

focus on PRIDE

INSIDE THIS ISSUE

- Privacy**
- I&I: Another Piece of the Story** 2
Partnership with physicians is vital to great care
 - Special Care for Abused Women** (con't.) 3
 - Employees Giving From the Heart** 4
United Way—no such thing as a small pledge
 - How Did They Save \$2 Million?** 5
Materials management's financial turnaround
- Respect**
- Going for It on a Nursing Scholarship** 6 & 7
SMILE: Scholarship Monies Invested in LVHNN Employees
 - How Can I Help You?** 8
Facilitation workshop can help your team be great
- Involvement**
- She's Back at Work as a Volunteer** 9
Rosalie Maehrer, R.N., shares the value of books with children at LVH-17th & Chew
 - A Toast to Holiday Safety** 10
Recipes for spirit-free drinks
- Dignity**
- Service Star ■ Rachel Allen** 11
She delivers speedy service with a smile
 - Working Wonders: JDMCC Financial Coordinators** 11
They saved money, gave a donation and evolved a new job
- Empathy**
- Hats Off** 12
 - New Physician at LVHNN**
 - Shared Success Plan: Press Ganey/Financial Data**

SPECIAL CARE for *Abused Women*

ED nurses are caring experts when screening women for domestic violence



Barbara Davis, R.N., and Judy Smith, R.N., call Turning Point from the ED's domestic violence screening room.

A woman walks into the emergency department (ED) triage room at LVH-17th & Chew. Her self-esteem is at its ebb. She's bruised and afraid.

Across the table sits Judy Smith, R.N., suspecting her injuries are the result of domestic violence. In private and a calm, caring manner, Smith strikes up a conversation. "Do you feel safe at home?" she asks, patiently allowing the woman time to respond. "Is someone making you feel bad about yourself?"

The woman has been here before, but this time she's ready to talk. ED nurses screen every woman from ages 15 to 65 with these questions, but it sometimes takes an abused woman six or seven visits to admit she is a victim.

"I tell her she's not alone, that it's not her fault," says Smith. "I let her know she is safe here, and we can guide her to more help."

Officials from Turning Point of Lehigh Valley, an abuse shelter and counseling agency, worked with the LVH-17th & Chew emergency department committee to develop the personalized screening and referral process last January. The program has since extended to all network EDs, and is a reason why the ED team was recognized with a Star Celebration award for community service.

"The nurses' commitment to helping victims is commendable," says Linda Lewis, R.N., a medical systems advocate at Turning Point. "They know just what to say and do."

Continued on page 3

MAKE YOUR TEAM GREAT!



See "How Can I Help You?" on page 8 for the full story.



Another Piece of the Story

Partnership with our physicians is a vital link to great care

There is a thread that runs through the pages of *CheckUp* that I'm sure you've noticed. The "thread" I'm talking about is the recurring theme that we have pretty terrific employees. In these pages we tell our employees' stories, and we tell the stories of our patients through the eyes and ears of our employees.

But there's a piece of that story that we probably haven't talked about often enough: the story of our employees through our physicians' eyes. You may not always realize it, but our medical staff frequently acknowledges the incredible talent among our employees and the superior care that you give our patients.

The relationship between our physicians and the network is a partnership: The 1,200 members of our medical staff are the most vital link between our community and our network services; in turn, they depend on the support LVHHN provides them. In fact, this partnership is critical to each of our four organizational priorities. (See sidebar.)

And you are at the center of that partnership.

The Levels of Partnership

This partnership begins with the confidence that physicians throughout the Lehigh Valley have with the talents of our medical staff. This confidence is critical to physician referrals and long-term reputation of our network. We provide marketing support for these referrals, and also meet with primary care physicians to educate them about our services.

The second level of partnership involves the resources we provide to assist members of the medical staff in the diagnosis

and treatment of patients. Those resources include everything you and all levels of staff do...as well as advanced technology, adequate supplies and services, comfortable and modern facilities, and information services. Superior physicians can take comfort knowing that we support them 24 hours a day, 7 days a week in the care of their patients.

The third level of partnership is the assurance that our organization stands at the ready to deploy our resources to assist our medical staff in caring for our community. These resources take many forms, from the recently completed medical office building at LVH-Muhlenberg to business services for physician practices such as billing, human resources and more.

