

CHECK UP

LEHIGH VALLEY
HOSPITAL
AND HEALTH NETWORK

JANUARY 2005

Come On In

See what's behind the door
throughout this issue.



Opening New Doors

We create dynamic possibilities for our patients, colleagues and community

Elliot Sussman, M.D., (pictured with board member Marvin Woodall) writes this guest column.

focus on **PRIDE**

INSIDE THIS ISSUE

Privacy

Meet Jake 3
He has asthma but can play sports

Hooow Many? 4 & 5
We served almost 3,000 free hot dogs at our flu shot campaigns—and that's just part of the story

Respect

Take Action 6 & 7
How our colleagues opened the doors to communication and you can, too

You Work at the Best
We're ranked the number one hospital to work at in the entire state

Behind the Boardroom Door 8, 9, 10 & 11
Who are our trustees, and what do they do?

Doorway to Her Future
How one at-risk high school student found a nursing mentor here

Involvement

It's About Red-spect 12 & 13
How colleagues are finding common ground by wearing red hats

Meet LVHNN's New Physicians 14

Service Star 15
Robert Dougherty and Luis Puentas make sensitivity a priority during a traumatic situation

Working Wonders
The carpentry team goes surfing on the Internet to save money

Dignity

What's Happening 16 & 17

PRIDE in Our People 18 & 19

Service Anniversaries 20
Rachel Bauder celebrates 35 years

Empathy

Think of how much more exciting it is to live an "opening-up" life. You're constantly curious, no matter how old you may be. You love meeting people, learning things, exploring—whether it's a new place on earth or a new place in your mind. You don't squelch crazy ideas, you cherish them.

As individuals, this is the kind of life we strive to lead. This past year, we've had an extraordinary "opening-up" life. Some of us, like Stephen Matchett, M.D., director of the new advanced ICU, use technology and clinical innovation to open a doorway for specialized, around-the-clock care for all our critical care patients.

When he and his team designed our groundbreaking tele-intensivist program, they worked with an international software company to create an instant, computerized medical record that caregivers can customize to meet each patient's unique needs. The result: Caregivers spend more time at the bedside, delivering the type of hands-on care patients expect.

Our innovations allow people like well-known filmmaker Robin Miller of Bethlehem to live pain-free. A couple of years ago, Miller says he felt like lightning was striking his face. His internist, John Mishriki, M.D., diagnosed it as trigeminal neuralgia—where a blood vessel rubs raw a facial nerve at the brain's base. Neurosurgeon Mark Li, M.D., cured it with microvascular decompression, which meant shorter surgery time (one-and-a-half hours instead of five), shorter recovery (one day in the hospital instead of five), and a resumption of work in two weeks (not two months).

While some of us are *inventors*, others are *explorers*, navigating literature and conducting studies to find today's best practices. Doctorate-level nurse Joni Bokovoy, R.N., Dr.P.H., the daughter of an adventurous

missionary surgeon, heads our Bedside Scientist Institute. Her team teaches nurses to find answers to questions—for example, how to best prevent patients from falling during hospitalization—that open doors to better health. In fact, their research led them to reduce falls by more than 20 percent in the transitional skilled unit.

Still others among us are *coaches*, looking out for the health of our community, seeking unmet needs and working to improve access to our services. We embrace the spirit of people like Edgar Maldonado, M.D., of Centro de Salud LatinoAmericano at LVH-17th and Chew. His team of nurses, a nurse practitioner, case manager and interpreters reaches out to the community with events combining food and fun with education and screenings for diabetes and heart disease, common in the Latino community. They partner with Casa Guadalupe and Helwig diabetes educators. And their patients love their care, calling out to Edgar on the street and giving him hugs and kisses.

We open doors in amazing ways: rescuing accident victims, organizing impromptu fund-raisers, "adopting" people who've been forgotten or victimized. You'll see even more examples inside this *CheckUp*—read all about how our volunteers protect our community from influenza on pages 4 and 5, and how one of our nurses helped an at-risk student climb closer to her dream on page 11.

Like these people, may we all have the imagination to see new possibilities, the courage to seize new opportunities, and the compassionate hearts to continue leading an "opening-up" life.

President and Chief Executive Officer

Meet Jake

This 7-year-old has asthma, but he plays sports and has pets like any other child. He tells you all about it in his own words.

I'm Jake Fink. I'm 7. I'm in second grade at Steckel Elementary in Whitehall. I've been sick a lot ever since I was little, but I have really great doctors who take really great care of me. I have asthma, and sometimes I can't breathe too good. But Dr. Bob (Miller) fixes me up so I can do my favorite things like play football and go to gym class. My favorite subject is gym. I like math, too.

This is Dr. Bob. He helps me and other kids who have trouble breathing. I especially like to go see him because I get really cool prizes. We do fun things. It's not like going to the doctor at all. I usually beat him at **Playstation.**

Besides football, I like basketball and baseball. My favorite inside toys are K'Nex and **dinosaurs.** My doctors give me medicine so I will get strong like a T-rex. My brother has asthma, too, and sometimes he forgets to take his medicine. Dr. Bob usually talks to him without Mom because he's a teen-ager now. I wonder if he gets in trouble?

This is my dog, Reily. We had two cockatiels, Cash and Spike, but they flew away. Some kids with asthma can't have pets, but Dr. Bob says if I take my medicine and be careful, it's OK. I have an asthma action plan. When I get in the yellow zone, Mom and I know just what to do. I'm really glad we know how to handle it so I can have a dog. I really love him.

This is my mom, Dee. She's a nurse in the kids' unit at the hospital. She takes care of a lot of really sick kids. She really likes Dr. Bob, too. She says he listens to her and tells all my other doctors what's up. He's a good teacher, too, for both of us. And he has lots of other fun people in his office. I think mostly she likes him because I like him so much. She's a really great mom. We go to Dorney Park and do other fun things together. I really love her, too.

As told to Erin Alderfer



Robert Miller, M.D., opens his door in the Lehigh Valley so children don't have to travel to Philadelphia. He is the only full-time board-certified pediatric pulmonologist in the region, also on staff at The Children's Hospital of Philadelphia. Learn more about his practice by visiting www.lehighvalleyphysician-group.com/pediatricspecialists.

