

# CHECK UP

LEHIGH VALLEY  
HOSPITAL AND  
HEALTH NETWORK

Health Library & Learning Center  
17th & Chew  
4

VOL. 16 • FEBRUARY 20, 2003

## focus on PRIDE

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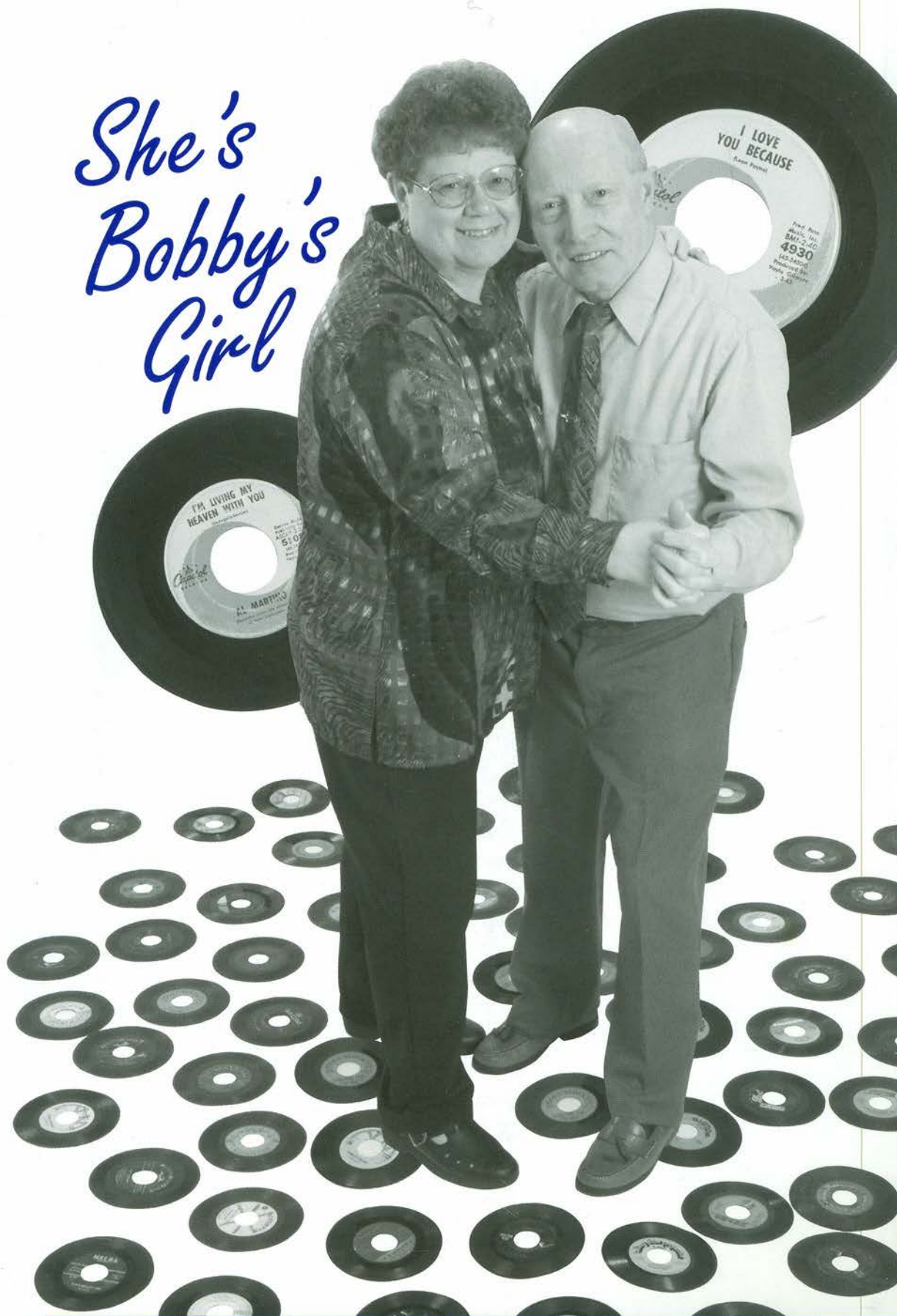
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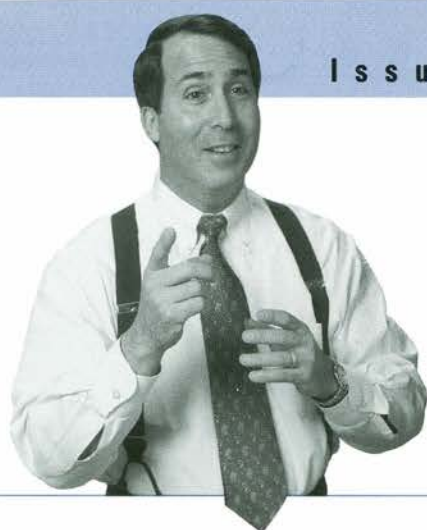
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*She's  
Bobby's  
Girl*







# The Ultimate Test

If your mother, father, spouse, child or friend needed care, would you choose LVHHN?

**The ultimate test of confidence in our hospital,** what we do and how we do it, is asking ourselves: "Would I refer a loved one to be cared for here?"

I'm not proud to admit that I have had reservations about other hospitals where I have worked. But here at LVHHN I am proud to answer an affirmative, "Yes, I would refer a loved one to be cared for here."

In fact, I did. Last month, a very dear friend from New York City called me for support. Her vision, balance and memory were failing and growing worse every day, and her care had been a circle of confusion. Her family doctor sent her to an ophthalmologist who referred her to a neurologist after a CT scan revealed abnormalities in her brain. The specific problem was not clear, but it was clear that my friend was anxious and deeply concerned, and needed care promptly.

I immediately reached out to Mark Li, M.D., and my friend and her family traveled to LVHHN the very next day. She had an MRI, chest X-ray, EKG, lab tests and a visit from Dr. Li, who confirmed that she had a brain tumor and that it had to be removed.

Although she and her family have received care at the Mayo Clinic and have access to "New York City hospitals," no convincing was needed for her to undergo surgery here. She was simply astounded by the professional, prompt and compassionate care of everyone—from those in the Diagnostic Care Center and OR scheduling to radiology and our medical staff.

**We sometimes take for granted our excellent**

**care.** We sometimes assume that our level of skill, service and systems is everywhere. But let me assure you, from my recent experience and what I see here every day, that is not true. We have a unique PRIDE that allows us to put aside any difficulties in our workplace and personal lives and focus solely on our patients.

We link to services like Jenn's House to make sure families from afar have a comfortable place to stay. We volunteer to pitch in whenever and however we can, whether we interpret for somebody who can't speak English or escort visitors to their destination when they are lost. We choose words that put people at ease and ensure they understand what is happening during an exam. We always make sure we care—whether we are in housekeeping or nursing—as if the patient is our loved one or ourselves. You can read about these outstanding ways of caring throughout this issue of *CheckUp*, and you can see it every day in the hallways, on the units and in the cafeterias.

Think about the appreciation and relief we see in our patients' eyes and the "thank yous" they express on their journey back to health and their families. How does that make you feel? I feel enormous PRIDE as my friend recovers from her surgery and as our friends, families and neighbors who are touched by our care grow healthier and stronger. We pass the ultimate test with flying colors—and every person in this network is a part of the healing, and every person should feel proud.

