

CHECK UP

SEPTEMBER 2005

A MAGAZINE FOR EMPLOYEES
OF LEHIGH VALLEY HOSPITAL
AND HEALTH NETWORK

Come in, MedEvac

Find out who's calling
on pages 6 and 7.

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Empathy



Minding Our 'Lily Pads'

Growth can sneak up on us. Being prepared for it will keep us on track for the future.

Remember the childhood riddle of the lily pads?

It starts in a large lake, with one tiny lily pad at the center. Each day, the number of lily pads doubles, until, on the 30th day, the lake is completely choked with lily pads. The riddle: On what day was the lake half full with lily pads?

Answer: The 29th day. While it takes 28 days for the first half of the lake to fill, it takes just 24 additional hours for the lake to become overwhelmed. The message is clear: Growth isn't child's play. It can sneak up on us in a hurry, and we need to be prepared.

These are exciting times for our organization.

Our services are in demand in record numbers and our facilities are growing (and processes improving) to keep pace. We all feel excitement, anticipation and confidence about our growth, but, like in the lily pad riddle, we must be mindful of potential pitfalls.

What kind of pitfalls? According to our recent trends, within the next four years we'll likely increase our workforce from 8,000 to 10,000 colleagues. Given the natural turnover rates, five years from now, 5,000 of our colleagues—or half of that 10,000 total employment number—will be new hires.

On the surface, this is good news, because we'll have the additional talent and intellectual resources to help us care for our community members. We'll only succeed in our growth, however, if we properly welcome and integrate these new colleagues into our culture. If we fail, our organization could lose its character and soul.

That's important, because our character enables us to achieve high levels of recognition, such as our recent American Hospital Association/McKesson Quest for Quality Citation of Merit. It allows us to be among the best places to work in Pennsylvania.

It's embodied by our MedEvac communication technicians who keep our patients safe en route to the hospital, and our information services specialists who donate their time to help people in need. (Read more about these people inside this *CheckUp*.)

How do we maintain our character despite the pressure of growth? By following these four steps:

- **Be aware of our growth.** Know that challenges lie ahead.
- **Help us find our next colleagues.** By far, our best recruits are those who come to us with a personal recommendation from colleagues. Your participation in finding the right people is vital.
- **Create warm welcomes.** By adhering to PRIDE, we develop the proper attitude to deliver quality care and service excellence. We must maintain those standards as we welcome new people.
- **Let your voice be heard.** You've told us one of the things you enjoy most about working here is having a voice in what you do. Let your voice be heard by telling us how we can improve as we grow.

With these steps, each of us adds our personal momentum to power the flywheel that generates our success. By managing our growth properly and knowing when our personal "lily pads" will blossom, we'll ensure a bright future for our organization and a healthy future for our community.

Lou Liebhauer, Chief Operating Officer

● He Answers the **Bat Signal**, Too!

When an author called for help with a Batman book, Gary Bonfante, D.O., came to the rescue

When the Bat Signal lights up the night, Batman never knows who needs his help. But who does Batman turn to when he needs help?

Answer: An emergency department physician, of course!

This "Batman" is author Scott Beatty. As he researched his new book, "The Batman Handbook," a lighthearted guide to being like the Caped Crusader, Beatty called Gary Bonfante, D.O., for medical expertise.

The questions ("What could Batman do to prevent being frozen by Mr. Freeze?") were far from ordinary, but Bonfante used tools from his own utility belt to give detailed answers. "Mr. Freeze might not be real, but hypothermia is," he says. "Flash freezing slows a person's metabolism and reduces blood flow, but there's about a 40-70 minute period afterward where a person can be warmed and saved from death, depending on his or her age."

Bonfante also offered tips on surviving Poison Ivy's poison kiss (it's similar to treating an allergic reaction to poison ivy) and surviving a poison gas attack (gases affect you as soon as you inhale them, so hold your breath and leave the area as soon as possible).

Within minutes, Beatty and Bonfante became crime-fighting allies. "Scott's a very nice guy who enjoys what he does and is good at it," Bonfante says. A Pennsylvania resident, Beatty knew of Lehigh Valley

Hospital and initially called media relations director Brian Downs, who linked him to Bonfante.

Bonfante is one of many experts Beatty consulted while writing the book, dubbed as the consummate guide on how to be like Batman. To research other topics—like "How to Bulletproof Your Batmobile" or "How to Train a Sidekick," Beatty spoke to everyone from hypnosis specialists to a stunt driver for the 1970s television show "The Dukes of Hazard."

What's next? Although Bonfante admits he's "more of a Spider-Man guy" than a Batman fan, he's keeping up with Beatty's superheroes, recently giving advice on radiation for a Superman book that's in the works. "Anything to help teach young crime-fighters how to keep people safe," Bonfante says with a chuckle.

Stephanie Berger

Want to become a crime-fighter?

Answer our Batman Quiz on the intranet at www.lvh.com.

The first five people to answer all six questions correctly will win a copy of "The Batman Handbook." (It's also available at local bookstores. You can read Bonfante's advice on pages 150-160.)



On the Bat Phone—To offer the right advice to author Scott Beatty, Gary Bonfante, D.O., needed to think like a superhero.



A Personal Connection

When I/S colleagues volunteer at a center for adults in need, they share their stories and emotions

Pulling his mother along as he bursts into the dining room, José yells, “Madré, madré!”

It’s his way of introducing Mom to his new friend, Sandy Haldeman, information services (I/S) director of clinical applications.

Across the room, I/S systems analyst Mark Short talks to a man who stopped to fill a bottle with water. His home doesn’t have running water; his home is the woods.

