

focus on PRIDE

INSIDE THIS ISSUE

- Privacy** **I&I: The Anniversary Reflections** 2
A personal look from the CEO and COO
- A Theme of Its Own** 3
TSU hosts a monthly holiday for 17th & Chew patients
- In Memory of Very Special People** 4 & 5
Touching stories of those who passed away
- Respect** **How Can I Help You?** 6
Payroll department improves to serve you
- RX for Performance Evaluations** 7
How staff and managers prepare
- "Why I Love Being a Nurse"** 8 & 9
Recent graduates share their passion
- "How LVHVN Saved My Twin Boys"** 10
An employee tells his story
- Celebrating a Decade of Kidney Transplants** 11
Learn how the first recipient is doing today
- When Patients Have a Voice** 12
How Family Practice involves its patients
- Choosing to Practice at LVHVN** 13
Former residents say why it is the best choice
- Dignity** **New Sleep Center Helps People Snooze Well** 14
It may be a resource for you
- Service Star ■ Judith Wippel** 15
Her phone call changed a life
- Working Wonders**
Nurse's many ideas paid off
- Empathy** **Hats Off & What's Happening** 16

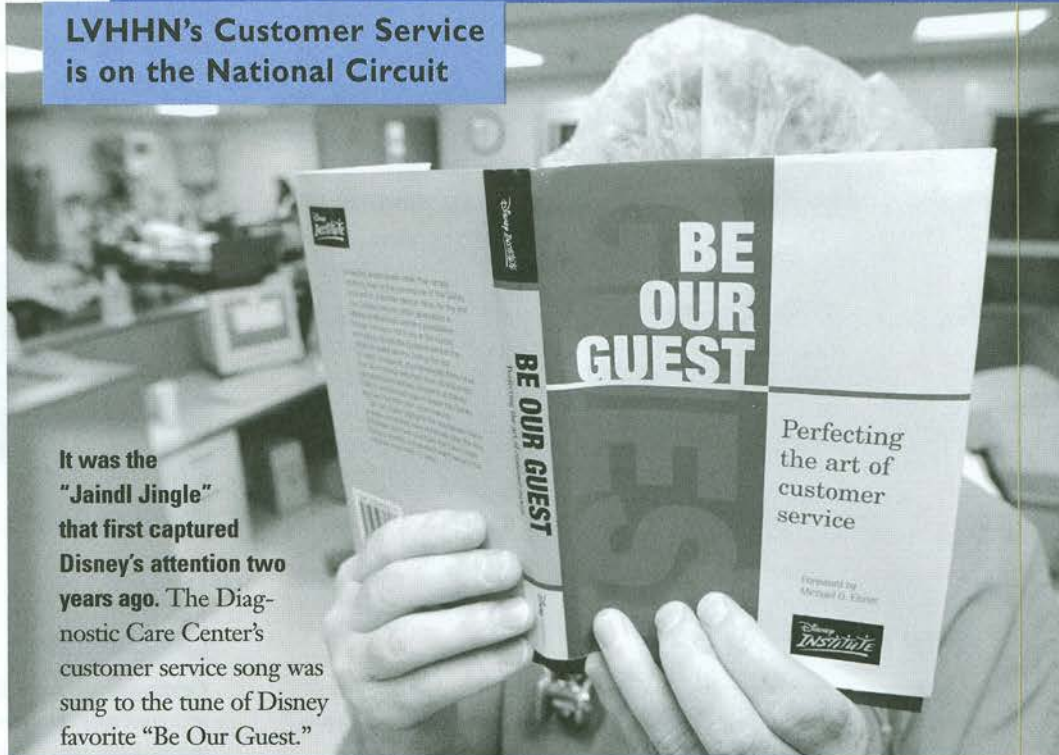
THE NEXT GENERATION OF NURSES...



Charlotte Buckenmyer, R.N., leads DeSales University's nursing camp. Learn about nursing grads on pages 8 and 9.

A Reason To Have PRIDE

LVHVN's Customer Service is on the National Circuit



It was the "Jaindl Jingle" that first captured Disney's attention two years ago. The Diagnostic Care Center's customer service song was sung to the tune of Disney favorite "Be Our Guest."

When organizational development consultant Jack Dunleavy called Disney for copyright permission, the representative on the line was all ears. "He said, 'You mean employees of your hospital sing about customer service?'" Dunleavy recalls. "We don't even do that at Disney. We *have* to see this!"

Staff from the Disney Institute did visit here and representatives from LVHVN have undergone training there. Today, Disney has singled out LVHVN, among the tens of thousands of corporations that attend the Institute, in its latest book about customer service "Be Our Guest."

Several pages highlight the magic of LVHVN's organizational approach to PRIDE and departmental adoption of service themes, promises, standards and customer service songs (*The book mentions radiology's service song to the melody of "Cheers."*).

Outside of the wonderful world of Disney, LVHVN's service excellence is the premise of a national training video called PRIDE. "I've always known of LVHVN's outstanding reputation," says Chris Thrash, president of Harvington Media in Midland, Texas, and producer of award-winning service videos. "But when I heard about PRIDE and the approach of defining what service excellence looks like and sounds like, I knew that LVHVN was unique and other hospitals could learn from the network."

Thrash predicts that more than 500 hospitals will purchase the video and adopt PRIDE, too. And there's a bonus for purchasing the video: a free copy of "Be Our Guest."

Pamela Maurer

Copies of the book and video can be signed out of the medical library at LVH-CC. The book can also be purchased in local bookstores.

Anniversary Reflections

A PERSONAL LOOK FROM THE CEO AND COO

When Elliot Sussman, M.D., and Lou Liebhaber reflect on their experiences from their combined 15 years at LVHVN, here is what comes to mind and has made them proud to be leaders here...



Elliot J. Sussman, M.D., President and CEO, celebrates the VHA award for community health with children from the Lehigh Valley. It was a proud moment in his 8 years here.



Lou Liebhaber, COO, dressed as "Mr. Blood Drop," celebrates employee blood donation with top donor Gary Haas, IS. It was a proud moment in his 7 years here.

Reflections from

Elliot Sussman, M.D.

Coming to work the first day, walking in the front door and feeling awed by responsibility for the thousands of people who work here and the patients and families they care for...

Working with a resident in his care for a patient at 17th & Chew and being served by that very same patient at the Ritz Ice Cream stand two weeks later...

Building trust during a revolution of change, believing that together nurses, physicians and administrators can create solutions to care for our community...

Seeing staff and physicians as team players, mentors and colleagues in caring for patients and creating PRIDE...

Watching our own employees learn and grow and become leaders in our organization and the Lehigh Valley, helping attract the best and brightest people who want to work here, innovate here, excel here and give it their all...

Feeling the electrifying tingle that passed through the crowd when Governor Ridge formally dedicated the Fred Jaindl Family Pavilion...

Hearing the kudos from other organizations when their staff visit and exclaim, "Wow! This is as good as it gets in patient care!"...

Walking around, listening to employees, hearing what they say, feeling what they feel...

Being simply overwhelmed by the incredible generosity of our friends in the community—the \$6 million from Fred Jaindl, the \$29 million trust from Carl & Anne Anderson, the \$1.5 million nursing chair from Dick & Peggy Fleming, the thousands of people who contributed to our most recent campaign...

Knowing we are here for the long term, serving our community and our patients with the most caring employees and medical staff there are...

Reflections from

Lou Liebhaber

Coming to work the first day, impressed by the size of the job, but more impressed with the talent of the people—walking the grounds with staff and seeking their advice on solving the parking shortage, observing the challenges in the emergency department and watching staff rise to the occasion to do it better together...