Get a free CD!

A CD-ROM game has been developed to help children ages 7 to 15 understand asthma in a fun way. If you would like a free copy, call 610-402-CARE.

Hooooow many?

It takes hundreds of details, people and supplies to open the doors of our flu shot campaign



How many balloons, volunteers and cups of coffee did we have on hand while giving 5,000 free flu shots to our community? More than you might think. We calculated our support and commitment—and that of our community partners—during two days of flu shot campaigns at Ag Hall and Lehigh University's Stabler Arena.

It was easy to find the person who waited the longest for a flu shot. Ann Vresk (left) arrived at 5 a.m. at Stabler Arena and waited 10 hours to be the first to get a flu shot when the doors opened at 3 p.m. But, it was difficult to count how many Good Samaritans stood in line for hours for elderly and disabled family and friends. There were countless. As for the impact it has on the community, that is priceless.

5,000 flu shots were given.

682 is the average number of shots given each hour. The most given in one hour was 1,200 shots.

The estimated number of seniors who received flu shots is **4,500**

50 is the estimated number of pregnant women who received flu shots.

3 minutes was the shortest wait.

315 bottles of water were served. If one person drank the recommended six, 8-ounce glasses of water a day, it would take them two months to consume that much water.



2,000 cups of coffee, hot chocolate and tea were served.

900 balloons were blown up and twisted into dogs, butterflies and hats. Our gift shops sells that many balloons in about four days.

1 guitar player, Roger Latzgo, serenaded people in line.



219 volunteers (like Bethann Kretzman, secretary in outpatient pediatrics) helped, and of those, 185 were employee volunteers. On average, there are about half that number of volunteers at LVHHN each day.

12 media outlets covered the flu shot campaigns due to the vaccination shortage. LVHHN distributed the largest number of flu shots to the community.

2 clowns, Tootsee (pictured) and Blue Bell, made people in line smile.

42,005 supplies, including Band-Aids, gloves, gauze and alcohol pads, and Epipens, were used.

12,000 gloves were used. That amount—in just a size small—is delivered to all our units on an average day.



4 golf carts were used to transport people.

32 police and security officers were on hand. That's about the size of our security force.

5,000 feet of police tape was used to help guide people through lines. It stretched almost 1 mile.

135 stanchions supported the police tape.

5 port-a-potties were available.



\$19 is what one woman paid for a round-trip bus ticket from Reading to Allentown to get a flu shot. She hitched a ride to Ag Hall from the bus station, and a security officer gave her a ride back.

12 community organizations assisted LVH with the flu shot campaigns. They were: Allentown Fairgrounds staff at Ag Hall, Allentown Health Bureau, Allentown Police, Bethlehem Area School nurses, Bethlehem Health Bureau,

Bethlehem Parks and Recreation Department, Bethlehem Police, City of Allentown Emergency Medical Services, City of Bethlehem Emergency Medical Services, East Stroudsburg University nursing students, Lehigh University Police and Lehigh University Stabler Arena staff.

32 hours is how long volunteers dedicated to assembling flu shot information packets. It takes that long to drive from Allentown to Utah.

2,970 hot dogs were served. The cafeterias serve this many hot dogs over 25 days.

1 person grilled the hot dogs. Richard Hawk, a visitor assistant, was the solo chef while seven volunteers distributed the hot dogs at Ag Hall.

Sally Gilotti



Learn How We Open New Possibilities

Our flu shot campaign is just one way we serve our community. We open doors every day—it might be a vital new treatment for a cancer patient, a new career path for a student nurse, a more effective way to quit smoking finally. There are dozens of inspiring stories behind the \$70 million we dedicated to community service (consider we dedicated about \$2.6 million of that to community education and prevention, \$48 million to direct patient care, \$3 million to community partnerships and support, and \$16



million to professional and patient education). Learn our success stories by reading our 2004 community service report and viewing the video of our annual meeting.

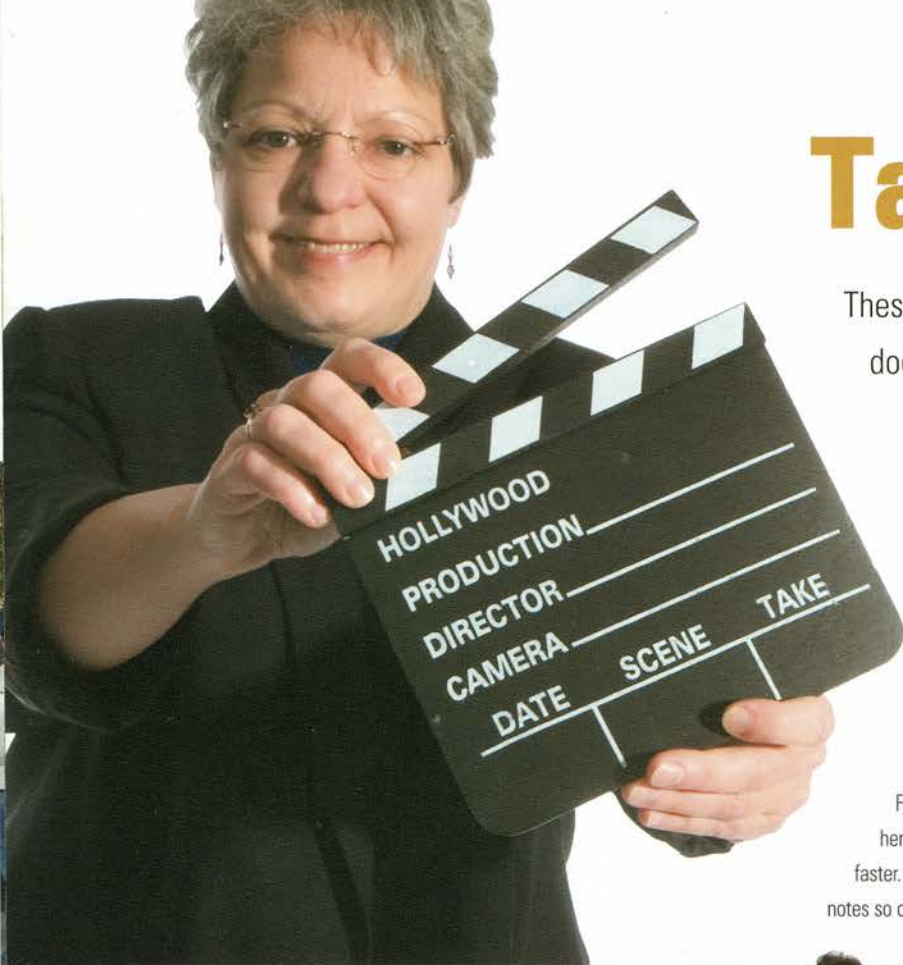
Call 610-402-CARE for your own copies.



