

# CheckUp

this month

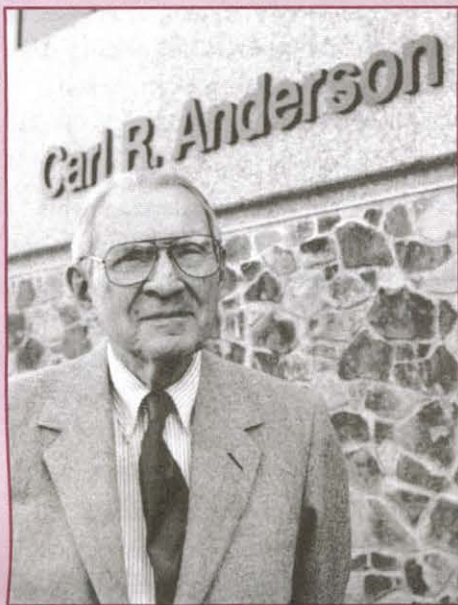
focus on  
**P**rivacy  
**R**espect  
**I**nvolvement  
**D**ignity  
**E**mpathy

Who can help you  
brush up on your  
customer service skills?

Read page 7 for details.

VOL. 14, NO. 2 • FEBRUARY 15, 2001

## Community Will Benefit From Generosity of Anderson Gift



*The late Carl R. Anderson at a dedication ceremony in 1989, naming the LVH wing in his honor. The trusts of Anderson and his deceased wife, Anne, continue the couple's commitment to LVH and the community it serves.*

**W**hen Leonard Pool donated \$5 million in 1967 to pursue his vision of a superior health care facility in the Lehigh Valley, Carl R. Anderson was alongside, committed to carrying out Pool's vision.

More than 25 years after Pool's vision was realized, Anderson's commitment continues to ensure clinical innovation and service excellence at LVH.

LVH has been designated to receive \$29 million from the Trusts of Anne Constance and Carl Robert Anderson, the largest single gift in the history of LVH.

The trust agreements stipulate that the gift be used to "support the teaching hospital activities" of LVH, primarily at the Cedar Crest & I-78 location.

"On behalf of the Lehigh Valley community, I would like to express my gratitude to the Andersons for their sincere generosity," said Elliot J. Sussman, M.D., LVH's president and CEO. "Their commitment to carrying out Leonard Pool's vision of a superior health care facility in this community speaks for itself. The Andersons' wishes to help support exceptional people and programs in our teaching mission should be commended by all."

The trusts will be administered by LVH with the assistance, in whole or in part, of Donald T. Shire, John Body and Morton Schneider. The law firm of Noonan & Prokup, represented by attorneys Charles T. and Susan M. Noonan, are assisting Shire as executor and trustee. The agreement requires that LVH consult these advisers in decisions on the money's use, and that careful consideration be given to their advice.

The Andersons have a long history of dedication and commitment to the health and well-being of the community and LVH. Carl Anderson, who assisted Leonard Pool in the founding and success of Air Products and Chemicals, Inc., was appointed by Pool to oversee construction of what is now LVH-Cedar Crest & I-78. In honor of Anderson's work and generosity in the creation of LVH, the hospital's west wing was dedicated as the Carl R. Anderson Wing in 1989.

The Andersons' gift to LVH is in addition to a previous gift of \$1.5 million for the Anne C. and Carl R. Anderson Chair in Surgery, which was endowed and established in 1997 and is held by Herbert C. Hoover, M.D., chairman of surgery at LVH. In total, the Andersons' gifts to LVH exceed \$30 million.

Carl Anderson died in 1994 at age 96, and his wife, Anne, was 94 when she died last November. ■

by Brian Downs

### GENEROUS FIRST UNION GIFT SUPPORTS PERINATAL PROGRAM

Read about the \$450,000 donation to mother and baby care on page 5.

## Expansion and New Technology Make LVH Heart Care Even Better

GET READY FOR NEW CONSTRUCTION

**M**ajor renovations will begin this fall to the cardiology facility at Cedar Crest & I-78, resulting in expanded and enhanced programs for patients, visitors and caregivers in the summer of 2003.

The Regional Heart Center of Lehigh Valley Hospital, as this facility was recently named, will occupy the entire third floor and areas on the fourth floor of the Pool Pavilion—where most heart care currently takes place—as well as adjacent space on the third floor of the Fred Jandl Family Pavilion.

The enlarged facility will house expanded programs at the forefront in managing abnormal heart rhythms (arrhythmias) and the use of radiation (brachytherapy) to prevent the re-closing of coronary arteries. LVH is the only hospital in the region participating in innovative brachytherapy research.

The center's four cardiac catheterization laboratories and two electrophysiology laboratories will be relocated, enlarged and outfitted with new diagnostic and treatment equipment.

The facility will be one-third larger than the current facility, where 44 cardiologists on the LVH medical staff provide inpatient and outpatient medical cardiology care to more than 7,000 patients each year.

"The Regional Heart Center will provide an optimal setting for the excellent cardiologists and clinical staff who provide cardiac care at Lehigh Valley Hospital," said D. Lynn Morris, M.D., chief of cardiology.

It will be designed to accommodate the most innovative diagnostic and treatment technology and services, and provide comfort and convenience for patients and their families, with more private rooms, he said.

The Regional Heart Center was approved by the Lehigh Valley Health Network board of trustees at its January meeting and was planned with patient, cardiologist and staff advice.

Patient care activities will continue uninterrupted during construction. The project's cost will total \$27.9 million; \$15.1 million for renovations and \$12.8 million for new technology and equipment.

"The Regional Heart Center task force developed a patient care process based on the concept of an ideal experience for our patients, their families and our caregivers," said John Fitzgibbons, M.D., LVH chairman of medicine, and the project's sponsor. "The facility was planned to support that." ■

by Rob Stevens



*"The new Regional Heart Center gives us more room to treat more patients and provide comforting care," said Melisa Kubic, R.N., acute coronary care unit, who—along with fellow staffers, cardiologists and former patients—has been helping to design the center.*

**LEHIGH VALLEY**  
HOSPITAL AND  
HEALTH NETWORK

# THEY'RE DOING THE RIGHT THINGS

## Marvin L. Woodall:

*"I'm Solely Focused on LVHHN."*

Marvin L. Woodall brings the experience of 37 years in a health-related business to his new role as LVHHN's board chairman. He also brings a long-time interest in the health of the community and a solid sense of LVHHN's ability to improve it.

"I am very impressed with what we have here," he said. "Our outstanding medical and nursing staff provide a high-quality level of care. We are fortunate to have skilled and dedicated care providers supported by excellent administrative leadership and board of trustees."

He does not bring a lot of "excess baggage," and that's his answer to those who question that he lives outside the area, in Doylestown.

"In some ways, that's helpful," he said. "I have no history of involvement in other activities in the Lehigh Valley; I'm solely focused on LVHHN."

Nothing diverts me from my responsibilities here."