Sensing the staff's need for permanency in leadership roles and knowing Dr. Sussman and I share the same long-term commitment to LVHVN...

Jumping on that backhoe and revving her up to break the ground that would become our fabulous Fred Jaindl Family Pavilion...

Breaking ground every day in so many ways through the work of our talented, committed staff...

Coming together when financial pressures required us to make tough choices, always ensuring that quality care stays squarely in focus...

Building trust and rapport between administration and medical staff at a time when health care industry challenges place tremendous pressures on those relationships...

Putting patients at the center of everything we do and redesigning our entire organization to support that...

Committing to the Mublenberg merger and breaking all records for volumes and results...

Signing 100 commendation letters every month to staff who have gone above and beyond...

Hearing about employees who offer to help someone who has a flat tire, who donate PTO to another employee, who offer clothing, food and supplies to community members, who participate in fund-raising walks, runs and bike rides, who invent neat ideas for Working Wonders—and not being surprised at all...

A Theme of Its Own

TSU Hosts a Monthly Holiday

For Patients at 17th & Chew

Grace Rohrbach's face lights up as the transitional skilled unit's activity director Yvonne Malloy tickles a portable organ keyboard to the tune of "Take Me Out to the Ballgame." For a moment, Rohrbach, 65, of Breinigsville, is able to forget about her leg infection caused by diabetes and celebrate this month's holiday.

The TSU dining room at LVH-17th & Chew looks more like the concession area at a ball park. Food services supervisor Arlene Moyer is decked out in a Phillies jersey and baseball cap, and food services staff also wear shirts and caps from its favorite teams.

Crackerjack and popcorn are the lead items in the serving line. Turkey hot dogs, hamburgers, soft pretzels (with and without salt) and French fries make up the main courses. Pill cups filled with peanuts and coolers of "beer"—birch beer, that is—give the place a stadium feel.

Suddenly, relief pitcher Mario Mendoza, third baseman Keith Maxwell, centerfielder Doug Paul and mascot Uncle Baseball from the Allentown Ambassadors baseball team arrive and smiles fill the room.

TSU residents have been on a steady diet of the food service department's "Theme Days" since February's Valentine's Day celebration. The tradition continued with St. Patrick's Day in March, Spring Days in April and the Nifty 50s in May when food specialists sported poodle skirts and ponytails, and served penny candy and root beer floats.

"Our special holidays get our residents out of bed and into the social spirit," Moyer says. "These people are here sometimes for 20 days at a time (often recovering from illnesses such as stroke, or surgeries such as joint replacements), and they need activities to look forward to day after day."

Theme Days take a team approach, involving administrators, clinicians and activity hosts as well as food specialists, to enhance patient satisfaction on the TSU. "Our team meets monthly to discuss how we work together and can serve the patient best together," she says. "The theme days are the most fun way to do that. We enjoy them as much as the residents."

And the residents do enjoy them.

"This is great!" Rohrbach says, taking in the excitement. "I like to watch any kind of baseball, but you know what? I really love wrestling. You've got to bring in cold stone Steve Austin."



A HOME RUN HUG—

Grace Rohrbach celebrates the transitional skilled unit's monthly holiday with Ambassador's Mascot "Uncle Baseball."

In Memory of Very

Justin Hummel "Ruled" in the Peds Unit

"You need a break, Mom." That's what Bonnie Schoeneberger remembers her 16-year-old son, Justin Hummel telling her before each of his stays at LVHHN.

But Schoeneberger, CME coordinator in the Center for Education, didn't want a break from Hummel, who was being treated for cystic fibrosis (CF). She had already lost two of her other children to CF. But Hummel himself never minded hospital visits, which numbered in the dozens since he was six. He just wanted to be home in time for his older sister's wedding this fall.

"Basically, he loved being in the hospital because he ruled there," Schoeneberger says.

Whether it was learning a new board game or lining up an opponent for Nintendo, Hummel's smile stole everyone's heart. His room became a second lounge for staff who joined him watching WWF Smackdown and sports on television. He got absolutely hooked on "The Weakest Link" and loved hosting pizza parties, all from his hospital bed.

"He had an infectious personality," says Fran Feathers, child life specialist. "He was in 11th grade and only 4-foot-2, but he had a smile that just lit up the whole unit."

Because he was hospitalized so often, says pediatric nurse Maryann

Godshall, R.N., Hummel was always looking for new things to do. He wanted newer toys and games for the pediatrics unit, and laptop computers so teen-aged patients could e-mail friends. He even e-mailed computer companies about donating laptops.

His biggest dream—other than seeing his sister get married—was to raise money to fight CF. While he planned an oldies dance as a fund-raiser, staff on the pediatric unit agreed to participate in the Great Strides Walk to Cure Cystic Fibrosis on May 19. With a big smile, Hummel named the team the "Hummel Girls."

It was one of his *last* smiles. No one on the staff expected his condition to deteriorate so suddenly. He died the day after naming his team. His dreams did not.

IS and the pediatrics staff have focused on providing Internet access for the children, and many employees and families of patients donated their laptops before and after Hummel's death.

Instead of flowers for her son's funeral, Schoeneberger asked that money be donated to the pediatrics unit in his memory. "He always thought that a '50s dance fund-raiser would be a lot of fun," Feathers says. "We're going to stage that dance in honor of him next year, and fulfill yet another one of his dreams."



The Hummel Girls who walked in memory of Justin Hummel: (L-R, back row) Pat Moore, medical assistant; Dawn Miller, technical partner; Christina George, R.N., and Loretta Gogel, R.N., PCC (L-R, front row) Lori Milot, R.N.; Connie Gombert, technical partner, and Maryann Godshall, R.N.

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Special People

Frank Saul Volunteered in the ED Until the End

When Frank Saul told Charlotte Buckenmyer, R.N., he'd come back to the emergency department to volunteer until the day he died, he was as good as his word.

More than 2,400 hours of service ago—in May 1993—the retired Allentown dentist of 30-plus years turned up for his first day on the job. He had his assigned task assembling 200 bags of lab tubes for each emergency patient's blood draw. But it was the "extras" the staff remember most, says Buckenmyer, director of emergency services.

He combed the halls, piling spare pillows on a gurney to replace the ones that strayed from the emergency room. He brought trays from the cafeteria for patients and busy staff. He picked up the clean utility room when a flurry of emergencies scattered supplies. Ever watchful of "his girls," he'd steer a tired staff member to a chair and urge her to rest.

"He was a special man," Buckenmyer says. "He treated our staff with the utmost respect. It amazed him how much the staff cared for patients, no matter how difficult the situation became."

Saul's family agreed. "He adored the staff," says his daughter, Janet Boore.

"His work at the hospital filled a void in his life," says his wife, Lois. "It gave him fulfillment after retirement."

Even after a stroke last December—his second an MRI showed—he returned to the ED in only six weeks, moving more slowly, with a cane and sometimes a walker, but with the same smile and always a story to tell. Twice a week for eight years, even on holidays, he was there for the staff. The last time in March the staff was there for him. He was due to work that day, but when he arrived, it was by ambulance. His wife had found him in the driveway, where he'd fallen. He was taken to the trauma operating room for neurosurgery to stop the bleeding, and then to intensive care.

Three days later, Saul's family made the decision to remove him from life support, and he died. But it wasn't until three months later that the ED staff said their final good-byes to their friend and colleague. In a quiet ceremony, the staff and his family hung a plaque with Saul's picture in the ED, and talked of the tall, gentle man who is greatly missed.

"It's just like he's here. It's him," Buckenmyer told Saul's wife and daughter. "Thank you for sharing him with us."