Lou Liebhaver, Chief Operating Officer



# "What a Thankful, Faithful Girl She Is"

## Bob and LaRue Gellock are still a hit 37 years later

It was late summer 1964. Bob Gellock and LaRue Filchner were on a blind date at Notre Dame High School's Saturday night dance...but not with each other. That all changed when Bob's date deemed him too short to jitterbug. "Yes, we swapped partners," Bob laughs, "even though LaRue was hesitant at first because of my red hair."

But it wasn't long before the pair was doing the twist, the fly, the mashed potato "and of course, the slow dance," Bob winks. "I said, 'That's the man I'm going to marry,'" LaRue recalls. "And that's just what I did."

You may recognize this couple at LVH—Muhlenberg where Bob is an electrician and LaRue is a housekeeper. You may have even seen them on TV—Bob nominated his wife to be pampered at the Youthful You Institute featured on *Healthy You on TEMPO!* just before Valentine's Day.

The couple is still going strong after 37 years of marriage, enduring many tough times. They struggled through Bob's eight years of unemployment, while raising two young girls. They later grieved the sudden and tragic death of their oldest daughter, a college sophomore who dreamed of being a paralegal. "We survived the denial, crying and anger by holding onto each other's love," Bob says. "Most marriages fall apart through similar experiences, but we grew stronger."

Always being there for each other is why their marriage has thrived and survived. LaRue supported Bob in overcoming dyslexia and attention deficit disorder, enrolling in college to study human resources, and writing and publishing his book, *Revelation*, in 2000. "I was a library widow," she says. "But he loves to write and learn."

LaRue herself rises at 3:30 a.m. and begins cleaning at 5 a.m. "It's hard physical work," she says. "I do dusting and disinfecting, and wet and dry mopping. I clean as if I am going to be the next patient." When her job is done at 1:30 p.m., LaRue goes to her other job—caring for her two grandsons, who live across the street. "She gets dinner started and helps while their mom and dad are at work," Bob says. "That's what her parents did, and she promised to do the same."

No doubt, a massage, facial, manicure, pedicure and makeover were in order for LaRue, who was one of three chosen from more than 300 women for the special day. "She's not only my wife," Bob writes in his nomination, "she's my lover, my confidante and my *bestest* friend. I love her very much." Just like the song they danced to when they met, LaRue will always be "Bobby's Girl."

To see LaRue's makeover, go to [www.lvh.org](http://www.lvh.org). Meet Our Pamper Someone Contest Winners!



Pamela Maurer



# HAVING THEIR SAY

4S STAFF AND PROJECT MANAGER CHRIS DYNIA  
HAVE DESIGNED A SHORT-STAY HOSPITAL  
WITH THE BEST OF ALL WORLDS

**As an architect in Boston, Chris Dynia knew all the ins and outs of designing interiors for luxury cruise ships and performing arts theaters.** But when it came time to design the new short-stay hospital at LVH-17th and Chew, Dynia, a project manager in facilities and construction and a newcomer within the past year to health care, knew he was going to need some help.

So who better to ask than the folks on 4S who would be staffing the new facility when it opens this spring?

## A Wish List for Staff

The dialogue began last spring, bringing Dynia and 4S staff together in a series of meetings. Blueprints were posted on the wall, and staff began adding their “wish list.” The short-stay hospital—a 12-bed unit where patients undergo elective surgery and stay for one or two nights—will cater to the patient with valet parking, private rooms, upscale food service, hotel-like decor and quality time with caregivers.

“The rooms will be bigger and set up differently, so we want to be sure we have an efficient environment that lets us

*shelves  
for personal  
items*

## What’s the Big Idea?

Joann Pastula, L.P.N., puts on her thinking cap for her “wish list.”

spend more time with our patients,” says patient care specialist Carol Saxman, R.N.

Dynia was able to incorporate many “wish list” items, including:

- medicine, clean laundry and soiled utilities rooms close to the nursing station
- mini-refrigerator in the medicine room for storing medications elevated to eye level for easier access
- clear medicine cabinet drawers for quick supply checks.

## Patient Comfort a Priority

In keeping with 4S’s reputation for excellence—Press Ganey scores consistently rank well into the 90s—staff also was focused on a design that would enhance patient comfort, convenience and room esthetics. “We do a lot of listening, not just to one another, but to our patients, too,” says Joann Pastula, L.P.N.

Among the suggestions Dynia incorporated are:

- handheld shower heads
- shelves for personal items
- a small work desk
- window treatments to enhance environment and privacy
- cabinetry to hide medical equipment
- higher toilets for patient comfort.

## Bittersweet Changes

The move to the short-stay hospital will be bittersweet for 4S staff who, after eight years of working side by side with inpatient hospice, will be moving one floor down. “We’re going to miss them greatly,” Saxman says. “But we’re excited, too. It’s time to grow.”

Kyle Hardner





# Where Comfort Awaits

**For out-of-town families, Jenn's House offers a home and support**

## JENN'S HOUSE

can provide comfort for your patients' families.

To learn more, call

610-965-1777

or visit

[www.jennshouse.org](http://www.jennshouse.org)

The pediatric intensive care unit (PICU) caregivers busily prepare for Kasey Knauff's arrival. They put sheets over her room's windows, place cardboard over a glass door and decorate with stickers. Here, 20-month-old Kasey will be safe from ultraviolet light that causes her painful burns and blisters.

Just 2.5 miles down Cedar Crest Blvd., Pat and Richard Dillman prepare a room at Jenn's House for Brenda and Kurt Knauff, who will arrive after spending all day at their daughter's bedside. "It's like going home when you're away from home," says Brenda Knauff, who lives three hours away in Bellefonte, Pa.

Jenn's House is a special "home" for families whose loved ones are hospitalized at LVHHN. Whether it's sipping coffee and swapping stories late into the night or sharing an anecdote with the Dillmans the next morning, the warmth is evident even on the coldest days.

And it was a cold November day when Kasey Knauff first needed LVHHN's care. Burns and blisters covered the front of her body from congenital erythropoietic porphyria (CEP), an enzyme deficiency that makes her skin extremely light sensitive. Anything stronger than a 52-watt light bulb poses potential danger to Kasey, who is just one of 125 people diagnosed with CEP since the early 1800s.

Under the care of Burn Center surgeon William Dougherty, M.D., Kasey has undergone four delicate surgeries to repair disfigurements caused by the burns and create skin grafts to keep pace with Kasey's development. "We're often here for a week," says Brenda Knauff, who learned of Jenn's House through pastoral care. "We don't sleep the first couple of nights—we're too worried about Kasey—so it's comforting that other families are there. We play cards, watch television and tell our stories."

Brenda remembers the families—the husband whose wife suffered terrible injuries in a car accident, the couple who was rocked when a beloved mother needed emergency heart surgery, and the Dillmans themselves, who lost their teen-age daughter, Jennifer, in a bus accident 11 years ago. "We hear those stories and feel very fortunate," Knauff says. "Our visits here are scheduled, but their visits are emergencies, and our hearts go out to them."

Hearts are at the center of healing, something the Dillmans never forget. "When Jennifer was hospitalized, we met a woman at the Ronald McDonald House whose baby was hospitalized also," Pat Dillman says. "We realized we could make it through tragedy together...today, our families here feel the same."