That's even more true now that Woodall has retired from his position as a senior executive at Johnson & Johnson. He led the company that developed "the most significant medical product in the past 15 years"—the tiny metal tube called a stent, which is implanted to hold open diseased arteries of the heart and other blood vessels. At J&J, he supported many pioneering clinical trials, so he is personally committed to enhancing medical research and supports those efforts at LVHHN. He also endorses the network's focus on community health initiatives.

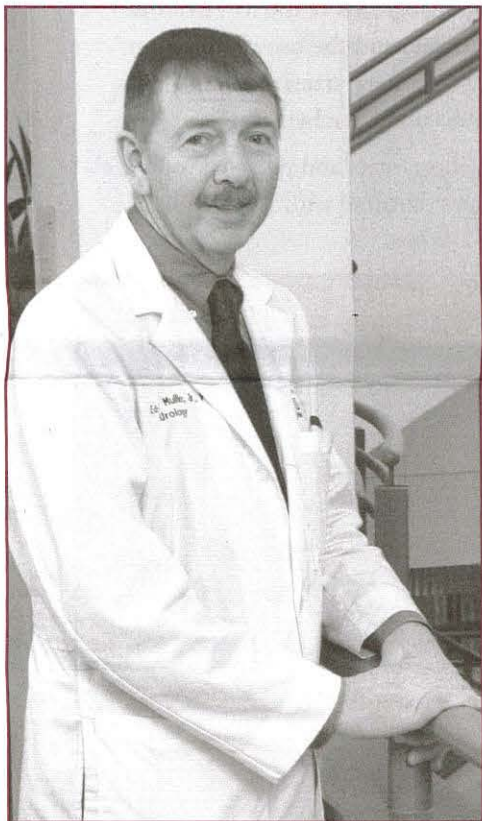
What lies ahead for LVHHN? He predicts an increased emphasis on research, enhanced cardiac services, expanding relationships with Penn State



Marvin Woodall "meets and greets" Eileen Fruchtl, R.N. (left), P.C.S., and Joann Gregory, R.N.

University and The Children's Hospital of Philadelphia, and enhanced communications "so everyone who works here feels fully informed and knowledgeable about our organization and the health care industry."

He's also hopeful that the financial climate will stabilize. "We want to support new developments and programs that will lead us to becoming the premier academic community hospital." ■



## Ed Mullin, M.D.:

*"I want to make doctors feel better about being doctors."*

Ed Mullin, M.D., likens his first month as medical staff president to his childhood memories of movie theaters.

"The curtains opened to a big screen and suddenly you could see everything," he said. "This position has given me a unique, new perspective on the entire network."

It's a perspective that has taught him some quick lessons: "The issues are always more complicated than they originally appear, and the fixes always take more effort than we originally think," Mullin said.

His goal is to help physicians handle the increasing change and pressure involved in practicing medicine today. "I want to let doctors know they are not alone, and I will do whatever I can to give them more time to care for patients," he said. "I want to make doctors feel better about being doctors."

Taking a page from past president David Caccese, M.D., Mullin points to communication as a priority. His biggest

challenge: maintaining good communication with a medical staff of some 1,250 physicians. His plans include supplementing the monthly *Progress Notes* with mid-month e-mails, attending department meetings and being proactive in talking with physicians.

"I also need to concentrate on representing the medical staff at Muhlenberg, which means overcoming the geographic disconnect and forming a stronger psychological and social bond," he said. "I also want to stress respect among all physicians, and I'll lead the way by respecting their time and trying to reduce the number of meetings they need to attend."

"The presidency of LVH medical staff is a real challenge, but I see it as a chance to have a significant positive impact on the institution," Mullin said. "David (Caccese) consistently tried to do the right thing for the medical staff, the institution, patients and the community. If I continue to do that, then we'll move in the right direction." ■

## David Caccese, M.D.:

*"Sit. Ask. Answer. Touch."*

When David Caccese, M.D., sees a doctor sitting and talking with a patient, a caring hand resting on the patient's arm, he can't help but feel responsible.

As medical staff president from 1999 to 2000, he initiated "Sit. Ask. Answer. Touch.," an effort to make doctors more responsive to patient needs.

"We heard from patient satisfaction surveys that patients felt like doctors weren't always spending enough time with them, especially asking or answering questions," Caccese said. "We learned that patients want physicians to sit with them and make physical contact."

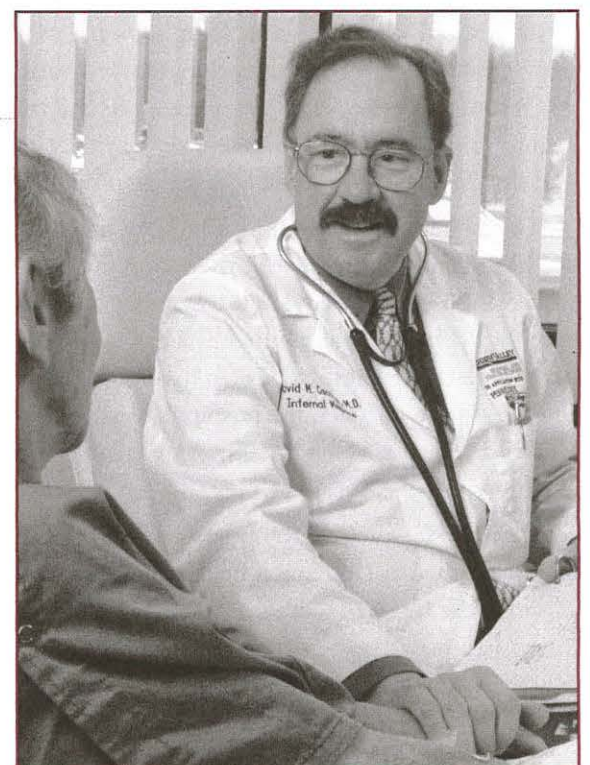
So Caccese hammered home his theme through *Progress Notes* and meetings "until physicians got tired of hearing it," he laughed. "But physicians responded, and patient satisfaction has improved with a Press Ganey score of nearly 86 percent."

With an eye on improving overall physician communications, Caccese also focused on the

relationship between physicians and network administration. "We developed a good dialogue that I hope will help us make good decisions in the years ahead," he said. He also stressed the benefits of technology by encouraging physicians to communicate more through e-mail.

Technology proved to be an effective tool for improving patient care as Caccese helped during the early planning and evaluation of Computerized Assisted Physician Order Entry (CAPOE), a new system to automate physician entry of orders for hospitalized patients. CAPOE is designed to reduce potential errors, make physicians more efficient and improve overall care of patients.

Caccese also played a role in the network's toughest issues, from the financial crisis to the contract dispute with Aetna U.S. Healthcare. He was guided by the words carved in an oversized marble paperweight left on the office desk by John Jaffe, president from 1991-92: "Do the right thing."