These services can be a "marriage" between practices seeking more talented physicians. The physician recruitment staff matches graduating residents with practice needs, introduces primary care physicians to talented specialists and identifies marketing opportunities with our new physician liaisons. Our physician representatives also visit medical staff offices to understand their needs and provide support, including the preferred vendor program and issue resolution.

We continually explore ways to offer our medical staff members new services that in turn help them care for their patients. That's why we continue to invest in information systems that enable us to turn around radiology reports in minutes rather than days. That's why we developed a way for medical staff members to turn on their computers at home and access critical lab information. Eventually,

they will be able to see X-rays, order tests and communicate with other physicians from home.

Our organization's success in improving the health of our community is directly dependent on our ability to continuously innovate and find ever better ways to partner with physicians. Your role in helping us expand that partnership with your devotion to care and innovative suggestions is highly valued. Thank you for your ongoing diligence and attention to continuously improving and nurturing our physician partnerships. Don't think your efforts aren't appreciated!

Lou Liebhaber
Chief Operating Officer

What Are our Organizational Priorities?

Operations Improvement—Our cost-saving efforts that help us work more efficiently and improve quality, including the Working Wonders program

Functional Plan—The plan that guides us into the future for expanding and renovating our facilities, technology, information systems and services to make sure we meet our community's needs well into the next century

Care Management—Our effort to collect, analyze and communicate clinical data that can be compared to other institutions, to help us continue to provide quality care in the most efficient and effective manner

Member Satisfaction—Our effort to provide customer service that exceeds our patient, physician and staff needs in every way possible

SPECIAL CARE for *Abused Women*

Continued from page 1

At the 17th & Chew ED, a nurse comforts the abused woman in a safe room, where posters communicate reassuring messages such as "no one should have to live in fear." The nurse offers a Turning Point brochure, available in English and Spanish.

A telephone hangs on the wall, so the patient can call the Turning Point 24-hour hotline (610-437-3369) to talk with a counselor about developing a safety plan. If the woman returns to the abusive relationship in fear of financial difficulties or life-threatening retaliation for leaving, the ED provides her with a cell phone to call 911 in an emergency.

"It's a long process to break the cycle of violence," says Turning Point community education director Pam Pillsbury. "The ED program lets women know 'You don't deserve to be abused,' and links them to that first step to safety."

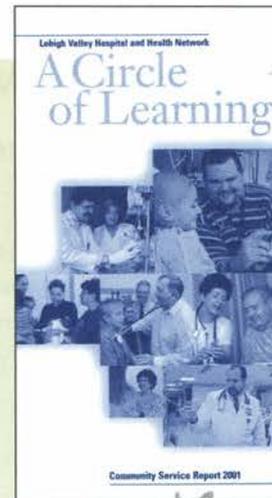
LVHNN is committed to helping employees who are victims of domestic violence, too. Learn about the program in a future issue of *CheckUp* and how you can help a co-worker seek safety.

Outreaching FOR THE Stars

The 17th & Chew ED team earned its Star Celebration Community Service Award for its domestic violence screening program as well as...

- Furnishing homeless youths with warm clothes at wintertime
- Providing hot meals and services for mental health patients
- Administering flu vaccines and blood pressure screenings
- Offering financial assistance for medications
- Supplying free condoms
- Organizing a smoking cessation project, complete with referrals, support and education
- Collecting goods for the needy during Thanksgiving and Christmas

Kyle Hardner



LEARNING & COMMUNITY SERVICE GO TOGETHER

To serve our community, we must continue learning. The mission to learn and teach is behind LVHNN's community service contribution, which totaled \$35.5 million in fiscal year 2001, including:

- \$19.6 million in direct patient care
- \$10.2 million in professional and patient education
- \$3.2 million in partnerships with local government, schools and community organizations
- \$2.5 million for community education and prevention

Read stories about patients and staff in "A Circle of Learning," LVHNN's community service report inserted in the January/February 2002 edition of *Healthy You*.

Call 610-402-CARE for your copy.

ED staff members wear the hats and gloves they will donate to needy children. (Front row, L-R) Hemwatee Surajbali, C.N.A.; Amal Mahmoud, technical partner; Judy Smith, R.N.; and Ilene Anderson, L.P.N. (Back row, L-R) Scott Fillman, physician assistant; Judy Post, R.N.; and Jean Snyder, R.N.

