

focus on PRIDE

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Celebrate LVH-Muhlenberg's 40th anniversary on pages 6 & 7.

ICU TEAM AT LVH-MUHLENBERG

What Makes the Difference?




Bill Earle, R.N., teaches a family member how to draw insulin.

The Intensive Care Unit team at LVH-Muhlenberg knows what makes the difference in the care of patients and families. Senior Management Council recently honored the group with a Friends of Nursing Award because of all the patient and family accolades.

What makes the difference? The group shares top tips:

- 1. Listen to patients' fears and concerns.** "It's the first step to gaining their trust and alleviating their fears," says Jan Webster, R.N.
- 2. Keep patients informed.** "Tell patients what you're doing as you're doing it, and ask them if they have questions or if they need anything," says Mary Rehm, R.N.
- 3. Be an advocate.** "That may mean facilitating conversation between the doctor, patient and family, or calling pastoral care to provide extra support," Webster says.

Turn to page 3 for patients' views on "What Made the Difference?" during their stays in the ICU at LVH-Muhlenberg. 



The Little Engine That Could...

Did...for Our Community

A hospital exists for its community: A small group of community leaders, pastors and citizens knew this when it built Muhlenberg Medical Center to care for chronically ill people in 1961. Nearly four decades later, as the changing health care environment began to threaten hospitals nationwide, the small hospital put its community first again and chugged forward to become stronger and better with LVH-HN.

We only can speculate where Muhlenberg would be today if we had not merged three and a half years ago. While Easton Hospital searches for a financial partner and Sacred Heart Hospital weathers a loss of millions of dollars, LVH-Muhlenberg remains a vital resource for our friends, family and neighbors.

As we approach the end of our fiscal year, LVH-Muhlenberg's gain of \$870,000 is more than a financial win—it's a win for our community. Since the merger, our investment of \$36 million for new services, technology and physical renovations—combined with Muhlenberg's strong tradition of quality and warmth—has helped comfort and heal more people than ever in Northampton County and the region.

BEFORE MUHLENBERG WAS BUILT...



As we celebrate the 40th anniversary of the campus this year, we also celebrate our new ability at LVH-Muhlenberg to mend hearts with angioplasty, ease illness at the Cancer Center, care for sick children at The Children's Hospital of Philadelphia Specialty Care Center, provide express emergency care, apply world-class in-vitro fertilization to help couples conceive, address needs of the mind, body and spirit at the Behavioral Health Sciences Center and much more.

We should all be proud of our accomplishments here but, of course, along with tremendous growth and change comes challenge. Growing pains from necessary parking renovations and construction of four new facilities—the Behavioral Health Sciences Center, Specialty Care Center, Medical Office Building and Central Utility Building—have contributed to the temporary dip in Press Ganey percentiles.

Still, our staff remains resilient, meeting challenges posed by growing pains with resolute good cheer. Caring people such as those on the intensive care unit, honored by Senior Management Council with a Friends of Nursing Patient Satis-

faction Award, and preadmission testing, honored at the Star Celebration for the most improved Press Ganey score, preserve LVH-Muhlenberg's personal touch.

Physicians who refer patients to LVH-Muhlenberg and who care for patients on Muhlenberg's campus also share our enthusiasm, commitment, compassion and vision. We all recognize that what patients need and feel are very real—and that's what sets LVH-Muhlenberg apart and creates a vibrant track for the future.

The momentum lives in children who become healthy, couples who celebrate their pregnancies, families who triumph over cancer, people who feel better about their mental well-being and many others.

They are what has put the "Little Engine That Could" over the mountain to deliver the gifts of care.

Lou Liebhaber
Chief Operating Officer

MUHLENBERG BEFORE THE MERGER...



LVH-MUHLENBERG TODAY...



See pages 6 & 7 for a celebration of then and now!

What Made the Difference?

They were always cheerful...

Lee Castle, 83, of Bethlehem was hospitalized twice—once in the ICU with congestive heart failure and again with a blood clot in his leg, both times complicated by a rare nerve and muscle disease. It was “very scary” facing such serious illnesses, he says.

“The nurses were cheerful and friendly,” Castle says. “Their positive attitude helped.” But one particular nurse, Chrissy Hartner, R.N., PCC, made the difference, he says. “She visited me on her own time while I was in rehab,” Castle says. “When I was hospitalized again on another unit, it was nice to see her familiar face. She is a terrific person.”

They took care of our needs...

One week, Elizabeth Stem of Saylorsburg and her husband, Harry, were vacationing in Florida. The next, her husband was diagnosed with cancer and having surgery to remove his stomach.

His nurse, Russell Sutton, R.N., an LVHHN Service Star, “was so compassionate,” Elizabeth Stem says. “He was always asking him if he needed anything, doing little things like fluffing his pillow and encouraging us both, ‘You can do this!’”

He even recognized when Elizabeth Stem needed extra support and asked chaplain Kathryn Weider to talk with her. “We discussed my fears and my hopes, and how Harry and I would adjust to this new life,” Stem says. “I really valued her support.”



BACK AT HOME - Steven and Norma Marth are grateful for the care at LVH-Muhlenberg.

They treated us like somebody special...

Steven Marth of Allentown was hospitalized on the ICU three times in the last year, and his wife, Norma, was hospitalized twice with heart trouble. “The nurses were good to us every time,” Marth says.