1 dog attended. Rusty, a service poodle, accompanied his owner, Jack Robinson, who received a flu shot.



25 is the estimated number of babies who received flu shots (like 6 month-old Brynn Ashley Merkel with her mom, Jessica).



Take Action

These departments are taking action to open the doors of communication. Here's how.

In Hollywood, a scene is never perfect on the first take. That's also true in the workplace, where creating an Oscar-award-winning department takes plenty of practice. On the recent Employee Satisfaction Survey, many colleagues (20 percent of cost centers) identified communication within their department as a key area for improvement. They pulled together, created action plans, and now are sharing the dish on their progress.

For Barbara Rice, sitting close to her LVPG central billing office colleagues helps her communicate with them more effectively and answer her patients' questions faster. "Every medical insurance company is different, so it's important we trade notes so our patients get the information they need," she says.

Director's Communication Tips

- Think of your co-workers as customers.
- Ask each other more questions and listen to ideas.
- Use paging and e-mail for quick messages.
- Hold "touch base" meetings standing up to guarantee they will be short, informative and to the point.
- Develop a bulletin board for important messages.



Tracey Manhart (left) and Carla Close are both "on board" with communicating in their departments. Manhart and her quality management colleagues in Home Health get to know each other better through professional profiles posted on their office doors, while Close keeps colleagues updated on which physicians use which EMG (electromyography) machines.

You Work at the Best

The best hospital and the second-best company in Pennsylvania, that is. Our doors open wide for our colleagues, too, creating opportunities and a work environment you can be proud of. Best Places to Work in PA surveyed employees of more than 180 companies across the state and ranked LVHHN the best hospital and the second-best company in the state to work. They looked at three specific workplace characteristics: trust in the people you work for, show pride in what you do and enjoy the people you work with. (At the top of the list is Woodloch Pines, an exclusive resort on a lake in the Poconos.) To learn more, visit www.bestplacestoworkinpa.com and look for an article in the *Central Pennsylvania Business Journal*.



On Location:

Neurophysiology Lab

Home Health Services, Hospice, Palliative Care

Pastoral Care

Lehigh Valley Physicians Group Collections

Rehabilitation Services at LVH—Muhlenberg

Flashback Scene:

Seven colleagues working different schedules at two sites needed a way to communicate effectively. Some were not regularly checking e-mail.

After recent organizational and personnel changes, roles became muddled. Field staff needed to know who to call to find the right services for their patients.

Associate chaplains (who are not in the hospital every day) were unaware of important changes.

Colleagues' desks were mixed with those of another group, creating several concerns: phones that rang too long, and an inability to either locate or confer with other colleagues.

With 35 colleagues and many topics to cover, monthly staff meetings didn't always address the issues, and many colleagues didn't have a chance to talk.

Action:

Using a centrally located communication clipboard to post items like staff meeting dates, improvement suggestions and important e-mails. Papers are only removed after every colleague initials them. They're also continuing a tradition: dinner and a movie twice a year.

Each department and discipline takes turns hosting an open house that explains roles and responsibilities. There's food, fun and a prize drawing. Future plans include half-day get-togethers for in-office and field colleagues.

Conducting evening meetings for associate chaplains who can't attend afternoon sessions. All colleagues also are included on the department's e-mail list and receive a weekly newsletter.

Rearranging desks so customer service and collections colleagues sat in common areas. This allows customer service colleagues to cover the phones for each other, and collections colleagues to easily confer if clarification is needed on a patient's account.

Conducting smaller meetings broken down by discipline. This enables everyone to discuss issues specific to his/her work. Larger staff meetings are reserved for broad topics that concern all.

Cut to Present:

"No one feels left out of the loop," says clinical coordinator Margaret Jessup. "There is less stress, fewer hard feelings and a more pleasant atmosphere."

"We're becoming more efficient in meeting our patients' needs and field staff members are getting connected to the right in-office people," says home care clinical director Vickie Cunningham.

"Everyone feels included, and we've become a really tight-knit group," says Barbara Rutt, manager of Pastoral Care. "Knowing what's going on—and that you are not alone—helps us put more focus on ministering our patients."

"Customers are appreciating faster and better telephone service," says collections manager Cindy Vrabel.

"Staff members are happy to address issues specific to their discipline," says rehabilitation services administrator John Ward. "And I also feel more connected with everyone."

Soon to Be Released—Look for more tips about how to create your best work environment in future issues of *CheckUp*.

Behind the BOARDROOM DOOR

Our Board of Trustees is one of the Lehigh Valley's most respected. Turn the page to learn why.

