

focus on **PRIDE**

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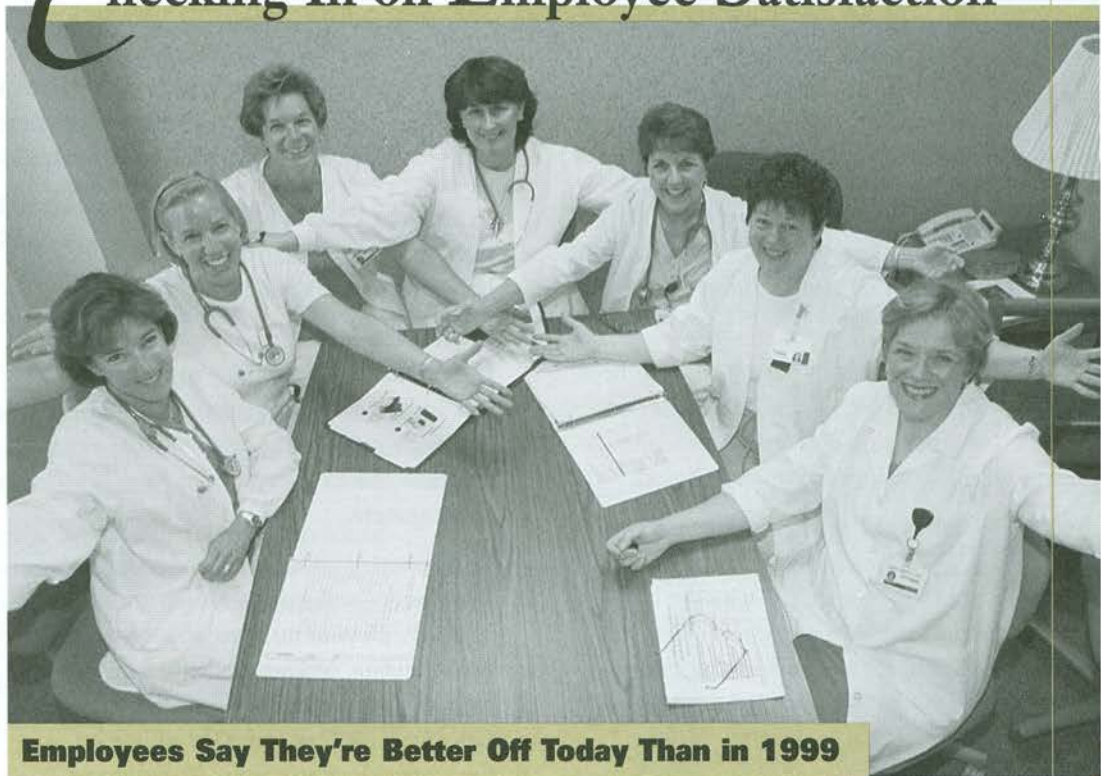
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Checking In on Employee Satisfaction



Employees Say They're Better Off Today Than in 1999

Virginia Kovalovich, R.N., director of the ASU at LVH-17th & Chew, prefers to be a facilitator and mentor rather than a "boss."

"Her style encourages us to trust, communicate and offer our ideas," says Jet Bortz, R.N. "Her door is always open."

The result: employees are more satisfied. The department's Check-In results are proof. They showed an 8-point improvement over their 1999 employee satisfaction survey results.

"Our proudest accomplishments since 1999 were lowering our costs and making processes more efficient," Bortz says. "We brainstormed our approaches in regular informal meetings and created a better working environment as a team. You can't find a better place to work than at LVHHN."

Many departments have had new success with employee satisfaction at LVHHN, a result of collaboration on action plans to address issues from 1999. Nearly half of the employees shared their opinions in July's Check-In survey and expressed more satisfaction with trust, communication and value of opinions, top priorities employees identified in the 1999 survey (see graph on page 3).

Happier today in the ASU at 17th & Chew (L-R):

Denise Janis, R.N.,
Karen Griffith, R.N.,
Marie Hahn, medical
assistant, Nancy Schneider,
R.N., Mary Bowers, R.N.,
Jet Bortz, R.N., Virginia
Kovalovich, R.N., director.

AMERICA'S FINEST HEALTH CARE Is at LVHHN



Care for urologic and hormonal disorders are ranked tops in U.S. News & World Report.

See page 12.



You Made a Choice With Your Voice

We've Made Great Strides in Our Communication, Trust and Relationships

Two years ago this column expressed my great concern over the results in the 1999 employee satisfaction survey that communication, trust and value that LVHNN places on your opinions all had room for improvement.

"LVHNN is like a patient who has been told by his doctor that he has a serious but curable illness," I wrote, and challenged us all to make a choice.

Would we fall apart, become depressed and avoid treatment for our cure? Or would we draw from lessons we have learned about facing adversity and turn a challenging situation into an opportunity for personal growth?

Our recent "Check-In" bears good news. We have grown, and learned and focused together to make significant strides in our trust and communication.

It is a testimony to the talent of our front-line managers and their commitment to talk with staff, listen to your concerns and collaborate with you on action plans for positive change. It is a testimony to the strength of our staff who share their ideas and solutions to create better relationships with their managers and build a promising future here.

The findings clearly show that we all recognize PRIDE as a promise to each other as well as patients. And you told us that LVHNN is where you would want your family and friends to receive their care. That may be the most important point in the survey because it carries our implicit message about the trust we all

place in our colleagues and the PRIDE we take in everything that we do. (In fact, staff think LVHNN is such a nice place they want their family members to work here, too. *See story in the center spread.*)

We want to maintain that spirit at LVHNN and will continue to recognize and address issues that concern you. Although we've made great strides, we know there's always room for improvement.

Your concerns about stress and staffing levels can't—and won't—escape us. Talking with your manager about how you're feeling, seeking guidance from an employee assistance counselor (*see "How Can I Help You?" on page 8*) or calling on the Critical Incident Stress Management Team can help alleviate stress.

And we'll continue to provide a safe environment with adequate staffing to serve the needs of our patients. Many of you have had a voice about this issue—and can continue to have a voice—by contributing to the R.N. Advisory Group, sharing your ideas at employee forums this fall, developing your department's action plans and more.