Anybody who wants to contribute should call Barb Davis at 610-402-2288.

Employees Giving From the Heart



When it comes to United Way giving, staff shows there is no such thing as a small pledge



Robert Watson lives modestly, busing to work, brown bagging his lunch, writing and listening to music in his spare time. And he measures his wealth not in dollars, but in blessings—work, friends, family and faith.

So when he received his United Way pledge form this year, he wanted to share what he could from his part-time job in housekeeping at LVH-Muhlenberg—\$5 per paycheck.

“If you have it to give, you should give,” he says. “What’s \$5? You don’t even feel it. I believe that what comes around, goes around and anytime I get something, I want to give back.”

And so do many other employees as they collectively pledged \$271,578, topping this year’s goal by more than \$14,000 and increasing from the \$247,783 raised last year.

“Once again, the generosity of our people sends a wonderful message of compassionate caring to the community,” says Elliot J. Sussman, M.D., president and CEO. “And in the spirit of our mission to heal, comfort and care, we give more every year.”

LVHHN consistently ranks tops in giving among area hospitals. Results for the 2001 campaign are not finalized but in 2000, LVHHN raised more than three times the amount of any other hospital.

This year is shaping up to be no exception. “This has been a rewarding and enriching experience,” says LVHHN United Way co-chair Don Hougendobler. “I just hope we can keep the momentum going.”

Robert Watson of LVH-Muhlenberg is one of hundreds of LVHHN employees who gave to United Way.

Finish Line Finalists

Congratulations to these departments with the highest levels of participation. A complete list of prize winners is on the LVHHN Intranet under the United Way link.

Less than 25 employees
enterostomal therapy
Prize: \$50

From 25 to 75 employees
patient accounting
Prize: \$125

More than 75 employees
medical records department
Prize: \$200

Drawing for \$1,500 travel certificate
Heather Wittman,
technical partner

**YOU CAN STILL
MAKE A
DIFFERENCE**

It's not too late to pledge to this year's United Way campaign. The valley-wide effort, which fell short \$500,000 of its targeted goal, has been extended into this month.

“If 1,000 people gave 50 cents per pay, that would give us another \$13,000 for the campaign,” says Betty Anton, director of volunteers and LVHHN co-chair for United Way. “It adds up.”

What can your money buy?

- 50 cents a week: six days of after-school snacks for 100 children
- \$1 a week: vision and hearing screening, public education and remedial eye care for 20 people
- \$5 per week: 45 Meals On Wheels plus a safety check to low-income seniors and the disabled

Enroll by printing a pledge form from the LVHHN Intranet site or contact Anton at 610-402-8897 or co-chair Don Hougendobler, director of housekeeping and LVH-Muhlenberg safety, at 484-884-2293.

Elizabeth McDonald

How Did They SAVE \$2 Million?

With help throughout LVHHN,
materials management made
a dramatic financial turnaround

It's seldom that Coy Ackerman has time to take in the whirlwind financial turnaround enjoyed this year by LVHHN—and by the materials management division. But when the Shared Success checks arrived last month, Ackerman couldn't help but feel PRIDE.

"It's great to give my team those checks," says Ackerman, manager of materials management information technology. "It's great that, in an organization so large, we can pull together and achieve wonderful results."

From the summer of 2000 to the present, materials management racked up \$2.08 million in savings, and many of the new processes and procedures will help continue that trend into the future.

HERE'S HOW THEY DO IT...

They renegotiate contracts. "We went to our top 25 vendors and told them 'We've been here for over 100 years, and we want to be here for the next 100,'" says Vanessa Taggart, procurement services manager. "We asked them to help us make that happen." The result: materials management saved \$1.8 million by renegotiating existing contracts and creating new ones, all while retaining the best clinical products.

They streamline inventory. By working with Carlos Molina, inventory coordinator, materials management clearly defined optimum product order levels. "That alone saved \$100,000," says Chris Holmes, supervisor, supply distribution services (SDS). SDS now labels all warehouse shelves at LVH-Cedar Crest and LVH-Muhlenberg and marks items with red and orange dots to ensure products with expiration dates are used first. "Coordinators keep track daily of materials in clinical areas to ensure the right amount of product is on the floor," says Rick Cardona, former LVHHN logistical support director, now with Health Network Laboratories.