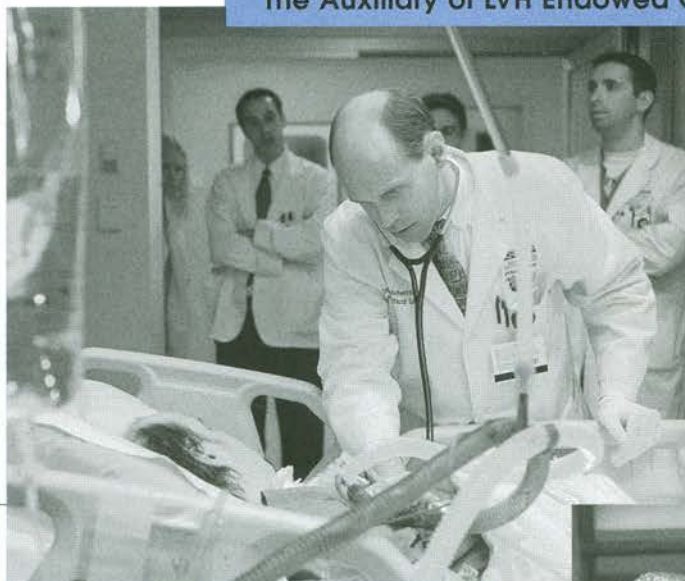
When Marth lost six pints of blood in March, “I didn’t know why I was bleeding so much, and I was afraid,” he says. “But I could always count on my nurses to listen and answer questions. They were always there, even when I would wake in the middle of the night.”

Maria Brownmiller, R.N., was one of those nurses, Marth says. She cared for him from admittance to discharge. “She even knew my sister,” he says, “and that was comforting.”



MAKING THE DIFFERENCE—
Jan Webster, R.N., comforts a patient.

Pamela Maurer



PROVIDING CRITICAL CARE — Intensivist Stephen Matchett makes rounds with residents.

The Impact of Intensivists

As the population ages and even more patients need critical care, the demand for intensivists—intensive care specialists housed in the hospital—grows. LVH was the first hospital in the region to begin an intensivist program six years ago and has 14 physicians trained in pulmonary and critical care medicine.

"The intensivist program has saved the lives of one in every four critically ill patients who would have died otherwise," says Stephen Matchett, M.D., director of medical critical care. LVH has been recognized nationally by Solucient, a health care benchmarking organization, as one of the 100 Top Hospitals for intensive care and exceeding its peer group in seven of nine categories.

It touches the lives of its members and the community

When members of the Auxiliary of Lehigh Valley Hospital decided four years ago to fund an endowed chair in critical care medicine, longtime members Caroline Boderman and Gale Schlechter had no idea how important critical care would be to them and their families.



HAPPY AND HEALTHY — Volunteer William Boderman with his wife and auxiliary member, Caroline.

Last month, Schlechter's husband, Edward Schlechter Jr., suffered a burst abdominal aneurysm and underwent surgery in LVH's Level 1 Trauma Center. He spent nine days in medical/surgical intensive care and less than a month later was walking the trail near his Allentown home.

Three years ago, William Boderman, an LVH volunteer, suffered a ruptured aorta and was under critical care for four weeks. Doctors were amazed over Boderman's remarkable recovery, Caroline Boderman says, because only a small percentage of patients survive such a rupture.

Now more than ever, Caroline Boderman and Gale Schlechter believe in the

programs, education and research the chair will support.

"When I left the hospital each night, I felt comfortable that everything possible was being done for him," says Caroline Boderman. "We are fortunate to live near a facility that provides such excellent care."

Stephen Matchett, M.D., medical director and medical critical care specialist at LVH, was named to the chair on June 20 when the auxiliary officially established the endowment.

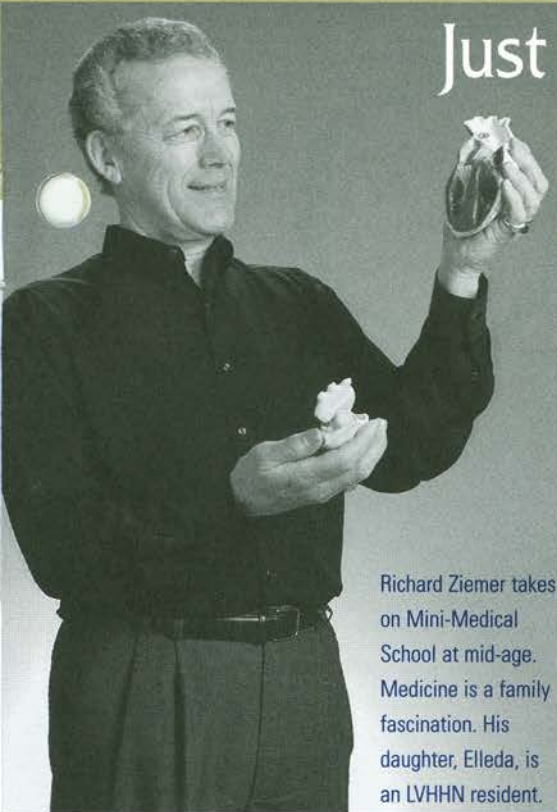
Believed to be one of the few—and perhaps only—auxiliary-sponsored, fully accredited academic chairs in the nation, the \$1.5 million dollar endowment will support continued research into the quality of life after intensive care, evaluation of new technologies, study of new treatments for lung injury and septic shock, and more.

"The chair attracts the best and brightest in all fields to LVHHN," Matchett says. "It bestows academic prestige, extends education and supports research."

Their support of the chair notwithstanding, the Boderms and Schlechters couldn't be more thankful.