We listened, and we heard your greatest fears of working in today's financially volatile health care environment—pay and benefit cuts, layoffs and for-profit takeover. We can assure you that we continually focus on the future and continually lay the strategic groundwork so that the tragedies caused by economic atrophy do not happen here. Our commitment to customer service, to cost

effectiveness and to the well-being of our employees all help ensure a sound and secure environment here.

We continue to weather storms successfully, reducing expenses by more than \$106 million over eight years. We've attracted the best and brightest staff, and continue to hire talented and dedicated people. And we've remained competitive—the place our community trusts and where our community members choose to receive their care.

We are hundreds of smaller "teams" all applying our creativity and intelligence to finding care delivery solutions, and when we add up all of those teams, the sum equals the best care around.

I know I'm proud to be on your team, and based on this year's survey results, it looks like you're proud to be on the team, too. We will continue to demonstrate our recognition of your efforts and reward you in many ways at LVHNN—through opportunities for education and advancement, award programs, a merit pay increase in October, a competitive benefits program and more.

The bottom line is: we value you at LVHNN. We care about your thoughts, contributions and solutions. We'll keep asking your opinion in future surveys, and we hope you'll continue to share—because your voice matters at LVHNN.

Lou Liebhauer
Chief Operating Officer

Checking In on Employee Satisfaction

Employees Say They're Better Off Today Than in 1999

Continued from page 1

"The Check-In was not a complete resurvey but a way to assess how we're doing in our priorities from 1999," says Mary Kay Gooch, senior vice president of human resources. "We focused on opportunities for improvement, so we didn't resurvey areas of high satisfaction."

Where LVHNN Improved

Outside of trust and communication, employees also noted improvements in their manager's fairness when applying HR policies and procedures, visibility of their supervisor, appropriateness of their workload and opportunities for career advancement.

"Our employees say they are proud to work at the best hospital in the Lehigh Valley, where there is camaraderie among their colleagues and security in their jobs," Gooch says. "Staff value the opportunities to learn and grow, to take time off and be recognized for accomplishments."

Where LVHNN Needs to Improve

Staff expressed concerns about the levels of stress and staffing (*see I&I*) and the merit pay system. An employee wrote: "Merit pay should be exactly that—a raise based on your performance, experience and knowledge of your job."

"We are taking your comments very seriously," says Keith Strawn, director of compensation and benefits. HR hosted a compensation workshop last week for supervisors to review the process for performance evaluations and discuss staff's compensation concerns.

"Managers from departments that received positive comments from staff shared their advice for success," Strawn says. "We want to ensure that compensation is distributed correctly and fairly."

A Plan for Action

You have another opportunity to contribute ideas through your department's action plan, which is due to your vice president on Oct. 31.

"We encourage you to talk with your staff or supervisor about the results and determine what they mean to your department," Gooch says. "Satisfaction is a continuous cycle of improvement, and offering your ideas and suggesting solutions is the first step to making things happen."

The ASU has begun interpreting its results. In particular, the team discussed "the degree to which opinions are sought before decisions are made," a network priority.

"It simply means *ask* before making a decision," Bortz says. "We understand the outcome won't *always* be our exact suggestion. It's just important that we have a voice. So far we have."

And that's good for patient satisfaction, she says. "Happier employees provide better care to the patients," Bortz says. "We know this first hand. Our unit has consistently ranked in the 90th percentile for patient satisfaction."

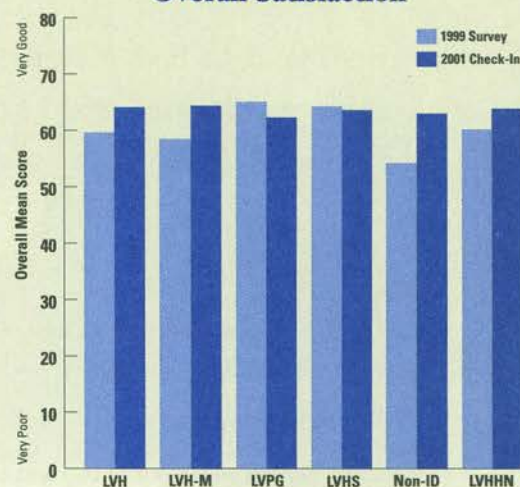
Want to Know More?

Ask your department head for a copy of the Check-In results.

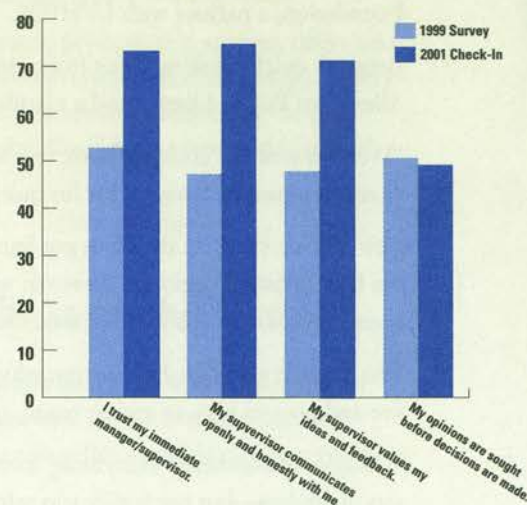
Pamela Maurer

Employee Satisfaction in 1999 & Today

Overall Satisfaction



Priorities Employees Identified in 1999



Have a Voice at Employee Forums

Join employee forums this fall for discussions with the CEO and COO. Learn the latest network issues and get answers to your questions.

See the schedule in *What's Happening* on page 11 foldout.

THE BOY DID THE RIGHT THING IN A FIRE...

Lessons from the Burn Prevention Foundation—
and his grandmother's insight to share
them—made a difference



READING LIFE-SAVING TIPS—Douglas Benson (left) learned life-saving techniques from the Burn Prevention Foundation's coloring book, which his grandmother, Kathryn Stephanoff, LVHHN Board of Trustees member, shared with him.

Douglas Benson didn't feel the heat of the fire burning the right side of his pillow, but he sensed the light. The 10-year-old groggily awoke in the middle of the night at his home in Florida, and suddenly, adrenaline kicked in.