(Top) Richard and Pat Dillman join their grandson, Josh, in the kitchen at Jenn's House. Here families often grab a late-night snack and provide support for one another.

The Knauff family stays at Jenn's House while their daughter, Kasey (above), receives care.



# NOTHING TO HYDE



**Physical  
therapist  
Robert  
Clausnitzer**  
is playing  
a once-in-a-  
lifetime role  
in "Jekyll  
& Hyde"

#### **Want to See the Show?**

Performances of "Jekyll & Hyde"  
will be Feb. 28  
March 1, 2, 7, 8 and 9 at  
Allentown's Scottish Rite Center  
at 1544 Hamilton St.  
For show times and tickets  
at \$18, call 610-437-2441.

Due to the show's dark  
themes, this show may not  
be suitable for children.

Night has fallen. Cold, bone-chilling darkness descends like a mantle on city streets and alleys. Robert Clausnitzer, mild-mannered physical therapist at LVH-Muhlenberg by day, is about to be transformed into a blood-thirsty stalker by night.

Welcome to the wonderful world of theater. At 33, Clausnitzer has landed his dream role playing the mesmerizing and tortured lead in The Municipal Opera Company of Allentown's upcoming musical production of "Jekyll & Hyde," based on Robert Louis Stevenson's 1886 novel. Joining him on stage is another LVHHN thespian, perfusionist Ralph Montesano, appearing as General Lord Glossop.

It's hard to imagine the handsome and amiable Clausnitzer snarling his way around the stage as the evil Mr. Hyde, alter-ego to Dr. Jekyll whose self-imposed experiments plunge him into uncontrollable episodes of madness and mayhem in the streets and brothels of late 19th-century London. But this is precisely what makes the role so much fun—and challenging.

On stage in 18 of the show's 22 scenes, Clausnitzer puts his impressive tenor voice through its paces with 18 songs, while going through several wrenching transformations from Jekyll to Hyde and back again. "This is probably one of the most demanding roles you can play on stage," he says. "There's a lot of powerful singing, and it's challenging to develop two different voices for the characters."

The part couldn't be farther from his first performance in kindergarten when he sang "Yankee Doodle Dandy." Raised in a musical family—everyone either sings or plays an instrument—Clausnitzer was surrounded by music. He performed in high school and college musicals and gained enough experience and confidence to audition for several Broadway shows including "Beauty and the Beast," "Titanic" and "Les Miserables."

With a new baby at home, 7-month-old Christian, it's hard for Clausnitzer to pull himself away to the theatrical dark side of life for rehearsals five nights a week. But he's thrilled to have this once-in-a-lifetime role being performed for the first time in the Lehigh Valley since closing on Broadway. "I wanted to play this role ever since I saw a pre-Broadway touring production of this show in 1995," he says. "I've been singing the part in my car ever since."

OK, Rob, you can park the car. You've arrived.

*Elizabeth McDonald*



# Serving up SMILES

**The GI staff at LVH—  
Cedar Crest has just  
the recipe for dynamite  
customer service**

Registrar Joy Stahl

Jeanette Mertz-Brown, R.N.

**The handwriting is on the wall for staff members at the endoscopy-gastrointestinal lab, and they couldn't be happier.** Patients are so pleased with the care and customer service, they've taken to scribbling words of praise on an erasable wallboard and on paper plates (intended for post-procedure snacks!), taping them up in the patient discharge room for all to see.

The spontaneous outpouring of appreciation has delighted staff, like Jeanette Mertz-Brown, R.N. "I was just amazed that people would take the time to write their stories and say thanks," she says.

The glowing remarks affirm a concerted team effort started almost two years ago to raise Press Ganey scores for patient satisfaction from the high 80s and low 90s into the upper 90s.

Driven by patient feedback and a never-ending quest to improve, staff zeroed in on improving patients' perception of privacy and home care instructions. Looking at the language used in follow-up patient surveys, staff began using the same more patient-friendly wording. Instead of talking about "discharge instructions," they refer to "caring for yourself at home" verbally and in a hand out. They also post signs throughout the

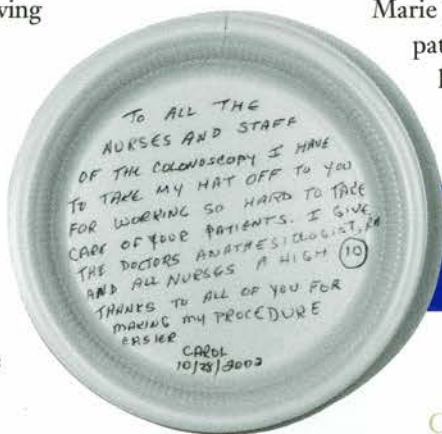
lab stating, "Staff is concerned with your privacy." Every time a curtain is drawn closed, staff makes a point of saying, "We're doing this for your privacy."

The strategy worked, and soon Press Ganey scores began trending more consistently in the 90s. "As caregivers, we need to tell patients constantly and clearly what we're doing and why we're doing it," says Judy Dorsam, R.N. "That proved key to improving our scores."

The wall of praise has become a wall of pride for everyone on the GI staff from doctors and nurses to registrar Joy Stahl, whose gentle questions when registering patients puts them at ease, and administrative partner Carol Brobst, who has the monumental task of scheduling some 11,800 procedures a year. "If you smile when you're on the phone," she says, "a positive attitude comes through."

The bottom line? "Improvement is ongoing," says director Marie Porter, R.N. "Listening carefully to patients is vital. One statement, no matter how small, can make a big difference."

Elizabeth McDonald



**Service on Your Plate** For tips on improving patient satisfaction Press Ganey scores and how you can earn a pay bonus, read the Report Card in this issue.



# They Speak *Your* La

**The elderly gentleman** who was rushed to LVHHN for a cardiac catheterization clearly was frightened. A recent Greek immigrant, he spoke no English. It would be some time before a family member would arrive at the hospital. Meanwhile, he needed a soothing voice of calm in his native language.

Toulia Machlis, a clerical oncology specialist with Hematology/Oncology Associates in the John and Dorothy Morgan Cancer Center and a native of Greece, was called to help. For about an hour during the procedure and three hours afterward, she stayed by his side, holding his hand, talking to him softly in Greek, stroking his forehead.

"It was a very rewarding experience because I was a link between the physicians, nurses and patient and was able to explain

everything to him step by step," she says. "When it was all over and we were in the recovery room, he thanked me and started to cry."

Machlis, a 14-year employee who often uses her Greek on the job, is among nearly 300 LVHHN employees who volunteer to help translate simple conversational phrases, patient surveys and correspondence. With 37 different languages from Albanian to Yiddish—and sign language, too—LVHHN is a linguistic microcosm of the United Nations, offering patients a reassuring service at a time when they need it most. In fact, Spanish, Arabic, Korean, Russian and Greek are among the most requested languages, says Janet Snyder, who coordinates the program in the patient representative office.

**Arabic**  
Roscaline Maalouf, L.P.N.  
behavioral health

**Greek**  
Toulia Machlis, clerical oncology specialist  
hematology/oncology specialists

## Need Interpretation?

Call the Language Line  
at **1-800-892-5062**.

Get phone stickers  
with the number by  
calling Janet Snyder  
at **610-402-8222**.

Visit Interpreters  
List on e-mail's Bulletin  
Board for a list of volunteers  
and handy Spanish phrases.