Brian Downs

Be a MedEvac Whiz and Win! What year and month did MedEvac fly its 25,000th flight? Be one of the first five to answer correctly and win a MedEvac T-shirt! Contest begins on Monday, June 25. **Call or e-mail Elysia.Bruchok, 484-884-4819.**



Richard Ziemer takes on Mini-Medical School at mid-age. Medicine is a family fascination. His daughter, Elleda, is an LVHHN resident.

Just What Is Mini-Medical School?

It's Where
YOUR
PATIENTS
Are
LEARNING
the
Depths of
Biology
& **Science**



LVHHN candy strippers, twins Tiffany and Crystal Yuhas, attend Mini-Medical School to test the waters for the real thing. Both aspire to be doctors.

Richard Ziemer makes his way down the steps of the auditorium at LVH-Cedar Crest, grabbing a seat close to the front. Sipping on a soft drink and snacking on cheese, he opens his spiral notebook and turns his attention to Brian Misanko, Ph.D., professor of biology at Cedar Crest College, who is explaining the anatomy of the cardiovascular system.

Ziemer and the 190 others in the auditorium are not attending a college class. They are in week three of Mini-Medical School, a free course for community members that goes beyond basic health information into the depths of biology and science. Mini-Medical School is catching on at hospitals across the nation as an innovative way to satisfy the layman's thirst for more medical information.

"I find the classes absolutely fascinating," says Ziemer, a Quakertown resident, liberal arts chairman and

professor at Delaware Valley College and certified massage therapist. "It's a great way to supplement my basic knowledge and enrich myself."

When Ziemer read about Mini-Medical School in the March/April issue of *Healthy You* magazine, he "just had to register," he says. In fact, he was one of the 190 people from teens to seniors who signed up so quickly that a scheduled mass mailing wasn't necessary.

"We're venturing into a new learning and teaching relationship between doctors and patients," says William Iobst, M.D., who taught the class on the musculoskeletal system. "These students are self-motivated people who believe it's their body, their health, their disease and they want more information than they can get in a 15-minute office visit."

The two-hour classes, offered in May, paired professors from area colleges with LVHHN physicians, led students through an academic journey into anatomy, the musculoskeletal and

cardiovascular systems, cancer and the brain. Those attending at least four classes received a certificate and one continuing education credit, used in some companies for professional development.

Due to the school's popularity, another course with the same topics will open in fall with potential for others with new topics, says Sallie Urffer, grant and community outreach manager for LVHHN's Center for Educational Development and Support.

"People have told us in evaluations that the classes don't give them enough time with the professors," Urffer says. "They want even more medical information, and we're doing our duty as caregivers by giving it to them in an understandable and constructive way."

THEN & NOW

As Muhlenberg observes
40 years of service to our community,
 LVHHN celebrates the campus's *technological
 advancements*, addition of several *new services
 and programs* and *PRIDE* in its staff.

This year is more than a milestone for our community—
 it is a milestone for many employees, including dozens
 who are celebrating 20 or more years of service here.
 Join a few as they reflect on then and now...



*Stephanie
 Genovese*

It's All About the People

When Stephanie Genovese joined the staff at Muhlenberg Medical Center 25 years ago, the small hospital recently had added an emergency room, operating room and laboratory. She jumped right into change as her role as a respiratory therapist transformed during ensuing years.

But through that change, one thing has always remained the same—"the people," she says. "I have many strong friendships from years ago. Through the changes, it's comforting to see all the friendly faces still here."

Not only is there familiarity in her co-workers but her patients as well. "We've cared for many of the same people through the years, including past employees," says Genovese. "We reminisce about the old days of when we worked together—and they are amazed and impressed with the changes."

As staffs have merged and services continue to expand, "we have a pride in what we do and who we work for," says Genovese. "And patients notice."



World-Class Emergency Care

There were never more than a few patients in the emergency room when it opened 27 years ago, recalls Georgine Fontaine, R.N. With three stretchers, two nurses and one ER doctor, that's about all they could care for, she says.

"We often used the emergency area as an observation area for patients after surgery or as an office for physicians," she says. "We strived to build our resources and let people know we could care for their more serious needs."

And they did just that. Today, LVH-Muhlenberg's emergency department meets the needs of everyone in the community, she says, and cares for 65 percent of patients admitted to LVH-Muhlenberg for surgery, mental health treatment, heart and cancer care, and more.

"People also rely on our Express ER for care of minor injuries and know they'll be home within an hour," she says. "And we're sharing our expertise with a new generation of doctors through the new osteopathic residency program. To be part of this has been very exciting."



*Georgine
 Fontaine*

LVH-Muhlenberg Celebrates its 40th Anniversary

A Brand New ASU

Kaye Barnhart, R.N., remembers when recovery from a "simple" surgery required at least five days in the hospital, and when staff had to wheel patients through public hallways and lug 5-foot oxygen tanks into patient rooms.

Twenty years later, Barnhart works in the ambulatory surgical unit (ASU) where patients go home the same day of surgery, privacy is a key PRIDE behavior and technology is readily available at the bedside.

The merger between LVH and Muhlenberg Hospital Center has brought about better care and working environment, including a brand new ASU with more nurses and physicians, she says. The new unit links to the OR via a private hallway and includes a "family room" where caregivers can meet with and educate patients and families.

"It's wonderful that LVH-M can continue to provide the friendly, high-quality care the community has always known, while growing and advancing in our clinical areas," Barnhart says. "Our patients deserve the best and have gotten the best. And that's something to celebrate."

*Kaye
Barnhart*



An Extraordinary Vision

It's been 35 years since Gavin Barr, M.D., walked into Muhlenberg Medical Center for the very first time, starting his career beside about 35 staff members and the hospital's original visionaries.