They work with physicians. "The cardiac cath lab doctors meet with materials management every two weeks," says Lee Phillips, R.N., invasive cardiology director at LVH-Cedar Crest and LVH-Muhlenberg. "They test new products and offer valuable feedback about products that will deliver the best care at the most reasonable cost."

They standardize processes. Each item stocked by LVHHN now is outfitted with a standardized number that's entered into Lawson computer software. LVH-Muhlenberg integrated Lawson this year, thus giving all three campuses the same purchasing and inventory software.

They redefine roles. Each team member now has a specific place in the supply chain. "Our job," says Steve Jagiela, materials management administrator, "is to make the supply chain invisible so a manager knows there's a process, and knows that it works well, but he or she doesn't have to worry about it."



Mike Erdman, consumables coordinator at the cardiac cath lab, uses colored dots to differentiate stock. Supply distribution services labeled all shelves in the cath and electrophysiology labs at LVH-Cedar Crest to help track inventory.

GOING for It... on a Nursing Scholarship

Scholarship M

LVHHN PAYS TUITION FOR 15 EMPLOYEES IN NURSING SCHOOL
TO HELP THEM REACH THEIR DREAMS

In addition to intelligence and determination, becoming a nurse means having the time, the money or both. Now, for 15 lucky LVHHN employees pursuing that dream, there is reason to SMILE.

Last May, LVHHN launched the SMILE Program (Scholarship Monies Invested in LVHHN Employees).

The program pays full tuition for a two-year nursing degree and provides flexible scheduling so applicants can continue to work.

"This program is a natural extension of our mission as a teaching hospital," says Terry Capuano, R.N., senior vice president, clinical services. "We're building our nursing staff with dedicated people who understand our culture and commitment to patient care."

Elizabeth McDonald & Pamela Maurer

Scholarship winners tell



Frank McGibbon applied for the SMILE Scholarship at the urging of his former director, Lois Guerra, R.N., on 5C.

Growing up, Frank McGibbon loved watching the show "Emergency" and dreamed of the day when he, too, would be answering the siren's call.

He became an emergency medical technician, then a medical assistant and now is a therapy aide in physical therapy at LVH-17th & Chew. In January, he will enter Northampton Community College to pursue his nursing degree.

"This scholarship is a once-in-a-lifetime opportunity," he says. "How many places would do this for their employees? It's an amazing gift."

An inquisitive mind and thirst for knowledge should serve McGibbon well. "I like to learn as much as I can because I want to be the best that I can," he says. "The only way to do that is to ask questions."

Recipients are required to work for two years at LVHHN after graduation. "I see that as a plus," says McGibbon. "This hospital is growing, and there's going to be more to learn here."



opies Invested in LVHHN Employees

Reach for a SMILE

- 15 scholarships annually range from \$4,000 to \$15,000.
- You must have worked at LVHHN for one year and commit to working here for two years after graduation.
- Be prepared to describe your abilities, why you choose to work at LVHHN and why you want to be a nurse. An evaluation from your supervisor will be required later.
- Reviewers seek people who demonstrate excellence, caring and commitment.

For an application contact Martin Everhart, director, human resources, at 484-884-4797.

us what SMILE means to them...



"I'm finally accomplishing my 20-year goal."

Carol Kish studies with her children, Kelly and Larry.

For as long as she can remember, Carol Kish wanted to be a nurse. She hoped to enter a nursing program after high school, but love, marriage and a family put her on another path with rewards of its own.

Now, Kish's children support their mom as she deftly juggles work and nursing school at Lehigh-Carbon Community College. Kish hauls her school materials around in a book bag given to her by 17-year-old son Larry and spends evenings at the dining room table with Kelly, her 11-year-old daughter and study buddy.

But it was her nursing mentors—Sharon Reilly, R.N., PCC, and Lynda Workman, R.N.—who encouraged Kish, a mental health technician in adolescent psychiatry at LVH-Muhlenberg, to pursue her 20-year goal through the scholarship. She plans on continuing her career alongside them. "Working here is so rewarding," she says. "I'll be here forever."



"I've found new support in my classmates."

Jennifer Arnold (left) met Lynn Munich in class at Lehigh Carbon Community College.

Jennifer Arnold has had plenty of opportunity to observe nurses as she hands instruments to surgeons in the OR at LVH-17th & Chew. Now, she wants that kind of connection with patients.