Jeffrey Feather
Chairman and CEO
SunGard Pentamation, Inc.
7 years, 4 months

Jean Farrington
Library Development
Officer, Lehigh
University
2 years, 9 months

Arnold Kaplan
Retired Chief Financial
Officer, United Health
Group
3 years

J.B. Reilly
New board vice-chair
President, Landmark
Communities
3 years

Arthur Rothkopf
President, Lafayette
College
7 years, 4 months



Richard Green
President and CEO
Firsttrust Bank
8 years

Kathryn Taylor
Former Vice President
Sanus Corp. Health
Systems
11 years, 11 months

Darrell Kirch, M.D.
 Senior Vice President for
 Health Affairs and Dean,
 Penn State University
 College of Medicine and
 CEO, Milton S. Hershey
 Medical Center
2 years

Susan Yee
 CEO, Active Data
 Exchange, Inc.
7 years, 8 months

Martin Till
 President, CEO and
 Publisher, *The Express
 Times* and *Allentown Times*
4 months

Donald Levick, M.D.
 President, LVHHN
 Medical Staff
2 years

**Alexander Rae-
 Grant, M.D.**
 Past President, LVHHN
 Medical Staff
4 years

Linda Lapos, M.D.
 President-Elect, LVHHN
 Medical Staff
New member

William Lehr
 Executive Consultant
 Insurance Management
 Services
3 years

John Dickson
 President and CEO
 Agere Systems
5 years

**Jefferson (Jeff)
 Aiken Jr., D. Min.**
 New board chairman
 Senior Pastor, First
 Presbyterian Church
 Allentown
4 years



Marvin Woodall
 Retired Senior Vice
 President, Cordis, a
 Johnson & Johnson
 Company
7 years, 4 months

**Elliot J.
 Sussman, M.D.**
 President and CEO
 LVHHN
11 years, 4 months

Irwin Greenberg
 Retired President and
 CEO, Hess's
 Department Stores
 President, I.G.
 Consulting
18 years, 10 months

William Hecht
 Chairman, President
 and CEO, PPL Corp.
9 years

**Robert Dillman,
 Ph.D.**
 President, East
 Stroudsburg University
New member

All About the BOARD OF TRUSTEES

Who are they? What is their role? One served as the U.S. Department of Transportation's deputy secretary under President George H.W. Bush. Another co-authored a textbook that's been translated into 30 languages. And another led Hess's Department Stores from one downtown Allentown location to an 89-store, \$875 million enterprise.

Together, Arthur Rothkopf, Alexander Rae-Grant, M.D., Irwin Greenberg and 18 other men and women form the Lehigh Valley Health Network Board of Trustees. Their experience is diverse, but their goal on one of the state's hardest-working boards is shared: to further the network's mission of providing quality care to the community.



Kathryn Taylor and Irwin Greenberg are the two longest-standing members of the board and former chairs.

What's the board's role?

The board doesn't run the hospital, but it provides oversight of hospital management. The board approves our yearly operating and capital budgets. Their most important role is to select and evaluate the hospital's chief executive officer—and in turn, our CEO and president, Elliot J. Sussman, M.D., serves as a trustee.

The full board meets seven times annually. Board packets filled with relevant information about the hospital are distributed to trustees monthly. In between are meetings among the board's committees—audit, community relations, compensation and development, executive, finance, nominating, trust and development, and separate boards for LVH

(Cedar Crest and 17th and Chew combined) and LVH—Muhlenberg. Each committee chair works with hospital management to find and fill our community's needs. They then present the committee's findings to the full board, where ideas are discussed, challenged, ratified or returned for additional fact-finding. The board also participates in two half-day retreats, where a significant topic is explored with members of the hospital's senior management.

What do they earn?

Being a trustee is a volunteer position. "We're motivated by our awesome responsibility to our community," says Marvin Woodall, board chair for the past four years. "We know that if we manage our resources with careful thought, planning and financial management, we can have a very positive impact on the lives of our friends, families and neighbors."

To ensure each trustee is contributing, two annual reviews are conducted. The first, a JCAHO-required self-assessment, asks trustees to judge how their expertise helps the board's mission. The second assesses trustees' attendance, participation and commitment. "People who do not meet our standards are not invited to stay on the board," Greenberg says.

How long do they serve?

Trustees are elected for three-year terms. Because of the rigorous evaluation process, there are no term limits. The board chair is elected for two years and usually serves a maximum of four in that role. Woodall recently ended his second term, opening the door for Jefferson (Jeff) Aiken, D. Min., who served as vice-chair.

The board also includes the three members of "TROIKA"—the president, past president and president-elect of LVHNN's medical staff. They serve two years in each role for a total of six on the board.

Although no age minimum exists, there is an age maximum: 75.



The medical staff leadership team ("TROIKA") brings varied expertise to the board—neurologist Alexander Rae-Grant, M.D., as pioneer behind the Multiple Sclerosis Center of the Lehigh Valley; pediatrician Donald Levick, M.D., as a champion for computer-aided physician order-entry (CAPOE); and colorectal surgeon Linda Lapos, M.D., the first female TROIKA member.



Incoming chair Rev. Jeff Aiken and outgoing chair Marvin Woodall review the model detailing the LVH-Cedar Crest expansion project, which the board approved.



How do you become a trustee?

Trustees are recruited by the nominating committee, which Greenberg chairs. The board seeks people with high-level experience in large organizations and expert knowledge in areas like higher education, business, finance, human resources, medical science or government affairs. Typically people don't become trustees before making great accomplishments.

As the board of a not-for-profit community hospital, it seeks to accurately reflect the people of the Lehigh Valley and surrounding regions. Two of the newest trustees, Martin Till, publisher of *The Express Times*, and East Stroudsburg University president Robert Dillman, Ph.D., represent areas where more patients are counting on LVHVN to provide their care.

New trustees get indoctrinated in LVHVN's culture quickly. After a half-day orientation, they tour LVH's facilities and also join other trustees in educational sessions. "One talked about hospitalists, a concept I found fascinating," Till says. "It was easy for me to see how hospital-based physicians can improve the quality of care."

What's on Their "To-Do" List?

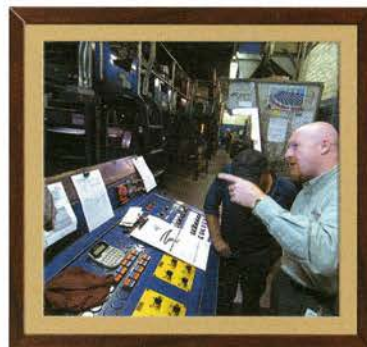
The board's main focus will revolve around the network's ongoing expansions. That means assuring the transition to the new LVH-Muhlenberg goes according to plan, with the right quality care procedures, additional staffing and financing. It also

means providing guidance to management in planning the upcoming LVH-Cedar Crest project.