These are just some of the people Haldeman, Short and two of their I/S colleagues met when they volunteered at Daybreak, a center for people who have mental health disabilities, or are HIV positive, under drug and alcohol treatment or homeless. “These people need someone who will listen to their stories and share their emotions,” Haldeman says. “That’s why I came here today.”

Many of her I/S colleagues feel the same. Twice a month, they volunteer in the Daybreak kitchen—serving meals, cleaning tables and just being a friend to the nearly 100 people the center serves daily.

Joe Lynch places his lunch tray on the table. Haldeman notices Lynch’s long, reddish facial hair as his distinguishing characteristic and says, “I love your beard.” “Thank you,” Lynch proudly responds. “I trim it myself.” Complimentary words create a personal connection.

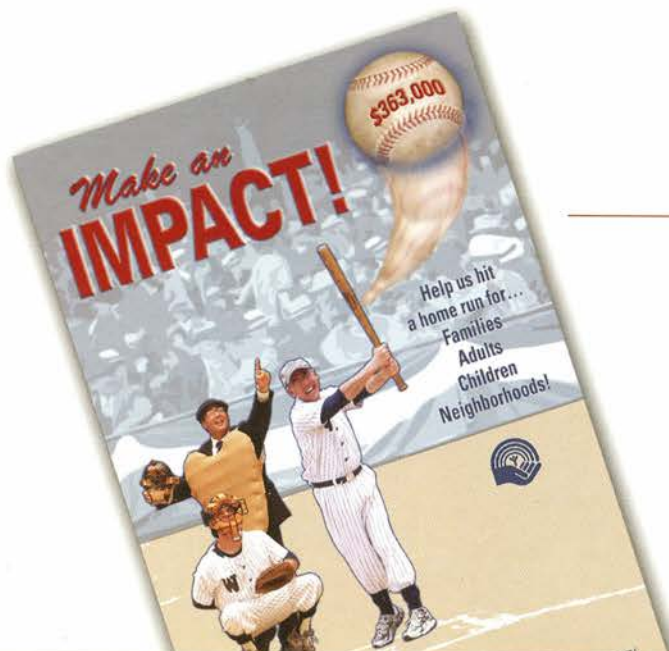
At the same table, Haldeman strikes up a conversation with Ellie Jackson. “I have a granddaughter and a great-granddaughter who is only 2 months old,” Jackson says from her wheelchair. “That’s great. Congratulations,” Haldeman says. Kind words create a personal connection.



“I have no family. It’s depressing to be by yourself,” Jose Casals says as he dries his tears. “You have friends here,” Haldeman says as she puts a hand on his shoulder. Comforting words create a personal connection.

After serving pizza from behind the lunch counter, I/S senior network analyst Steve Brescia sits across from Ralph Green and comments on his silver ring. “I got it in California,” Green responds. The ice breaker starts a conversation that covers the weather, politics and ways to change the world.

But it’s not until Green says, “I was born in East Stroudsburg,” that the personal connection is made. “I’m from that same area,” Brescia responds.



Make an Impact

Because children, adults, family and neighborhoods matter



"I loved growing up in the Poconos," Green says. "I went to Polk Township Elementary School."

"My kids went to the same school," Brescia says. "We have a lot in common."

Realizing how similarly their lives began and how differently they ended up, Brescia says, "I try to imagine what he's been through to wind up in place like this. When he told me he walks four miles just to get a decent meal, I asked

myself, 'Am I fortunate or lucky?' He made me realize how much I take things for granted."

Daybreak, a program of the Lehigh County Conference of Churches, has been a place for people to socialize and

develop life and job skills for the past 25 years. Ironically, director Eleana Belletieri's fondest memory didn't take place inside the Chew Street facility. On a group trip to Ocean City, N.J., she was with a 70-year old man the first time he saw the ocean. "We stood with our feet in the water and he asked, 'How far does it go,'" Belletieri recalls. "He was so moved he said, 'If I die tomorrow, it will be OK.'"

With only five paid staff members, volunteerism is key to the center's success. I/S colleagues know the experience is beneficial for the center and volunteer. "My problems are nothing compared to theirs," Haldeman says. "It makes me appreciate the life I have."

Rick Martuscelli



2.

1. Steve Brescia (left) and Ralph Green talk about life's twists and turns while Staci Kaczmarczyk (center) shares a conversation with another Daybreak guest.

2. Mark Short says serving lunch to Joe Stovall and the other Daybreak guests puts his life in perspective.

3. José Casals was feeling lonely and depressed until Sandy Haldeman's comforting words put a smile on his face.



3.

Want to find out where you can volunteer your time and talents? Visit the intranet at www.lvh.com or call 610-402-CARE to learn about organizations that need your help.

There's nothing like hitting a home run and feeling the adrenaline rush as the ball makes impact with the bat and soars beyond the outfield. As a health care professional, you experience this feeling every day when you care for patients and their families. It's how you make a difference in our community. You can make an even bigger impact by contributing to the United Way campaign. Help President and CEO Elliot J. Sussman, M.D., and chief operating officer Lou Liebhaver hit a home run by raising \$363,000.

Access a "United E-way" electronic pledge form on your work computer's SSO Toolbar or pick up a pledge form from your department's United Way team leader. For more information, call Pat Skrovanek at 484-884-9293 or Bill Leiner Jr. at 484-884-4281.