Frank Saul and his wife, Lois.

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(L-R) Charlotte Buckenmyer, R.N., Lois Saul, and Gina Mohr, technical partner, in the clean utility room where Saul often pitched in.

Mary Alice Czerwonka

THE PAYROLL PLEDGE:



“We Want to See You Smile”

LVHNN's payroll department includes (L-R) Shirley Wynen, Carolyn Abeles, Patricia Snyder, Tracey Wertman, Marykathryn Yost, Lori Wuchter and Helen Kressley.

Every two weeks in a small office at 1770 Bathgate Road, seven women perform a frenzied, four-day ritual of processing, printing and readying thousands of employee paychecks for direct deposit or delivery to a dozen locations. They handle 3,000 time sheets and 2,500 electronic patient care services files, print all the checks on Wednesday and ensure delivery by Thursday at 3 p.m.

Considering their error rate is less than 1 percent, it's an impressive performance—unless there's a mistake on your paycheck.

“We get an earful when there's a mistake,” says Kay Yost, human resources technician. “But most of the mistakes we hear about are being made before time sheets get to us.”

Rather than sit back and let the mistakes continue, the department has embarked on a customer service project to improve the payroll process. The team developed a “Payroll Pledge” with organizational development, and is implementing the following to reduce errors and speed the processing of new checks if errors do occur:

- **Developing new time sheets.** This clarifies the most troublesome reporting areas, such as reporting hours worked in other departments and differentiating between day, evening and night shifts.

- **Introducing a new handbook this month.**

It lists step-by-step instructions and has handy tips, such as the importance of submitting time sheets on time. “To get you a check on Thursday at 3 p.m., we need to have time sheets processed by Tuesday,” says Tracey Wertman, payroll supervisor.

- **Working with nursing on the ANSOS system.**

Nursing staff hours are submitted electronically through ANSOS and processed by Helen Kressley, payroll manager. “The checks are processed directly from electronic files provided by department heads, so mistakes need to be reported to department heads,” Kressley says.

- **Streamlining the process of issuing new checks.**

“From the time we get all the corrected paperwork, we will process a check in 15 minutes,” Wertman says. “Then we have to work with you to find out if you want to pick it up, have it mailed or sent by courier.”

“We're proud of our success rate, and now we want to be even better,” Kressley says. “We want to provide everyone in the network with the best possible service and make it easy to help us process their paychecks.”

Want to know more?

The payroll department can be reached at 484-884-4700.

RX for Performance Evaluations:

*Relax, Be Honest and
Please, No Surprises!*

Performance Evaluations.

Whether you're giving them to your staff or sitting down for your own, they should be a learning and teaching experience, says LVHHN President and CEO Elliot Sussman, M.D.

"I'm involved in about 30 evaluations a year, in which we talk about how they've been doing, how I've been doing and how we've been doing together," he says.

"They're a process of constructive criticism that involves teaching and learning appropriate skills and sharing knowledge. Our colleagues deserve this personal approach and our organization becomes stronger because of it."

Here's what several staff members say about how they approach evaluations:

When PROVIDING the Evaluation...

I make performance evaluations a 365-day process. During the year, I collect information and talk to employees frequently about performance. Part of my job is mentoring to make sure they are going in the right direction, so we set expectations on the front end and clearly articulate what they're responsible for.

—Richard Cardona, director, logistical support services

I write goals so employees know what is expected. We talk about them throughout the year so if there is a behavioral or performance issue, they've heard about it and can try to change the behavior. The most important thing is that they know what's expected and are held accountable.

—Lara Jordan, R.N., director, perioperative services, LVH-Mublenberg

We try to make sure all the information we have is as accurate, fair and objective as possible. We have about 90 people working three shifts, so we use peer-to-peer evaluations to gather information that managers just don't see. We also try to pick up on all the positives so we can give positive feedback as well as negative feedback.

—Fred Pane, administrator, pharmacy services

When RECEIVING the Evaluation...

I compare my self-evaluation to my supervisor's to see where we match and don't match. It gives him a perspective on how I think I'm performing and helps us to have a frank discussion. I also ask where I need improvement so he can coach and mentor me.

—Christopher Holmes, supervisor, supply distribution services

The process is more structured than it used to be, so we know what's expected of us. You have to be aware of your role and know exactly what your responsibility is. I think about my goals throughout the year and each year I challenge myself to come up with creative new goals to improve my performance.

—Ingrid Addy, R.N., PACU, LVH-Mublenberg

I find it tough to praise myself even though I think I do a very good job, but you have to be honest with yourself and your supervisor. Also, they tell me about my performance throughout the year, so I know what to expect in my evaluation.

—Suzanne Holveck, pharmacy technician

“Why I Love Being A Nurse”

Recent nursing graduates begin th



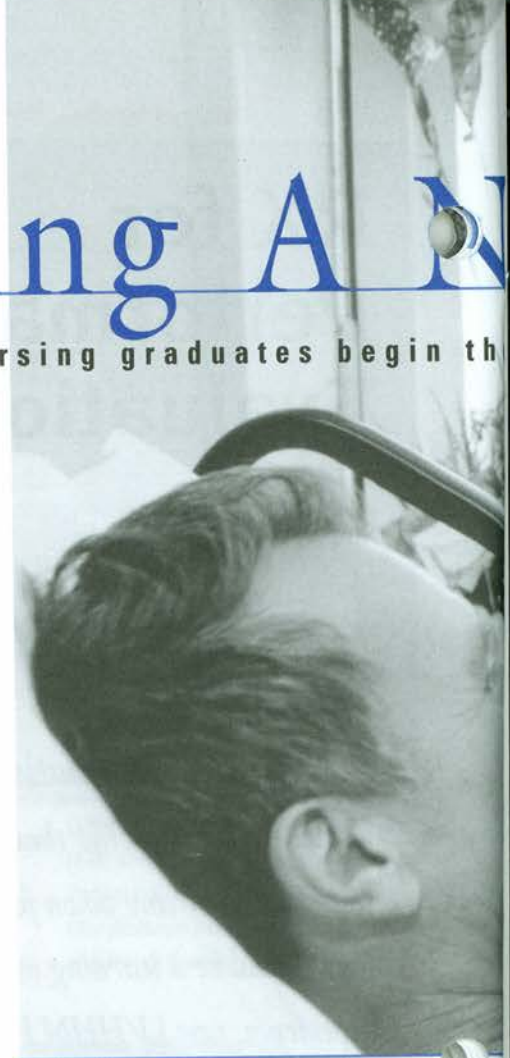
Tina Goehler, G.N., DeSales University graduate, says she will always be committed to nursing.

Tina Goehler's first week at LVHHN opened her eyes to the reality of being a nurse—and reinforced why she wanted to become one.

“I was sitting with a family who was waiting for a loved one to die,” says Goehler, a graduate nurse (G.N.) who cares for cancer patients at LVH-CC. “The cancer had metastasized throughout the patient's body. I didn't know what to say—I just listened and let them have closure with their loved one.

“It hit me hard. I had to hold back the tears.”

Goehler's experience is the heart of nursing—and why more than 40 graduate nurses who are beginning their careers here chose this challenging but rewarding profession.



Manmeet Bassi, G.N., Cedar Crest College graduate, is grateful for the LVHHN nurses who mentor her.

“I'm Holding a Life in My Hands.”

“You have a person's life in your hands—the patients rely on you,” says Manmeet Bassi, G.N. “If you care about the patients, they will love you, and it helps you feel good about yourself to know you did something good.”