Through the years, they celebrated transition from a chronic care to acute care hospital, Barr's transition to medical director, and the evolution of the area's first mental health/mental retardation unit, Parkinson's research and 24-hour emergency care at the small hospital.

"From the alfalfa field that Muhlenberg was built upon until today, it's been an extraordinary adventure," Barr says. "But the merger between Lehigh Valley Hospital and Muhlenberg was the biggest step in our history."

It has brought about not only new services but enthusiasm among the new generation of physicians. "These new physicians have the spirit of the original visionaries," Barr says. "They have strong ideas and are motivating everybody to bring fresh ideas to the table."

"We're still a young institution and will continue to blossom with our community. That was, and always will be, our vision."



*Gavin
Barr,
M.D.*

Leanne Strawn and Pamela Maurer



NAME NEW PROGRAMS AND WIN!

Be one of the first five people to name five new services or programs at LVH-Muhlenberg and win a Lehigh Valley Hospital and Health Network T-shirt. Contest begins on Monday, June 25.

Call or e-mail Elysia.Bruchok at 484-884-4819.



Your Financial Counselors Are Only a Phone Call Away

Take a peek into the future: You are 65 and retired. You want to take a trip to Florida to escape winter's frigid grip. But can you afford to go?

Only 44 percent of retired Americans will have saved enough money to maintain their current standard of living, according to a recent study by the Federal Reserve. And Social Security and pensions will make up just over half of the money a person needs for retirement, LVHHN's financial counselors estimate.

That's why it's important to begin planning for your financial future today, and LVHHN provides the services of financial counselors who are available on-site and by phone to help.

"In this day and age, it is critical that employees work hand-in-hand with their employer to ensure successful retirements," says Tom Lovett of Diversified Investment Advisors, which offers a 401(k) plan for employees of the for-profit divisions of Lehigh Valley Health Network.

Valic, Citistreet (formerly Copeland) and Fidelity, meanwhile, offer 403(b) tax-deferred plan for LVHHN's non-profit divisions. The companies offer investment options such as IRAs and mutual funds.

"We provide guidance for employees in helping them make key financial decisions," says Kevin Rhodes, certified financial planner for Valic. One tool they use is a computer model that incorporates an employee's pension and Social Security.

"Think of these investment plans as a mortgage in reverse," says Steve Lehman, financial counselor for Citistreet. "Say you take out a \$100,000 mortgage for

Your Financial Counselors



403(b) non-profit division:

Kevin Rhodes
VALIC
610-402-9486



Steve Lehman
CITISTREET
610-402-8801

and **FIDELITY**
1-800-841-3363

401(k) for-profit division:

DIVERSIFIED INVESTMENT ADVISORS

Tom Lovett, 410-349-8000
or 800-926-0044 for information.

30 years. By the time that mortgage is paid off, you may have paid a total of \$350,000 for the house. Investing is the opposite. Because of compounding interest, the \$100,000 you invest over a 30-year period may be worth \$350,000."

Because the plans are tax-deferred, they decrease the amount of taxes a participant owes now because the money is invested on a pre-tax basis.

Though most people agree that investing is a good idea, many people feel they don't have enough money to invest or they don't understand how to invest.

"People who talk to us learn about the benefits of long-term investing," Rhodes says, "and gain confidence going forward."

Pssst... **Wanna Save a Million Dollars?**

Saving \$1 million for your retirement is attainable. The younger you begin saving, the more the compounding interest of the 403(b) and 401(k) plans work in your favor. According to Kevin Rhodes of Valic, to save a \$1 million by age 65 (factoring in a 12 percent annual return):

- A 25-year-old would have to invest \$85 per month
- A 35-year-old would have to invest \$284 per month
- A 45-year-old would have to invest \$1,000 per month

What Does Merit Pay Mean to You?



It means you get paid for your contribution,
skills and performance.

It began five years ago with a team of employees and a great idea.

Today, LVHHN's compensation program is a modern, merit-based plan that has all but replaced an outdated system of entitlement and seniority-based pay. The change is a welcome one, says MaryKay Gooch, senior vice president, human resources, ensuring that people are paid for their contributions, skills and job performance rather than strictly on length of service.

"As everyone prepares for performance evaluations, they can rely on a compensation program that supports our culture, values and structure," she says. "It rewards what we all believe to be most important: high-quality care, ongoing skill development, value-added work, process orientation, teamwork, customer service, experience and commitment to the organization."

High-performing employees are eligible for above-average pay raises based on their contributions. Last year, each department had a 3 percent budget from which to develop their recommendations. This year's budget has yet to be finalized, but it is expected to be in the 3 percent range again. The amount this year will be based on market conditions and LVHHN's financial performance, Gooch says.

With that in mind, LVHHN management has also authorized a 2 percent increase in salary ranges at LVH and LVH—Muhlenberg.* (LVPG and LVHS are finalizing new market-sensitive salary ranges.)

"Short term, this potentially affects about 800 people," says Keith Strawn, director, human resources, as high-performing staff at the minimum of their range will move up to the new minimum. "High-performing employees at the top of their range will be eligible for a salary increase and a lump sum." Longer term, the new ranges allow for higher salary potential for all exceptional staff.