Did You Know?

- Richard Green, chair of the finance committee, is a limited partner in the NFL's **Philadelphia Eagles**.
- Incoming board chairman Rev. Jeff Aiken initially pursued a career as a **television news anchor**.
- John Dickson, born in Sheffield, England, once ran factories that were voted "**Best in Britain**."
- Irwin Greenberg just recently celebrated his birthday after **sky-diving** for the first time in Florida.

Kyle Hardner



A lifelong newspaper man and former U.S. Army Green Beret, Martin Till has served on other hospital boards and knows LVH-Muhlenberg intimately. "When my mother received care there," he says, "the nurses made her feel special again."

Doorway TO HER FUTURE

Two years ago, Rachel Peterson could barely get out of bed—let alone attend school—due to back pain, causing her to fail ninth grade. Once she received treatment for the pain, a door opened for her. She received a second chance through Communities in Schools and an internship with an LVHVN mentor—Chris Lewis, R.N. Now a straight-A student and an aspiring nurse, Peterson hopes to be like her mentor and open doors for people like her someday. The Board of Trustees met Peterson at its 2004 Community Annual Meeting, where Peterson and others told their stories at this public gathering. You can see her and the others tell their stories by calling 610-402-CARE for a complimentary VHS tape or DVD of the meeting.

It's About Red-spect

When 6B colleagues wanted to get to know each other better,
they found a fun way through the Red Hat Society

Red gets attention. That's why you wear red power ties and celebrities walk down red carpets. And that's just why colleagues over 50 on 6B are donning red hats—big, small, formal and flashy. They have formed a chapter of the Red Hat Society, a worldwide movement of women who are celebrating middle age with laughter and friendship in red hats and purple attire. And their younger counterparts are wearing pink hats and lavender.

"We're old enough to say, 'Red and purple actually look good together!'" says Virginia Lee, an administrative partner on 6B. "I don't mind being silly, and I love hats." Lee brought the idea of forming a Red Hats chapter to her colleagues last summer after seeing a group having a ball at the Shakespeare Festival. "Everyone gets so stressed. I thought it would be fun for the unit." Now she's the Queen Mother of the "Have Hat, Will Travel" Red Hat Society—one of about 80 chapters in the Lehigh Valley and 30,000 in the world.

The group of about 15 women certainly gets attention when it convenes in restaurants, bowling alleys and wineries, but the camaraderie has brought more attention to each other. "We thought it would help build relationships with each other if we spent time together outside of work," says Joyce Stewart, R.N., the Vice Mother. "We can laugh together and better understand each other."

Friendships on the unit also are bridging generations and generating a culture of respect for different ideas and lifestyles. "We're becoming a little bit younger," Stewart says. "And the younger generations are learning from our

experiences." The women younger than 50 are in the club, too, but they wear pink hats. When the pink ladies hit 50, they'll celebrate with a "red-uation."

Colleagues on 6B are following the guidelines of the Red Hat Society, referred to as a "disorganization." (There are no rules.) They go out in "full regalia" and always let down their hair. Their court also includes a "hysterian" who records minutes and keeps a scrapbook, a "keeper of the red purse" who manages finances, a "sergeant in gloves" who determines attire for activities, and a "baristress" who just looks official.

Lee and Stewart say the society has strengthened their friendship. Their paths at work don't cross often since Lee usually works nights and Stewart works weekends. But, they get together on their days off and recently traveled with Red Hatters from area chapters to a New York City chocolate festival.

Sally Gilotti



Several years ago, Sue Ellen Cooper of Britain gave a red hat and the poem "Warning" by Jenny Joseph as a birthday gift to a friend. She liked it so much, she did the same for another friend, and so the original Red Hat Society was formed. The poem begins,

"When I am an old woman, I shall wear purple, with a red hat which doesn't go, and doesn't suit me."

Red Hatters Unite

If you're interested in donning red hats with your colleagues, learn about the Lehigh Valley chapters at www.redhatsociety.com.



Colleagues on 6B don't need a tea party to have a good time with each other. But, in keeping with the Red Hat Society tradition, their first outing together was for tea. Pictured are (back row, left to right) Dawn Mazzuca, L.P.N., Sarah Kemp, G.N., Sue Groller, 6B director, Laurie Fournier, R.N., Shelly Frick, administrative partner; (front row, left to right) Joyce Stewart, R.N., Donna Wermann, R.N., Paula Klass, case manager, and Ginny Lee, administrative partner.



Let's Talk About You

Simply asking a colleague, "How was your weekend?" can lead to a better working relationship, says Linda Unser, a counselor for the Employee Assistance Program. Small talk can help us better understand each other and be less judgmental.

We may discover why someone is shy or what motivates them. "When colleagues are comfortable with each other, it's easier to talk about problems and respect each other," she says. Here are some insightful questions you can ask your colleagues:

- **Where did you grow up? Was it in a city or small town?**
People who grew up in cities are used to a fast pace and sometimes have difficulty adjusting to slower, rural paces. People from small towns value connection and community, and could find it challenging to adjust in larger communities.
- **Did you grow up in a big or small family?**
People from big families generally are team players and work well with others.
- **Are you the oldest, youngest or middle child?**
The oldest children bring leadership qualities to the workplace. Middle children usually are very flexible. The youngest children tend to be very adaptable to change and work well on teams.
- **Are the holidays important in your family?**
If holidays are important to someone, they probably value tradition and are very connected to their family.
- **Do you have any children? What are their ages and interests?**
People with children are generally very busy and their time is stretched.
- **What do you do for fun?**
The answer may give you insight into people's interests and may even uncover some common bonds.

Want to learn more in a culture of respect workshop? Get details about the April session in What's Happening on pages 16 and 17.

Meet

LVHHN's New PHYSICIANS



Dorna E. Armbrister, MD

DEPARTMENT
Family Medicine

PRACTICE
Armbrister Family Medical
Services, PC

EDUCATION
Fordham University
State University of New York
at Buffalo

RESIDENCY
University Hospital at
Stony Brook



Richard D. Battista, M.D.