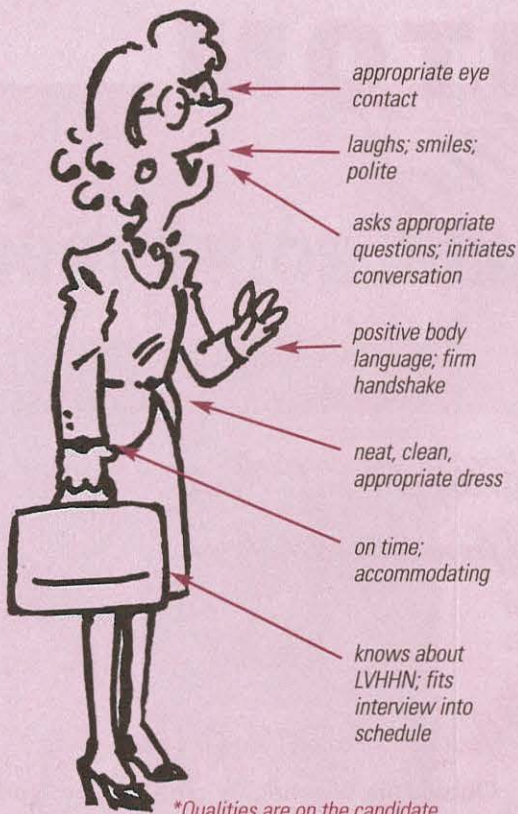


"I knew my decisions wouldn't always be popular, but each night when I went to bed, I asked myself if I was doing the right thing," Caccese said. "I believe I tried to do the right thing." ■

# Hiring the Best of the Best

## A GREAT ATTITUDE COUNTS...

### An Ideal Job Candidate\*



\*Qualities are on the candidate observation checklist.

The evaluation begins as soon as job candidates walk in the door of human resources. Before they take off their coat, fill out an application or sit down for an interview, receptionist Jean Herman is checking off whether they smile, make eye contact, use a clear tone of voice and other behaviors on a "candidate observation checklist."

The checklist is the result of the initiatives to identify customer-friendly behaviors consistent with PRIDE expectations and to reduce short-term turnover—employment of six months or less.

As a result, short-term turnover has decreased from 25 to 18 percent in the organization. While LVHVN once hired one out of every three applicants, *the ratio now is a more selective one out of 12.* Based on this success, the initiative will be rolled out network-wide this month.

"We've gone beyond technical skills and previous work history to look at behaviors that translate into excellent customer service," said Martin Everhart, director of human resources. "The checklist takes just 30 seconds to complete, and it's an excellent way to screen candidates each step of the way."

There are at least three opportunities to speak with candidates, Everhart said. Each person has contact with human resources, either for scheduling or an interview, and everyone in human resources uses the checklist for both phone calls and in-person contact. Candidates can be eliminated at any stage based on the results. "We used to focus just on clinical experience and technical skills, but there are behavioral pieces that are important, too," said Marilyn Guidi, R.N., director of staffing in clinical services.

The checklist was developed by a network-wide task force and one of its members, Rob Bortz, director of technical operations, found it useful immediately. "When we were integrating Muhlenberg's operations, I saw strong customer service behaviors in an individual who may have seemed underexperienced," Bortz said. "We hired him on our help desk and it was the right decision." ■

**If you have questions about this program, talk with your department head.**

## A Commitment to Nursing Through Education

*Raise your arm about a foot from your side.*

*See how long you can keep it raised.*

*Is it beginning to feel numb and tingle?*



**OR nurse interns and their instructor celebrate the successful completion of the six-month program.**

Center: Instructor Joann Geslak, R.N., C.N.O.R., P.C.S.-OR; L-R: Alyce Ruane, R.N., Kathleen Lomonaco, R.N., Nora Lawton, R.N., Bonnie Cogle, G.N., Gina Chiplonia, R.N., Kristen Kaminski, R.N., Lori Howard, R.N., Michael Emanuel, R.N., Valerie Holly, R.N., Marie Innocent, R.N., Oanh Do, R.N., Gwenis Becker, R.N., Nicole Kern, R.N., and Lori Zeigler, R.N. (Not pictured: Kathleen Kuzmics, R.N.)

Joann Geslak, R.N., patient care specialist, operating room (OR), uses that simple arm endurance exercise when beginning instruction with a new class of OR nurse interns to stress the demands of the field and the importance of caring for the patient, who sometimes for hours can't communicate or alleviate discomfort because of anesthesia. "It's important for them to know that something as simple as improper positioning could result in neural damage," Geslak said.

Considering the most recent results of the program, Geslak's message is getting through and staying with the students.

All 15 students—the largest class ever—that entered the six-month program last June graduated in December, and 14 of the 15 (one had to

leave the state for personal reasons) are now working in the LVH OR for at least two years as required by contract. In the past, many students failed to complete the program.

"This helps the hospital to fill nursing vacancies from within," said Martin Everhart, director of human resources. "The organization's investment of six months to train these individuals is impressive and gives us the advantage over other hospitals when recruiting."

LVH's OR nursing internship program is one of three committed to training and retaining nurses at a time when candidates in the field are at a premium. LVHVN also offers nurse internships in critical care and a pilot program that has just begun in medical/surgical nursing.

Three of the December graduates of the OR nurse internship program offer similar reasons for the class staying together and completing the course. Alyce Ruane, R.N., Lori Zeigler, R.N., and Michael Emanuel, R.N., all credit the organization of the program as well as the closeness of the group for helping everyone to make it through. "Camaraderie was a key," Ruane said. ■

*by Brian Downs*

**Call 610-402-CARE for more information about LVHVN's nurse internship programs, including registration details for future sessions.**



Lou Liebhaber  
Chief Operating Officer

## Issues Initiatives

is a series providing employees with information about current health care issues at Lehigh Valley Hospital and Health Network.

# The Circle of Caring

## IT'S THE GREATEST VALENTINE'S DAY GIFT

*The spirit of Valentine's Day has special meaning at Lehigh Valley Hospital and Health Network this month. It is a time of giving to the heart, for the heart and from the heart of our network and our community.*

### Giving to the Heart...

There are many ways our community gives to us—through thank-you letters, volunteering, special recognition and awards, and philanthropy.

It is a great compliment to all of us when the community recognizes the dedication, skills and caring that we provide to our community every day.

We are particularly honored by the philanthropic support from the Carl and Anne Anderson trusts and First Union bank. The Andersons' trust of \$29 million represents the largest single donation in the history of our hospital, and First Union's contribution of \$450,000 toward the care of mothers with special pregnancies is one of the largest the bank has given in this region.

With today's financial challenges, our network depends heavily on philanthropy. This support helps us make wise investments in research, education, technology and facilities, attract new talent to our staff and lead the way as a superior regional health care provider.

### Giving for the Heart...

We are continuing the legacy of Leonard Pool's vision through many gifts that we give back to our community. Our Regional Heart Center is a major milestone that underscores the commitment to the heart health of our community and provides a first-class clinical facility for our caregivers.

The Center will complement our already strong program that has received recognition from the HCIA and *U.S. News & World Report*, and attention from the British Broadcasting Company (BBC) for positive results reported by the Pennsylvania Health Care Cost Containment Council.

You will soon be invited to join the circle of caring through the Employee Capital Campaign. Look forward to communication from committee members.