An independent analysis of LVHHN's pay program found it "consistent with contemporary health care and general industry practice." The study also uncovered issues that are being addressed, including:

- *A fair balance in pay between market-sensitive positions and non-market-sensitive positions.*
- *Consistent application of pay principles.*
- *Emphasis on pay growth that is not dependent on career "ladders."*
- *The need to be responsive, not reactive, to market changes.*
- *The need to develop ways to anticipate new market trends.*
- *The challenges of managers' wide-ranging responsibilities.*
- *The importance of rewarding high-caliber employees.*
- *The need for broad understanding that "internal equity" does not mean the same pay when the determining factors are skills, competencies and contributions.*

Mary Alice Czerwonka

Pay Program Principles

- Flexible
- Responsive to market conditions
- May vary among business groups
- Reflect contributions, skills, performance
- 60th to 65th percentiles of marketplace
- Support rapid decision making
- Limit administrative burden

Dates You Should Know

July 1-Sept. 15	Performance evaluations conducted
July 8	New ranges effective (LVH, LVH-M)
July 27	New range minimum in pay check
Sept. 30	Increase effective
By Oct. 12	Letters to staff on individual increase
Oct. 19	Changes to compensation appear in pay check
Nov. 1	Shared Success Plan (SSP) result announced (see pg. 12)
Thanksgiving	SSP payments distributed

*LVH and LVH-Muhlenberg pay ranges are identical.

Nurse's China Visit a Trip of the Heart

Halfway around the world in China, Barbara Pry found that some things aren't as different from life in the U.S. as she expected.

"I was surprised at the similarities in cardiac equipment and clinical care between China and here," says the L.P.N. and registered cardiovascular technologist who works in the electrophysiology lab at LVH-Cedar Crest.

Pry recently visited mainland China with fellow members of the Alliance of Cardiovascular Professionals (ACP) at the invitation of China's Ministry of Health.

It was both a professional and personal trip of a lifetime, Pry says. "I've always wanted to meet people in other countries who do what I do."

The cardiovascular specialists from across the U.S. toured cath labs and heart surgery suites in eight hospitals in Shanghai, Beijing and Guilin. Their Chinese hosts welcomed them with enthusiasm and respect, asking questions about American cardiac technology, finances and patient outcomes, and eagerly responding to their guests questions—all through interpreters, Pry says.



Barbara Pry went to Seven Star Park in Guilin, where she was greeted with waves and smiles from hundreds of school children.

And while the rate of heart disease is lower there than in the U.S., Pry saw why it's creeping up in the cities. Fast-food chains stand next to local restaurants that serve fresh vegetables and fruits and lean meat.

Besides her medical and cultural interests, Pry also made the trip because she and her late husband, Keith, had planned to go there and Australia one day. Keith Pry, a social studies teacher at Jim Thorpe Junior High School, died suddenly of a massive heart attack in May 1999 at the age of 43.

"I realized no one would want me to go more than he," she says. "He supported every effort I put into my career. The trip was a fantastic experience."

She hopes to go to Australia with ACP in a few years.

Pacing the Heart for a New Life

For the first time in three years, Charles Blackwell has the energy to take long walks with his wife.

An experimental pacemaker helps his heart pump more blood to his brain, lungs and other parts of his body.

"I feel 90 percent better today," Blackwell says. "It's a miracle."

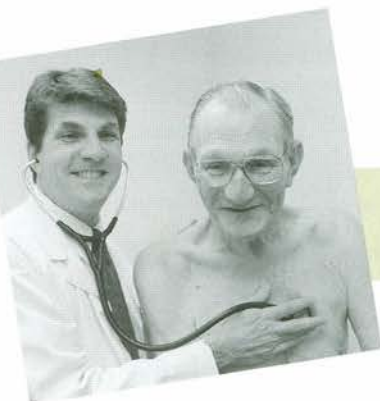
The 73-year-old Mahanoy City man was the first person at LVH to join the national COMPANION study on treating congestive heart failure (CHF) with the device, which stimulates the lower chambers to pump together. Some patients, like Blackwell, also have a defibrillator in their pacemaker, which shocks an irregular heartbeat back to normal to prevent sudden death.

Cardiologists here hope Blackwell is just one of 100 to enroll over the next three years and have such a "positive response," says Blackwell's cardiologist Steve Zelenkofske, D.O.

To learn more about the COMPANION study, call Patti Frey at 610-437-1773.

Rob Stevens

Charles Blackwell is enjoying new energy since joining the COMPANION study under the care of Steve Zelenkofske, D.O.





**HER MOTHER'S DAY
GIFT IS MEMORABLE
TO A SICK CHILD**

The situation broke Letitia "Tish" McNulty's heart—a 12-year-old boy with lymphoma spending Mother's Day on the pediatric intensive care unit

(PICU) unable to do what most children love to do—choose a special present for his mom.

McNulty had seen the child go through so much already—he had been hospitalized frequently in the PICU and was a regular visitor to The Children's Hospital of Philadelphia Speciality Care Center—and she wanted to do something to help.

So, McNulty purchased a picture frame with a card and placed them in a gift bag. She didn't want the child to know she bought the gift, so she left it anonymously. Most importantly, she wanted him to be able to share the surprise with his mother.

And it was a Mother's Day the boy and his mother will always remember.

"Tish is so thoughtful and caring and does so many things for patients and their families without them ever knowing," says Jennifer McCardle, R.N., PICU. "She always offers to care for the children who need a little extra attention and love."

When caring for a boy with Down's syndrome who regularly stays on the unit, she often places him on her lap and sings to him. She buys stickers and toys for all patients, and even helped a terminally ill child make a plaster handprint for his parents, she says.

"She is so selfless and never looks for thanks," McCardle says. "She is an amazing person."