And it's through nursing school that she's made valuable connections with others to help her along that path. "Everybody in my study group has a different speciality, and we help each other with assignments," she says.

She met Lynn Munich, a technical partner on 4C at LVH-Cedar Crest, through class at Lehigh Carbon Community College. "I ask her about medications and diseases, and she comes to me with questions about surgery," she says. "We learn in class and from each other."

Now, Arnold will guide Munich—who is approaching her one-year anniversary here—in applying for a scholarship.

"Take N.O.T.E.S." (Nursing Opportunities to Educate Students) captured the cover story of the Nov. 12 issue of *Advance for Nurses* magazine. Sharon Kromer, R.N., 7A, and Debra Matta, R.N., float pool, co-authored the article about the program that introduces nursing to high-school students. On the magazine cover, Sue O'Neill, R.N., mentors Rick Bauer in the TNICU.

The Facilitation Workshop Can Help Your Team Be Great

When she attended a facilitation workshop in October and peered around the classroom, Janet Kemmerer saw nary a familiar face.

It was just as she hoped.

You see, Kemmerer, an R.N. and resident care coordinator on the transitional skilled unit (TSU) at LVH-17th & Chew, knows she got the most out of the daylong team-building class precisely because employees from various departments took part.

“Clerical, clinical and nonclinical staff were there,” Kemmerer says. “Teamwork is about getting new ideas, and being in a room with people from different departments allows those new ideas to flow.”

Workshop organizers and facilitators Gwen Rosser, R.N., an organizational development consultant, and Karen Peterson, an R.N. and patient care specialist for behavioral health at LVH-Muhlenberg, both of whom are certified in group dynamics, carefully craft each 20-person class to represent a cross section of the network.

“Some people think only managers run teams,” explains Rosser. “Everyone participates in teamwork and plays a key role in making the committees, groups and teams more effective and efficient.”

The workshop outlines the five stages of successful team building and the proper way to manage your team depending on its stage or situation. Participants discuss tips for problem solving, conflict resolution, responsibility charting, decision making, communication and facilitation.

Of paramount importance is instruction on group structure. “If the structure is sound and the right



people are in the right roles,” Peterson says, “then, with plenty of hard work, a successful team is certain.”

When you attend the workshop, don’t expect to spend all day staring at a dry-erase board. Each class is highly interactive with brainstorming, role-playing and more. “We start by breaking into four groups,” Rosser says. “Then we merge groups and start anew. That way, we explore the difference between working in different sized teams.”

For Kemmerer, the workshop is a first step. She’s on a new TSU team that’s measuring feedback from employee satisfaction surveys. Those results have indicated that accountability, delegation and teamwork are key issues to address.

“So our team is looking at developing an action plan and measuring the results of that plan over the next few months,” Kemmerer says. “And the tips from the workshop will guide that team.”

Kyle Hardner



Gwen Rosser, R.N. (left), uses “stop” and “go” signs at monthly department head meetings, where up to 200 managers from throughout the network gather, to help speakers keep their presentations to 15 minutes. Rosser and Karen Peterson, R.N. (right), can help you find the best way to facilitate your meetings.

Want to make your team a winner?

Openings are available for the next two facilitation workshops, set for Jan. 24 and March 14 in Room 900 at the School of Nursing. E-mail Gwen.Rosser to register.

Janet Kemmerer, R.N. (left), and Tammy Danas, technical partner, both from the TSU, show off dolls that link together to form a team. Kemmerer attended the facilitation workshop to help her team find ways to continue addressing results from the employee satisfaction survey.

She's Back at Work as a VOLUNTEER

Rosalie Maehrer, R.N., didn't stop helping the hospital when she retired—she's sharing the value of books with children at LVH-17th & Chew



Rosalie Maehrer, R.N. (left), who was instrumental in starting the Reach Out and Read Program, reads to 6-year-old Manuel Laviena while he waits for his doctor's appointment. Maehrer recently retired from the clinic and is back at work as a volunteer.

"A hundred years from now it will not matter what my bank account was, the sort of house I lived in or the kind of car I drove. But the world may be different because I was important in the life of a child."