Sally Gilotti

Ground Control to MedEvac

University MedEvac communications
technicians help get high-level care to patients

When Mike Ramos, a University MedEvac air medical communications technician, directed a flight crew to a small plane crash outside Quakertown, it appeared to be a routine call. But, then the patient began asking for the voice on the other end of the radio. It turns out the patient was Ramos' long-time friend, Perry Zimmerman, badly injured.

Soon Zimmerman recovered and was asking to talk with Ramos again—this time about his job in flight communications for MedEvac. Zimmerman, a paramedic, had retired from a 22-year flight career as an air traffic controller at Lehigh Valley International Airport and wanted to follow his passion for emergency services.

Now Ramos and Zimmerman work together, managing communications for six MedEvac helicopters that serve eastern Pennsylvania, southeastern New York, New Jersey, Delaware and northeastern Maryland. "I'm proud to be a member of this team," Zimmerman says.



Mike Ramos (left) and Perry Zimmerman knew each other's voices before ever meeting face-to-face. Zimmerman, a retired air traffic controller, and Ramos, a University MedEvac air medical communications technician, spoke many times on the radio before becoming friends. Now they work together in the MedEvac communications center.



During a 12-hour shift, one of five technicians answers requests for MedEvac from its communication headquarters, next to the emergency department waiting area at LVH-Cedar Crest. When a county or city communications center requests MedEvac at an emergency (80 percent of calls), the technician uses a specially designed computer system to locate the closest available team and the coordinates (longitude and latitude) of the emergency. In less than five minutes, MedEvac is on its way. Throughout the mission, the technician relays information among the flight team, the communications center and the trauma center receiving the patient.

The remaining calls are requests for MedEvac to transport patients from one hospital to another. We have one of the busiest communication headquarters in the nation—and extra hands pitch in when they can, like Donald Shambo and Michael Adams, who were technicians before they became flight paramedics.

"Every day I walk in with the same enthusiasm and excitement as I did on my first day in 1987," Ramos says. "Although we don't directly care for patients, I feel tremendous satisfaction when we're able to help get high-level care to them."

Ramos says he fell in love with the air medical program after moving from New York City to the Poconos in the mid-1980s. After witnessing MedEvac respond to a motor vehicle accident, he dropped his photography course and signed up for an emergency medical technician course. He then took a job as a MedEvac communications technician.

Ramos' voice is known across the airwaves by those who regularly tune in to the MedEvac emergency channel. Strangers overhearing him in restaurants have excitedly encouraged him to say "University MedEvac," just to be sure it's him.

Sally Gilotti

Did You Know?

- **MedEvac's six helicopters have flown 2.55 million miles since their first flight in 1981.** That's 107 trips around the world.
- **The helicopters average about 106,000 miles a year.** That's 14 trips to Spain and back.
- **MedEvac transported 1,600 patients in the past year to LVHHN—an average of four patients a day.** That many people could fill the LVH-Cedar Crest auditorium more than seven times.
- **MedEvac flies at 170 miles per hour.** That's the same speed a NASCAR stock car travels at Pocono Raceway. (Our emergency department colleagues, including MedEvac personnel, provide emergency services at the two Pocono NASCAR races.)
- **MedEvac flies between 2,000 and 2,500 feet.** That's as high as stacking seven PPL buildings (in downtown Allentown) on top of each other.

Want to learn more about your colleagues in the air medical communications center?

Read stories about Eileen "E.J." Gleason, Georgene "Gina" Rogers and Kevin Hartman on the intranet at www.lvh.com or by calling 610-402-CARE.

A Desire to Retire

New options will give you the opportunity to make your retirement dreams come true

A sunlit, tranquil morning; a cup of freshly brewed coffee; a comfortable patio chair and home with a view of the Fazio Golf Club's 15th hole in Hilton Head, S.C. That's exactly where infection control practitioner Susan Oliver, R.N., dreams of being when she retires. "While my husband is golfing, I'll be shopping," Oliver says, realizing her dream may soon become a reality.

But whether you're four or 45 years away from retirement, it's important to plan for your future and understand your retirement benefits. As announced in the May letter from Elliot Sussman, M.D., president and CEO, we're making some important changes to our retirement program that will allow you to play a more active role in planning your future.

If you're actively employed by LVHHN on March 31, 2006, you will have the opportunity to stay in the current retirement program or choose from one of two new programs. In April and May of 2006, all active employees will have a one-time opportunity to choose. Your choice will go into effect July 1, 2006.

"Although the new program is many months away, you should start thinking about the factors that will go into making your choice," says Mary Kay Grim, senior vice

president. To help you do that, each issue of *CheckUp* (through next spring) will explore topics related to the new programs, such as things to consider as you begin the process. You'll also receive more personalized and detailed information regarding your retirement choices in the spring of 2006.

So what's next? In next month's *CheckUp*, we'll look more closely at your options and why LVHHN is offering more choices. For Susan Oliver, the choice is clear. "I'll sit on my deck in the morning and go to the beach in the afternoon," she says.

Rick Martuscelli

Susan Oliver, R.N., dreams of relaxing at a new home she recently purchased in Hilton Head, S.C. As she visualizes the view from her back porch, LVHHN is creating new retirement options that will help her—and all employees—live their retirement dreams.

Your Life
Choice Plan

What's Ahead...

End of March 2006

- Personalized information will be mailed to your home in an enrollment kit.
- A web site about your retirement program choices will be available on the intranet and Internet.

April-May 2006

- Learn more and ask questions at employee meetings.

End of May 2006

- Deadline for making your choice

July 1 2006

- Your retirement choice takes effect



SERVICE STARS of the MONTH

Seriously ill with congestive heart failure, a patient was ready to transfer from the Regional Heart Center Medical unit at LVH—Muhlenberg to hospice care when the unthinkable occurred: his wife, who was arranging for his care, passed away.