DEPARTMENT
Surgery

DIVISION
Orthopedic Surgery/Hand Surgery

PRACTICE
Orthopaedic Associates of
Allentown

EDUCATION
Villanova University

Jefferson Medical College

RESIDENCY
Orthopedic Surgery/Albert Einstein
Medical Center

FELLOWSHIP
University of Pittsburgh



Carol B. Copenhaver, M.D.

DEPARTMENT
Family Medicine

PRACTICE
Community Physician Practice
Growth Initiative

EDUCATION
Cornell University
University of North Carolina
School of Public Health
University of North Carolina
School of Medicine

RESIDENCY
Highland Hospital, University of
Rochester



Shoban A. Davé, M.D.

DEPARTMENT
Medicine

DIVISION
General Internal Medicine

PRACTICE
LVPG-Hospitalist

EDUCATION
Pennsylvania State University
Pennsylvania State University
College of Medicine

RESIDENCY
Medical University of South Carolina



Martin J. Fowler, Jr., D.O.

DEPARTMENT
Medicine

DIVISION
Neurology

PRACTICE
Neurology & Sleep Medicine, PC

EDUCATION
Hahnemann University
Philadelphia College of
Osteopathic Medicine

RESIDENCY
Hahnemann Hospital



David J. Hanes, M.D.

DEPARTMENT
Obstetrics and Gynecology

DIVISION
Primary Obstetrics and Gynecology

PRACTICE
Valley OB-GYN Associates

EDUCATION
University of Pennsylvania
University of Pennsylvania

RESIDENCY
University of Pennsylvania Hospital



Stephen K. Katz, M.D.

DEPARTMENT
Pediatrics

DIVISION
General Pediatrics

PRACTICE
LVPG-Pediatrics

EDUCATION
Pennsylvania State University
Jefferson Medical College

RESIDENCY
Virginia Commonwealth University
Medical Center

FELLOWSHIP
Children's Hospital Los Angeles

SERVICE STAR of the MONTH

The girls couldn't be saved. The car accident was too traumatic and the injuries were too severe. The parents would have to identify their daughters—but Robert Dougherty, technical partner, and Luis Puentas, R.N., couldn't bare for them to see their girls this way.

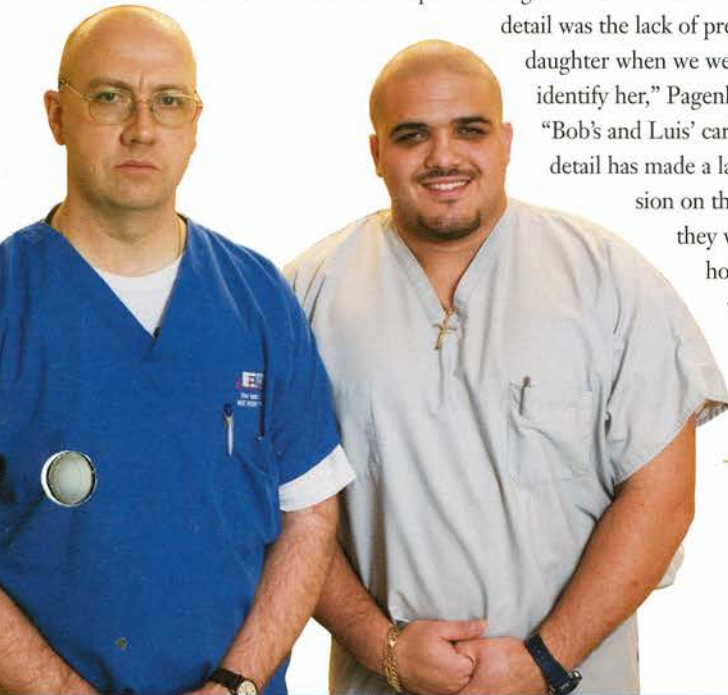
"When the girls' bodies had arrived, Bob went to great lengths to prepare the girls," says Raymond Pagenhardt, MedEvac flight paramedic. He washed their faces, hands and hair. He also covered wounds with skin-tone Band-Aids.

Puentas supplied clean blankets to cover other wounds, cleaned the room and offered support to the family. "As a parent, I remember every negative detail when I arrived at another hospital the night of March 2002—the most vivid

detail was the lack of preparation of my daughter when we were taken to identify her," Pagenhardt says.

"Bob's and Luis' caring attention to detail has made a lasting impression on these families—they were able to hold the hand of their loved ones, kiss their faces and say goodbye."

Joe Candio Jr.



SERVICE STARS Robert Dougherty and Luis Puentas

Congratulations to Award Nominees

Randall Achey and Joseph Kalmar, security

Nominated by Leigh Keller, billing coordinator, LVPBS

Linda Altemose, research associate, LVPBS

Nominated by Alesia Milmine, tumor registry, cancer program

Debra Barraco, research associate, cancer program

Nominated by Alesia Milmine, tumor registry, cancer program

Sally Evans, scheduling clerk, Home Care

Nominated by Victoria Bennett, home health aide, Home Care and Hospice

Loretta Gogel, R.N., PICU

Nominated by Jennifer McCardle, R.N., PICU

Cheryl Hoffner, supervisor, courier services and Donna Lynn, staff assistant, accounts payable

Nominated by Will Mest, manager, mailroom

Donald Jones, R.N., hemodialysis

Nominated by Michele LaWall, R.N., MICU/SICU

Cheryl Rowan, R.N., 4C

Nominated by Julie Kaszuba, GN, 4C

Carolyn Stiegler, R.N., ASU-OR

Nominated by Charles Hixson, technical partner, ASU-OR

To nominate a star, go to e-mail's bulletin board at **Forms_rewards**.

Right click to "use form."



Gerald Cenci and Nicholas Knapik display their cost-saving countertop brackets.

WORKING WONDERS

Do you Yahoo? Gerald Cenci does, and because of his Internet surfing, he saved the hospital money.