Leanne Strawn

**CONGRATULATIONS
to June 2001 Service Star award nominees:**

Sharon Reilly, R.N., adolescent behavioral health, LVH-M... nominated by Denise R. Schuler, Sleep Disorders Center, pulmonary function, LVH-M

LVH-CC Radiation Oncology therapists Lisa Flok, Debra Conway, Linda Fekula, Jan Ferrell, Lorraine Gillander, Todie Schell, Kelly Wanamaker and technician Christine Wirth... nominated by Nancy Earley, director, radiation oncology, LVH-CC

BIG EFFORTS WITH A SMALL BUDGET

The challenges of a department reorganization and small budget hasn't discouraged the sterile processing team. Instead, necessary change has motivated them to work smarter and reduce costs.

"This group has been through shift, process and management changes," says Bob Ruhf, coordinator of sterile processing services. "And it continues contributing ideas to improve" the often monotonous job of decontaminating, reassembling and sterilizing of surgical instruments.

Open discussions at departmental round table meetings, employee forums and a Working Wonders brainstorming session with management engineer Jackie Straley prompted them to take action by:

- Storing instruments in trays so they don't get misplaced or lost.
- Eliminating dust covering for often-used circumcision trays.
- Replacing high-cost polyethylene bags (green bags) with plain, lower-cost plastic bags. (The team no longer needs the green bags because it no longer uses ethyleneoxide.)
- Removing the additional ID tag from the OR's sterile containers.
- Substituting costly 3M steam tape with inexpensive Scotch tape for attaching lists to OR case carts.

Submit an idea before July 31. If it's approved, you will be entered in a free trip drawing. Enter your idea on the Working Wonders bulletin board!



(L-R) Dave Lembach, Joanne Fenstermaker and Darin Sawka... in the processing department.

HOW WORKING WONDERS ADDS UP:

- IDEA** See bulleted items above
- BY** Tammy Elliott, Joanne Fenstermaker, Nancy Gagne, Holly Gaugler, Carl Lacey, David Lembach, Michael Martin, Richard Reitz, Darrin Sawka, Vincent Van Lieu, Kris Vierling

ESTIMATED ANNUAL SAVINGS \$4,600

AWARD AMOUNT \$710 total



JUNE 2001 SERVICE ANNIVERSARIES

Congratulations to the following employees on their June 2001 service anniversaries!

Thank you for your continuing service to Lehigh Valley Hospital and Health Network.

30 YEARS OF SERVICE

Margaret E. Marazi
Endoscopy-G.I. Lab
William R. Zakos
Information Services Development

25 YEARS OF SERVICE

Beth A. Eck
AMB Surg Unit-Staging
Mary A. Helfrich
Limited Duty-Work Related
Bonnie A. Lynn
Special Care Unit
Lora A. Macknis
Pediatric Unit
Margaret S. Schaffer
Information Services Development
Holly S. Siegfried
Neonatal ICU
Sharon A. Steager
HBSNF
Deborah A. Williams
4A Medical Surgical Unit

20 YEARS OF SERVICE

Sharon Barrett
Operating Room
Ruth Ramos Clark
Medical Clinic
Carol N. Drey
Radiation Oncology
Linda Durishin
Organizational Development
Lynn A. Grischott
Labor & Delivery
Debra R. Klingler
7A M&S Nephrology Unit
Kimberly Leaver
Homecare MSO Document Manager
Audrey Lichtenwalner
Diagnostic Care Center
Teri J. Lippowitsch-Vogel
TNICU
Linda M. Mejias
Employee Health Service
Janice K. Metzger
GICU
Brenda Miller-Reeser
3C Staging/Monitored Unit
Lisa M. Myers
Material Management Administration
Mary K. Reitz
Patient Accounting
Nancy D. Robson
Emergency Service-C
Nancy J. Saeger
Accounts Payable
Cassandra Snyder
Pain Management
Kathy J. Sommer
7A M&S Nephrology Unit
John Sondova
6N Adult Psychiatry Unit
Darla L. Stephens
Homecare MSO Scheduling

Kathleen M. Straubinger
Family Health Center

Karen Zurn
Emergency Service-C

15 YEARS OF SERVICE

Lori A. Barrell
Radiation Oncology
Patricia S. Benjamin
Admitting Office
Margaret M. Bidlow
Open Heart Unit
Dianne Bouchat
Breast Health Services Administration
Mary Anne Browning
Labor & Delivery
Donna P. Burkos
Adolescent Psych Unit
John A. Collins
GICU
Erika P. Cowan
Home Care-Skilled Nursing
Jacqueline A. Crocetti
Neonatal ICU
Shirley A. Egan
Human Resources Administration
Deborah Feden
Helwig Diabetes
Danita Fenstermacher
7C Medical/Surgical Unit
Kathy J. Fink
Pediatric Unit
Teresa Frederiksen
Cardio Vascular Unit-2S
Sandra L. Hamm
Progressive Coronary Care Unit
Karen Hanzelman
Ambulatory Surgical
Christine Hess
Home Care-Skilled Nursing
Maureen D. Hojnacki
3C Staging/Monitored Unit
Andrea Jones
ASU-PACU/OR
Karen E. Jones
Open Heart Unit
Kathleen A. Jones
Nuclear Medicine
Nicholas A. Jupina
Partial Hospitalization Adolescent Psychiatry
Carol A. Monaco
Endoscopy-GI Lab
Patricia R. Mugavero
Nursing Float Pool
Martina Oswald-Remaly
Open Heart Unit
Susan Pool
Nursing Administration
Gloria A. Reenock
Electrophysiology Lab
Linda K. Reinhart
TNICU
Tracey Reither
Management Engineering
Wendy J. Robb
Care Management Systems