Call Nancy Lloyd with questions at 610-402-9121.

### Giving From the Heart...

Outside our network, we can show the depth of our personal commitment to the people we serve through our Employee Capital Campaign. Senior managers, physicians and staff have already contributed \$6.3 million. Such support shows our community members that we have faith in our long-term future and helps them feel confident they are in the best possible hands.

It's all part of a circle of caring: We care for the people in our community, and they demonstrate their gratitude by supporting us. When our community contributes its gifts, we pour them back into the community.

All gifts, large and small, are magnified a thousand times by the pains that are eased, the hearts that are mended and the ills that are banished. These gifts reach across age, income and clinical boundaries to help us fulfill our mission to care, comfort and heal.

In the spirit of Valentine's Day, let us celebrate our gifts, our caring and our connection with our community. ♥



**Michelle Shara** (left), of psychiatric rehabilitation, and her husband, Michael, were given a Gift of Appreciation from the March of Dimes for their contribution as the organization's Ambassador Family. The couple's 3-year-old twins, Nicole (left), and Stephanie, were born prematurely and received care in LVH's neonatal intensive care unit (NICU). Michele Shara has reached out to families by beginning the NICU Parent Support Group and has

educated others about the March of Dimes commitment to research, community service, education and advocacy. The March of Dimes funded research that led to the discovery of surfactant, a substance that helps save the lives of premature babies. ■

**Nearly 40 LVHNN employees**, departments and associated organizations donated goods to the Adopt-A-Family holiday 2000 drive, sponsored by the perinatal outreach program. This effort benefited 416 needy individuals and families in the community. The network also "adopted" 59 underprivileged elderly people during the annual Adopt-A-Senior campaign, sponsored in November by the Professional Nurse Council's community outreach committee in cooperation with the Area Agency on Aging. ■

**Cassandra Snyder, R.N.**, director of pain management, has been elected president elect of The American Society of Pain Management Nurses Organization and will assume the presidency in March 2002. The American Society of Pain Management Nurses Organization has 1,500 members who are dedicated to promoting and providing optimal care for patients with pain. Snyder has been a member since 1991 and a member of the board of directors from 1999 to present. ■

**Does your team have an accomplishment worth recognizing?**

Submit your accomplishment to *Hats Off!* by e-mailing [Elysia.Bruchok@lvh.com](mailto:Elysia.Bruchok@lvh.com), and you may be highlighted in a future column.

The first five babies born last year at the Center for Mother and Baby Care.



CHASE BROOKS



GABRIELLA LEIGHTON



CYNTHIA CANARIO



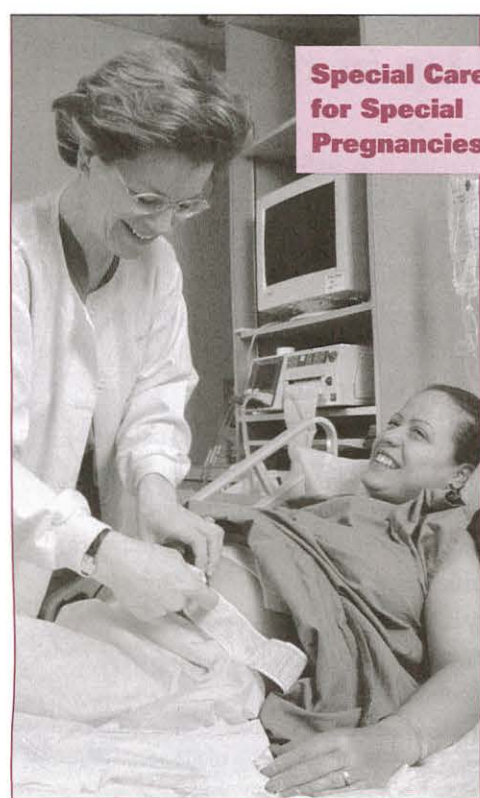
THEO PIERFY



KENDRA SOMMERS

# Celebrating the Care of MOTHERS & BABIES

## FIRST UNION DONATES \$450,000 TO PERINATAL PROGRAMS



**Special Care for Special Pregnancies**

*Laura Talmage, R.N., discusses an ultrasound with Ana Soto in the First Union Perinatal Unit.*

**Pregnant with twins and at risk for early labor, Ana Soto of Whitehall has been under the vigilant care of LVH's perinatology team.** As part of a groundbreaking study that has reduced premature births by 25 percent at LVH, Soto takes medicine to prevent infection, receives state-of-the-art ultrasounds and has been on bed rest in the Center for Mother and Baby Care's perinatal unit.

"The care has been very good," said Ana's husband, Sergio. "We have a lot of hope" for a safe delivery in May.

Now, there's hope for more mothers with high-risk pregnancies. A \$450,000 donation from First Union in Allentown will benefit perinatal programs to help ensure healthy moms and babies.

"With 1,400 regional employees, First Union's support of the area's largest health network is critical," said Scott Fainor, executive vice president of First Union Bank. "Lehigh Valley Hospital and Health Network's perinatology program reaches its hand to families beyond the Lehigh Valley into Lackawanna, Monroe, Carbon, Luzerne and Schuylkill counties—areas where our employees work and live."

Through the Regional Perinatal Network, LVH's perinatologists consult with obstetricians throughout

the region. Telemedicine provides the capability to make an immediate diagnosis and recommend treatment to pregnant mothers at great distances.

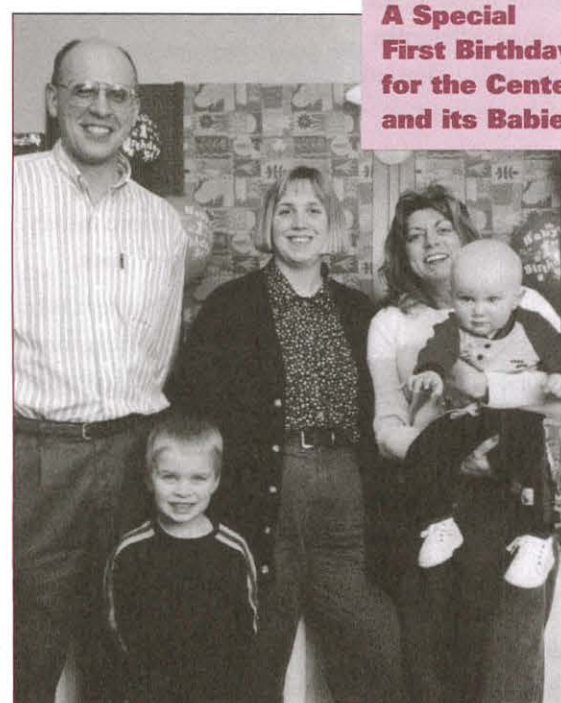
Mothers also have access to care in LVH's perinatal unit, named the First Union Perinatal Unit on Feb. 1, for pregnant women who need to be hospitalized in some cases for weeks or even months. Physicians, nurses and others trained in the medical and emotional aspects of high-risk childbirth provide care on the unit.