## "Hello, My Name Is..."

First impressions make big impressions when meeting and greeting patients. Start with a friendly smile and by introducing yourself. It's the first step in great customer service. Here's how to greet someone who speaks another language:



# Language

## From Albanian to Yiddish to Greek, LVHHN's Interpreters Cover the World

While the volunteer interpreters most often are used for simple communication (there are picture boards with illustrated phrases in Korean, Spanish and Vietnamese), LVHHN's vendor Language Line with certified interpreters is available 24/7 and is the first place to call when more complex medical interpretations are required.

With 140 languages offered, the toll-free 800-number is a linguistic smorgasbord. Last year, 572 calls were made requesting help taking patient histories, getting consents, explaining procedures and giving discharge instructions.

"We even have special phones in the emergency department and residency practices with headsets for the staff and patient to communicate better through an interpreter," says patient representative Maryanne Falcone.

But while no words truly can convey the heartfelt gratitude patients and staff feel towards LVHHN's volunteer interpreters, a special luncheon every year has become one small way of saying thanks. "We always have so much fun," Snyder says. "It's wonderful to hear everyone speaking in all these different languages."

For many, like Toulia Machlis, the real thanks is in the grateful eyes of patients when they hear the familiar cadence of their native language. "I really feel for these patients because I remember what it was like coming here from Greece as a child and not speaking English," Machlis says. "If I can help someone, I know my job is done."

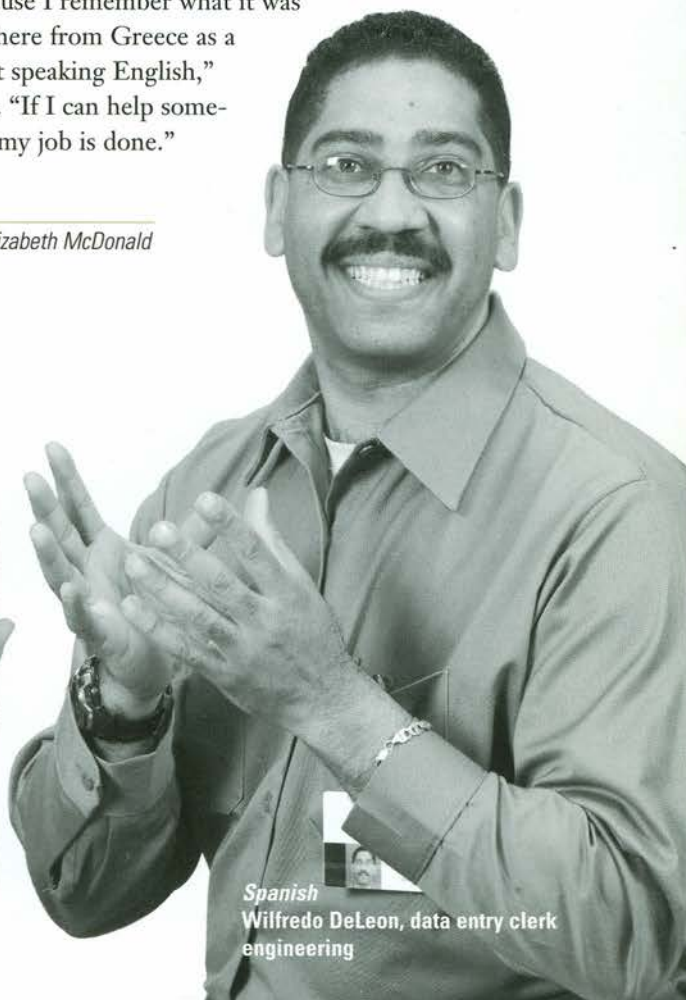
Elizabeth McDonald



**Chinese**  
Jee Ng, R.N.  
float pool



**Russian**  
Alla Alexandrin, cytotechnologist  
health network labs



**Spanish**  
Wilfredo DeLeon, data entry clerk  
engineering

مرحباً أنا اسمي:

**ARABIC:** "Marhaba, ana ismay..."

Γειά σας, Το όνομα μου είναι

**GREEK:** "Yia sas, to onoma mou ena..."

**CHINESE:** "Ni how wor  
ter ming zi sze..."

您，  
好，  
我  
的  
名  
字  
是

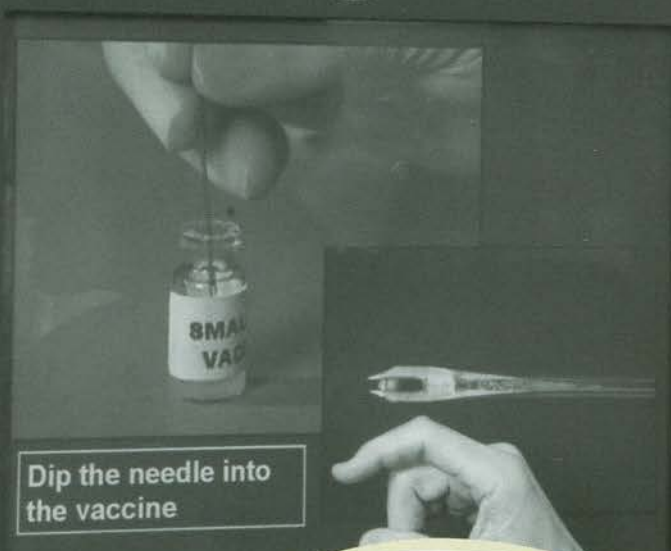
Привет меня зовут

**RUSSIAN:** "Privet, menya zovoot..."

HOLA MI NOMBRE ES

**SPANISH:** "olah, me nombray es..."





Dip the needle into the vaccine

# Is the Smallpox Vaccine for Me?

**This interview with Luther Rhodes, M.D., LVHHN's chief of infection control, can help you decide**

*As health care providers, it's our duty to respond to emergencies.*

*But what if that emergency is an outbreak of smallpox? Will you be protected? Will you be able to care for patients? In the coming weeks, you could have a choice to take the smallpox vaccine as part of LVHHN's bioterrorism preparedness plan in cooperation with the Pennsylvania Department of Health and local health officials. LVHHN has formed several teams to research the issue, determine policy and answer your questions so you can make the decision that's best for you, your family and your patients.*

## **Q: Dr. Rhodes, what is the smallpox vaccine?**

A: The vaccine is made from a virus called vaccinia. It is a live virus vaccine but it does not contain smallpox virus, and cannot give anyone smallpox. It helps the body develop immunity to smallpox and is the only way to prevent the disease. Today's vaccine is *identical* to the one that eradicated the disease in the 1970s.

## **Q: Is the vaccine safe?**

A: It's your best defense against smallpox and is safe for most people. Many will experience normal and mild reactions—a slight fever and body aches. There can be mild and serious vaccine complications. However, last October, Israel immunized 17,500 health care workers, and only a handful had side effects.

## **Q: Who has been vaccinated in the current campaign?**

A: President Bush, key members of the military and some hospital workers, with few side effects.

## **Q: Who should consider receiving the vaccine?**

A: Health care workers or support personnel who might care for patients suspected of having smallpox.

## **Q: Who shouldn't receive the vaccine?**

A: Those (and those with immediate family members) who are pregnant or breastfeeding, have skin conditions (eczema or dermatitis), have weakened immune systems, are allergic to antibiotics in the vaccine or are being treated for cancer. Many LVHHN employees will not be able to volunteer for the vaccine, and that's OK. We all want a safe vaccination experience.