Carol A. Shalaway
TNICU

Anna Marie Smereka
Emergency Department

Sharon L. Strock
Acute Coronary Care Unit

Pamela A. Swoyer
TNICU

Vicki J. Tredler
GICU

Sallie J. Urffer
Center for Educational Development & Support

Eileen L. Vercusky
Homecare MSO Central Intake

Lisa Lutes Virgilio
TNICU

Roberta Werkheiser
Cancer Center Multi-Purpose Area

Cynthia L. Ward
Open Heart Unit

Lori Washburn
HBSNF

Laurie Wimmer
7A M&S Nephrology Unit

10 YEARS OF SERVICE

Michelle C. Bernier
Trauma Float Pool
Beth A. Bodisch
3C Staging/Monitored Unit
Melissa S. Bubbenmoyer
Acute Coronary Care Unit
Marlene M. Calpin
ICO Staging & Recovery
Sandra Casella
Physical Therapy
Annette C. Cawley
Specialty Billing
Shirley Cesanek
Cardiovascular Unit-2S
Jill E. Davis
Home Care-Skilled Nursing
Cynthia L. Dempsey
GICU
Carla M. Donkus
Gynecologic Oncology Spec.
Kelly L. Farrell
Respiratory-LTACH
Kirstin A. Farrell
Pre-op Staging
Eugene N. Finn
GICU
Vivian Foulke
Neonatal ICU
Darlene M. Garon
Cardiac Rehabilitation
Vivian Getz
Neonatal ICU
Kimberly A. Kemmerer
GYN Reproductive Endocrinology
Colleen M. Koskovich
7C Medical/Surgical Unit
Melisa L. Kubic
Acute Coronary Care Unit
Bonnie L. Langella
Pharmacy

Cheryl Lansenderfer
Emergency Service-C

Emily A. Mari
7C Medical/Surgical Unit

Susan M. McCauley
TNICU

Maureen F. McDonough
Emergency Service-C

Bonnie Mihalik-Faust
Float Pool

Kathryn Pisciotta
Partial Hospitalization Adolescent Psychiatry

Christina Powell
Partial Hospitalization

Lucy B. Reichlin-Reagan
Case Management

Betty Vaughn
Patient Care Services-4S

Judith M. Weiss
GICU

Jeanna M. Werner
Emergency Service-C

Denise M. Witek
Medical Records

Marjorie A. Williams
LAB-HLA

5 YEARS OF SERVICE

William J. Bromberg, M.D.
PGME-Surgery
Blythe M. Butts
Home Care-Skilled Nursing
Joseph D. DeFulvio, D.O.
Mublenberg OB/GYN Center
Gloria George
Health Works-Allentown
Kevin G. Hibbett, M.D.
PGME-Surgery
Robert Howard, D.O.
PGME-Surgery
Aaron D. Katz, M.D.
Health Works-Allentown
Diane Martinetti
Emergency Department
Zubina M. Mawji, M.D.
Medical Practice Center
Meghan K. McGovern, M.D.
PGME-Surgery
Leann Newhartz
Heart Station-M
Celia Ramirez
Radiology Administration
Eddie Rivera
Emergency Department
Orion A. Rust, M.D.
OB Maternal Fetal Medicine
Carol Schuler
Health Works-Allentown
Tommie Seifert
Respiratory Therapy
Shari A. Smith
Heritage Family Practice
Debra A. Tristani
Home Care-Home Health Aide
Brett Williamson
Base Service Unit
Karen Yellin
PACU

Help Build World-Class Care

Make your pledge by June 30.

Check out the employee campaign web site at www.lvh.com/Web/Public/Celebration and learn about the ways you can contribute. So far, employees have donated \$363,000. Make your pledge by June 30. **Call Nancy Lloyd, director of annual giving, 610-402-9121.**

Blood Donor Drive

Thursday, July 5 • Noon - 5 p. m.

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

This drive is a special request from Miller Blood Center because of a blood shortage.

Lehigh Magnetic Imaging Center Open House

Thursday, July 12 • 7 - 10 p. m.

The Lehigh Magnetic Imaging Center (LMIC) has opened an additional office at **LVH-Cedar Crest in the 1230 building, suite 103** and has added a fifth magnet (a short bore highfield) for diagnostic imaging. LMIC also has an office in the 1220 building with four state-of-the-art magnets.

Refreshments will be served. **Call Jane Tercha to R.S.V.P. at 610-740-9733.**

Facilitator Workshop

Wednesday, July 18 • 8 - 4:30 p. m.

LVH-17th & Chew, School of Nursing, Room 900

Plan now to attend!

Facilitators: Karen A. Peterson, PCS & Gwendolyn D. Rosser, ODC

Need a refresher? Now is the time! Register today while there is still space in the class

Registration : e-mail: gwen.rosser@lvh.com with your name, department and phone number.

The Cycle of Life at Nite Lites

Saturday, Sept. 22 • 6 p. m.

Benefits the Department of Family Practice

Lehigh Valley Velodrome

For reservations, call Nancy Lloyd at 610-402-9121 or for information, call Sheryl Hawk at 484-884-4816.

Your Voice Is Being Heard!

Almost half of LVHHN's

6,000 employees let their

voices be heard by

completing the Employee

Satisfaction Survey.

Look forward to more

information soon.