With their father too ill to leave the hospital, the family's sons asked their father's case manager, Diane Milkovits, to help him say goodbye to his wife. With additional assistance from administrative partner Linda McCarthy, chaplain Katherine Weider and senior vice president of operations Stuart Paxton, Milkovits arranged for a memorial service in the chapel.

When the day arrived, unit colleagues transported the patient to the chapel, and his nurse, Paula Priestas, R.N., remained by his side. "I'm so glad we could do this," Milkovits says. "You could see the look of gratitude on his face. We were able to give him, his family and friends closure in a difficult time."

Kimberly Hassler



SERVICE STARS

Katherine Weider, Linda McCarthy, Diane Milkovits, Stuart Paxton
and Regional Heart Center-Medical colleagues

Congratulations to Award Nominees

Linda Rossillo-Knapp, home health aide, hospice

Nominated by Deborah Moyer, R.N., hospice

David Feist, valet attendant, security

Nominated by Judy Schultz, trauma registrar

Joan Hottle, R.N., Regional Heart Center-Medical, LVH—Muhlenberg

Nominated by Vanessa Pasch, G.N., LVH—Muhlenberg

Wendy Heller, housekeeper, general services

Nominated by Beth Kessler, medical/surgical director, LVH—Muhlenberg

Erin Treaster, new hire liaison, transitional trauma unit; Anita Hyde, secretary, LVH—M cardiac rehabilitation; Jodi Dronenburg, DP specialist, LVPG; Lucina Koch, office assistant, home care; Cynthia Buervenich, insurance representative, LVPG; Rose Ackerman, marketing coordinator, home care; Jennifer Roeder, program coordinator, rehabilitation services; Linda Moyer, executive assistant, management suite; Tasia Schmidt, control clerk, patient accounting; Ashley Brey, medical secretary, OB/GYN Associates; Jocelyn Burgos, file clerk, hematology-oncology; Sandra Coombs, home health aide, home care; and Deborah Halkins, director, management engineering

Nominated by Stephanie Mascavage, data analyst, home care

Herman Caraballo, technical partner, 6T, LVH—Muhlenberg

Nominated by Beth Kessler, medical/surgical director, LVH—Muhlenberg

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



WORKING WONDERS

MedEvac flight nurse Richard Kuklentz, R.N., saved time and thousands of dollars by switching to one-piece oxygen mask/tubing units.

Sometimes a Working Wonders idea is right in front of your face...literally!

MedEvac flight nurse Richard Kuklentz, R.N., discovered his idea by looking at the faces of the patients he treats. Almost all patients transported by MedEvac use an oxygen mask and tubing to help with their breathing. For as long as Kuklentz, a 23-year MedEvac colleague, can remember, the masks and tubing came separately and had to be assembled.

Assembly takes just 30 seconds, but, Kuklentz says, "We were paying for double items, double packaging and double shipping, and when we needed them, they had to be assembled prior to each flight."

The answer—masks and tubing are now purchased as one unit, saving thousands of dollars annually and saving MedEvac personnel crucial seconds.

Kimberly Hassler

How It Adds Up

IDEA	Purchase oxygen masks and tubing as one unit
BY	Richard Kuklentz, R.N., MedEvac flight nurse
ESTIMATED ANNUAL SAVINGS	\$3,240
AWARD AMOUNT	\$324

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).

Creative 'Congratulations!'

"Good job" and "keep up the good work" are phrases you hear in any workplace. But our colleagues are adding a little something extra to create an improved work ethic that is contagious. The R&R Fair last month provided a place for departments to show off their morale-boosting ideas through poster presentations and handouts. Here are some examples:

OR Mural

LVH-Cedar Crest operating room staff members get better results when they work as a team. So when 80 people cooperated to create a spring-themed mural, the result was quite colorful.

Each staff member decorated a flower, animal or other part of a scene that hangs in the OR hallway.

"The mural not only promotes teamwork," says Patricia Cressman, R.N., "it allows employees to admire each other's creativity."

"I learned that some of my colleagues have more artistic talent than others," says technical partner Stephanie Nelson with a laugh. "But the most important thing is that everyone got involved in the project."

"It gave us some time to laugh and gives our mind a break from the seriousness of this job," says technical partner Terri Glase. "Patients even smile when they see the colorful scene on their way to the OR," says administrative secretary Laura Bachman, R.N.

The Art of R & R—From left, Laura Bachman, R.N., Marilyn Minder, Carol Cyriax, R.N., and Scott Higgins use their artistic abilities to create R&R programs that promote teamwork and boost morale.

The IMAGE Award

What an Academy Award is to an actor, an IMAGE Award is to an employee of the Lehigh Valley Physician Hospital Organization (LVPHO), Spectrum Administrators and Preferred EAP. Staff members nominate an employee of the month. The nominee should possess the characteristics of the award's theme by being Inspiring, Motivated, Accountable and Goal-oriented while offering Exceptional service.

A committee then selects the recipient, who receives a stainless-steel trophy, four hours of PTO, one-month access to a designated parking space and other prizes. The monthly winner is eligible to be named Employee of the Year, rewarded with a monetary gift and plaque.

"The award promotes cooperation in a large department," says executive assistant Marilyn Minder. Hard work won the award for Tina Werkheiser, coordinator of sales and marketing. "The perks are very nice," she says, "especially the parking space."