Ask Rosalie Maehrer, R.N., about the ideals she lives by and she'll mention this quote by Forest Witcraft. Maehrer spent more than 35 years as a nurse at LVHHN before retiring last March. But she hasn't retired from helping the hospital's youngest patients; she's just doing it in a new way.

For the last five years, Maehrer worked as a telephone triage nurse at the outpatient pediatric clinic at LVH-17th & Chew streets. Since her desk faced the waiting area, she had plenty of time to watch children and their parents as she helped people on the phone.

"I saw quite a significant need for more parental interaction," she says. "Many of the parents weren't holding their children and didn't seem to have the skills to help them cope with a long wait for the doctor."

Maehrer found a solution in *Reach Out and Read*. The goal of this national program is to make literacy a part of the primary pediatric care plan. Playing a key role are volunteers who read to the children in the waiting room, exposing the youngsters to books and demonstrating to parents the value of reading together. In addition, doctors talk to the parents about the

importance of reading and give the child a book to keep at each well-child exam from 6 months to 5 years.

The concept made so much sense to Maehrer that she wanted to be a part of it when she retired. "I've never been much of a sitter," she says. "I started a committee, recruited the volunteers and taught them how to model reading to the parents."

Within two weeks, Maehrer herself started spending Monday afternoons in the waiting room usually with a child on her lap. She's still there, either reading to the children or keeping them busy with the paper and crayons she brings.

The children clearly enjoy it, Maehrer reports. "Recently, I read to a very attentive little 5-year-old," she says. "When he had to go in, he held out his hand for me to stay there and said, 'Don't go away, I'll be right back!'"

Maehrer spends her "days off" working at both her son's law firm and a boutique, and spending time with her husband and their nine grandchildren. "Retirement is a great time. I'm very content," she says. "This program has taken the place of treating the children for me. I'd miss that. As they say, 'once a nurse, always a nurse.'"

A Toast to Holiday Safety

DRINKING AND DRIVING IS A HOLIDAY MIXER THAT SHOULDN'T BE ON ANYONE'S PARTY LIST

Michael Pasquale, M.D., chief of trauma, has seen too many victims of drunk driving in the Trauma Center.

Broken bodies. Shattered lives. Families destroyed. All because someone got behind the wheel of a car after one drink too many.

According to a 1997-1998 study at LVHHN, one-third of the drivers tested at the Trauma Center had blood alcohol levels above the legal limit.

"These are needless accidents," Pasquale says. "The cost in human terms is immeasurable and heartbreaking."

You can be in good spirits during the holidays without the spirits being in you. LVHHN highlights that message by hosting the Lehigh Valley Regional DUI Task Force nonalcoholic holiday mix-off with local "celebrity" drink makers and judges on Dec. 20 at LVH-Cedar Crest. LVHHN is a partner in the regional Team DUI which is dedicated to educating the public about the dangers and consequences of drinking and driving.

Elizabeth McDonald



Kathy Crane of WFMZ-TV assists Juliet Geiger, R.N., LVHHN trauma coordinator, who wears fatal vision goggles used by local police departments to simulate alcohol impairment. Crane and Geiger are joining community leaders and local personalities in a spirit-free mix-off on Dec. 20 at LVH-Cedar Crest, with LVHHN donating \$500 to the winning bartender's charity of choice. If you receive *CheckUp* after Dec. 20, you can still enjoy the recipes at left.

YOU CAN HELP FRIENDS AND FAMILY STAY SOBER BY ENJOYING THESE SPIRIT-FREE RECIPES AT YOUR NEXT HOLIDAY GET-TOGETHER...

Lady Godiva

As prepared by Kathy Crane, broadcaster, Channel 69

- 1/4 oz. lime juice
- 2 oz. collins mix
- juice from 1/2 lemon
- 1/2 oz. tropical fruit syrup
- maraschino cherries

Combine in blender, add a few ice cubes, blend for 30 seconds. Top with 2 maraschino cherries.

Creole Cooler

As prepared by Susan Hunt, publisher, The Morning Call

- 1 pint milk
- 8 oz. crushed pineapple, chilled
- 2 oz. orange juice
- 3 tsp. lime juice
- sugar

Combine the pineapple with the juices in a pitcher, add sugar to taste. Add the milk, mix well and serve.

Bunnybottom

As prepared by Jane Ervin, Lehigh County Executive

- 1/2 oz. lemon juice
- 1 oz. orange juice
- 3 oz. apple juice
- 2 tsp. maple syrup

Combine in cocktail shaker, add 3 ice cubes, shake thoroughly, pour and serve.