"We care for hundreds of women every year," said Robert Atlas, M.D., LVH's chief of maternal/fetal medicine. "First Union's donation will eventually help 2,500 more women a year receive the prenatal care and education they need to prevent premature births."

Fainor and his family experienced firsthand the childbirth care at LVH. Last May, Fainor's wife, Cathy, gave birth to a baby girl in LVH's new Center. Before that, in April 1998, she gave birth to triplets.

"We had every necessary specialist in the delivery room, and we were blessed with three healthy boys," Fainor said. "First Union wants to help ensure that every baby comes into the world healthy." ■

**To receive a *Healthy You* story about the perinatal study, call 601-402-CARE.**



**A Special First Birthday for the Center and its Babies**

*Celebrating Theo Pierfy's first birthday: dad Tony, mom Kathy, big brother Phil and nurse Karen Schleicher (far right).*

Theo because he was the first baby born here," she said. "I wouldn't have missed celebrating his first birthday."

The five babies were among more than 3,500 babies born in the Center during the last year. To make birth experiences special, the Center features a massage tub and whirlpool to ease labor pains, private family rooms for relaxing after the birth, *BabyPressConference.com* for families to announce their newborn over the Internet, sleeping chairs for partners and more. ■

**As the Center for Mother and Baby Care turned one year old on Jan. 14, so did the first five babies born there**

**last year.** To celebrate, the staff threw a birthday party for the toddlers, complete with plenty of cake and presents.

"It shows how much people care at Lehigh Valley Hospital," said Kathy Pierfy, mom of Theodore, the first baby born in the Center. "Our labor and delivery nurse, Karen (Schleicher), even came in on her day off. That was really special."

It was special to Schleicher, too. "Each and every birth is unique, but I'll always remember

**Lullaby Alerts Patients and Staff of Each Baby Born**

**If a baby is born in the Center for Mother and Baby Care while you're at Cedar Crest, you'll know.** Each time a new life enters the world, an interlude of Brahms's lullaby plays throughout the site.

"The chimes are uplifting for patients and their families who are experiencing illness or difficult times," said Renee Gombert, director of the Center for Mother and Baby Care. "People can't help but pause for a moment and think about what a joy new life really is."

About 10 babies are born at LVH each day. The chimes play from 8 a.m. until 8 p.m. And if twins are born? "Then the chimes will play twice," Gombert said. ■

**Author Studies "Births Passages" at Vida Nueva**

**After speaking about life's passages at October's Spirit of Women conference, best-selling author Gail Sheehy took on a new passage of her**

**own: researching "birth's passages" at LVH's Vida Nueva clinic for her new book.**

Sheehy's book, in the proposal stage, will feature how a birth changes the mother and her entire family. Sheehy learned about care at the clinic after certified nurse practitioner Joan Pirog and midwife Lisa Fraine approached her at the conference. In January, Sheehy visited Vida Nueva to interview Pirog and several pregnant mothers.

"I am fascinated by the work being done at Vida Nueva," Sheehy said. "It is a wonderful program for mothers and their families." ■



*Gail Sheehy (right), author of Passages books, with certified nurse practitioner Joan Pirog at the Vida Nueva clinic.*

*by Pamela Maurer*

## Russ Sutton, R.N., Understands, Comforts and Truly Cares



Russ Sutton, R.N.

When a patient's eyes showed fear at the newly placed endotracheal tube and ventilator, Russell Sutton, R.N., took extra time to reassure and calm the patient's fears. And when a man sobbed uncontrollably at the passing of his wife, Sutton's hands gently found his shoulders to help lessen the pain and comfort him in his time of need.

That's not uncommon for Sutton, intensive care unit nurse and 20-year employee of LVH-Muhlenberg. "No patient is too sick and no family member is too upset," for Sutton to go out of his way to help according to Christina Lewis, R.N., director, ICU/CVCU, LVH-Muhlenberg.

Physicians and fellow staff members describe Sutton as a "terrific resource." When someone asks, "How can I trouble-shoot this central line," the answer is "ask Russ," Lewis said. In addition, other nursing units on the 3 to 11 p.m. shift know they can always call Sutton and receive a friendly, courteous reply.

In a recent letter, a patient's daughter described his friendly demeanor and understanding nature:

“My mother was admitted to the intensive care unit at Muhlenberg with a massive heart attack and stroke on Oct. 7 and died Oct. 9. She was unconscious the entire time. Mr. Sutton cared for her as if she were fully aware of what was happening. He also took the time to explain hospital policies since we were from out of town, and reviewed my mother's condition and her doctor's reports with us. Mr. Sutton is exactly the type of nurse any patient would want.”

"He gave the patient and her family privacy, respect, involvement, dignity and empathy," Lewis said.

"I was only doing what was best for the patient and her family," said Sutton. ■

by Leanne Strawn

To nominate a Service Star, look for Forms\_rewards/Service Star Nomination form on e-mail's Bulletin Board. Submit by the 15<sup>th</sup> of every month.

### Congratulations to Service Star Nominees:

- Phyllis Bigg, medical records, LVH-Muhlenberg
- Susan Gaspar, R.N., and Susan Schalk, R.N., hospice
- Valerie Hunsicker, radiology
- Kay Paulette, L.P.N., LVH-CC, 5C
- Judith Wildermuth, MA, LVH-17, ASU

## Life Changes...

### From C.P.A. to R.N.

"I Was Born to Do This"

Like many adults approaching middle age, at 39, Sue Hecker was feeling a need to change her life. In 1989, she was a certified public accountant and operated her own business. She owned a nice home, speedboat, motorcycle and vacationed in Europe.

Yet she was feeling empty at work. "I wasn't smiling anymore," Hecker recalled. "I told myself I didn't want to be a C.P.A. at 50."

So, she quit her job after 20 years and started one as a nursing assistant in a convalescent home, earning \$3.85 an hour. Meanwhile, she took nursing courses, graduated from nursing school in 1996 and became a registered nurse in the Transitional Skilled Unit at LVH-17<sup>th</sup> & Chew, where she works today.

"I've never been this happy," said the beaming 49-year-old. "It's the best thing I've done with my life. I'm giving of myself."

She takes this joy of giving on vacation, too. For the second year running, Hecker will spend 10 days—from March 31 to April 8—in the poorest corner of Jamaica treating the ill and injured.

She works in a rural clinic with doctors and nurses from Teams for Medical Missions, a national non-denominational group founded by John Kauffman, D.O., an LVH internist. People who go pay their own expenses.

They'll be taking along thousands of pills to treat illness, all donated by pharmaceutical companies and physicians' offices. Last year, they took more than



Sue Hecker, R.N. (standing, second from right), helps count medications to take to Jamaica. Joining her are (counterclockwise from her right) Li-Ping Chew; Barb Weidman, 7C; Becky Kauffman, outpatient peds; Ingrid Snyder and Donna Kramer. Weidman, Kauffman, Snyder and Kramer went to Jamaica this month with Teams for Medical Missions.

\$100,000 in medications and other items.