The first Reward and Recognition Fair highlighted the unique ways our employees are thanked for a job well-done

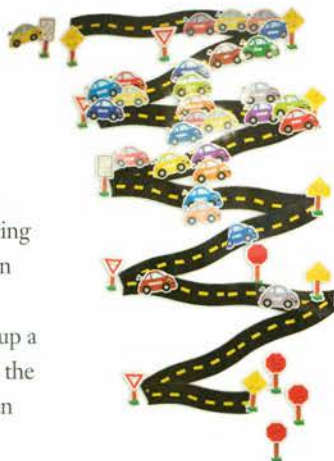
Bar-coding Road Rage

Sitting in traffic is frustrating, but not placing high on a performance evaluation chart can cause a rage all its own. The names of 4A nurses are printed on paper cars that race up a winding road. Those in the lead represent the nurses who frequently use bar-coding when distributing medications.

4A's patient care coordinator Carol Cyriax, R.N., says, "Nurses can document medications in written form (the wrong way) or they can electronically scan a bar code (the right way). Although less convenient, bar-coding decreases medication errors."

Anna Ortiz, R.N., who's in fifth place, says, "It feels good to see my progress." Plus, the monthly winner gets a \$10 gift certificate.

Before "Road Rage," the unit was bar coding 27 percent of the time—now it's 57 percent. "It's fun," Cyriax says, "but the bottom line is patient safety."



Helping Hands

Getting a pat on the back from a colleague is a good feeling, especially if you're an employee of patient accounting. Its R&R committee developed a program called "Helping Hands." Here's how it works:

John needs help and Mary offers. John gives Mary a "Pat on the Back," a blue certificate shaped like a hand. When Mary collects five from colleagues, she trades them for one "Helping Hand," a gold-colored award that entitles Mary to prizes. However, a supervisor may award Mary a "Helping Hand" after only one extraordinary act.

Patient accounting representative Krista Drissel came up with the idea. "Sometimes, 'thank you' isn't enough," she says. Billing systems specialist Scott Higgins says, "It promotes teamwork, generates productivity and puts a smile on our faces."



Rick Martuscelli

Want to learn ways to tell colleagues you truly appreciate them?
Visit the intranet at www.lvh.com or call 610-402-CARE.



What's Happening at LVHNN



Sept. 10—Save the Date!

Employee Clam Bake

4 – 10 p.m.

Sat., Sept. 10

\$20 per person

Dinner at 5:30 p.m.

Bear Creek Mountain Resort (formerly Doe Mountain), Macungie

It's the start of a new tradition. You and your significant other are invited to join colleagues like (l-r) Karen Gonzalez, R.N., chief operating officer Lou Liebhaber and Lori Cooper, R.N., at this year's Clam Bake. (This is an adults-only event; alcohol will be served.) Tickets are available at the gift shops. For details, call 610-402-CARE.



ALL MONTH LONG

Focused on Quality The 2005 Employee Forums

President and CEO Elliot J. Sussman, M.D., COO Lou Liebhaber and senior VP Stuart Paxton will walk you through the past year and discuss what's ahead. Your attendance can make you a winner! Choose between a bike messenger bag or a pedometer, and enter to win a \$300 prize package for fine dining, family getaways or a shopping spree.

LVH—Cedar Crest, Auditorium

Mon., Sept. 12, 9 a.m.

Thu., Oct. 6, 7:30 a.m.

Thu., Oct. 20, 3:30 p.m.

Tue., Oct. 25, 9 a.m.

LVH—Cedar Crest, Classrooms 1 & 2

Tue., Sept. 20, 2 a.m. and 3:30 a.m. (night shift)

LVH—Cedar Crest, ECC 1

Mon., Sept. 19, 2 p.m.

Mon., Sept. 26, 2 p.m.

Tue., Sept. 27, 3:30 p.m.

LVH—17th and Chew, Auditorium

Fri., Sept. 23, 7:30 a.m.

Mon., Oct. 3, 2 p.m.

Fri., Oct. 7, 9 a.m.

Mon., Oct. 10, 2 p.m.

Wed., Oct. 19, 3:30 p.m.

LVH—17th and Chew, SON Auditorium

Thu., Oct. 27, 9 a.m.

LVH—Muhlenberg, Banko 1 & 2

Thu., Sept. 15, 3:30 p.m.

Tue., Sept. 20, 7:30 a.m.

Fri., Oct. 14, 9 a.m.

Fri., Oct. 28, 2 p.m.

LVH—Muhlenberg, 1st Fl. Conf. Rm.

Fri., Oct. 7, 2 a.m. and 3:30 a.m. (night shift)

1245 S. Cedar Crest Blvd.

Thu., Sept. 8, 2:30 p.m. (I/S staff)

1249 S. Cedar Crest Blvd., Lower Level Conf. Rm.

Fri., Sept. 16, 2 p.m.

Thu., Sept. 29, 9 a.m.

Fri., Oct. 31, 9 a.m. (LVPG staff)

2166 S. 12th St., 1st Fl. Conf. Rm.

Mon., Oct. 17, 9 a.m.

Tue., Oct. 18, 3:30 p.m.

(Home Care/Hospice staff)

FOR MORE DETAILS ON ALL PROGRAMS, CALL 610-402-CARE.

Sept.
1

Bereavement Workshop

Eight-week session starting

FREE

Thu., Sept. 1

7 – 9 p.m.

LVH—Cedar Crest, Morgan Cancer Center

Learn to process the grief that comes with loss of a loved one.

Sept.
5

Understanding Money and Credit

Thu., Sept. 1

FREE

6:30 p.m.

LVH—17th and Chew, Center for Healthy Aging

Learn successful money management strategies.