## **Q: Are all LVHHN employees required to get the vaccine?**

A: No. Participation is voluntary. We will use extensive screening and extreme caution in identifying candidates to receive the vaccine.



**When Jerry Kresge, director of security, was vaccinated as a child some 40 years ago against smallpox, he had no idea that he might have to be vaccinated again—especially when smallpox was eradicated in 1977.**

## I'm Ready to Be the First in Line

Still, Kresge is ready to get the vaccine for a second time. He and his staff may have to respond to a patient unit in event of a smallpox emergency and need to be healthy and ready to help. "I want to be a leader and set an example to encourage my staff and others to get vaccinated," he says. For Kresge, it's about patriotism and keeping us safe. "Our security team is trained to prevent situations, and we need to help prevent a bigger problem," he says. "Vaccination is vitally important for us to be prepared."

### **Q. How many LVHHN employees will be vaccinated?**

A. Our hope and expectation is that a small cadre of employees—ED physicians, nurses, ID physicians and others—will be vaccinated.

### **Q: What if there is an outbreak, and I haven't been vaccinated?**

A: You have four to seven days to be vaccinated against the disease, and our first responders will be prepared to administer the vaccine.

### **Q. I had the vaccination as a child. Am I still protected?**

A. No. The vaccine's effectiveness lasts for about five years. However, if you've had the vaccine previously, you are less likely to have side effects with a new vaccination.

### **Q. I've heard that some hospitals are choosing not to participate in smallpox vaccinations. Why is LVHHN taking part?**

A. Public health officials and President Bush have asked us to enhance our medical preparedness to handle the threat of bioterrorism. Because we are the community's recognized health care leader, we know that people will turn to us in crisis, and it is imperative to be prepared.

### **Q: Where can I learn more about smallpox and the vaccination?**

A: Visit the Center for Disease Control's web site at <http://www.cdc.gov/smallpox>, LVHHN's Intranet at [www.lvh.com](http://www.lvh.com) and Internet at [www.lvh.org](http://www.lvh.org).

### **Q. How can I volunteer to receive the vaccine?**

A. We are seeking volunteers from select departments such as the ED, intensive care, infection control, respiratory therapy, radiology and security. If you think your job makes you a candidate and you have not been contacted or would like more information, please call Debbie Geiger, 610-402-4589.

*Dennis Lockard*





The line is always open  
to David Sherer and his  
colleagues. They are  
LVHHN's telephone  
company that cares.

# NEVER A BUSY SIGNAL

## TRUSTY PHONE

# TIPS

*"We don't care. We don't have to.  
We're the phone company."*

Lily Tomlin used that line for laughs in 1976 on *Saturday Night Live*, but she wouldn't fetch any guffaws in LVHHN's telecommunications department. Caring is the hallmark of David Sherer and his three voice analyst colleagues who work on the network's 9,500 phones.

"For a caregiver or patient, every second counts," Sherer says. "If there's a problem, we find solutions immediately. When we hear a sigh of relief, we know we've done our job right."

Consider the situations Sherer and colleagues Jim Young, Duane Kresge and Jon Dombrosky face: A nurse is frustrated with a malfunctioning cell phone and needs to call a physician pronto. They try to respond in five minutes or less, arriving with a new phone. A burn patient's hands are bandaged, and he can't hold a regular phone. They set up a conference phone so he can call his loved ones. They even remove restrictions for long distance if need be.

Whether he's responding to a repair request, building a voicemail system or helping a

department relocate phones, Sherer is prepared, a trait developed from 20 years in the U.S. Army. That's where he learned telecommunications and even helped to construct a phone system used during Operation Desert Storm. "The Army gave me a wonderful opportunity to learn a trade and see the world," says Sherer, whose duty included a stay in Germany, where he met his wife, Silvia, now an LVH-Muhlenberg technical partner.

Sherer's desire to help others began at a young age. His grandfather was a founding member of Cetronia Fire Company, and his father the company's former fire chief. Today, Sherer continues that tradition as a volunteer Cetronia fireman, where he responds to the scene as quickly as he reports to a colleague or patient in need.

"When you see a family standing outside watching their house burn, you think of your own family and home," he says. "We fought nine house fires this year and saved all nine houses. It's a privilege to answer any call for help."

Kyle Hardner

- Create a temporary voicemail message that plays while you're on PTO and expires when you return. Log in, press "82" for greeting, "3" for temporary greeting, and follow commands to record and set an expiration.
- You can forward your phone even if it doesn't have a forward key. Press "#", then press "1", enter the number. To cancel, press "#", then "1" again.
- Companion wireless phone batteries are good for one year or 200 charges. New batteries are available for \$70 through purchasing.



## NEED PHONE HELP?

Call the telecommunication  
repair hotline at

610-402-8866



# Sir, the Honor Was Ours

**Navy man and surgeon William Gee, M.D., left a remarkable legacy in his wake**

Physically, William Gee, M.D., was an easy man to measure. At 6 feet 5 inches, he literally towered over his LVHHN friends and colleagues. But to those who knew him, Gee's personal and professional stature as retired director of the vascular laboratory (1977-2000) far exceeded his height.

On Jan. 16, the vascular surgeon, who died last October at age 70 of pancreatic cancer, was remembered in a memorial service at LVH-Cedar Crest, his life measured in warm memories. "His God-given gifts were his intellect, his heart and his soul," recalls his friend and colleague of 29 years, vascular surgeon James Goodreau, M.D. "They're gifts he shared freely with anyone who took time to watch, listen and learn."

A teacher, mentor, friend and father with "a wonderful sense of humor," is how Gee's son, Michael, a longtime LVHHN courier, describes him. "I remember his great barrelhouse laugh when he would read a good joke in *Reader's Digest*."

A consummate storyteller, too, Gee's own life story was breathtaking. A Navy veteran of Korea and Vietnam, Gee witnessed the first thermonuclear detonation on Bikini Atoll in the Pacific on Nov. 1, 1952. He had been chief of vascular surgery at the national Naval Medical Center in Bethesda, Md., and spent two years at the Naval Hospital at Guantanamo Bay, Cuba, doing it all from brain surgery to removing splinters.



The author of more than 100 medical articles, Gee was renowned worldwide for inventing in 1975 the first reliable, noninvasive method of evaluating arterial blockages in the brain. The ocular pneumoplethysmograph (OPG) and Gee's pioneering work allowed LVHHN to lead the nation in a significant National Institute of Health carotid artery study. Here at home, the OPG exam benefited 70,000 patients.

Inspired by his sister and sister-in-law, Gee set out to become a nurse. But it was the infinitely delicate work of vascular

surgery that drew Gee to his profession, all the more remarkable given his large, dexterous hands—or "paws" as Goodreau fondly recalls.

"He still showed a reverence for nurses because he understood what stamina it took to care for ill patients daily," says radiology operations coordinator Alice Madden, R.N., his "chief nurse" for 23 years.

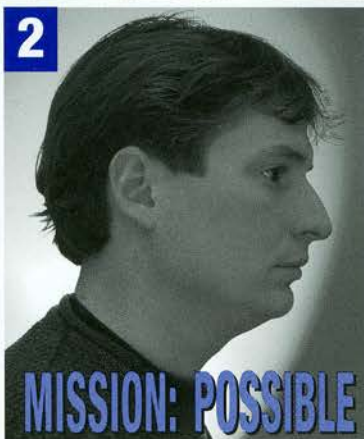
Gee himself spent the last seven weeks of his life in the loving care of hospice nurses at LVH-17th and Chew streets. There, he wrote his final Christmas letter, saying farewell and "peace" to family and friends.