These doctors and nurses do physicals, pregnancy tests and gynecologic exams, distribute coloring books and crayons to the kids, and teach teens about safe sex. Hecker rarely thinks about the European vacations while she's in Jamaica. They were part of her "past" life.

"I was born to do this," she said.

Today, instead of counting people's money, people count on Hecker for medical care. And it all started when she chose a road less traveled. And on that road, she is making a difference. ■

by Rob Stevens

Teams for Medical Missions is seeking children's cough syrup, Tylenol, vitamins, antifungal and antiseptic creams, coloring books, crayons, pencils and markers.

Call Hecker at 610-402-3300.



Diana Haines, R.N., with the defibrillator pads that save money.

## SMALL IDEAS Add Up in the ED

Diana Haines, R.N., patient care specialist, and Sally Siegfried, R.N., always look for ways to do their jobs more efficiently in the emergency department at LVH-Muhlenberg. But eliminating a form and standardizing the purchase of equipment didn't seem like a big deal to them. Little did they know that even small ideas pay off.

Haines noticed that defibrillator electrodes, or pads, used in each ED to resuscitate patients in a Code Blue or help regain a steady heartbeat, were not standardized throughout the network. LVH-Muhlenberg was using R2 electrodes, while LVH-CC&I-78 was using Hewlett Packard.

Haines initially thought that adopting the R2 electrodes network-wide would save costs, but after careful research, she learned differently. Although a Hewlett Packard electrode is more expensive than an R2 electrode, purchasing the Hewlett Packard pads in large quantities saves more money. The network now uses Hewlett Packard pads.

Siegfried's idea to eliminate an ED consent form also seemed insignificant at first. "We were using a worldwide form, which covers approval to give a tetanus shot," Siegfried said. "Yet, we would ask patients to also sign a tetanus consent. We realized that we were inconveniencing the patients and taking up time that staff could spend on more important things."

To date, five Working Wonders ideas have been approved in the ED, totaling a \$14,951 cost savings, and seven are under evaluation. "The ED nurses, as well as all nurses in our network, are constantly looking at creative ways to provide care for patients in an economical, efficient way," said Donna Smull, ED director, LVH-Muhlenberg. ■

by Leanne Strawn

### How Working Wonders Adds Up

IDEA: Network standardization of defibrillator pads

BY: Diana Haines

ANNUAL SAVINGS: \$826

AWARD AMOUNT: \$83

IDEA: Eliminating a form

BY: Sally Siegfried

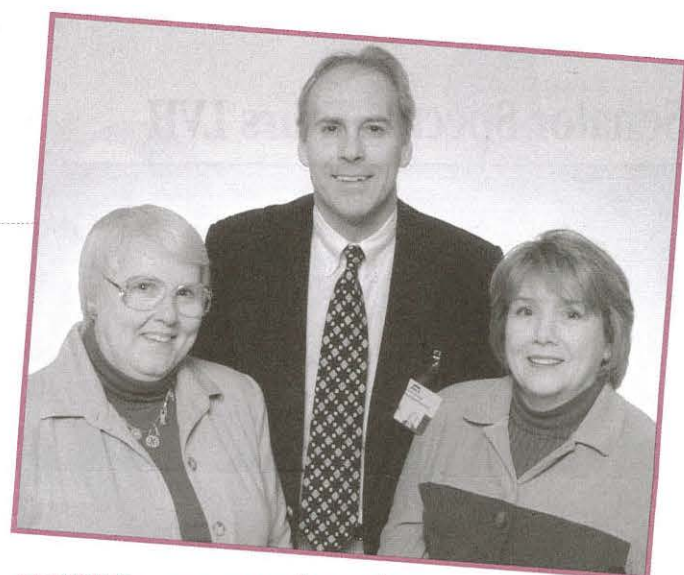
ANNUAL SAVINGS: \$336

AWARD AMOUNT: \$50

To submit your ideas to Working Wonders, e-mail [Jacqueline.Straley](mailto:Jacqueline.Straley) or call her at 484-884-4840.

# How Can I Help You?

## Customer Service Coaches Help You Put PRIDE in Patient Care



LVH's customer service coaches:  
(from left) Nancy Stevens, Jack Dunleavy and Maryanne Falcone.

It's been said that there are three types of people—those who make it happen, those who watch it happen and those who say, "What happened?"

When it comes to providing excellent service, Jack Dunleavy of organizational development and patient representatives Maryanne Falcone and Nancy Stevens can help you make PRIDE happen.

They are patient advocates who coach staff on how to respond to what patients want and need, and they'll come to your department to teach their techniques to your staff.

"If a patient has a concern or problem, staff can call on us," Falcone said. "But more important, we try to help staff avoid those experiences by empowering them to prevent problems. Patients expect a perfect encounter."

What does a perfect encounter involve? "You can hear it directly from the patients in Press Ganey's patient comments report," Dunleavy said. "The patients tell you what the problems are as well as what you're doing well."

Press Ganey reports reflect what's most important to patients. Dunleavy, a former school teacher, and Stevens and Falcone, both nurses and long-time employees, can help interpret the information and determine next steps. As a general rule, Dunleavy said, "always underpromise and overdeliver" when caring for patients.

### Some helpful hints—

- **Speak in layman's terms.** "Ask patients to tell you what they understand," Stevens said. "If you ask 'Do you understand?', they may be embarrassed to tell you 'no.'" If there's a language barrier, call the 24-hour interpreter hotline. See bulletin board's "interpreter\_list" for directions.
- **Keep the time real.** "If you tell patients you'll be back in a minute, they expect you to return in one minute," Stevens said. "Patients are watching those clocks tick at the end of their beds."
- **Visit your patient at least every hour.** "As long as a team member stops in, that's important to patients," Falcone said. "Ask if there is anything you can do."
- **Honor special requests.** For example, if a patient enjoys cranberry juice, keep plenty on hand, or if a family member works nights, accommodate special visiting hours. "One man wanted to wear his walkman in the OR, so the team let him wear it until he fell asleep and made sure it was there when he woke," Falcone said. "Small things matter."
- **Keep in touch after discharge.** 7C, 4C and 5C send get well cards. "One woman was so grateful she kept it with her through rehab," Stevens said. Some units also call same-day procedure patients to ask about their stay. ■

by Pamela Maurer

Want to Know More? Call Dunleavy at 484-884-4863, or Falcone and Stevens at 610-402-8222 for customer service coaching.

### A POINT OF PRIDE

#### EMPATHY AND INVOLVEMENT

What should you do if you hear complaints in a public setting about a patient experience? Whether at work or in public, you represent LVH. Apologize on behalf of the organization, listen empathetically about the situation, ask the person if they would like to speak with a patient representative and upon returning to work, call the department head and patient representative with the appropriate information.

To receive a past *CheckUp* article about service recovery, call 610-402-CARE.