Bassi, who moved from India with her parents in 1995, earned her bachelor's degree from Cedar Crest College and cares for orthopedic patients at LVH-Muhlenberg. Her goal is to become an R.N. in orthopedics and eventually obtain her master's degree in nursing.

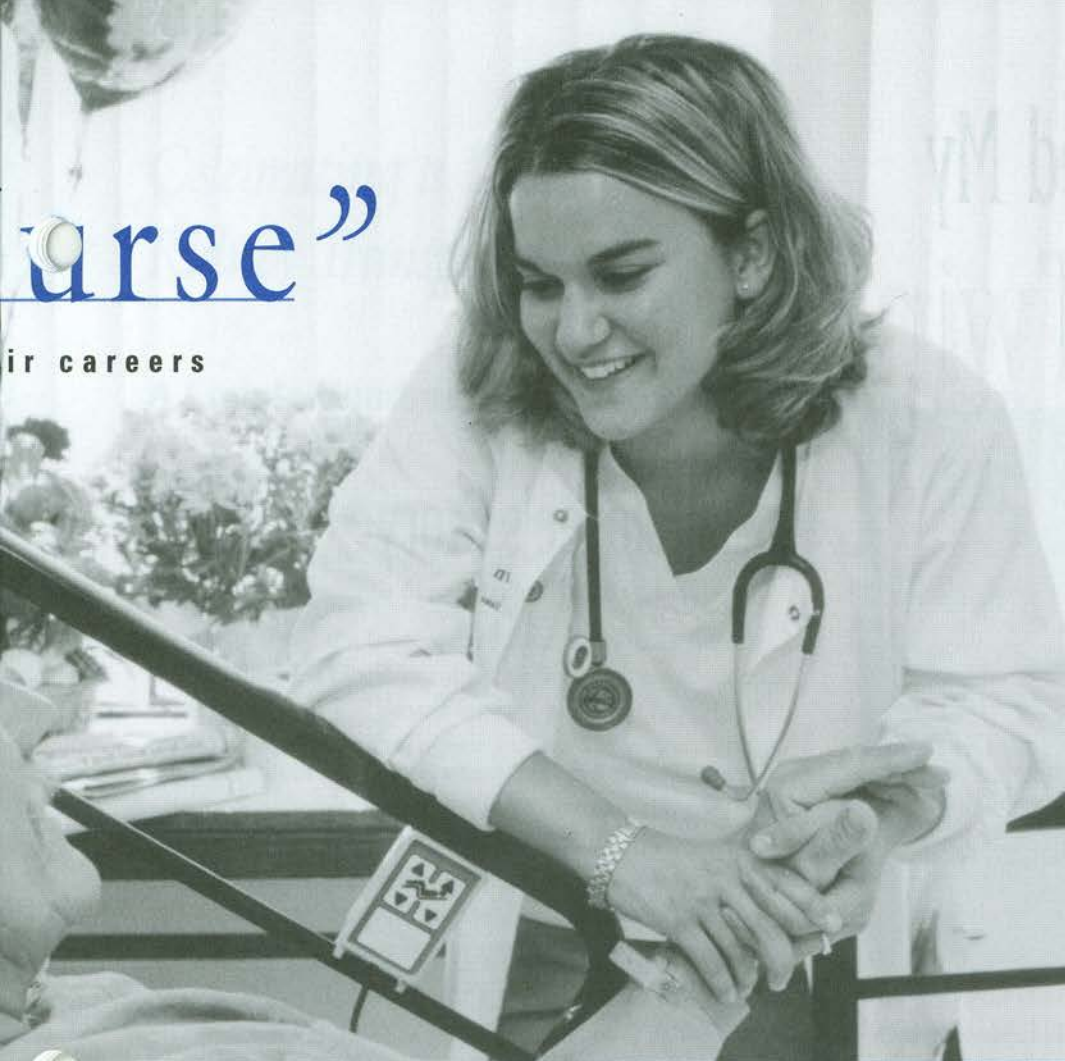
“I'm Carrying on the Nursing Legacy.”

Cherie Riepensell, G.N., learned about the profession—and all its realities—from family and friends who are nurses. She was a technical partner here before venturing into nursing studies at DeSales University and today, dons the nurse's role with enthusiasm. “I really love taking care of people,” says Riepensell, who helps patients recovering from gastric and urological surgeries at LVH-CC.

“A patient recently told me that my smile brightened his day—and that made my day.”

urse”

ir careers



Karen Brown, G.N., DeSales University graduate, says her career passion is caring for people at LVHNN.

“I Have So Many Nursing Opportunities.”

The rewards of being a nurse are more than just intrinsic. Today’s nurses “have opportunities for education and experience that allow them to do many different things,” says Susan Steward, director of nursing education. LVHNN nurses work in the hospitals, physicians’ practices, local schools and clinics, and specialize in hospice, sports medicine, cardiac, trauma, cancer care, research, community health and more. Of LVHNN’s 1,000 registered nurses, about 300 have achieved certification in their specialty.

“I See Plenty of Caring in the Future.”

What about the national nursing shortage predicted to worsen by 2020? Goehler, who graduated from DeSales, says she is skeptical that it will happen here. LVHNN has the lowest level of nursing vacancies in recent history—a rate of seven to 10 percent compared to rates as high as 20 percent at similar institutions across the country. When I applied to college, I was told there weren’t many nursing positions available,” she says. “So, I believe it’s cyclical.”

No matter what the future holds, Goehler says she will always be committed to nursing. “When I go home, I realize I’ve made a difference. And that is the greatest feeling in the world.”

LVHNN Nursing Makes National News

The dedication to nursing here is grabbing national attention.

Health care industry magazines *Modern Healthcare* and *Nursing Spectrum* featured the \$1.5 million Peggy Fleming Endowed Chair in Nursing and the Friends of Nursing awards in recent editions. The stories, prominent in both publications, highlighted the uniqueness of the chair and the longstanding commitment of Peggy Fleming and her husband Dick to LVHNN nursing.

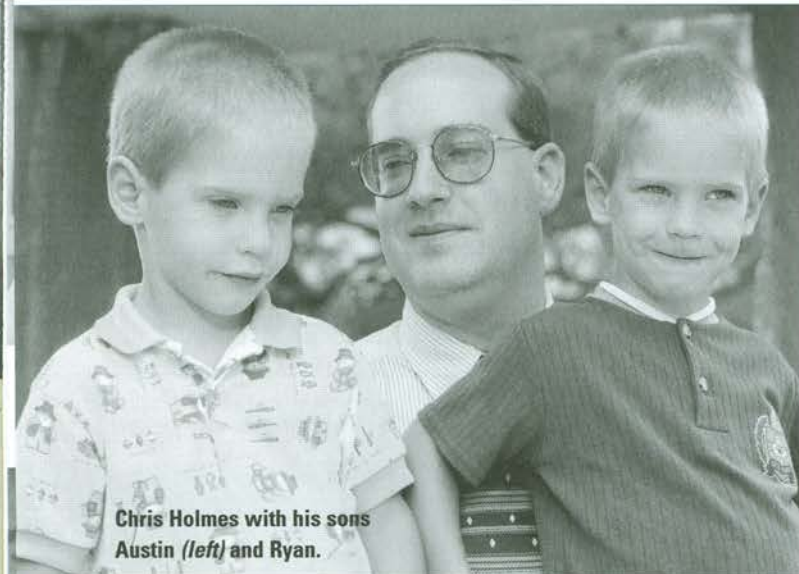
In June, *Modern Healthcare* interviewed Terry Capuano, R.N., senior vice president for clinical services, about the national nursing shortage and published several photos of LVHNN nurses.