Get Fit and Stay Fit for Winter

Mon., Sept. 5

FREE

2 – 4 p.m.

LVH—17th and Chew, Center for Healthy Aging

Motivate yourself to stay fit even when it's cold outside.

Sept.
6

Give Blood

6:30 a.m. – 4:30 p.m.

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

Tue., Sept. 6

Where to Step In Part I

FREE

9 – 11 a.m.

2166 S. 12th St., 1st Fl. Conf. Rm.

This Preferred EAP session is for managers and supervisors.

Tue., Sept. 6

HOPE Program for Osteoporosis

FREE

4 – 6 p.m.

LVH—17th and Chew, Auditorium

Learn how to prevent or manage osteoporosis.

Six-session program
starting Tue., Sept. 6

Corrective and Protective Skin Care

FREE

6:30 – 7:30 p.m.

LVH—Muhlenberg, Youthful You Institute

Learn solutions to skin problems associated with aging.

Tue., Sept. 6

**Sept.
9**

**Living Wills –
Making Your Wishes Known**

Fri., Sept. 9

FREE

10 – 11:30 a.m. LVH–17th and Chew, Center for Healthy Aging
A panel of experts will discuss this advance planning.

**Sept.
12**

Strategies for Healthy Eating

Mon., Sept. 12

FREE

10 – 11 a.m. LVH–17th and Chew, Center for Healthy Aging
Learn to make healthy food choices no matter your budget.

**Sept.
12
14**

Cardio Kickboxing

Five-session program

Mon., starting Sept. 12, 7:30 – 8:30 p.m.

Wed., starting Sept. 14, 7:45 – 8:45 p.m.

\$35 reimbursable through Culture of Wellness Healthy You Center
This routine strengthens body and mind, and builds endurance.

**Sept.
12**

Nightmare on Nutrasweet

Mon., Sept. 12

FREE

6:30 p.m. Bethlehem Gynecology Associates
Learn how common food additives can affect you.

**Sept.
13**

Healthy Hands and Nails

Tue., Sept. 13

FREE

6:30 – 7:30 p.m. LVH–Muhlenberg, Youthful You Institute
Give your hands some TLC and preview a moisturizing and strengthening program.

**Sept.
17**

Lehigh Valley Walk to D'Feet ALS

Sat., Sept. 17

9 a.m. – registration

10 a.m. – walk

Lehigh Valley College, 2809 East Saucon Valley Road, Center Valley
Show your support to help "D'Feet" ALS.

**Sept.
18**

American Heart Walk

Sun., Sun. 18

FREE

Registration: 9 a.m.

Walk begins: 10 a.m.

Lehigh Valley Industrial Park IV

Rtes. 512 and 22, Bethlehem

**Sept.
20**

Developing a "Difficult People" Immunity

Tue., Sept. 20

FREE

7 – 8 p.m.

2166 S. 12th St., 1st Fl. Conf. Rm.

This Preferred EAP workshop shows you how to develop immunity from the effects of difficult behavior.

**Sept.
21**

Take Charge of Bladder Control

Wed., Sept. 21

FREE

7 – 8 p.m.

LVH–Cedar Crest, Classroom 1

Learn the latest treatment for incontinence.

**Sept.
24**

Parkinson's Symposium

Sat., Sept. 24

\$10 (includes continental breakfast, lunch and educational materials)

8 a.m. – 1:30 p.m.

Holiday Inn, Bethlehem

This program is for Parkinson's patients and their families.

**Sept.
26**

Heart Help for Women Goes Back to School

Mon., Sept. 26

5:30 – 9 p.m.

LVH–Muhlenberg

It's a "school" for your heart! Our teachers will discuss nutrition, exercise and taking charge of your heart health. Keynote speaker Jackie Kallen, whose life as a boxing manager inspired the Meg Ryan film "Against the Ropes," tells how she coped with heart disease—and how you, too, can overcome adversity.

Meet LVHHN's New PHYSICIANS



Roberto C.M. Bergamaschi, M.D., Ph.D.

DEPARTMENT

Surgery

DIVISION

General Surgery/Minimally Invasive Surgery

PRACTICE

Surgical Specialists of the Lehigh Valley

EDUCATION

Liceo Garibaldi, Palermo, Italy

RESIDENCY

St. Maria dei Battuti Hospital, Italy

Internal Medicine, Ospedale Maggiore
Niguarda, Italy

Emergency Medicine, Abbiategrasso
Health System, Italy

Obstetrics and Gynecology, Harare Central
Hospital & Masvingo General Hospital, Zimbabwe

Orthopedic Surgery, Casa di Cura Noto, Italy

General Surgery, Hautepierre University
Hospital, France

Trauma Surgery, Central Middlesex Hospital, UK

General Surgery, Kirkenes Hospital, Norway

Orthopedic Surgery, University
Kyst-hospitalet I Hagavik, Norway

Trauma & General Surgery, Haukeland University
Hospital, Norway

General Surgery, Angers University
Hospital, France

Neurosurgery, Hautepierre University
Hospital, France



Terrence E. Goyke, D.O.

DEPARTMENT

Emergency Medicine

DIVISION

Emergency Medicine

PRACTICE

LVPG-Emergency Medicine

(Michael S. Weinstock, MD)

EDUCATION

California State University

Chicago College of Osteopathic Medicine

RESIDENCY

Lehigh Valley Hospital–Muhlenberg

1 Ranked Among the Best...Again!

For the 10th consecutive year, LVH is ranked in *U.S. News & World Report's* guide to "America's Best Hospitals." This year, we're the only hospital in the region ranked in five specialties: heart care and heart surgery, orthopedics, digestive disorders, hormonal disorders and geriatrics. "This reinforces what our community has been telling us through an increased demand for care—that they rely on our physicians, nurses and hospital for the care they need when it matters most," says President and CEO Elliot J. Sussman, M.D.

