mon., 7 - 8 a.m.	Mon., 1:30 - 4 p.m.	Tue. and Thu.,
and 1:30 - 4 p.m.	Tue., 9 - 11 a.m.	7 - 8:30 a.m.
Tue., 1 - 3 p.m.	Wed., 2 - 4 p.m.	
Wed., 7:30 - 8:30 a.m.	Thu., 8 - 10 a.m.	
Thu., 1:30 - 4 p.m.	Fri., 8 - 10 a.m.	
Fri., 7 - 8 a.m.		

JAN. through MAY Escape With the Recreation Committee

Hola Mexicano

Enjoy Riviera, Maya, Mexico.

For details, call Doris Horwath at 610-402-2544.

Take a Cruise

Tour the Panama Canal.

For details, call Pam Robson at 610-402-2266.

Relax in Florida

Check out Sarasota, Fla.

For details, call Janet Snyder at 610-402-8222.

Jan. 24 - 31

February

May

May 21 Bon Appetit With the CIA

Recreation committee bus trip to Escoffier Restaurant, home of the Culinary Institute of America. To register, contact Fran Sajkowicz at 610-402-3430 or frances.sajkowicz@lvh.com.

May 21

Meet LVHHN's Newest PHYSICIAN

Tamara R. Vrabec, M.D.

DEPARTMENT	Surgery
DIVISION	Ophthalmology
PRACTICE	Lehigh Eye Specialists, PC
EDUCATION	Lehigh University; Medical College of Pennsylvania
RESIDENCY AND FELLOWSHIP	Wills Eye Hospital



1 Mystery of the Brain Attack

It was the closest thing to brain surgery for fourth- and fifth-graders from the Palisades school district, who learned from Karen Boutron, R.N., about stroke risk factors and prevention in a program offered by the neurosciences center. Commitment to outreach was further evident when neurologic nurse specialist Claranne Mathiesen, R.N., recently received the Pennsylvania Delaware Affiliate Heart and Torch Award from the American Heart Association for her volunteer work.



2 Marathon Women

Terry Burger, R.N. (left), and Molly Sebastian, R.N., achieved personal "firsts" as runners. Sebastian, 59, recently completed her first New York City Marathon, turning in a time of 5 hours, 6 minutes and a goal to qualify for Boston. Burger, 48, who credits Sebastian as her inspiration, overcame a stress fracture in her hip and ran the Marine Corps Marathon in Washington, D.C. She fulfilled her dream of running a marathon before age 50 and raised \$7,500 for the Leukemia and Lymphoma Society in memory of 8-year-old Sean Beatty, son of human resources consultant Rhonda Beatty.

2



3 Cheers to Safety

Pharmacists Jonna Smolick (left) and Donna Sonon make life easier for LVH-Cedar Crest operating room colleagues inside this OR-only pharmacy, where exact doses of medications are distributed. It's among many LVHNN safety measures cited by the Institute for Safe Medication Practices (ISMP), which chose LVHNN as the nation's only hospital to win a Cheers Award for medication safety. Other safety innovations: medication error committees, a patient safety video, medication bar-coding, a monthly safety tip in Medical Staff progress notes, and a database that tracks medication errors and helps colleagues learn from mistakes.

4 We've Got the Beat

Joan Hottle, R.N., and her LVH-Muhlenberg CVCU colleagues soon will have two new bedside heart monitors. The equipment comes courtesy of the annual LVH-Muhlenberg Summer Festival, which raised \$52,000 (despite rainy weather) also supporting the purchase of state-of-the-art laparoscopic surgical instruments.

5 How Many Calls?

Tina Ruhf, R.N. (left), and Rachelle Kieffer, telephone service representatives, 402-CARE, were among seven people who fielded 553 calls on Nov. 3. It was a record for same-day calls in the line's 13-year history. Most callers wanted to know where they could receive LVHNN's free flu shots; others were eager to sign up for Healthy You classes. Ruhf handled 90 calls and Kieffer 92.



6 Hip Hip Hooray!

Accounts payable clerk Nancy Saeger (left) and medical secretary Ivette Carrasquillo, at the new park outside LVH-17th and Chew, show their enthusiasm over results of Lehigh Valley Hospital's 2003 hospital preference survey. About 75 percent of people surveyed from Lehigh County and 55 percent from Lehigh, Northampton and Carbon counties combined chose LVH as the region's best over 11 other regional facilities.

7 You Gotta Have Heart

LVHNN received this year's American Heart Association (AHA) Heart of Gold award for a Heart Walk team that raised \$12,800 and Champion of Heart award for the Heart Gala fund-raising. The Regional Heart Center's Michael Rossi, M.D., medical director, Vince Tallarico, vice president, and cardiologist Deborah Sundlof, D.O., president, American Heart Association Lehigh Valley Community Board, show their pride.