"I noticed it was very bright in the room, and very hard to breathe," says Benson, now 12. "Then I smelled smoke."

Quickly, Benson rolled out of bed and crawled on the floor to open a window, hoping the smoke would escape. That's when he noticed that a lamp attached to his bunk bed was under his pillow. He crawled to the electrical outlet and unplugged the lamp, but the fire grew. He quickly crawled out of his bedroom, woke his 12-year-old sister, Kathryn, and then his mother, Sheila, who called 911.

"I remembered what I learned in 'Learn About Burns,' " he says, referring to the coloring book created by the Burn Prevention Foundation, a partner with LVHHN.

Benson's quick thinking came from carefully honed instruction from his grandmother, Kathryn Stephanoff, director of the Allentown Public Library and a member of the LVHHN's Board of Trustees.

"We reviewed the coloring book together and talked about the lessons of the Burn Prevention Foundation," Stephanoff says. "I am so proud of Douglas for his quick thinking."

Fire officials theorize the lamp got knocked toward Benson's pillow after restless tossing and turning, shorted out and caused the fire. Benson's response, however, was directly credited to education from the Burn Prevention Foundation, one of the many agencies that depends upon United Way contributions.

The Burn Prevention Foundation educates 126,000 children from preschool on up about the dangers of fire, how to react to a fire and how to plan an escape route.

"Douglas remembered everything from the book," Stephanoff says proudly. "By the time the fire department got there, the bed was in cinders—but my family was safe."

GET A JUMP START ON CARING WITH UNITED WAY

Get a "Jump Start on Caring" through this year's United Way campaign, which revved up on Aug. 16 and heads to the finish line on Oct. 26. Lou Liebhaver, COO (left), gives Elliot Sussman, M.D., CEO and president, a push in the right direction to kick off the United Way campaign.

"Your contribution reaches many people in our community and often helps enhance our services right here at LVHHN," says Betty Anton, director of volunteer services and co-chair of LVHHN's drive with Don Hougendobler, director of safety and housekeeping. "We work with many United Way agencies, including the Burn Prevention Foundation."

LVHHN hopes to generate more than \$257,000 in donations from at least 1,611 employees. Last year, employees contributed more than \$245,000.



United Way Prizes—Donors qualify to win a PT Cruiser, a trip to Alaska, tickets to a race at Nazareth Speedway, dinner at local restaurants and more. Look for your United Way packet in the mail early in September.

Building for the Better

The Perioperative Team Has Been There

Joann Gilmore, PACU coordinator, has experienced a lot of transition throughout her 30 years working here. The most significant challenge of change, she says, came with the recent expansion of perioperative services at LVH-Cedar Crest that was completed in March.

"We experienced new processes, new management and even a temporary move," she says. "But we had a strong and well-informed staff who provided input during the process. We kept patients the center of our attention and ultimately, created a better facility for them."

Prior to the renovation, patients would check in and register on the fifth floor, be prepared for surgery and then be transported to the OR on the second floor. "It was an inconvenience for both the patient and staff," Gilmore says. "Now all perioperative services are next to each other."

There are more operating rooms, surgical staging units and post-anesthesia care units, new consultation rooms for families and doctors, and a waiting area on the second floor of the Pool Pavilion. Staff share larger locker rooms, a multi-



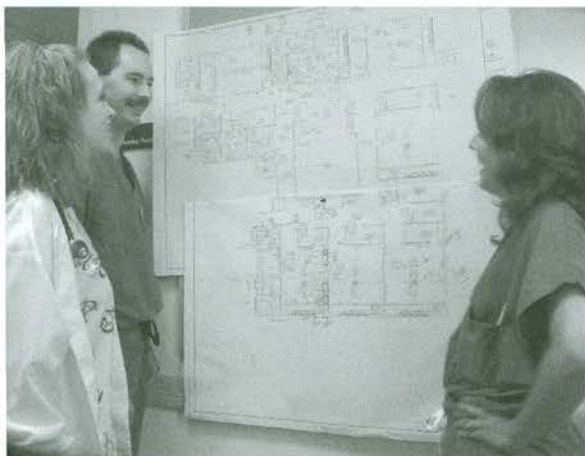
THE NEW WAITING AREA—Employees advocated for a more comfortable waiting area for families. (L-R) Shelley Hafler, receptionist; Candace Fritch, R.N., PACU; and Joann Gilmore, R.N., PACU.

purpose room, a classroom and new lounges.

While construction took place, LVH-Muhlenberg was undergoing construction of a new ASU, two ORs and a family waiting room.

Brian Leader, administrator, perioperative services, offers advice for staff that journey through construction challenges. "Everything needs time and patience, but remembering the goal helps—that patients and staff will have a wonderful facility."

Kristen Borchers



DISCUSSING REGIONAL HEART CENTER PLANS—(L-R) Diana O'Malley, R.N. partner, 3C staging and recovery; Curtis Trapp, R.I.C.S., educational partner, invasive cardiology; and Lisa DeQuevedo, room coordinator, electrophysiology.

The Regional Heart Center Is on the Horizon

Carpenters, electricians and plumbers will begin on Aug. 20 to turn empty space on the third floor of the Jaendl Pavilion into the new, 32-bed coronary care unit (PCCU). This first step of work on the \$29 million Regional Heart Center will be completed next February.

In September, the acute coronary care unit will move to the former medical/surgical intensive care unit on the second floor to make room to expand the PCCU and add 20 beds.

The Regional Heart Center project is planned in three major phases to limit patient care interruptions and will be completed in April 2003. Designed with input from staff, physicians and patients, the 57,000-square-foot facility will feature innovative cardiology services and equipment, large, private waiting areas and more treatment space.

Like any building project, the work occasionally might cause inconvenience, says Carol Anne Bury, vice president, facilities and construction. "We'll minimize the disruptions to the extent that we can," she says, "and we appreciate everyone's patience as we build a bigger and better Regional Heart Center."

Rob Stevens

We are FAMILY

Hundreds of employees have a rich family tradition of working here.