Cenci, a carpenter, was looking for metal brackets to support countertops in the new LVH–Muhlenberg building. "We needed brackets similar to those in the Jaendl Pavilion," he says. "But those brackets were custom manufactured at a welding shop and then painted for an additional cost."

Cenci thought he could find the same quality at a lower price, so he turned to the Internet for help. Through his surfing he found a company that manufactured metal brackets that fit his specs—and it cost \$5,000 less.

"Sometimes the research can be just surfing the web and comparing other vendors," Cenci says.

Joe Candio Jr.

How It Adds Up

IDEA Purchasing metal brackets from another company
BY Gerald Cenci, carpenter, Daryl Geiger, mechanic, Nicholas Knapik, carpenter, John Lenner, carpenter, Stephen Montagner, mechanic, and Michael Scott, mechanic

ESTIMATED ANNUAL SAVINGS \$5,339

AWARD AMOUNT \$133

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).

What's Happening at LVHHN



The Mindfulness Program Is NOW FOR EVERYONE. It's reimbursable through your Culture of Wellness benefit!

Stressed? Give Yourself a Gift

Physical therapist Jolene Hammer was trying to find balance among being a mother, wife and busy employee. So, she gave herself a gift: participation in **Mindfulness-Based Stress Reduction Seminar** that teaches you how to live in the present. "I now do mindful yoga for 35 minutes after my children go to sleep—I am more clear-headed and can enjoy how adorable my children are, rather than focus on their temper tantrums." She also received another gift for Christmas: a CD player that she uses to lead lunch-break meditation with a colleague.

Jan. 18

**Mindfulness Information Session—
learn more here!**

4:30 p.m.

Tue., Jan. 18

HealthSpring

Health Center at Bethlehem Township

Jan. 25

Mindfulness Program Begins Tuesdays, starts Jan. 25

4:15 - 6:25 p.m.

HealthSpring

Health Center at Bethlehem Township

All employees can be reimbursed through Choice Plus' Culture of Wellness benefit. Register by calling Debra Baker at 610-402-4955.

Check Out These Discounts

Now use your employee ID to get these savings.

- **Allentown Civic Theater**
\$2 off tickets every Tue. night
- **Perkins**
10 percent
- **Red Robin**
10 percent
- **TGI Fridays**
15 percent (Cedar Crest)
- **AT&T Wireless**
24 percent off monthly bill, 45 percent off phones
- **Nextel**
10 percent off monthly bill, 20 percent off accessories
27 percent off phones
- **Sprint**
23 percent off monthly bill
- **Cingular**
5 percent off monthly bill, 25 percent off accessories and varying phones



Jan. 10,
13, 17

Jan. 4

Jan. - Feb.

Aug. 19

Jan. thru
Aug.

Jan. 22

A Culture of Wellness—New benefits for employees!

10 a.m. - 3 p.m.

Jan. 10

LVH—Muhlenberg, Conference Room—1st floor

10 a.m. - 3 p.m.

Jan. 13

LVH—Cedar Crest, Anderson Lobby and Classroom 2

10 a.m. - 3 p.m.

Jan. 17

LVH—17th & Chew, Café Lobby

You now have \$500 per family to spend on staying healthy—that's almost a \$225 increase over last year. There are more programs to choose from, too. Pick from nutrition, exercise, childbirth, massage, smoking cessation, stress-reduction and more. Learn all about it at a special wellness fair just for employees.

Give Blood

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

Tue., Jan. 4

LVH—Cedar Crest, Anderson Wing, Classrooms 1, 2 & 3

Escape With the Recreation Committee

— Kick Your Shoes Off

Jan. 29 - Feb. 5

Enjoy relaxing at the Punta Cana, Dominican Republic. For details, contact Doris Horwath at 610-402-2544.

— Nothing Like a Little Rest and Relaxation

April

Take a week's vacation in the Rivera Maya. For details, contact Nancy Schmoeyer at 610-402-8519.

— Take a Cruise

August

Visit historic European cities as you travel on the Northern Europe Cruise. For details, contact Pam Robson at 610-402-2266.

Creating a Culture of Respect

9 a.m. - 10:30 p.m.

Tue., April 19

2166 S. 12th Street, Allentown
First floor conference room

A positive work environment enhances productivity, morale and employee relations. You'll gain an understanding of diversity and learn practical ways to get to know your colleagues and work well together. Register through Preferred EAP at 610-433-8550.

Weight Watchers at Work

11:15 a.m. - noon

Tuesdays, starts Jan. 25

LVH—Cedar Crest, Classroom 1

4:45 - 5:30 p.m.

Tuesdays, starts Jan. 25

LVH—Cedar Crest, Auditorium

11 - 11:45 a.m.

Thursdays, starts Jan. 27

LVH—17th & Chew, Auditorium

7 - 7:45 p.m.

Mondays, starts Jan. 31

LVH—Cedar Crest, Auditorium

Payment of \$89 (payable by check, cash or credit card) is reimbursable through Choice Plus. Send registration form (located on LVH_List bulletin board) to Lehigh Valley Hospital, Healthy You Programs, 3401 Fish Hatchery Road, Allentown, PA 18103 (or interoffice). Indicate which session you plan to attend. Register by Jan. 25. Call 610-402-5700 for details.