2 The Gift of Reading

When Pocono Mountain Elementary third-grade teacher Beverly Place (right) received a gift of books at her retirement party, she donated them to the pediatric outpatient clinic. Accepted by pediatrician Jarret Patton, M.D., the books are now part of Reach Out and Read, a program providing books to disadvantaged children. Part of a national program, Reach Out and Read has provided over 15 million books to children. Volunteer and retired triage nurse Rosalie Maehrer, R.N., organizes the Lehigh Valley chapter.

3 Grant Creates Better Care

State Senators Pat Browne (second from left) and Rob Wonderling (right) presented a \$200,000 grant to President and CEO Elliot J. Sussman, M.D., for advanced digital mammography equipment. This new innovation will enhance the image quality of mammograms, giving radiologists the most advanced tools to detect breast cancer early. The senators also recognized John Pearce, M.D., (left), director of breast imaging and chief of mammography, and Gregory Harper, M.D., cancer services physician in chief, for their commitment to breast health care.

4 Ensuring Our Quality

Patricia Parker, R.N., (left), and Katrina Fritz, R.N., know all about quality care. As cardiac quality nurses funded by a grant from the Dorothy Rider Pool Health Care Trust, they work with physicians like cardiologist Gerald Pytlewski, D.O. (center), to ensure patients get the right care (like ensuring all suspected heart attack patients receive aspirin upon arrival). Their work is one reason why LVHNN received a certificate of merit in this year's American Hospital Association (AHA)/McKesson Quest for Quality prize. We're one of only four hospitals recognized by AHA this year.

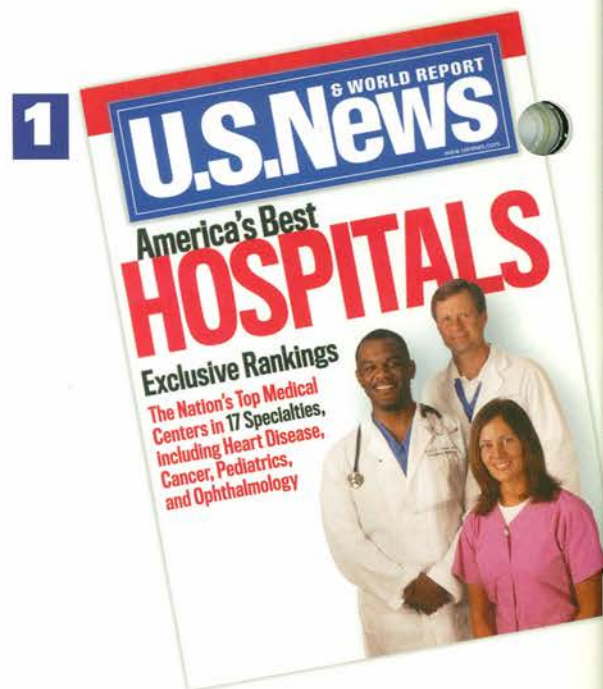
5 Wired in the ED

Emergency department colleagues like (l-r) Courtney Vose, R.N., Fran Albright, R.N., and Cheryl Celia, R.N., are now using a computer-based medical record (called the T-System) for increased accuracy and efficiency. It's one reason why LVHNN is ranked for the fourth straight year as one of the nation's 100 Most Wired hospitals by *Hospitals and Health Networks* magazine. The survey ranks hospitals for their use of information technology.

6 Personal Therapy Dog

When Diane Leonzi of Lansford needed care for diverticulitis on LVH-Cedar Crest's 5B, she worked with her caregivers and 402-CARE colleagues to arrange a visit from her dog, Mr. Copper. When he visited, she felt better than she had in weeks. "As soon as I felt his fur, it took all of my cares away," she says.

Want to read more stories about our colleagues' outstanding accomplishments? Visit the intranet at www.lvh.com or call 610-402-CARE.





A New Look to Our Skyline

The exterior is quickly taking shape on what will be the first new building of the LVH-Cedar Crest expansion project. Located on the ring road toward the Kressler Road exit, the general maintenance building will be home to the woodworking shop, where our carpenters construct hospital cabinetry (like nurses' stations and wardrobe cabinets) used by colleagues and patients. The current woodshop housed in the former MedEvac hangar—will be torn down to make way for the new seven-story patient care tower. The new maintenance building also may house other heavy equipment, such as snow removal machines.



Share the Excitement

View photos from the LVH-Cedar Crest groundbreaking at www.lvh.com beginning on Thu., Aug. 25.

Happy Anniversary! SEPTEMBER 2005



Celebrating 40 years!

Gwen Rosser, R.N.

Organizational development consultant

Most Memorable Moment Here

It's an honor to be part of an always-changing-and-improving organization.