"In the Navy, there is a tradition of saying, 'It was a pleasure to serve with you,'" Goodreau says. "That was one of the last things he said to me before he slipped into his coma... Sir, the honor and privilege was ours."

*Elizabeth McDonald*



# PRIDE PEOPLE IN OUR



## 1 Governor's Recognition

Case manager Patty Werdann received a 2002 Governor's Highway Safety award for her work with Operation Safe Ride, a City of Allentown program that provides free infant seats to mothers in need. LVHHN distributed 95 seats in the past year. Modeling is 8-month-old Abigail Sechler, daughter of Tracey Sechler, media coordinator, marketing and public affairs.

## 2 "Cruise-ing" toward JCAHO

Industrial hygienist Tim Docherty, standing in for Tom Cruise, created the winning theme to kick off preparation for JCAHO's December 2003 survey. "Mission Possible: Charged to Succeed" came out on top of 28 ideas submitted by colleagues. *Brush up on JCAHO's 2003 standards (and new patient safety goals) on the Intranet, [www.lvh.com](http://www.lvh.com).*

## 3 Handcrafted Artistry

Next time you're in the recently renovated auxiliary gift shop at LVH—17th and Chew, be sure to notice the two beautiful cherry jewelry display cases and handsome pine hutch, hand made and donated by volunteer Joe Solly. His wife, Peggy, is also a volunteer and longtime member of The Auxiliary of Lehigh Valley Hospital.

## 4 Back to Health and Nursing

Diane Siters, R.N., operating room, LVH—Cedar Crest, experienced the Magnet touch—as a patient. Emergency surgery landed Siters on TNICU on a ventilator for two weeks, followed by recovery on SICU and TTU. Now back on the job, Siters praises her colleagues for the extraordinary care.





## 5 The People Have Spoken

LVHNN president and CEO Elliot J. Sussman, M.D., presented U.S. Rep. Pat Toomey with more than 23,000 signatures collected during a two-month petition campaign urging federal and state government to enact additional medical liability reform. LVHNN partnered with the region's other three hospitals in the campaign.

## 6 A Gift for Education

Skip Langley, eastern U.S. vice president for Phillips Medical Systems, hands a \$10,000 gift for nursing education to Sue O'Neill, R.N., and Missy Orlando, R.N., as Terry Capuano, R.N., looks on. The fund will send them and 13 other nurses to May's National Teaching Institute and Critical Care conference in San Antonio, Tx.

*Read more in the Spring Legacy.*

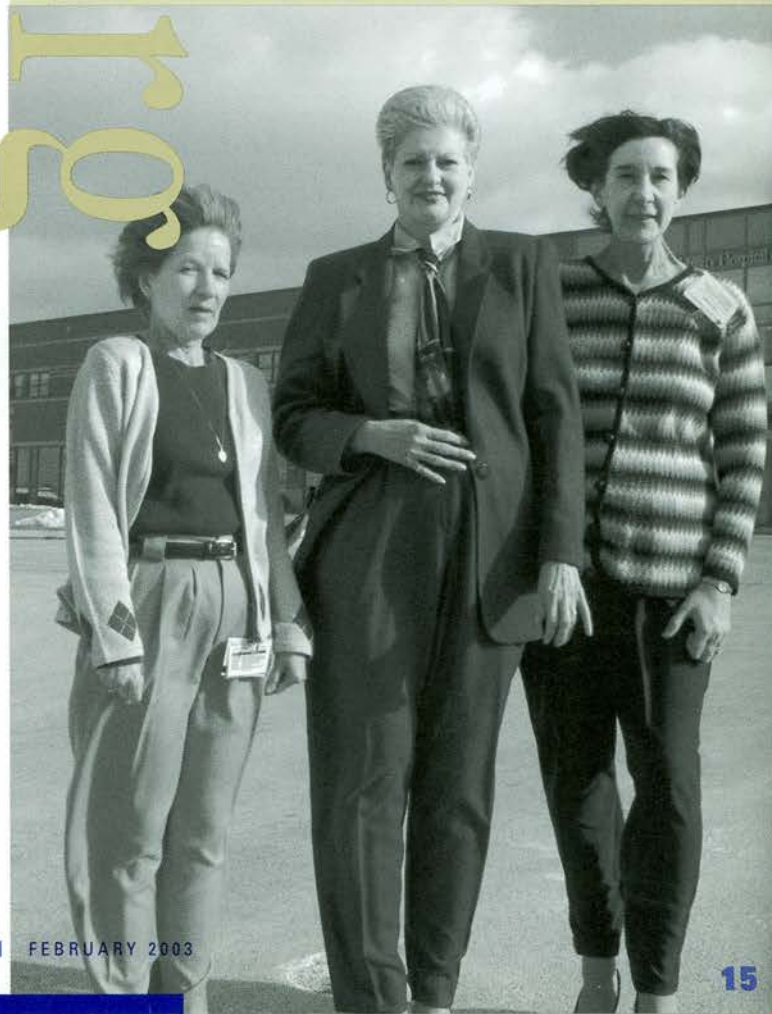
## 7 Providing Perfect Care

Carmen Amparo, technical partner (here with Margaret Brassell of Allentown), and her colleagues on transitional skilled unit earned a "no deficiencies" grade in their annual health department survey, which means their nursing care is tops among Pennsylvania's long-term care facilities. *Read more about how TSU attained perfection in April's Magnet Attractions.*

## The Future Front Door

(L-R) Receptionist Linda Searfass and registration clerks Sharon Latsko and Frieda Weeks brave a bitter cold day to show off the location of LVH-Muhlenberg's new front entrance, which will be in front of the current The Children's Hospital of Philadelphia Specialty Care Center. The expansion project's completion is planned for 2005.

*Look for monthly updates on LVH-Muhlenberg's expansion in future CheckUps.*







**Diane Gerny, R.N.**

## WORKING WONDERS

**She's worked at LVH-Muhlenberg for 30 years,** watching the facility grow from a chronic to acute care setting and her career evolve from surgical technician to R.N. So Diane Gerny is not afraid of change. In fact, she recently spearheaded a change that created cost savings in the operating room.

**Gerny discovered the idea while reviewing operative count sheets,** documents that track all equipment used during procedures "When I looked at the LVH-Cedar Crest OR sheets, I saw they used 4 x 4-inch sponges instead of the 4 x 8-inch sponges we use," Gerny says. (Sponges are used to keep surgical sites clean and dry during procedures.)

**When Gerny realized switching to the smaller sponges** could save 20 cents per pack (and the LVH-Muhlenberg OR typically uses over 2,000 packages a year), she consulted with Brad Loehr from purchasing and Nancy Zosky from procurement services. They helped Gerny identify specific usage and pricing. Now, both sites use identical sponges, allowing LVH-Muhlenberg to save more than \$2,000 annually.

**"In the OR, we always look for ways to improve what we do every day,"** Gerny says. "To have that improvement and also save money is icing on the cake."