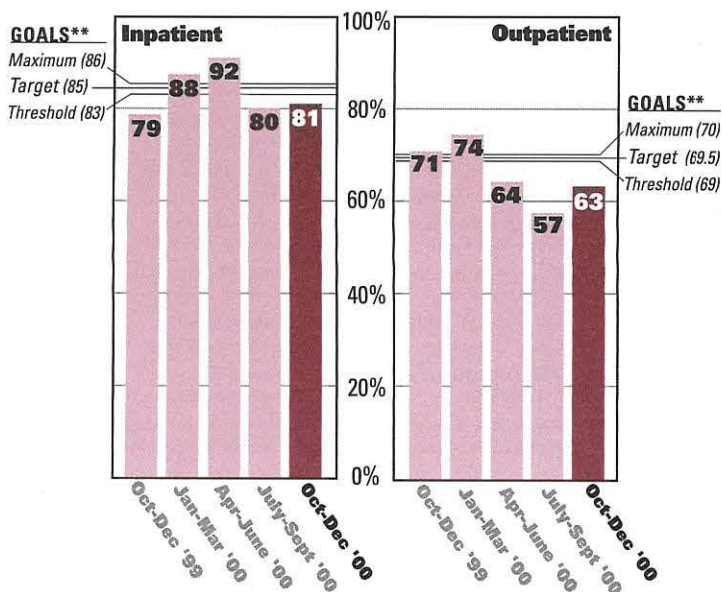
## What Do You Get Out of Providing Excellent Service?

The Shared Success Plan recognizes you for your contribution to customer service and financial well-being at LVH...

The plan provides a monetary reward if both customer service and financial goals are met at the fiscal year end. The payout increases when a higher level of the goals is met.

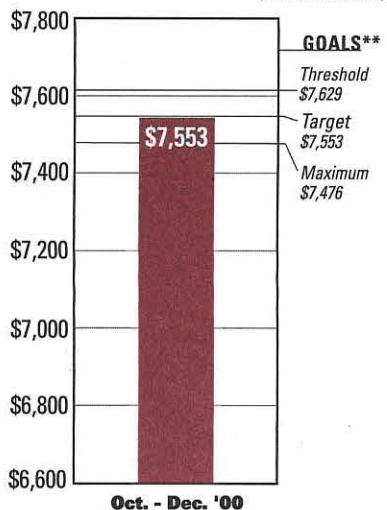
### Lehigh Valley Hospital's Patient Satisfaction (Press Ganey)\*

"Likelihood of Recommending Hospital"



### LVH's Expense/Adjusted Case

(Lower is better)

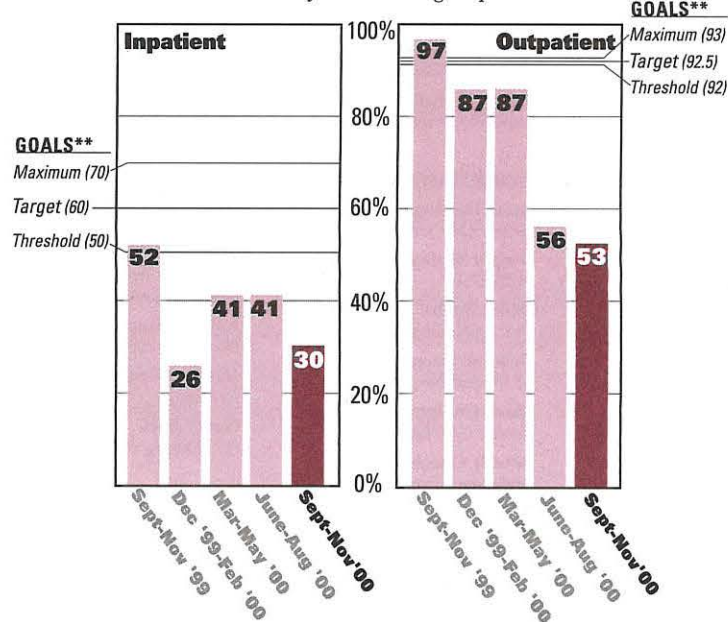


\* Press Ganey percentiles reflect how LVH ranks in comparison to hospitals in the peer group.

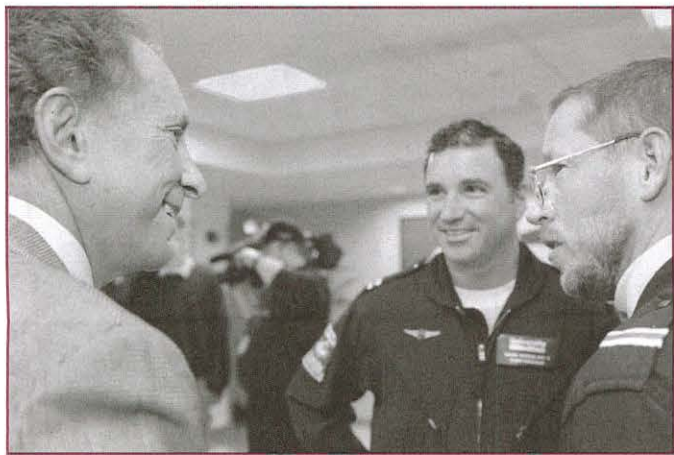
\*\* Threshold, target and maximum goals are good, better and best goals, respectively.

### LVH—Muhlenberg's Patient Satisfaction (Press Ganey)\*

"Likelihood of Recommending Hospital"



## Senator Specter Tours LVH



U.S. Senator Arlen Specter (left) with MedEvac flight paramedic Dan Rymond (center) and flight nurse Joseph Rycek at Lehigh Valley Hospital on Dec. 19 during a tour of the ED and Trauma Center at Cedar Crest. Specter said he is optimistic Congress will address Medicare reform and the nursing shortage.

## Change in LVH-Muhlenberg Cafeteria Services

The Courtyard Café at LVH-Muhlenberg will close on Feb. 19. The Garden Food Court (main cafeteria) will provide improved service with new hours, a second cashier, a grill station server, more seating and an expanded menu, including breakfast.

### NEW CAFETERIA HOURS

Daily

Breakfast	7 - 10:30 a.m.
Full lunch	11 a.m. - 1:30 p.m.
Snack break	1:30 - 4:30 p.m.
Dinner	4:30 - 7 p.m.

## Upcoming EVENTS

### Women Mentoring Women: Walk and Talk for Health **FREE!**

**February and March**  
at either Lehigh Valley Mall, Palmer Park Mall or Westgate Mall

**Sign-in 8:15 a.m.**  
**Walk 8:30 a.m.**

Get fit, educated and connected with a walking buddy. Meet once a week for four weeks at local malls for a morning stroll, and chat about topics such as mental and heart health, and osteoporosis and cancer prevention. *Have fun winning prizes from mall merchants!*

Call 610-402-CARE for dates at the different locations and details about mentoring workshops in the areas of work and family.

### Facilitator Workshop

**Tuesday, March 13 • 8 a.m. - 4:30 p.m.**  
School of Nursing, Room 900

**Presenters:** Karen A. Peterson, patient care specialist, psychiatry, and Gwendolyn D. Rosser, organizational development consultant

To register, e-mail Gwen.Rosser with your name, department and phone number.