Shelley Mesics' family history spans four generations here. The story begins 30 years ago when Mesics joined the staff at LVH-17th & Chew and "just fell in love with my job," she says.

Her passion encouraged her mother, Joyce Strauch, to come on board as a registrar in the Diagnostic Care Center and her father, John Strauch, to join the team as a volunteer. But probably the most special milestones involve her daughter, Melissa Lipsky.

"Melissa was born here and grew up here," Shelly Mesics says. "As a child, she would draw pictures for all my patients and come in to visit them. She always knew nursing was in my blood—and now it's in hers."

Today, Lipsky cares for patients in the trauma-neuro intensive care unit. Her experience has been so rewarding that it inspired her husband, Greg, to leave his position at St. Luke's for one as a technical partner here. And then there's little Isabelle—the couple's daughter and the 40th baby to be born in the Center for Mother and Baby Care in January 2000.

The birth was certainly a family celebration at LVHHN. Grandma Mesics—a nursing supervisor at LVH-Muhlenberg—was right there to help deliver her first and only granddaughter. "It was one of the most thrilling moments of my life," she says. "I was able to have that unique experience because I am a nurse at LVHHN."

family FACTS

Will Mest (back row, third from right) and his wife Rita (seated in front of him) have unique links to LVHHN. Both their mothers retired from LVHHN and their sisters are administrative partners. In fact, 12 family members have worked here over the years. "Working at the same place makes it easy to keep in touch with our family," Will Mest says. "But the highlight of working here was my wife and I meeting 24 years ago."

Patrick Kramer (left) played shortstop on the LVHHN softball team. Linda Kramer, R.N., played second base. And that's how they met. Their son, Connor, was born here a year ago on the Fourth of July. "We were both working when Linda went into labor," Patrick Kramer says. "She even filed a work report while being prepped for a C-section."

Faye Haas, R.N. (second from left), and Donna Hordendorf (second from right) bonded as mother and daughter for the first time on a maternity unit—and today they bond as colleagues on the mother-baby unit here. "It's so nice because we see each other often," Haas says. "We are very close, and share the love of caring for newborns and new moms." And Hordendorf's children, (L-R) Jason, Abbey, Amanda, Andrew and Amy, were all born at LVHHN.



L-R, front row: Louise Schne Mest, director, medical staff; Rita Mest, administrative partner; L-R, back: Ann Wilhelm, for Mattie Haas, administrative printshop; Mary E. [unclear]



LY...

at LVHHN.



ler, R.N., retired; Joan Radler, administrative partner, 7C; Rita services; Margie McCabe, former secretary, nuclear medicine. er finance employee; Bill Schneider, engineering, retired; partner, 4C, med/surg unit; Will Mest, supervisor, mailroom- ing radiology; Bob McCabe, former employee, engineering.



family FACTS

The Wiley family's connection to LVHHN began with Marjorie Wiley, retired LVHHN cashier, and her husband, Howard. The pair (front) began volunteering to counsel heart patients in 1976 after Howard's own surgery. Their daughter-in-law, Rose Ann Wiley (top left), joined the team soon after, and granddaughter Angella Weierbach worked here for 10 years.

Today, their son, Bob (top right), begins a new career as a technical partner here after 25 years in the collections business. "It's like home at LVHHN," Rose Ann Wiley says. "They make you feel like you're worth something."



FOUR GENERATIONS

AT LVHHN: (clockwise) Shelley Mesics, R.N., float pool supervisor, LVH-Muhlenberg; Melissa Lipsky, R.N., SCU; Gregory Lipsky, technical partner, 4A; Joyce Strauch, registrar; John Strauch, former volunteer; and Isabelle Lipsky, the 40" baby born at the Center for Mother and Baby Care.

While LVHHN has shared their joyous times, the organization has also been supportive

in their times of need. John Strauch discovered more meaning in the five years he donated when he needed emergency open heart surgery in June.

"They took care of my Dad emotionally as well as physically," Mesics says. "They held his hand, stayed by his bedside and did whatever they could. I had every confidence that he would pull through—I had witnessed the fantastic care here time and time again."

And of course, this family has provided fantastic care, too. "What LVHHN stands for is tremendous," says Melissa Lipsky. "We're all proud to be part of this hospital. I hope Isabelle will carry on our tradition at LVHHN and become a nurse just like Mom and Grandma."

PREFERRED EAP

When You Need Someone to Listen

Linda Unser looks at her job as a Preferred Employee Assistance Program (EAP) counselor like this: *she wants to keep your bad day from turning into a bad week, bad month or bad year.*

"Preferred EAP is not just for crises," Unser says. "It's important to come to us before a crisis happens. It's never too soon or too late to call."

Unser, along with clinical manager Robin Chase and full-time counselor Keith Lentz, helps LVHHN employees and employees of 50 other businesses in the Lehigh Valley work through job-related and personal issues.

While the counselors handle the more common problems such as drug and alcohol abuse, marital problems, depression and anxiety, they also discuss anything from the death of a pet to fights with neighbors.

"We're here to help with any issue that is a stressor or a disruption to work or family life," Chase says. "You should never be embarrassed to call us because this is a completely confidential service."

In the high-pressure world of health care, the counselors frequently help employees deal with the stress of organizational change or working alternative shifts.

Preferred EAP is offered as a paid employee benefit, providing employees with five sessions per calendar year per family member. "We usually get through everything in five or fewer sessions, but if someone needs more help, we'll refer them for continued care to another professional in the community," Lentz says.

Want to Know More?

Preferred EAP is on the Web

Preferred EAP recently launched its web site—www.preferred-eap.org—giving employees a convenient way to find out valuable information about the Preferred EAP program.

The site includes practical information such as directions and contact information and offers more detailed information in *Frequently Asked Questions* and web site links.

What to Do if You Need to Talk...

If you need to talk with a Preferred EAP counselor, call the **confidential phone line at 610-433-8550** between 9 a.m. and 4:30 p.m. It takes about five minutes for the counselor to gather information and schedule an appointment in either Bethlehem or Allentown.