Terry Capuano, R.N., displays the *Modern Healthcare* issue for which she was interviewed. *Modern Healthcare* and *Nursing Spectrum* are available through LVHNN’s medical library at 610-402-8410.

Learn why recent resident graduates choose to practice at LVHNN on page 13.

"How LVHHN Saved My Twin Boys"



Chris Holmes with his sons Austin (left) and Ryan.

An Employee's Story

Four-year-old twins Ryan and Austin Holmes are having the time of their lives this summer. Whether they are traipsing through carnivals or wading along Blue Marsh Lake and splashing water at their 6-year-old sister Samantha, they are agog at the huge world around them.

Not so long ago, the world was agog at them. Ryan and Austin, sons of Chris Holmes, LVHHN supply distribution

services supervisor, were born two-and-a-half months prematurely at LVH-17th & Chew and weighed less than three pounds apiece.

The Holmes' were expecting twins, but not premature twins.

"We were blindsided," Holmes recalls. "My wife went into premature labor, but they sent me home because they were giving her medication to control it. But those babies just wanted to come out, and I got a call at midnight saying that they were going to be born."

After an emergency C-section, the boys were cared for in the LVHHN neonatal intensive care unit for six weeks.

"When I went into the NICU and saw all the supplies and equipment that my department distributes, and it was all in use, I felt a great deal of pride," Holmes says.

He and his wife also felt a great deal of trepidation when they got a midnight call days later that Ryan had gone into respiratory arrest. "It was very trying," Holmes says. "But because of the technology and expert care, we now have two big, healthy boys we probably would have lost many years ago."

In his 16 years of employment at LVHHN, it was the first time Holmes was personally touched by care here. "You never know when you or your family will need LVHHN," Holmes says. "The clinicians do the hardest work, but I put in 100 percent every day because now I truly understand and appreciate the care we provide to our community."

That is what motivated Holmes—and hundreds of other employees—to donate to the employee campaign.

"I want to do everything I can to show my appreciation to LVHHN," he says. "When I sit back and watch my boys enjoy the summer, I have hope that every bit of my contribution will help other people."

Employees Giving More than Care

Care may be the greatest gift an employee can give at LVHHN, but the recently completed employee campaign shed light on another facet: financial resources.

Without money, much of the best equipment and leading edge technological advances would not be available to our community. Employees—and the campaign committee—displayed great PRIDE by contributing a total of \$517,000.

"We are a world-class community resource," campaign chair Kristi Schurr says. "We, our family and our friends all benefit each day from the tremendous care we provide. The campaign was a great opportunity for me to give back."

Celebrating a Decade of Kidney Transplants at LVHHN

A Couple Hundred People Live Healthy Lives Today

Today, Todd Mendez leads a normal life. The 34-year-old Palmerton man pumps gas at a Texaco station, eats at restaurants and spends time with his fiancé and children.

He doesn't need the hemodialysis treatments three times a week to filter his blood, nor does he have to avoid foods such as salt, fresh fruit and peanut butter—not since July 11, 1991, when he became the first person to have a kidney transplant at LVH-CC.

"I feel good," he says. "I'm very thankful for the transplant."

He's especially grateful to the kidney donor whose name he'll never know, and to Craig Reckard, M.D., LVHHN's chief of transplant services who performed the transplant 10 years ago. To mark this anniversary, Mendez says he'll probably go out to eat with his family and order anything he wants.

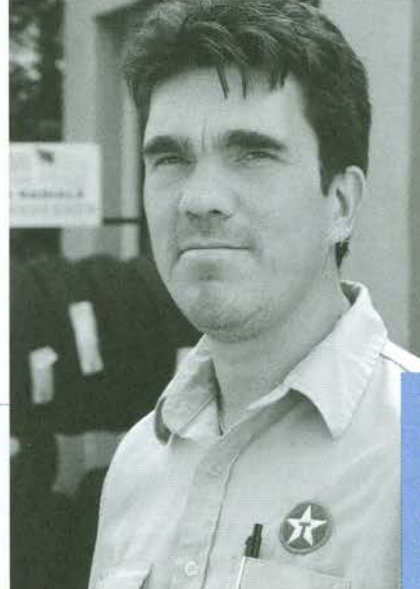
Another Reason to Celebrate...

Pancreas Transplants

Craig Reckard and his team began their anniversary celebration in May when they welcomed kidney and pancreas transplant surgeon Pradip Chakrabarti, M.D., formerly of



Transplant surgeons Pradip K. Chakrabarti, M.D. (left), and Craig Reckard, M.D., study films of a kidney. LVHHN will launch a Pancreas Transplant Program next year.



Todd Mendez was the first person to have a kidney transplant here 10 years ago.

the University of Pittsburgh. Chakrabarti will help launch LVHHN's Pancreas Transplant Program in early 2002. LVHHN will be the first hospital in the region to offer this service, funded in part by a \$1 million gift from former Lehigh Valley residents Bob and Marilyn Mayer, in honor of their friend and physician Joseph Guzzo, M.D., LVHHN kidney specialist.

Nearly 50 more patients—particularly people with diabetes—will benefit from kidney transplants and 15 more will benefit from pancreas transplants annually now that Chakrabarti has joined LVHHN. Nearly 20 percent of people with diabetes—a leading cause of kidney failure—need a combined kidney and pancreas transplant to cure the disease.

Reckard is pleased with the results of the first decade, having transplanted 255 kidneys as of June 18, with impressive outcomes. LVH's program achieved a kidney survival rate of almost 91 percent compared to 82 percent nationally. Transplant patient survival at LVH also tops the national average at 96 percent versus 91 percent.

A Gift You Can Give

Reckard hopes he and his team will be able to continue to provide kidneys to the increasing number of people suffering from kidney failure. The 118 people on LVHHN's waiting list today—and the 50,000 across the nation—depend on donors who are unrelated to recipients.

"Because there are so many people who need organs, the supply from cadavers isn't keeping up," he says. "Because of the new anti-rejection medicines, people can provide a kidney even if they're not a blood relative of a recipient. Anyone who is healthy can donate a kidney."

Rob Stevens

Want to know more? For information about kidney donation, call The Gift of Life Donor Program at 1-800-KIDNEY1.

WHEN PATIENTS HAVE A VOICE

Patient Advisory Council is improving the care process in the Family Practice Department

Changing doctors is always difficult, but leaving a trusted family physician for an unfamiliar group practice can be traumatic. This was the situation when LVHHN's family practice residency program took over the patients of a retiring family physician.

Will Miller, M.D., chair of family practice, found a creative way to ease the transition and improve patient care: the Patient Advisory Council. Now three years old, the council consists of four community members, a resident physician and Family Health Center staff. All patients are informed about the council, and anyone can bring a concern or suggestion to monthly meetings.

"We wanted to improve our care process by getting input from our patients," says Julie Dostal, M.D., vice chair of family practice, who coordinates the council. So far, the group has helped achieve that.

Council members helped devise a system for informing patients more quickly about normal lab test results. Instead of waiting for a staff person to call, now patients self-address postcards for the office to mail as soon as results arrive. "This simple suggestion reduced the number of phone calls," Dostal says. "More important, patients get results faster."

The council also helped the office reorganize its phone system and eliminated an automated prescription refill line. "Patients wanted to speak to a person," Dostal says.

Maryanne Falcone, LVHHN patient representative, brings to the council a network-wide perspective. "It's a natural extension of my job as a patient advocate and educator," she says.

In the early meetings, council members voiced concerns about being cared for by residents.



EXPRESSING HIMSELF THROUGH ART—John Shannon of Allentown won the Family Health Center's patient art contest.