*Joe Candio*

### HOW IT ADDS UP

IDEA	Standardization of OR sponges
BY	Diane Gerny, R.N., LVH-Muhlenberg operating room
ESTIMATED ANNUAL SAVINGS	\$2,232
AWARD AMOUNT	\$223

**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](http://www.lvh.com)).

## FEBRUARY SERVICE STAR

He wasn't scheduled to work, and wasn't on call. But that didn't matter to Charles Humphrey, R.N., home care. When he learned a patient was in need, he did all he could to help.

**That patient, who recently was discharged** from LVHHN, began suffering from leg pains at his home and called Humphrey for help. After discussing the situation with the patient, Humphrey immediately contacted a physician for orders, filled out a referral, and then went to the patient's home for a visit.

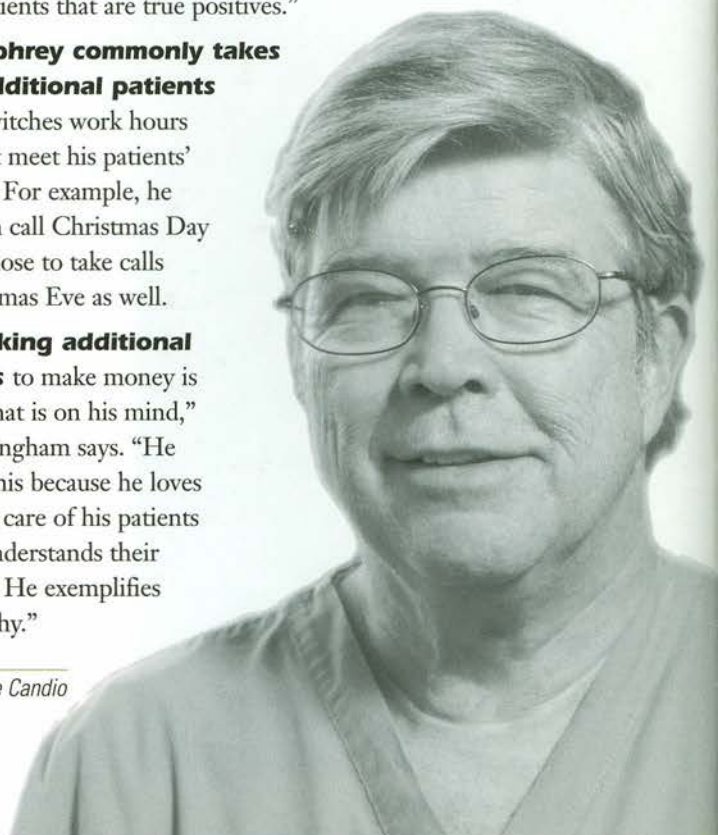
**Situations like this are common for Humphrey,** says Vickie Cunningham, R.N. "He's very caring, conscientious and extremely concerned about his patients," she says. "He does little things for patients that are true positives."

### Humphrey commonly takes on additional patients

and switches work hours to best meet his patients' needs. For example, he was on call Christmas Day and chose to take calls Christmas Eve as well.

**"Working additional hours** to make money is not what is on his mind," Cunningham says. "He does this because he loves taking care of his patients and understands their needs. He exemplifies empathy."

*Joe Candio*



**Charles Humphrey, R.N.**

## SERVICE STAR

### Congratulations to Award Nominees

**JoAnn Giranda, R.N.,** and **Carmen Amparo,** technical partner, transitional skilled unit (TSU), LVH-17th and Chew  
*Nominated by Bonnie Kosman, TSU director*

**Phillip Hobel,** communications technician, MedEvac Flight Crew  
*Nominated by Tammy Hobel, trauma registrar*

**Damarie Lugo,** liaison, perinatal partnership  
*Nominated by Carol Sorrentino, R.N., behavioral health*

**Maureen Weiss,** tumor registrar, **Lisa Gogel,** clinical trials, and **Carole Moretz, R.N.,** clinical social worker, Cancer Center  
*Nominated by tumor registrars Mary Namiak, Maria Dreher, Brenda Dwinal and Vivian Person, and research associate Debra Barraco*

**Cherolyn Washburn, R.N.,** hospice  
*Nominated by Peggy Farrell, registrar, Health Center at Trexlertown*

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





## FEBRUARY 2003 SERVICE ANNIVERSARIES

Congratulations to these employees on their February 2003 service anniversaries! *Thank you for your service to LVHN.*

### 30 YEARS OF SERVICE

**Sandra Eberwein**  
*ICO Staging & Recovery*  
**Naomi Solomon**  
*7A-Neuroscience Unit*

**Kevin Parsons**  
*Radiology-Diagnostic 17th*  
**Patricia Shelly**  
*6N Adult Psychiatry Unit*  
**Patricia Snyder**  
*Payroll*

**Stephen Palmer**  
*Cardiac Cath Lab*

**Kathleen Rems**  
*ASU-PACU/OR*

**Jan Smoyer**  
*Case Management*

**Kathleen Sojtori**  
*College Heights OB/GYN*

**Susan Talipski**  
*Radiology-Diagnostic*

**Jane Taylor**  
*Progressive Coronary  
Care Unit*

**Lucy Vasquez**  
*Housekeeping*

**Gary Weisel**  
*Academic Medical  
Info. Services*

**David Hanzelman**  
*Special Procedure*

**Donna Kistler**  
*Dept. of Medicine*

**Mary Rehm**  
*ICCU/CCU*

**George Shattah**  
*Security*

**Marianna Zach**  
*Dept. of Psychiatry*

### 25 YEARS OF SERVICE

**Joanne Fidelman**  
*Patient Accounting*  
**Theresa Mylet-Kunkel**  
*Cardiac Rehabilitation*  
**Mercedes Torrens**  
*Operating Room*

### 15 YEARS OF SERVICE

**Michele Achey**  
*Patient Care Services-3S*

**Barrie Borger**  
*Info. Services Operations*

**Sonia Chappell**  
*Supplier Services*

**Katherine Fenstermaker**  
*Pain Management*

**Holly Gaugler**  
*LVAS, LVH-Cedar Crest*

**David Gessner**  
*Respiratory Therapy*

**Michele Gessner**  
*Pediatric Unit*

**Janet Hangen**  
*Info. Services Operations*

**Susan Hoffman**  
*Marketing/Public Affairs*

**C. Magdalena Nino**  
*CHOP Specialty Care Center*

### 20 YEARS OF SERVICE

**Rosalie Boucher**  
*Neonatal ICU*

**Lois Douglass**  
*Burn Unit*

**Janet Fox**  
*Operating Room*

**Kathleen Gruzdis**  
*Case Management*

**Rita Heintz**  
*Benefits Verification*

**Sandra Marsh**  
*Development*

### 10 YEARS OF SERVICE

**Christopher Bibleheimer**  
*Nursing Float Pool Cluster J*

**Keicia Dennis**  
*Hospice Unit*

**Jesse Easterling**  
*ASU-PACU/OR*

**Ruth Fillebrown**  
*Hospice Admin & General*

### 5 YEARS OF SERVICE

**Kevin Flynn**  
*Department of Medicine*

**Stephanie Green**  
*Emergency Service-17th*

**Amie Hammerly**  
*LVPB Billing*

**Brian Melito**  
*ER—Muhlenberg*

**Deborah Reilley**  
*Transitional Open  
Heart Unit*

**Theresa Ryan-Mitlyng**  
*Physician Services*

**Celeste Saunders**  
*ER—Muhlenberg*

**Joseph Spadoni**  
*ER—Muhlenberg*

Congratulations to the following employees on their **January 2003 five-year** service anniversaries:

### 5 YEARS OF SERVICE

**Joyce Barrett**  
*4C Medical/Surgical Unit*

**Eileen Bechtel**  
*Cardio Vascular Unit-2S*

**Audrey Beers**  
*OB Maternal Fetal Medicine*

**Cayse Charron**  
*Homecare*

**Karen Christman**  
*Emergency Dept. Registration*

**Roberta Farnack**  
*Radiology*

**Marianne Fazio**  
*Medical Records*

**Tracie Heckman**  
*Nursing Float Pool*

**Helena Heinick**  
*Material Mgmt. Admin.*

**Richard Houser**  
*Cardio Vascular Unit-2S*

**Nancy Luckey**  
*Central Scheduling*

**Paul Lynott**  
*Trexlerstown Medical Center*

**Rebecca Miller**  
*Physical Medicine*

**Janet Wood**  
*Neonatal ICU*

# Meet Lehigh Valley Hospital and Health Network's New Physicians



**Vu Nguyen,  
D.O.**

**DEPARTMENT**  
Family Practice  
**PRACTICE**  
Family Doctor, Inc.  
**EDUCATION**  
LaSalle University;  
Lake Erie College of  
Osteopathic Medicine  
**RESIDENCY**  
St. Luke's Hospital,  
Allentown



**Sally Ann Rex,  
D.O.**

**DEPARTMENT**  
Family Practice  
**PRACTICE**  
Health Dimensions  
**EDUCATION**  
Ursinus College;  
Philadelphia College  
of Osteopathic  
Medicine  
**INTERNSHIP**  
Allentown Osteopathic  
Medical Center



**Nicholas  
Romano Jr.,  
M.D.**

**DEPARTMENT**  
Family Practice  
**PRACTICE**  
Solo  
**EDUCATION**  
Villanova University;  
Hahnemann Medical  
College  
**RESIDENCY**  
Sacred Heart Hospital

If you have news or a story idea for **CheckUp**, submit your suggestion to Carol Trunzo, 1770 Bathgate, using interoffice mail or e-mail, or by calling 484-884-4974. LVHNN is an equal opportunity employer. It is our policy to recruit, hire, train and promote in all job classifications without regard to race, color, religion, age, sex, national origin, disability or veteran status. LVHNN's Affirmative Action Plan can be reviewed in the human resources office between 8 a.m. and 4 p.m., Monday through Friday. EOE M/F/D/V

**INTERNAL COMMUNICATIONS** Susan Hoffman  
**EDITOR-IN-CHIEF** Pamela Maurer  
**ART DIRECTOR** Denise Golant

**DESIGNERS** Christine Baldwin, Teressa Colbaugh, Matt Triebel  
**PHOTOGRAPHY** Scott Dornblaser, Amico Studios  
**EDITORIAL ASSISTANT** Carol Trunzo



## Showing This Month... **The Healing Spirit**



*\*The Healing Spirit is a taped production of LVHVN's annual meeting in December.*

"The whole program was wonderful and heartfelt. Everybody was in tears."

—Diane Weslosky, R.N., operating room  
17th and Chew

"Invigorating!" —Fred Pane, administrator,  
pharmacy

The Healing Spirit takes you on a journey for meaning and purpose, and shows you how we've achieved a greater purpose here at LVHVN. Elliot Sussman, M.D., leads the journey through our hospital's accomplishments sprinkled with personal and poignant stories told by our patients and caregivers.

**Don't miss these showings!**

**LVH-CC Auditorium**  
Tue., Feb. 25 9:30 a.m.  
Wed., Feb. 26 6:30 a.m.  
Thu., Feb. 27 3:30 p.m.

**LVH-17 Center for Healthy Aging**  
Tue., Feb. 25 9:30 a.m.  
Thu., Feb. 27 3:30 p.m.

**LVH-M 1st Floor Conference Rm.**  
Tue., Feb. 25 3:30 p.m.  
Wed., Feb. 26 1 p.m.  
Fri., Feb. 28 6:30 a.m.

**First 100 to see the video get a free travel mug!**

## **See the World's "Most Humongous" Teddy Bear Store! Mon., March 24**

Mon., March 24 • 8 a.m. - 4 p.m. The Camille Gift Shop is hosting a trip to Boyds Country in Gettysburg.  
**For more information or to purchase tickets, call Beth Mavis at 484-884-2299.**

## **Healthy You Is on the Air!**

**Feb. - March**

LVHVN's health magazine is now on PBS's *TEMPO!* News magazine. Look for these upcoming episodes:

Thu., Feb. 27 • 8 p.m. and Fri., Feb. 28 • 9 p.m. Learn how to convince the man in your life to get screening for the most seen cancer at LVHVN—prostate cancer.

Thu., March 27 • 8 p.m. and Fri., March 28 • 9 p.m. Learn how doctors in LVH-Muhlenberg's in-vitro fertilization lab use new technologies that may result in higher pregnancy rates.

## **Springtime in Paris—PNC Art Auction**

**Fri., April 4**

Fri., April 4 • 6:30 - 7:30 p.m.

Fred Jaendl Family Pavilion, LVH—Cedar Crest

This year's auction is presented by Ross Galleries. Artwork is beautifully custom-framed. *Benefits Friends of Nursing.* **To purchase tickets, call the Center for Professional Excellence at 610-402-1704.**

## **Feel Young at the Healthy You Center!**

**Sat., April 5**

Sat., April 5 • 10 a.m. - 1 p.m.

Celebrate the **GRAND OPENING of the new Healthy You Center** at 3401 Fish Hatchery Road, Allentown on "As Young as You Feel Day." Win prizes; learn how to stay well.

**To sign up for a Healthy You program, call 610-402-CARE.**

## **Step It Up with Wegmans and LVH**

Visit Wegmans on one of the dates below and sign up for "Step It Up," an exciting new walking program. Take 500 extra pedometer-measured steps each day, improve your health and become eligible to win a \$500 Wegmans shopping spree. *Enrollment is FREE.*

3900 Tilghman Street, Allentown  
3791 Easton/Nazareth Hwy., Easton  
5000 Wegmans Drive, Bethlehem

Mon., March 17 • 4 - 8 p.m.  
Wed., March 19 • 4 - 8 p.m.  
Fri., March 21 • 4 - 8 p.m.

Tue. March 18 • 10 a.m. - 2 p.m.  
Thu. March 20 • 10 a.m. - 2 p.m.  
Sat. March 22 • 11 a.m. - 3 p.m.

## **LVH-Muhlenberg Auxiliary Events**

**CELTIC CROSSROADS Irish Jewelry & Gifts**

Thu., March 13 • 8 a.m. - 4 p.m.

Lobby

**Uniform Sale by UNIFORM PROFESSIONALS**

Mon., March 31 and Tue., April 1 • 7 a.m. - 4 p.m.

Lobby

**Sterling Silver Jewelry Show**  
*Jewelry by Bradley Enterprises*

Thu., April 17 • 9 a.m. - 4 p.m.

Outside the cafeteria

**Book Fair by Books Are Fun**  
*Books, gifts, music and more*

Tue., April 29 and Wed., April 30 • 9 a.m. - 4 p.m.

Lobby