### Eastern PA Down Syndrome Center presents: Home, Health and Future

**Saturday, March 31 • 8:30 a.m. - 3 p.m.**  
LVH—1200 South Cedar Crest

Cost \$10 for members; \$20 for non-members. Breakfast and lunch are included.

For more information or a registration form, call Patti or Anne Marie at 610-402-0184.

### The Annual "Take Our Children to Work Day"

**Thursday, April 26**

A continental breakfast and short program will be presented at the Cedar Crest and Muhlenberg sites.

Additional information and applications are available from the Professional Development and Outcome Studies office, 4<sup>th</sup> Floor, John & Dorothy Morgan Cancer Center or by calling 610-402-1704.

## LVH's New Physician Appointments

### Dentistry



**Jeannine E. Wyke, D.M.D.**  
*Pediatric Dentistry*  
**Practice:** David H. Packman, D.D.S., PC  
**Education:** Temple University School of Dentistry  
**Residency:** St. Christopher's Hospital for Children

### Family Practice



**Mark E. Velarde, M.D.**  
**Practice:** Drs. Bub and Young Family Medical Center  
**Education:** University of Medicine and Dentistry of New Jersey  
**Residency:** Warren Hospital

### Medicine



**William J. Gould, D.O.**  
*General Internal Medicine*  
**Practice:** solo practice  
**Education:** Philadelphia College of Osteopathic Medicine  
**Residency:** St. Luke's Hospital



**Stephen J. Ksiazek, M.D.**  
**Practice:** Premier Heart Specialists  
**Education:** University of Pennsylvania School of Medicine  
**Residency and Fellowship:** University of Pittsburgh Medical Center



## SERVICE ANNIVERSARIES

Congratulations to the following employees on their February 2001 service anniversaries! Thank you for your continuing service to Lehigh Valley Hospital and Health Network.

### Thirty Years of Service

**Margaret Bonam**  
*Patient Care Services-4S*  
**Phyllis Stoudt**  
*Quality Assessment*

### Twenty-Five Years of Service

**Donna Beahm**  
*Emergency Department*  
**Nancy J. Buchmoyer**  
*4S Medical/Surgical Unit*  
**Robert W. Ruhf**  
*Sterile Processing*

### Twenty Years of Service

**Susan Bensing**  
*Patient Care Services-3S*  
**Dwight Bitting**  
*MEDEVAC*  
**Debra Bubba**  
*Dept. of Pediatrics*  
**Deborah Burton**  
*5B Medical/Surgical Unit*  
**Diane Conley**  
*Cardiac Cath Lab*  
**Beverly Couch**  
*Ambulatory Surgical*

**Rosemarie Hartner**  
*Cancer Ctr. Multi-Purpose Area*

**Tammy D. Jamison**  
*Health Search*  
**Anna Mae Leibenguth**  
*Obstetrics*  
**Carol Manning**  
*Special Care Unit*  
**Steven Onushko**  
*Plant Engineering*  
**Debbie L. Schantz**  
*4C Medical/Surgical Unit*  
**Doris Strobel**  
*Progressive Coronary Care Unit*

### Fifteen Years of Service

**Susan A. Acker**  
*Radiology-Diagnostic, 17<sup>th</sup>*  
**Pamela Z. Adamshick**  
*Nursing Float Pool Cluster J*  
**Kelly L. Baatz**  
*Home Care-Skilled Nursing*  
**David A. Behler**  
*Pharmacy*  
**Nancy Bock**  
*ICO Staging & Recovery*

**Joy Bollinger**  
*Obstetrics*  
**Kathleen A. Cochran**  
*Neonatal ICU*  
**Dian Compton**  
*Nurse Staffing Office*  
**Susan L. Dorosh**  
*Home Care-Skilled Nursing*  
**Lawrence J. Downey**  
*Plant Engineering*  
**Cheryl Dries**  
*Progressive Coronary Care Unit*  
**Geraldine A. Dussinger**  
*Pre-op Staging*  
**Cathyann H. Feher**  
*Clinical Trials Office*  
**Jeanne Florian**  
*5B Medical/Surgical Unit*  
**Debra J. Gilson**  
*Neonatal ICU*  
**Donna L. Hordendorf**  
*Obstetrics*  
**Stephen J. Kish**  
*Emergency Service-C*  
**Nancy Kochenberger**  
*Obstetrics*

**Stephanie L. Linn**  
*TNICU*  
**Donna McNamara**  
*Labor & Delivery*  
**Louis R. Molnar**  
*Plant Engineering*  
**Joelle Morehouse**  
*5C Medical/Surgical Unit*  
**Beverly J. Moyer**  
*Acute Coronary Care Unit*  
**Eileen L. Palmer**  
*GICU*  
**Marie Porter**  
*Endoscopy-G.I. Lab*  
**Barbara A. Salvadore**  
*Physician Services*  
**Deanna A. Shisslak**  
*Obstetrics*  
**Susan L. Snyder**  
*PGME-Medicine*  
**Keith A. Strawn**  
*Human Resources Administration*  
**Richard G. Wagner**  
*Spectrum Pharmacy, CC-Infusion*  
**Jacqueline E. Wehr**  
*Human Resources Administration*

**Edward A. Xander**  
*Adolescent Psych Unit*  
**Marie Yost**  
*Operating Room*

### Ten Years of Service

**Ingrid Addy**  
*PACU*  
**Janet S. Amand**  
*PACU*  
**Jeffrey D. Ambrose**  
*Courier Services*  
**Amy O'Connor**  
*ICCU/CCU*  
**Mark V. Custead**  
*Respiratory Therapy*  
**Alice J. Dalla Palu**  
*Smoke Free Valley*  
**Stacey L. Goebert**  
*7B Medical/Surgical Unit*  
**Margaret M. Herzog**  
*Case Management*  
**Phillip M. Hobel**  
*MEDEVAC*  
**Rebecca A. Kapustiak**  
*Progressive Coronary Care Unit*

**Theresa M. Sanders**  
*Pharmacy*  
**Lee C. Schray**  
*Respiratory Therapy*  
**Patti A. Stafford**  
*Group Health Claims G&A*  
**Debra K. Yelovich**  
*Partial Hosp. Adoles. Psych*

### Five Years of Service

**Catherine Donati**  
*Hamburg Family Practice Ctr.*  
**Angela R. Keck**  
*Sleep Disorders*  
**Kay F. Lichthardt**  
*Tree Top Shop*  
**Gail A. Lutsky**  
*Partial Hospitalization*  
**Amal M. Mahmoud**  
*Emergency Service-A*  
**Loretta Pendry**  
*Central Scheduling*  
**Beatris Rivas**  
*Day Care Center*  
**Althea Marie Smith**  
*Emergency Service-C*

If you have news or a story idea for **CheckUp This Month**, send your suggestion by the 20<sup>th</sup> of the month for publication in the following month to Elysia Bruchok, public affairs, 1770 Bathgate, using interoffice mail or e-mail. **CheckUp This Month** is an employee publication of Lehigh Valley Hospital and Health Network's public affairs department. For additional information, call 484-884-4819.

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