Counselors see employees Monday through Friday from 9 a.m. to 8 p.m. and in Bethlehem on Saturday from 9 a.m. to 12 p.m. Although EAP does not offer a 24-hour crisis hot line, a counselor is always on-call for emergencies.

Employee Assistance Program Counselors
(L-R) Robin Chase, Keith Lentz and Linda Unser
are there for you.



What You Need to Know About Sexual Harassment

LVHHN Doesn't Tolerate Offensive Words and Actions

Is Your Behavior Offensive?

Ask yourself, "Would I want my spouse or child to see me acting this way?" or "Would I be comfortable having my son or daughter exposed to this behavior?" If you answer "no," there is room for concern, says Glenn Guanowsky, LVHHN attorney.

A Checklist of Behaviors

Always Sexual Harassment

- Employment rewards (such as pay increases or better working conditions) offered in return for sexual favors.
- Punishing an employee who will not engage in sexual relations (terminating employment, denying wage increase).
- Obscene pictures, remarks, letters or e-mails.

Possibly Sexual Harassment

- Physical contact other than shaking hands
- Whistling
- Personal questions
- Crude e-mails, jokes or comments
- Romantic suggestions

"Be aware that you don't have the same relationship with everyone," Guanowsky says. "If you're afraid you've offended someone, apologize and modify your behavior."

Sexual harassment can be as simple as forwarding a crude e-mail or as blatant as promising a promotion in exchange for sex.

"There's no textbook definition of sexual harassment—it is defined simply by the receiver," says Marty Everhart, director of human resources. Sexual harassment can begin as a misunderstanding—someone making a joke, sending an e-mail or making a lurid comment without realizing its offensive.

To deal with this complicated issue, LVHHN has a Zero-Tolerance Policy.

"Everyone deserves to feel comfortable at work," Everhart says. "If a person finds a co-worker's behavior offensive, usually he or she just wants it to stop. Our policy ensures that happens."

It Happened to You. Now What?

In 90 percent of cases, the offender ends the behavior once he or she is aware it's offensive, says Laura White, Employee Assistance Program counselor.

"If you are offended by someone's behavior, approach him or her immediately," White says. "Say, 'I feel uneasy when you...' or 'I'd prefer you not to...'. "

If you're uncomfortable approaching the offender, or you think the person didn't understand, write him or her a letter. "Avoiding the issue only perpetuates the problem because no one is objecting," White says.

If the offender does not stop after your first warning, or if you feel uncomfortable approaching him or her, report him or her to a supervisor, human resources consultant or Everhart. The supervisor or representative will approach the individual, explain the situation and require him or her to cease and desist. Any continued offensive behavior is grounds for termination.

"You can raise the issue on one out-of-line comment," says Glenn Guanowsky, LVHHN attorney. "Once there is an apology and recognition that it won't happen again, the problem is usually solved."

Where to Seek Help

- To report sexual harassment, call **human resources** at 484-884-4700.
- For a copy of the policy, visit the **Intranet** at www.lvh.com.
- For emotional support, call the **Employee Assistance Program** at 610-433-8550.

When Your Patient Is in Pain

There are Steps to
Empowering Your Patient
and Alleviating the Pain



Christy Gianfrancesco, G.N., 5C, medical/surgical unit, works with knee-replacement patient Patricia Bauman to determine the best treatment for her pain.

Your patient is in pain.

What do you do?

Not long ago, you might have given the patient medication, left and come back when the pain had already returned. The patient had little to say about how the pain was managed or how well the treatment worked. Now, new pain management standards at LVHHN are empowering patients by giving them more control over evaluating and managing their own pain. Leading this effort is a Pain Taskforce made up of physicians, nurses, pharmacists and others at LVHHN who drafted standards that anticipated—and exceeded—standards issued in January by the Joint Commission on Accreditation of Healthcare Organizations (JCAHO).

“There is no reason patients should be in pain for any amount of time, and they are very aware of this,” says Kim Hitchings, manager of professional development and chair of the Pain Taskforce. “We now consider pain to be a fifth vital sign, and we are giving our patients an active role in its diagnosis and treatment.”

The new standards are being instituted throughout the hospital and involve a three-step process that empowers patients and more effectively manages their pain, says Patrick Pagella, patient care specialist and taskforce member:

Assessment.

Patients are asked to assess their pain on a scale of 1 to 10. “This self-assessment is important because pain is not as quantifiable as traditional vital signs,” Pagella says. For those who cannot communicate their pain, nurses and support staff carry pocket cards with pictures of facial expressions that patients can associate with their level of pain.

Administration.

Physicians and nurses work with patients to determine the best way to relieve the pain. While it is often with medication, pain management also includes massage, repositioning in bed and more.

Reassessment.

Patients are checked within an hour of receiving pain treatment so the pain level can be reassessed and alternatives considered if the original treatment is not working.

These steps are charted on the patient’s daily flow chart and the patient receives a pain score, enabling the care team to track the effectiveness of pain management. *(A research study is also assessing LVHHN health care providers’ knowledge and attitudes about pain and where they need education.)*

Patients are further empowered through education, Hitchings says. They receive written education material and a new pain management video soon will be on closed circuit television in hospital rooms.

Want to Know More?

The Pain Taskforce is coordinating a pain management education program in September. See “What’s Happening” on page 11’s foldout for details.

A New Pain Program for NEW MOTHERS



New mothers now have greater control over their pain management with access to complementary therapies such as massage and to starter packs of non-narcotic medications that they administer and track themselves.

These starter packs include two types of over-the-counter analgesics, creams, other medications and any medication usually taken at home. Both mothers and nurses track the medications and their effectiveness.

“Most of these mothers are young and healthy, and we’re empowering them to be actively involved in their own care,” says Debra Collins, patient care specialist, mother-baby unit. “We hope to decrease the use of narcotics, free up our nurses to do more education and support, and increase patient satisfaction.”

**She Translated
CARING to
Spanish-Speaking
Patients**



Maria Cruz

When several migrant workers were seriously injured in a car accident, there was one particular person who made the difference in their care: Maria Cruz, technical partner, transitional trauma unit (TTU).