My Inspiration at LVHNN

Seeing all the wonderful students, colleagues and teams I've worked with learn, grow and succeed in leadership roles

Best Virtues

Patience, compassion and caring for others

Other Areas Where I Worked

Medical-surgical nursing, LVH-17th and Chew; School of Nursing (instructor); Human Resource Development

Favorite Pastimes

Reading (leadership books), photography, shopping

Favorite Cafeteria Food

Salad bar



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

CHECKUP is a magazine
for employees of

**LEHIGH VALLEY HOSPITAL
AND HEALTH NETWORK**

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

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40 YEARS

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Nurse Staffing Office
Linda Kehler
Clinical Social Work
Gwendolyn Rosser
Organizational Development

30 YEARS

Paul Arnold
Plant Operations
Donald Jones
Hemodialysis Center
Willard Mest
Material Mgmt. Admin
Mary Ann Muraro
LVAS - Fairgrounds
Patricia Nolan
Medical Records Coding Reg

25 YEARS

Debbie Andrews
Post Anesthesia
Care Unit
Lucy Cascioli
ICU
Susan Clark
Neonatal ICU
Vivian Hall
Acute Coronary Care Unit
Joanne Kurtz
Patient Accounting
Judith McFarland
Cancer Ctr Multipurpose Area
Maureen Minner
Health Works Admin
Nancy Nocek
Burn Unit
Raymond Quinones
Plant Engineering
Maryellen Riga
Emergency Services - 17th
Barbara Rodgers
Electrophysiology Lab
Howard Snyder
Master Facilities Admin
Carol Sorrentino
Adult Psychiatry Unit

Russell Sutton
Operating Room
Andrea Tewari
Acute Coronary Care Unit
Emily Vazquez
Supply Distribution Services
Sherry Walker
ICCU/CCU
Diane Wertman
402-CARE
Nancy Wittman
Acute Coronary Care Unit
Colleen Yons
Patient Accounting
Jamie Alloggio
Adult Psychiatry Unit

20 YEARS

Kathy Ayers
Center for Women's
Medicine
Debra Bower
Financial Services
Anne Brown
ASU-PACU/OR
Debra Conway
Radiation Oncology
Thomas Gavigan
Cardiovascular Research
Phyllis Kutzer
Helwig Diabetes
Patricia Matula
Nursing Administration
Carol Priest
Pain Management
Kathryn Swavely
Radiology - Diagnostic
Janice Toman
Employee Assistance
Program
Maureen Weiss
Cancer Data Management
Susan Wiley
Department of Psychiatry

15 YEARS

Melissa Anthony
Cancer Ctr Multipurpose Area
Jonelle Gilkeson
Case Management
Karen Groves
Labor & Delivery

Betty Higgins
3C Staging & Recovery
Ann Janis
Float Pool
Donna Kapes
Case Management
Lenore McGonigle
School Health
Cheri Mease
5T LVH-Muhlenberg
Tina Mellinger
Mammography
Erika Shak
ABC Peds After Hours
Stacie Stoudt
Nursing Float Pool
Renee Ward
Accounts Payable
Ellen Zampino
Open Heart Unit

10 YEARS

Colleen Ammary
Operating Room
Cynthia Amundsen
LVAS LVH-Cedar Crest
Diane Biernacki
Dept. of Medicine
Aleta Derwinski
Special Procedure
Thomas Eames
Case Management
Lorraine Erney
EEG
Sallyann Evans
Home Care MSO Central Intake
Mary Fisher
Pharmacy Group
Patient Billing
Rosemary Fonsemorti
Medical Records Transcription
Valerie Geissenhainer
ICCU/CCU
Jolene Hammer
Physical Therapy
Donna Hart
ICU West
Christina Kerchner
Open Heart Unit
Stacey Perriello
Ambulatory Surgical
Kristen Pleibel
7B Medical/Surgical Unit

Amil Qureshi
ABC Family Peds Pond Rd
Lori Richardson
3C Staging & Recovery
Dorothy Rickard
Breast Health Svcs Cedar
Crest
Dawn Rivera
Perinatal Unit
Mildred Scuzzese
Mammography
Joan Shook
3A IPCU
Pamela Snyder
ABC Family Peds Pond Rd
Janeann Sorber
3C Staging & Recovery
Stephanie Sweigart
6C Medical/Surgical Unit
Stacey Trexler
LVPD Collections
Jeanne Weiss
Southside Family Medicine

5 YEARS

Scott Altemose
MedEvac
Nancy Armstrong
Pharmacy
Emanuel Bischoff
LVPBS - Muhlenberg
Primary Care
Jaime Bower
IVF Lab
Jennifer Cathell
Pediatric Intensive Care Unit
Mark Cowan
LVPD Information Services
Tina Dilts
Emergency Department
Eric Drey
Clinical Engineering
Barbara Fadale
Sexual Assault Nurse
Examiner
Carol Goble
Float Pool
Michele Hartzell
Express Care
Mark Houle
Express Care
Mary Kachurak
EMR Capital

Kimberly Kave
TLC Moderate Care
Brenna Kershe
HealthSpring
Jason Kramer
TNICU
Sarah Kuritz
Transitional Trauma Unit
Virginia Lee
6B Renal Med-Surg
Nancy Lloyd
Development
Deborah Lunt
Emergency Dept
Registration
Lisa Lyons
Housekeeping
Peter Marretta
Supply Distribution
Services
Joseph Mulacheshi
Courier Services
Gwenda Petrohoy
Operating Room
Jennifer Rauch
Operating Room
Rajika Reed
MESH
Elizabeth Roberts
Health Works Allentown
Priscilla Robinson
ABC Family Peds
Laurys Station
Ida Santos
Neurological Surgery
Chanda Smith
Heart Station
Lois Stocker
Rehab Svcs at
Sheila Swift
5C Medical/Surgical Unit
Marisa Tait Post
Anesthesia Care Unit
Joseph Tirado
Outpatient Pediatrics
Christine Tocci
Radiology - Administration
Eric Treaster
Surgical Specialists/Trauma
Janell Weiss
Southside Family Medicine
Danielle Yeakel
Transitional Trauma Unit

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