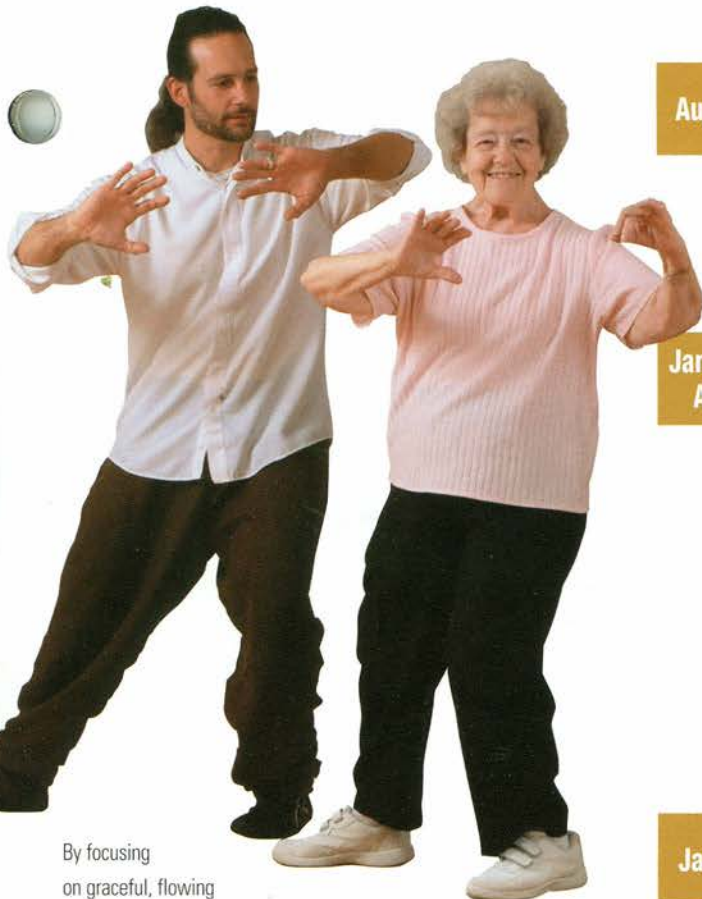
Tai Chi Refresher Workshop

10:30 a.m. - noon

Sat., Jan. 22

LVH—Cedar Crest, Classroom 1

Focus on graceful, flowing movements combined with deep breathing to create peace from the inside out. The \$20 fee is reimbursable through Choice Plus. Call 610-402-5700 for details.



By focusing on graceful, flowing movements (depicted by instructor Michael Angelone and class participant Gladys Ferrara) combined with deep breathing, you can create peace from the inside out. The \$20 fee is reimbursable through Choice Plus.



Celebrating 35 years!

Rachael Bauder
Customer Service Representative
Patient Accounting

Most Memorable Moment Here

We had a Christmas party one year and stood in line at the cafeteria for 45 minutes—only because supervisors from every department were serving us!

My Inspiration at LVHHN

I appreciated when Mr. Bowen was an administrator. I was having trouble the one day and he very patiently helped me out. He acknowledged everyone.

Best Virtue

Getting along with people

Favorite Pastime

Being with my grandchildren

Favorite Cafeteria Food

Ice cream

Intranet: www.lvh.com • Internet: www.lvh.org

CHECKUP is a monthly publication created for the employees of
**LEHIGH VALLEY HOSPITAL
AND HEALTH NETWORK**

Marketing and Public Affairs
P.O. Box 689 • Allentown, PA

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35 YEARS

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Patient Accounting
Betty Burian
Operating Room
Patricia Nesfeder
Cardiac Rehabilitation

30 YEARS

Sandra Kutz
Medical Records
Dorothy McGinley
Post Anesthesia Care Unit
Alice Stebelski
Pre-Admission Testing
Elaine Walz
Clinical Trials Office

25 YEARS

Wilma Diacont
Medical Records
Connie Gioielli
Mother-Baby Unit
Loretta Gogel
Pediatric ICU
Donna Gollie
Center for Women's Medicine
Elaine Holmes
Medical Practice Center
Dorothy Kurinec
Radiology Administration
Gayle Levas
Base Service Unit
Dawn Mazzuca
6B Renal Med-Surg
Monica Michalerya
*Cancer Center
Multi-Purpose Area*

Carol Nederostek
Radiology

Deborah Nenow
Mother-Baby Unit
Patricia Pavelco
Burn Unit
Brenda Pensyl
Neonatal ICU
Carol Saxman
AMB Surg Unit-Staging
Nancy Schlenker
Operating Room
Cheryl Silvonek
Center for Women's Medicine
Karen Steixner
Cardiac Cath Lab
Thomas Toth
Outpatient Pediatrics
Kim Wechsler
Dept. of OB/GYN

20 YEARS

Kim Deluca
Helwig Diabetes
Valerie Hunsicker
Radiology Administration
Mary Kachurak
4S Medical/Surgical Unit
Marjorie Kratzer
Administration
Charles Loehr
Supply Management
Beverly Peters
Info Svcs. Clinical Service
Margaret Schwoyer
Psychiatric Rehabilitation

10 YEARS

Charles Bono
Health Works Allentown
Deanna Heydt
Pediatric ICU
Nancy Incalcaterra
*Human Resources
Administration*
Debra Kulbaba
Admitting
Angela Lutz
Respiratory Therapy
Dorothy Morrone
*Breast Health
Svcs. Administration*
Beverly Stolz
LVAS-Fairgrounds

5 YEARS

Francine Albright
Emergency Service-CC
Ingrid Bengston
ICCU/CCU
Keith Brooks
Linen Room
Miriam Colon
*ABC Family Peds-
Allentown*
Nadine DeAngelo
CAT Scanning
Ruth Dulaney
Emergency Service-17th
Nadine Ernstam
Radiology-Diagnostic
Donnel Frantz
*Transitional Open
Heart Unit*
Linda Geraci
6B Renal Med-Surg
Angela Gero
*Spec Pharm-CC
Third Party*

Charles Keim
Nursing Administration
Deborah Kinneer
Radiation Oncology
Carol Klinetob
7C Medical/Surgical Unit
Karly Klinger
Radiology-Diagnostic
Grace Litonjua
ICCU/CCU
Stephen Lobko
LVAS LVH-Cedar Crest
Sally Lutz
Department of Surgery
Amy Marker
*LVPBS-Hematology
Oncology*
William Miller
*Imaging In-House
SVC Prog*
Kim Noss
5B Medical/Surgical Unit
Michael Pavlik
Computerized Tomography
Haley Reigner
Clinical Social Work
Tracy Rinker
6B Renal Med-Surg
Alfred Sacconi
*Health Services
Barber Shop*
Wendy Schillings
*GYN Reproductive
Endocrinology*
Scott Weirbach
*Spec Pharmacy-
17th & Chew*
Dara Wesneski
*Info Services
Administration*
John Willoretta
Info Services
Lori Wuchter
Payroll

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