The patients were frightened and hurt and didn't speak English. Cruz comforted them and provided translation so they could communicate with their caregivers. "They adored Maria and would always ask for her," says Tracie Schroeder, R.N., float pool. "She was so supportive of them and so helpful to us in caring for them."

Cruz greeted the patients in the ER and accompanied them to the TTU so she could explain where they were going and what was happening. She provided phone numbers and room numbers on paper and arranged visits for family and friends. She personally escorted patients in the TTU to visit family receiving care in the trauma-neuro intensive care unit. And most of all, she was their advocate.

"She made time to care for these people while also taking responsibility for her daily duties," Schroeder says. "And this wasn't the only time Maria has helped patients who have language barriers. She is caring, motivated and always eager to lend a helping hand."

Pamela Maurer

**Congratulations to the
August Service Star Award nominees:**

Terese Payung, R.N., Home care/Hospice

Barbara Larsen, R.N., 5C, LVH-CC

Maria Cruz, TP, TTU, LVH-CC

ER REGISTRATION STAFF—

LVH-CC—Patricia Milcetic, Shirley Herb, Debra Kulbaba,
Marsha Everett, Codie Gold, Debbie Lunt, Eva Wartenluft,
Mary Wechsler, Trisha Creppy, Lori Ann Keller

LVH-17th—Vicki Klotz, Diane Mittl, Karen Christman, Theresa Camody

LVH-Muh—Beverly Brown, Deborah Sterner, Dawn Litz, Jazmin Rivera,
Maureen Herritt, Marilyn Newhard, R.N., Brenda Reph,
Sharon Company, Pat Matchette, Ginger Schurawlow

SPECIAL CARE UNIT MOVING COMMITTEE—

Anne Rabert, R.N., Beth Hall, R.N., Joe Pearce, R.N., Joe Provenzano, R.N.,
Bonnie Williams, Kim Renninger, Ginny McDonald, Michelle Onuschak,
Cher Beitler, Bonnie Wasilewski, R.N., Lorraine Valeriano, R.N.,
Diane Hulko, Jennifer Houp, R.N., Ellen Latsko, Susan Merryfield, R.N.,
Jackie Fenicle, R.N., and Tina VanBuren.

**HOW TO REACH YOUR
WORKING WONDERS GOAL**

**The Network Aims to Save \$600,000
This Year...and YOU Can Help!**

**As you set job performance goals for the
next year, consider adding this to your
list—Approval of a Working Wonders idea.**



"It takes ideas from everybody to meet our network's Working Wonders goals," says Jackie Straley, management engineer. "Remember, you receive at least 10 percent of the savings if your idea is approved."

The network's goal for Working Wonders savings is \$500,000 for LVH and \$100,000 for LVH-Muhlenberg this fiscal year. Each department is responsible for a percentage, based on the department's expense budget in relation to each hospital's expense budget.

"More than 20 departments met their goals last year," Straley says. "It took people to ask, 'Why do we do it this way?' and 'How can we do it better?'"

So how can we do it better? Straley offers some tips:

1 Learn from other hospitals.

"Read literature, attend conferences or call other hospitals to learn how they're improving processes and reducing costs." Straley can provide a list of peer hospitals, benchmarking data and contact information to your supervisor.

2 Host brainstorming sessions.

"A 45-minute session each month can make the difference between making the goal or not and will prompt you to think in totally different ways."

3 Question everything. "Ask 'Is there a less expensive product we can use? Are disposable or reusable items more cost effective? Can forms be reduced from multiple pages? Is there a product that will save steps?'"

4 Explain your idea clearly. "Good ideas aren't approved sometimes because they are too vague. Be sure to thoroughly state the situation and the solution on the submission form."

Pamela Maurer

Want to Know More?

Call or e-mail **Jacqueline.Straley at 484-884-4840.**

Submit your idea through the *Working Wonders* form on Bulletin Board.

THE PUBLIC AFFAIRS AND MARKETING DEPARTMENT...

is a winner of the **Healthcare Marketing Report's 2001 Healthcare Advertising Awards** for its communications plan for Aetna U.S. Healthcare contract negotiations. *Healthcare Marketing Report* is a national newspaper for Healthcare marketing.

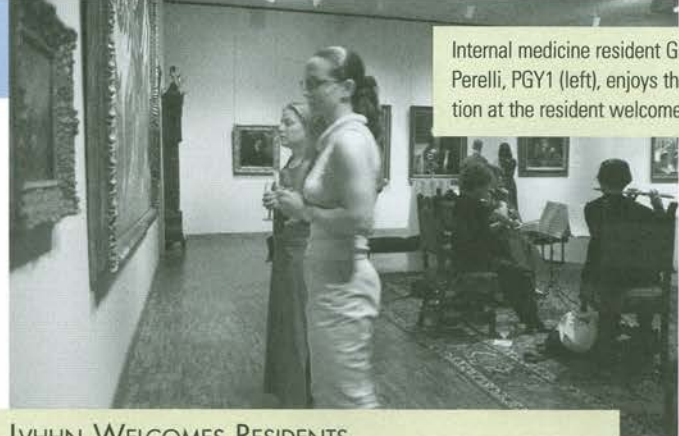
LVHHN ON LIST OF "AMERICA'S BEST HOSPITALS"



Dietitian Janet Zusi (right), Helwig Center, provides diabetes education to patients Robert Gracely and Becky Tantillo.

U.S. News & World Report has recognized LVHHN on its list of "America's Best Hospitals" for the sixth straight year. **Urology** is ranked for the fifth consecutive year and **hormonal disorders, including diabetes and thyroid conditions**, is ranked for the first time. "Our people are committed to caring for our patients," says Larry Merkle, M.D., chief of endocrinology.

Brian Murphy, M.D., chief of urology, calls the honor "satisfying," and credits the division's 11 physicians and staff for their dedication, and LVHHN for its support in providing patients with the services they need.



LVHHN WELCOMES RESIDENTS

More than 60 physicians joined the residency program at LVHHN in July. LVHHN welcomed them with a celebration at the Allentown Art Museum, where the work of local artist Hans Moller was displayed. Many LVHHN physicians and staff cared for the late Moller during the last days of his life. Today, his artwork is displayed in the Pool Pavilion.