4



5



6



7



Muhlenberg

Leaving a Legacy

Chairman of the Muhlenberg Hospital Center Board of Trustees since 1989, Timothy McDonald helped champion the merger with LVHHN. Today, as McDonald, chairman, Lafayette Ambassador Bank, retires from his role as vice chair of the Lehigh Valley Health Network Board of Trustees, he marvels at the growth of the current LVH-Muhlenberg. The board also bids a fond farewell to retiring trustee Andrew Cummins, group vice president, chemicals, Air Products and Chemicals, Inc.



Happy Anniversary! JANUARY 2004

Thank you for your continuing service to LVHNN.



Celebrating 40 years!

Eleanor Haas, R.N.

Behavioral Health, adolescent unit

Most Memorable Moment Here

I have many memorable moments; however, among my favorites is as a nursing student, caroling with lit candles through the halls and wards at LVH-17th and Chew early Christmas morning.

Other Areas Where I Worked

I worked as a float nurse on all units at LVH-17th and Chew, and later on many units at LVH-Cedar Crest.

My Inspiration at LVHNN

I've had the privilege of working with many caring and interesting people through the years. I also cared for many enjoyable and interesting patients. It was great to see them improve.

Best Virtue

I try to do the best I can, and treat patients and colleagues with kindness and care.

Favorite Pastime

Reading

Favorite Cafeteria Food

The salad bar

40 YEARS

Eleanor Haas
Adolescent Psych Unit

35 YEARS

Nancy Beidler
TLC Moderate Care

30 YEARS

Phyllis Fox
Transitional Skill Unit

John Koshland
Sleep Disorders

Darlene Matthias
*Cancer Center
Multi-Purpose Area*

Virginia Stover
*Progressive Coronary
Care Unit*

William Thompson
*Info Services
Development*

Kathleen White
*OB Maternal
Fetal Medicine*

25 YEARS

Janice Cudlic
Obstetrics

David Feist
Security

Sally Getz
GICU

Barbara Hallowell
Clinical Services Admin

Denise Kuntz
Cardiac Cath Lab

Robin Miles
Labor & Delivery

Rhonda Nagy
Mental Health/Retardation

Susan Ruth
Special Care Unit

Denise Schuler
Sleep Disorders

Donna Wells
*Supply Distribution
Services*

20 YEARS

Carol Coffinger
LVAS-LVH 17th

Valerie Gogel
Operating Room

Joseph Groller
Respiratory Therapy

Ruth Palmisano
Adult Psychiatry Unit

Richard Reitz
Sterile Processing

15 YEARS

Wanda Andujar
5C Medical/Surgical Unit

Joan Bauer
Admitting Office

Theresa Carfara
MESH

Sandra Cornog
Neonatal ICU

Deborah Dilliard
Medical Records

Ricky Farley
Plant Engineering

Joann Geslak
Perioperative Services

Ruth Held
*Department of
Family Practice*

Kathy Hsu
Nursing Education

Gina June
Housekeeping

Mary Kinek
Obstetrics

Joan Kressley
Neonatal ICU

Stacey Lewis
Adult Psychiatry Unit

Vicki McIntosh
*Transitional Open
Heart Unit*

Rebecca Meinhart
Partial Hosp Adoles Psych

Susan Nonnemacher
5B Medical/Surgical Unit

Richard Riccio
TNICU

Carmen Rosario-Seaman
Pediatric Unit

Patricia Schlegel
Speech & Hearing

Leonard Snyder
ASU-PACU/OR

Patricia Sotak
ASU-PACU/OR

Lori Ungurean
Base Service Unit

Janice Waller
Labor & Delivery

5 YEARS

Carmella Cappellini
Pediatric Unit

Craig Carvin
*Home Care-Physical
Therapy*

Jesenia Colon
LVH-M Heart Station

Heather Eberhardt
Training

Janine Eisentraut
Medical Records

Martina Escueta
4C Medical/Surgical Unit

David Freeman
*Spec Pharmacy CC
Infusion*

Richard Goy
Occupational Health

Marna Greenberg
Emergency Room-CC

Judith Knoop
Aids Activity Office

Wendy Langwig
*HSMP Allentown
Patient Serv*

Johnette Lenik
Southside Family Medicine

Gidget Mock
Emergency Department

John Morgan
Patient Accounting

Joan Rehrig
Operating Room

Kimberly Repnyek
Patient Accounting

Maria Ruby
Financial Planning

John Schell
LVAS LVH-Cedar Crest

Sarah Stevens
ABC Family Peds Pond Rd

Peter Strauss
Crisis Intervention

Tina Yoder
*Hamburg Family
Practice Center*

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Susan Hoffman

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