Exactly how qualified were these young doctors? "Patients worried that when residents leave after three years, the personalized care might be affected," Dostal says.

Those concerns have largely disappeared, as evidenced by the council's Doctors in Transition Celebration honoring the residents. "It gives people a chance to thank departing residents and welcome the new ones," Falcone says.

Dostal feels the council has done so much for her department that she'd like to see more groups adopt the idea. "Of course, you must be willing to listen," she says, "and then be willing to make changes!"

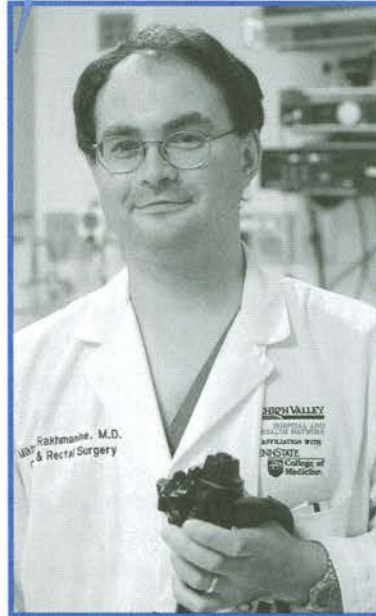
The Department of Family Practice is this year's beneficiary of Nite Lites. See page 16 for details!

Coming from Afar

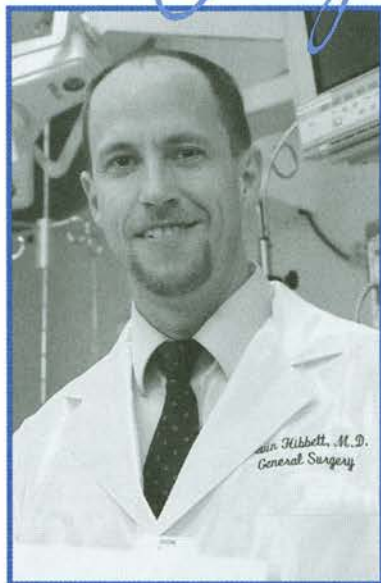
The residents who comprised LVHHN's Class of 2001 came from far and wide, but few traveled as far as Mikhail I. Rakhmanine, M.D.

Rakhmanine, a colon-rectal surgeon, immigrated from Russia in 1991 "to search for a better life," he says. He completed medical school and surgical training in his homeland, but the lure of more thorough education and experience in the United States was strong. The draw to LVHHN was even stronger.

"I had two friends who graduated from the residency program here who had great things to say about LVHHN," Rakhmanine says. "Now, I know they were right. I learned so much here and would come here as a patient because of the excellent physicians and staff."



Staying here at home



Thirteen years ago, Kevin Hibbett, M.D., was a volunteer in the OR at LVH-CC. Today, he is the one performing the surgeries.

Hibbett's journey to become a doctor took sacrifice. For more than two years, he commuted to Philadelphia for medical school and returned the same day to work as an LVH nurse assistant.

He made the trip so he wouldn't uproot his wife and daughter, and they and his "family" at LVHHN supported him through his studies.

"Everyone always knew that LVHHN was the best place to work," he says. "Now I have the coolest job ever, and it's at LVHHN. It's everything I've dreamed about."

Residents Who Made the Choice

The following doctors who graduated from LVHHN's residency or fellowship program in June have chosen to practice here:

Mikhail Rakhmanine, M.D., colon-rectal surgery, Khubchandani, Stasik and Rosen

Jeffrey S. Brown, D.O., family practice, Muhlenberg Primary Care, Hellertown

Kevin G. Hibbett, M.D., general surgery, Toselli & Brusko Surgical Assoc., Bethlehem

James Freeman, D.O., internal medicine, Bndjar & Freeman Medical Associates, P.C., Allentown

Samina Wahhab, M.D., plastic and reconstructive surgery, John A. Altobelli, M.D.

Vivien Kane, M.D., radiology, Medical Imaging of the Lehigh Valley

Gregory W. Price, M.D., radiology, Medical Imaging of the Lehigh Valley

Harry L. Turner Jr., M.D., radiology, Medical Imaging of the Lehigh Valley

Teachers Who Led the Way

The following medical staff members were honored at the Graduate Medical Education Celebration on June 8:

Eamon C. Armstrong, M.D., family practice—*Clinical Teacher of the Year Award in Family Practice*

Peter J. Barbour, M.D., neurology—*MCP Hahnemann University School of Medicine 2001 Dean's Special Award for Excellence in Clinical Teaching at LVH*

Richard M. Boulay, M.D., gynecologic-oncology—*CREOG National Faculty Award for Excellence in Resident Education*

France Bourget, M.D., obstetrics-gynecology—*Clinical Teacher of the Year Award in Obstetrics and Gynecology*

George W. Hartzell Jr., M.D., general surgery—*Clinical Teacher of the Year Award in General Surgery*

Ronald T. Hersh, M.D., prosthodontics—*Clinical Teacher of the Year Award in Dentistry (LVH-Muhlenberg)*

Indru T. Khubchandani, M.D., colon and rectal surgery—*Clinical Teacher of the Year Award in Colon and Rectal Surgery*

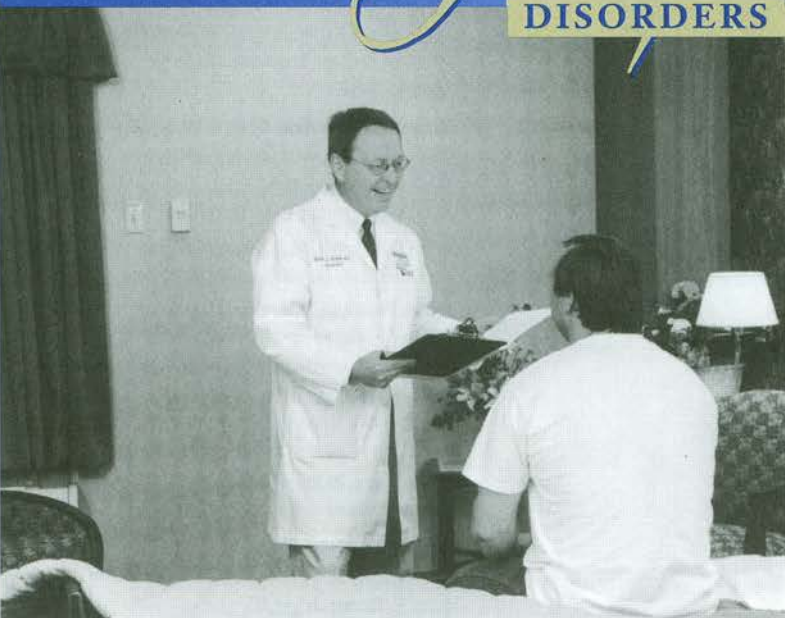
Dieter W. Leipert, D.D.S., oral and maxillofacial surgery—*Clinical Teacher of the Year Award in Dentistry (LVH)*

Michael J. Pistoria, D.O., internal medicine—*The Dean Dimick, M.D., Teacher of the Year Award in Internal Medicine*

Patrice M. Weiss, M.D., obstetrics and gynecology—*APGO Medical Student Teacher of the Year Award in Gynecology and Obstetrics*

LVH's New *Sleep Center* DISORDERS

Helps People Snooze Well



It's a Resource for Friends, Family and Even You at 17th & Chew

A visit to the LVHHN Sleep Disorder Center earlier this year was an eye-opening experience for Mark Miller, a nurse in the cardiac catheterization lab at LVH-Muhlenberg. After beginning treatment for sleep apnea, Miller told his wife, Angela (a registered nurse in the pediatric intensive care unit), about what he thought was new construction along Route 222, the road he traveled regularly for 13 years.