NOMINATE YOUR COLLEAGUES!

Spirit of Women Awards

recognize women who inspire others with their contributions in work, family and health.

AWARD CATEGORIES ARE:

- health care provider, LVHHN
- age 14 and older
- age 21 and older

Call 610-402-CARE for nomination forms.

Star Celebration Awards

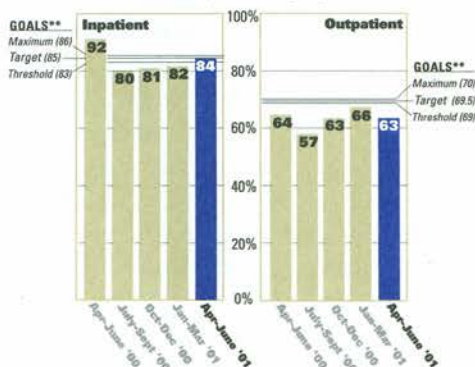
recognize individuals or teams for community service, efficient work practices, reward and recognition programs and more.

The winners are honored at the **Star Celebration on Oct. 26** at the Holiday Inn in Fogelsville.

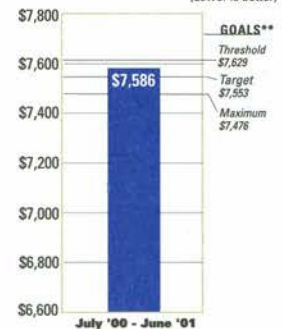
Call human resources at 484-884-4700 for nomination forms.

Shared Success Plan—A Reward for Providing Excellent Service

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

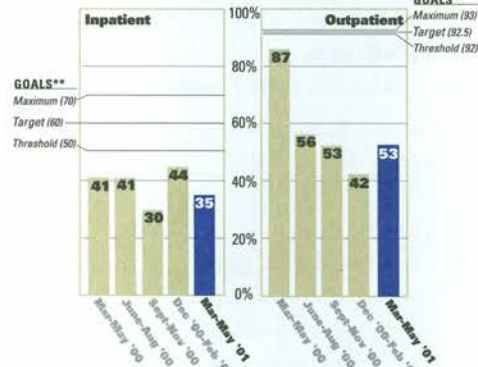


LVHN's Expense/Adjusted Case
(Lower is better)



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

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



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

EDITOR Pamela Maurer

ART DIRECTOR Denise Golant

PHOTOGRAPHER Scott Dornblaser

EDITORIAL ASSISTANT Elysia Bruchok

DESIGNER Christine Baldwin



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

30 YEARS OF SERVICE

Irene R. Ehrgett
Clinical Trials Office
Sharon L. Guerrieri
Transitional Open Heart Unit
Jean L. Jackson
Radiation Oncology

25 YEARS OF SERVICE

Peggy E. Farrell
Health Center G&A
Barbara Folger
Cardiac Cath Lab

20 YEARS OF SERVICE

Charlotte Blair
Pain Management
Mary Eister
Supply Distribution Services
Elizabeth Fulmer
Marketing/Public Affairs
Joanne Gimpert
Human Resources Administration
Alice A. Hemerly
Breast Health Services Administration
Michael Hutnick Jr.
Plant Engineering
Stephen B. Keith
Telecommunications
Donna M. Kulp
Organizational Development
Gayle J. McCarthy
Trauma Reg. Res. Ctr.
Eugene Morgan
Nuclear Medicine
Norman R. Weaver
Perioperative Services
Patricia A. Wirth
7B Medical/Surgical Unit
Krisan Wong
Nursing Float Pool

15 YEARS OF SERVICE

Susan F. Deturk
Transitional Open Heart Unit
Barry W. Diefenderfer
Security
B. Daniel Dillard
Burn Prevention Foundation
Lisa A. Espinal
Casa Guadalupe

Cynthia Grace
Trexlerstown Medical Center

Karen K. Hauck
Sterile Processing-17
Terri L. Hildebrand
Obstetrics

Georgeann Kressley
Operating Room

Teresa E. Mauser
Case Management

Margaret S. McCain
7B Medical/Surgical Unit

Cynthia J. Moser
Respiratory Therapy

Sharon M. Mouchref
GICU

William Orłowsky
Financial Services

Lisa Simon
Labor & Delivery

Aida L. Velasquez
Outpatient Pediatrics

Patricia A. Warnagiris
6N Adult Psychiatry Unit

Janis Webster
ICCU/CCU

Patricia L. Wright
Information Services Operations

10 YEARS OF SERVICE

Vicki A. Bush
7B Medical/Surgical Unit

Barbara Check
ICCU/CCU

Howard C. Cook Jr.
Spectrum Pharmacy-CC-Infusion

Thelma M. Hartzell
OR Centralized Scheduling

Linda Kalamar
ICCU/CCU

Patti J. Kopko
Case Management

Marsha Kvacky
Cardio Vascular Unit-2S

Patricia Longenhagen
Cardiac Rehab

Jean Losagio
Emergency Department

Zeida Lugo
Outpatient Pediatrics

June Mavis
Volunteer Office

Diane M. Mittl
Emergency Dept. Registration

Barbara A. Morgan
Pharmacy

Joyce M. Strauch
Admitting Office

Angela R. Strausser
TNICU

John D. VanBrakle
Dept. of Pediatrics

Kenneth A. Yenser
Security

5 YEARS OF SERVICE

Donna Barnes
Patient Care Services-4S

Alissa S. Biechlin
Breast Health Services-CC

Barbara Boden
Cardio Vascular Unit-2S

Gordon W. Coleman
Respiratory Therapy-Liberty Nursing

Susan G. Cooke
Operating Room

Kristen Halm
Physical Therapy

Gregory R. Harper
LVPBS-Hematology Oncology

Tammy L. Hobel
Emergency Service-C

Martyn O. Hotvedt
Center for Educational Development & Support

Rosemarie McGeehin
Ultrasound-Pointe North

Jaclynn Peon
Cardio Vascular Unit-2S

Stanley J. Perambo
HSMF Allentown Patient Service

Evelyn Rivera
Breast Health Services-CC

Eva G. Rompola
Emergency Service-C

Bonnie L. Schoeneberger
Center for Educational Development & Support

Mayson S. Shattah
GYN Reproductive Endocrinology

Hemwatee Surajbali
Emergency Service-A

Nancy J. Wagner
Ultrasound

Leanne M. Weidner
Health Works-Allentown

CheckUp apologizes to the following employees for the incorrect listing of their July 2001 Service Anniversaries last month. Their years of service to Lehigh Valley Hospital and Health Network are as listed:

20 YEARS OF SERVICE

Patrice M. Schaffer, *Neonatal ICU*
Jeanne M. Schevets, *Neonatal ICU*
Theresa A. Schoch, *Physical Medicine*
Hugh E. Spang, *Plant Engineering*
William C. Trexler Jr., *Courier Services*
Lori A. Turnbach
LVPBS-Hematology Oncology
Nora Zappe, *Ambulatory Surgical*

15 YEARS OF SERVICE

Karen A. Allwein, *Ambulatory Surgical*
Frederick Beers, *TNICU*
Mary J. Cope, *Medical Records*
Eileen Fruchtl
Transitional Open Heart Unit
Phillip E. Hinds, *Respiratory Therapy*
Robert W. Kern, *Operating Room*

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

Janet Nino, *Center City OB/GYN*

Dawn Oswald, *Special Procedure*

Lee A. Phillips, *Cardiac Cath Lab*

John R. Sawka, *Emergency Service-A*

10 YEARS OF SERVICE

Lori Marsh, *Radiology*

LVH-Muhlenberg Summer Festival**Thursday, Aug. 16 - Saturday, Aug. 18**

Don't miss this 40th anniversary special! Stop by the health fair, bring your family to children's day, enter raffles, listen to great bands, browse through arts & crafts and more! **Call 610-402-CARE for festival times/attractions.**

Golf Tournament for Lehigh Valley Hospice**Monday, Sept. 10 • 12:30 p.m.**

Wedgewood Golf Course

Starting Time: 12:30 p.m., shotgun

Sponsorships available.

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

Call 610-402-2035 for information.**Pain Management Seminar****Friday, Sept. 14 • 9 - 11 a.m.****9 - 10 a.m. • Global Assessment/Reassessment of Pain**—for R.N.s and L.P.N.s. Auditorium-CC**10 - 11 a.m. • Pain as the Fifth Vital Sign**—classroom roundtable open to advanced practice R.N.s and graduate students. Classroom 3-CC

To pre-register, contact Donna Stout, CEDS, at 610-402-2277. CEUs are pending.

American Heart Walk**Sunday, Sept. 16**

Lehigh Valley Industrial Park IV

Registration: 9 a.m. • Walk: 10 a.m.

Sponsor: Regional Heart Center

Join Elliot Sussman, M.D., and fellow colleagues for this walk that benefits the American Heart Association.

Receive a free LVHHN T-shirt & the opportunity to win prizes. **Call or e-mail Elysia.Bruchok at 484-884-4819.****The Cycle of Life at Nite Lites****Saturday, Sept. 22 • 6 p.m.**

Lehigh Valley Velodrome

Cost: \$250

Benefiting the Department of Family Practice

For reservations, call Sheryl Hawk, public affairs, 484-884-4816.

Team Diabetes Golf Tournament**Sunday, Sept. 23 • 8 a.m.**

Fox Hollow, Quakertown

Fee: \$75 per player (includes contests, prizes, raffle and lunch)

Supports the participation of Tracy Fritz, R.N., Lori Gimbor, technical partner, and Julie Brauchli, G.N., in the Bermuda Marathon in November to benefit research for the American Diabetes Association.

Call the ADA at 610-867-1055 or the trio at 610-402-8750 for information.**Seniors' Horizons****Wednesday, Sept. 26 & Thursday, Sept. 27**Agricultural Hall, 17th & Chew Streets, Allentown

Wed., Sept. 26 • 10 a.m. - 8 p.m.

A FREE information and entertainment fair for seniors.

Thurs., Sept. 27 • 10 a.m. - 4 p.m.

Check out the Mack Centennial Trailer, a traveling interactive museum of 100 years of Mack Trucks history!

Call 1-888-584-PLUS (7587) for information. Seniors' Horizons is a community service of Vitality Plus, AARP, RSVP and the Lehigh and Northampton County Area Agencies on Aging.**Employee Forums**Join Elliot J. Sussman, M.D., CEO and president, Lou Liebhaver, COO, and Stu Paxton, senior vice president of operations at LVH-Muhlenberg—*Learn what's new with LVHHN and get answers to your questions!***Cedar Crest, Classroom 1**

Sept. 24 • 9 a.m.

Sept. 28 • 2 p.m.

Oct. 4 • 3:30 p.m.

Oct. 17 • 3:30 p.m.

Oct. 22 • 7:30 a.m.

Oct. 26 • 2 p.m.

Banko Bldg., Rms. 1 & 2

Oct. 2 • 2 p.m.

Oct. 5 • 2 p.m.

Oct. 9 • 9 a.m.

Oct. 23 • 3:30 p.m.

2166 S. 12th St.

Sept. 19 • 3:30 p.m.

School of Nursing, Aud.

Sept. 25 • 7:30 a.m.

Oct. 15 • 2 p.m.

Oct. 31 • 3:30 p.m.

2024 Lehigh St.

Sept. 6 • 2 p.m.

1770 Bathgate

Sept. 17 • 10:30 a.m. (LVPG)

Sept. 21 • 2 p.m.

**Health Ctr. at Trexlertown
Multi-purpose Rm.**

Oct. 29 • 12 noon

MEET LVHHN'S NEW PHYSICIAN**Surgery****W. Michael Morrissey Jr., M.D., D.M.D., Plastic Surgery****Practice:** John A. Altobelli, M.D., F.A.C.S., P.C.**Education:** Boston University School of Medicine**Residency:** Lehigh Valley Hospital**Fellowship:** Children's Hospital Los Angeles

Samina Wahab, M.D.,
plastic surgery, has
established a private
practice.

CheckUp incorrectly
published that she
joined the practice of
John Altobelli, M.D.