MEET THE NEW PHYSICIANS

Obstetrics and Gynecology



Patrick E. McIntyre, M.D.
Primary Obstetrics and Gynecology

Practice: College Heights OBGYN Associates, PC

Education: Hahnemann University School of Medicine

Residency: Lehigh Valley Hospital



C. William Riedel, D.O.
Primary Obstetrics and Gynecology

Practice: Obstetrics and Gynecology, PC

Education: Philadelphia College of Osteopathic Medicine

Residency: St. Luke's Hospital

Pediatrics



Mehrdad F. Mehr, M.D.
Hospital Based Pediatrics—Critical Care Medicine

Practice: The Children's Hospital of Philadelphia Specialty Care Center of the Lehigh Valley—Pediatric Critical Care Medicine

Education: Boston University School of Medicine

Residency: Hasbro Children's Hospital/ Rhode Island Hospital

Fellowship: The Children's Hospital of Philadelphia

Surgery



Scott W. Beman, M.D.
General Surgery

Practice: General Surgical Associates

Education: Eastern Virginia Medical School

Residency: Lehigh Valley Hospital



Pradip K. Chakrabarti, M.D.
General Surgery—Transplantation Surgery

Practice: LVPG-Transplant Surgery

Education: Calcutta National Medical College

Residencies: King George Hospital; Leighton Hospital; and Institute of Urology, University College and Hospital

Fellowship: University of Pittsburgh Medical Center



Michael K. Kim, M.D.
Otolaryngology—Head & Neck Surgery

Practice: Harwick, Papola and DeDio Associates

Education: Temple University School of Medicine

Residency: Temple University Hospital

Fellowship: University of Pennsylvania Health System

HATS OFF

SHERYL HAWK, public affairs manager, and MARIA KAMMETLER, marketing manager...

are winners in The Communicator Awards 2001 Print Media. Hawk won a Crystal Award of Excellence in the poster category for "Bridging Generations at Nite Lites." Kammetler won an Award of Distinction for writing for the cancer services communication plan. They were selected from among 3,344 entries worldwide.

BOB LASKOWSKI, M.D., chief medical officer, JOHN FRANKENFIELD, Center for Educational Development, and WILLIAM IOBST, M.D., rheumatology...

spoke at The Association for Hospital Medical Education 2001 Spring Educational Institute conference in May.

Laskowski presented "Why Should Hospitals Train Medical Students and How Should They Relate to Medical Schools?" and "Why Do We Develop an Educational Culture in Teaching Hospitals?". Frankenfield presented "Developing an Educational Culture of Supportive Innovative Faculty Development." Iobst presented "Evaluating Psychosocial Core Competencies in Graduate Medical Education: A Pilot Program Using Journey Mapping."



Auxiliary president
Betty Jean Kilgore
at May Daze.

THE AUXILIARY OF LVH RAISED \$20,000...

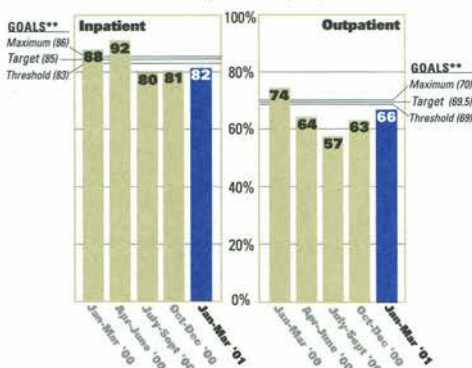
at May Daze last month to benefit programs at LVH. About 600 members of the Auxiliary, one of the largest in the state, volunteer their time throughout the year to raise money through its gift shops, flower sales and more. Read about the Auxiliary's most outstanding gift, the \$1.5 Million Endowed Chair for Critical Care Medicine, on page 4.

PETER BARBOUR, M.D., neurology...

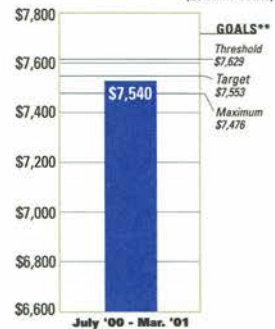
received the Dean's Special Award for Excellence in Clinical Teaching at LVH from MPC Hahnemann School of Medicine. The award recognizes clinical teaching excellence, outstanding commitment and contribution to Hahnemann's students at its clinical affiliates. The honoree is selected by Hahnemann's students and administration.

Shared Success Plan—A Reward for Providing Excellent Service

Lehigh Valley Hospital's
Patient Satisfaction (Press Ganey)*
"Likelihood of Recommending Hospital"

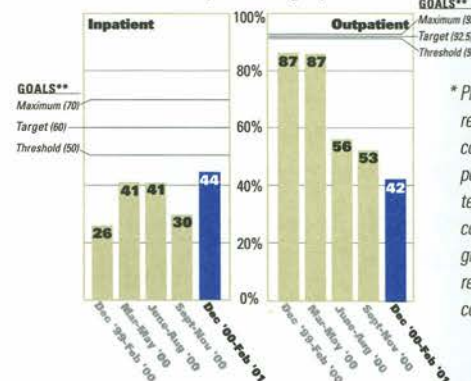


LVHN's Expense/Adjusted Case
(Lower is better)



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

LVH—Muhlenberg's
Patient Satisfaction (Press Ganey)*
"Likelihood of Recommending Hospital"



* Press Ganey percentiles reflect how LVH ranks in comparison to hospitals in the peer group. LVH-Muhlenberg's temporary dip is primarily contributed to the necessary growing pains of parking reconstruction and building construction.

If you have news or a story idea for **CheckUp**, submit your suggestion by the 20th of the month for publication in the following month to Elysia Bruchok, public affairs, 1770 Bathgate, using interoffice mail or e-mail, or by calling 484-884-4819. LVH is an equal opportunity employer. M/F/D/V

EDITOR Pamela Maurer

MANAGING EDITOR Rob Stevens

EDITORIAL ASSISTANT Elysia Bruchok

ART DIRECTOR Denise Golant

DESIGNER Christine Baldwin

PHOTOGRAPHER Scott Dornblaser