Richard Strobel, M.D., discusses bed time tips with a patient

Do You Have Shift Work Syndrome?

Health care is among many professions in which staff develop "shift work syndrome." "Our bodies were designed to work during the day and sleep at night, so shift work interrupts the natural rhythm and causes insomnia," says Richard Strobel, M.D.

Daytime noises, social obligations and light are disruptions that can be difficult to overcome when sleeping during the day. Symptoms are drowsiness, difficulty concentrating, headaches, irritability and moodiness.

STROBEL'S TIPS:

- Try to work the same shift with the same hours.
- Limit exposure to sound and daylight during the daytime.
- Avoid intense, bright light before bed. It delays sleep.
- Devote more time to sleep, and schedule naps, if necessary.

Want to know more?

Call 610-402-CARE for a Sleep Center brochure.

"She told me the construction had been underway for a long time," Miller says. "But I was so tired that I never noticed it before." Miller is one of millions of Americans with sleep apnea, a condition where snoring or a brief halt to breathing wakes you repeatedly, making you tired and putting you at risk for high blood pressure, a heart attack or a stroke. Sleep apnea and insomnia are the most common sleep disorders, affecting about 40 million Americans each year.

That number is expected to rise as the population ages and the prevalence of obesity—one cause of sleep apnea—increases, says Richard Strobel, M.D., medical director of the LVHHN Sleep Disorder Center. To meet this need, LVHHN opened a facility at LVH-Muhlenberg earlier this year. It also moved its LVH-CC center to the fourth floor of LVH-17th & Chew in May and expanded from six to 13 beds, making it the largest single sleep center site in the country.

The region's first program to be accredited by the American Academy of Sleep Medicine, the spacious new center at LVH-17th & Chew offers private bathrooms and televisions in every room.

Patients usually arrive in the evening, are prepped and then retire to their room where they are monitored. It usually takes only a few hours to diagnose sleep apnea, Strobel says. Then patients use a machine that provides continuous positive airway pressure nasally to hold open the upper airway while asleep. Patients like Miller continue to use the machine every night.

"Only 10 to 20 percent of people with sleep apnea are being treated," Strobel says. "We hope primary care doctors will ask their patients if they snore and feel sleepy during the day. If so, they should be referred to the sleep center for testing and treatment."



Vicki Spohn, technologist, monitors a sleeping patient.



Service Star July 2001

HER PHONE CALL CHANGED A LIFE

Judith Wippel, R.N.

When the young woman was diagnosed with breast cancer,

she was beside herself with worry for the welfare of her husband, her elderly mother-in-law and two children.

"Her dreams for the future seemed like distant dreams," says her friend, Debra Zarro, Perfusion Care Associates—until Judith Wippel, R.N., ASU at LVH-17th & Chew, called to comfort her at the request of Zarro.

"That one phone call dramatically changed my friend's life," Zarro says. "Judy conveyed such a positive outlook and had a tremendous impact on her ability to overcome the cancer."

Positive attitude guided Wippel through her own bout with breast cancer years ago. "Judy was always so upbeat during her illness and never wanted sympathy," says Zarro. "She's always saying 'What can I do for you? not 'What can you do for me?'"

Wippel is often consoling a patient who is nervous about a breast biopsy, or calling a friend's mother who is struggling with cancer. It doesn't matter if they are not her patients—she's willing to lend a caring hand to anyone in need.

"She has this incredible way of allaying patients' fears," says Virginia Kovalovich, R.N., clinical director, ambulatory perioperative. "I've been in nursing for 34 years and have yet to see someone who cares like Judy does with all her heart and soul."

Leanne Strawn

CONGRATULATIONS to July 2001 Service Star award nominees:

- Madeline Berger, C.N.A.**, hospice and home care
- Peggy Farrell, registrar**, Health Center at Trexlertown
- Mary Ellen Kindig, receptionist**, Center for Critical Care Staff at the Child Care Center, LVH-Cedar Crest:
- Jessica Banks, Stacy Ryan, Coleen Neiffer, Margaret Scheifele, Nikki Patten, Courtney Woodring, Beatris Rivas, Heather Feese, Kristen Suda, Devon Hill, Brittany Sedler, Angela Schwartz, Janet Hart, Kim Wechsler, Linda Hoffman, Nancy Dilcher, Tracey Grim and Jamie Gordon

Working Wonders

SHE'S SUBMITTED 16 IDEAS—AND IT'S PAID OFF

It's not easy coming up with approved Working Wonders ideas, but Barbara Larsen never quits trying.

Over the past four years, she has submitted 16 ideas. Of these, five have been approved for a total savings of \$21,000 for LVHHN and a cash award of \$1,600 for Larsen.

"Our unit has a goal to save at least \$10,000 through Working Wonders each year," says Larsen, R.N., 5C, LVH-CC. "This is reflected in our individual goals and is positive for my performance evaluation."

Larsen's most recent approved idea to eliminate the IV antibiotic order sheet from patient charts dates back to 1999 when it was first rejected.

"They thought that the sheet was necessary to track infection control, but over the last couple years we proved that people weren't using it much," Larsen says. "They were already recording the information on another form."

Approval of this idea couldn't come at a better time as Larsen—who says she never wins anything—won a three-day trip for two to Washington, D.C., in the latest Working Wonders drawing.

Want to Work Wonders? Submit your idea to the Working Wonders bulletin board or call Jackie Straley at 484-884-4840 with questions or for a brainstorming session in your department.



Barbara Larsen, R.N., worked wonders with order sheets.

HOW WORKING WONDERS ADDS UP:

IDEA Eliminate an extra order sheet from patient charts (the latest of five approved ideas)

BY Barbara Larsen, R.N., 5C
Medical Surgical Unit, LVH-CC

ESTIMATED ANNUAL SAVINGS \$1,075

AWARD AMOUNT \$108 total



SERVICE ANNIVERSARIES

Congratulations to the following employees on their July 2001 service anniversaries! Thank you for your continuing service to LVHVN.

30 YEARS OF SERVICE

Frances R. Worman
Clinical Nursing Program

25 YEARS OF SERVICE

Patricia L. Atno
Dental Clinic

Jeanne L. Fignar
Smoke Free Valley

Beverly J. Reinik
DME/Pharmacy Mgmt

20 YEARS OF SERVICE

Karen A. Allwein
Ambulatory Surgical

Nancy Andrews
Medical Library

Tracy Arnold
Radiology-Diagnostic

Kaye Barnhart
Ambulatory Surgical

Frederick Beers
TNICU

Alden Bower
Courier Services

Mary J. Cope
Medical Records

John D. Demczyszyn
Plant Engineering

Mary E. Fleming
Open Heart Unit

Elizabeth B. Fried
Human Resources Administration

Eileen Fruchtl
Transitional Open Heart Unit

Jill E. Green
Pharmacy

Phillip E. Hinds
Respiratory Therapy

Robert W. Kern
Operating Room

Francine M. Miranda
Legal

Nancy G. O'Connor
Information Services Administration

Kathy Ottinger
Patient Care Svcs-4S

John R. Sawka

15 YEARS OF SERVICE

Emergency Service-A

Patrice M. Schaffer
Neonatal ICU

Jeanne M. Schevets
Neonatal ICU

Theresa A. Schoch
Physical Medicine

Ronald W. Smith
Plant Engineering

Hugh E. Spang
Plant Engineering

Nancy K. Spangler
Health Works Allentown

William C. Trexler Jr.
Courier Services

Lori A. Turnbach
LVPBS-Hematology Oncology

Nora Zappe
Ambulatory Surgical

10 YEARS OF SERVICE

Patricia E. Bauer
DME Group General & Admin.

Carol R. Baun
Housekeeping

Leon Borger
Messenger Services

Dolores M. Butynskyi
Heart Station

Susan Clayton
Pain Management

Stephanie M. Dorney
Breast Health Services 17 & Chew

Daniel Eckert
Sterile Processing-17

Jeffrey L. Engleman
Security

Marsha A. Everett
Emergency Dept. Registration

Ann L. Gallagher
Emergency Service-C

Christine B. Hutchison
Info. Services Development

Yehia Y. Mishriki, M.D.
Medical Practice Center

Stephen Motsay, M.D.
Trexlerstown Medical Center

Janet Nino
Center City OB/GYN

Dawn Oswald
Special Procedure

Lee A. Phillips
Cardiac Cath Lab

Kathleen E. Ring
LVHS-Finance

David L. Santiago
Operating Room

Patrice A. Schiaffo
Medical Records Transcription

M. Jackie Weigel
GYN Reproductive Endocrinology

Wendy L. Welz
Outpatient Pediatrics

Kathy Young
Housekeeping

5 YEARS OF SERVICE

Betty A. Bauder
Heritage Family Practice

Sheri L. Bowman
Compliance

Linda Cooper
Emergency Department

Karen Drummond
6N Adult Psychiatry Unit

Wendy M. Fritz
Occupational Therapy

Jennie M. Geller
ABC Family Peds-Allentown

Janice D. Hickey
Ultrasound

Leah K. Kern
Gynecologic Oncology Specialists

Natalie Kern
Consultant/Liasion

Elizabeth S. Klasko
TGP-Cancer Care

Joan Kutoloski
OB/GYN Associates

William L. Leboeuf, M.D.
Adolescent Psychiatry

Virgen Rodriguez
Outpatient Pediatrics

Ivette Santiago
Outpatient Pediatrics

Ginger Schurawlow
Admissions

Jennifer A. Smetana
Family Health Center

Terry A. Thomas
ABCFP-Healthy Steps Program

Lindsay I. Wertman
ABC Family Peds Coopersburg

MEET THE NEW PHYSICIANS



Family Practice

Todd R. Holbrook, M.D.

Practice: Bethlehem Steel Family Health Center

Education: Medical College of Pennsylvania

Residency: West Jersey Health System



Medicine

Leyla Daneshdoost, M.D., Endocrinology-Metabolism

Practice: Solo

Education: Tehran University

Residency: Hahnemann University Hospital

Fellowship: University of Penn. Health System



Marc Shalaby, M.D., General Internal Medicine

Practice: LVPG Medicine

Education: University of North Carolina School of Medicine

Residency: Hospital of the University of Pennsylvania



Jay D. Varrato, D.O., Neurology

Practice: Lehigh Neurology

Education: Philadelphia College of Osteopathic Medicine

Residency: Pennsylvania Hospital

Fellowship: Thomas Jefferson University



Ob/Gyn

Rebecca L. England, M.D., Primary Obstetrics & Gynecology

Practice: Hillside OB/GYN

Education: University of Michigan

Residency: St. Luke's Hospital



Pediatrics

David F. McKinley, M.D., Hospital Based Pediatrics—Critical Care Medicine

Practice: Geisinger Medical Center

Education: New Jersey Medical School

Residencies: Montefiore Medical Center; Albert Einstein College of Medicine

Fellowship: Children's Hospital National Medical Center



Psychiatry

Pushpi Chaudhary, M.D., Consultation Liaison Psychiatry

Practice: Consultation Liaison Services

Education: Topiwala National Medical College

Residency: SUNY Health Science Center



Radiation Oncology

Jeanette Blauth, M.D.

Practice: Allentown Radiation Oncology Associates

Education: Pennsylvania State University - Milton S. Hershey Medical Center

Residencies: Abington Memorial Hospital, Crozer-Chester Medical Center, Hahnemann Hospital



Surgery

Mikhail I. Rakhmanine, M.D., Colon and Rectal Surgery

Practice: Khubchandani, Stasik and Rosen

Education: First Leningrad Medical School

Residency: Nassau County Medical School

Fellowships: Nassau County Medical School, North Shore University Hospital, Lehigh Valley Hospital

HATS OFF

More than 75 LVHHN employees raised \$167,000

to help local cancer patients and their families by walking last month in Relay for Life, the American Cancer Society's 24-hour marathon. The 2166ers, the 7Cs of Hope and the Tumbleweed Roadrunners from The Children's Hospital of Philadelphia Specialty Care Center of the Lehigh Valley were awarded for being among those to raise top dollars.

The Allentown Ambassadors became Valley Preferred's 1,000th business client this spring,

a milestone celebrated in a "1st to 1000th" news conference that also featured chocolate from The Blommer Chocolate Company, Valley Preferred's first business client in 1994 (and still a client). Valley Preferred is the second largest provider-sponsored preferred provider organization (PPO) in the state.

Roxane Gross, of Lehigh Valley Home Care, has been honored by the Pennsylvania Home Health Association with a Distinguished Home Health Honor Roll Award. An aide here for 10 years, she has received dozens of thank-you letters from patients. "She puts her heart and soul into her job everyday," says nominator Kathryn Scott, R.N.



Almost 300 women joined the fight against women's cancers as they biked in the first annual Spirit of Women Ride for Cancer (*above*) and raised more than \$5,000 to benefit women's cancer programs at LVHHN. Network employees, cancer survivors and community members of all ages and athletic levels took on 10-, 20- and 30-mile road courses in the Lehigh Valley Velodrome event.

WHAT'S HAPPENING AT LEHIGH VALLEY HOSPITAL AND HEALTH NETWORK

Mark Your Calendar!

Blood Donor Drive

Monday, Aug. 13 • 6:30 - 11:30 a.m.

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

Participants get a free T-shirt and soda ticket and qualify for a raffle.

Call 610-402-8899 to schedule an appointment, or e-mail Kathleen.Mundt with questions.

United Way Campaign

Aug. 16 - Oct. 26

Get a "Jump Start on Caring" by helping dozens of local agencies through United Way. Employees will soon receive information on how to pledge a donation.

Call campaign chairs Betty Anton, 610-402-8897, or Don Hougendobler, 484-884-2293, for information.

LVH-Muhlenberg Summer Festival

Wed., Aug. 15 - Sat., Aug. 18

This year's festival is a 40th anniversary special! Stop by the health fair, bring your family to children's day, enter raffles, listen to great bands, browse through arts and crafts and more.

Call 610-402-CARE for a flyer about festival times and attractions!

Golf Tournament for Lehigh Valley Hospice

Monday, Sept. 10

Wedgewood Golf Course • 12:30 p.m., shotgun

Tournament Format: Four-person scramble

\$75 per player (includes greens fees, cart, lunch, dinner and prizes)

Sponsorships available. Call 610-402-2035 for information.

CYCLE OF LIFE

at NITE LITES

Benefiting the
Department of Family Practice

Saturday, Sept. 22 • 6 p.m.

Lehigh Valley Velodrome

Family Practice is the heart and soul of health care with a mission of ensuring accessible, affordable, convenient care for the whole family for the entire cycle of life.

For reservations, call Nancy Lloyd, development, at 610-402-9121.

For information, call Sheryl Hawk, public affairs, at 484-884-4816. Tickets cost \$250.

Learn more about Family Practice on page 12.

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. LVHHN is an equal opportunity employer. M/F/D/V

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