Psychedelic Shag

As prepared by Michael Pasquale, M.D.

- 1 part cranberry juice
- 2 parts ginger ale
- crushed ice
- rainbow sherbet

Mix cranberry juice, ginger ale and ice in punch bowl. Pour into a cup and top with a scoop of rainbow sherbet.

Fruit Dinquiri

As prepared by Don Cunningham, Bethlehem's mayor

- 1/2 tsp. lime juice
- 4 oz. fresh tropical fruit mix (pineapple, mango, peach, strawberry, etc.)
- 1 tsp. powdered sugar
- 4 oz. lemon-lime soda

Combine in blender, add a few ice cubes, blend for 35 seconds, pour and top with a slice of pineapple or peach.

Black & Tan

As prepared by Arthur J. Rothkopf, president of Lafayette College

- 2 oz. milk
- 4 oz. cola

Combine in glass, add ice, stir and serve.

Want to know more?

See "What's Happening" for details about the mix-off on Dec. 20, and call Elysia Bruchok at 484-884-4819 for holiday recipes to go with your spirit-free beverages.

**She Delivers
Speedy Service
With a Smile**



Rachel Allen

It's a busier than normal morning for Loretta Domin, practice manager at the Center for Women's Medicine, (CWM) LVH-17th & Chew. She needs to get to the Cedar Crest campus for an obstetrics review meeting, and she needs specific patient charts for the 7 a.m. get-together.

Thankfully, Domin has two key resources—her cell phone and, most importantly, CWM medical records clerk Rachel Allen.

"I can call her when I'm a block away from 17th & Chew, and when I pull up to the site, she's right there," says Domin. "She has the records I need and greets me with a smile."

Keeping track of charts can be overwhelming at CWM, where caregivers see about 1,400 patients each month, but Allen does so with outstanding efficiency. While charts are routinely pulled 24 to 48 hours prior to a patient's scheduled appointment, some information is needed more quickly. "That's when Rachel is at her best," Domin says.

When a nurse is working on a phone triage case and needs that patient's chart at her fingertips, Allen is right there. When a resident wants hundreds of charts pulled to conduct research, Allen gathers them in a flash. When CWM's satellite office at Casa Guadalupe needs charts, Allen gets them to a courier pronto.

And all the while, "she's very patient, upbeat and happy," Domin says. "Her enthusiasm is inspiring to us all."

Kyle Hardner

Congratulations to the December Service Star Award nominees:

Marguerite Fuerst, technical partner, endoscopy lab
Nominated by Marie Porter

Lisa Flok, senior therapist, radiation oncology
Nominated by Nancy Earley

Christopher Mack, C.N.A., technical partner, TSU, LVH-17th & Chew
Nominated by Bonnie Kosman

**They Saved Money, Gave a Donation
and Evolved a New Job**

As financial coordinators at the John and Dorothy Morgan Cancer Center, Jeanne Castagnera and Denise Rex help ease the burdens of ill patients. In the process, they found a way to curb a significant expense, too.

The coordinators realized that certain patients couldn't afford to pay for their medications. That meant LVHHN would absorb the drug charge. "So we started contacting the pharmaceutical companies to see if there was a better way to handle the situation," Rex says.

They discovered certain companies would replenish medication stock that was given to indigent patients. Castagnera submitted the idea to Working Wonders, and the savings quickly added up. The program saved \$150,000 through October—and the pair donated \$2,000 of their award to the Cancer Center Education Fund. It was their special way of reinvesting in the network.

The Working Wonders idea has since evolved into the creation of a pharmacy financial coordinator position, which Castagnera recently accepted. In her new role, she hopes to implement the cost savings found in the Cancer Center networkwide.

Kyle Hardner



Denise Rex (left) and Jeanne Castagnera, financial counselors at the Cancer Center.

Another Reward for You

Let Working Wonders park your car. Be eligible to win a one-month valet parking permit at LVH-Muhlenberg or LVH-17th & Chew by submitting an idea to the Working Wonders bulletin board. **Call Jackie Straley at 484-884-4840 for information.**

HOW WORKING WONDERS ADDS UP

IDEA Replacement of pharmaceutical stock given to indigent patients

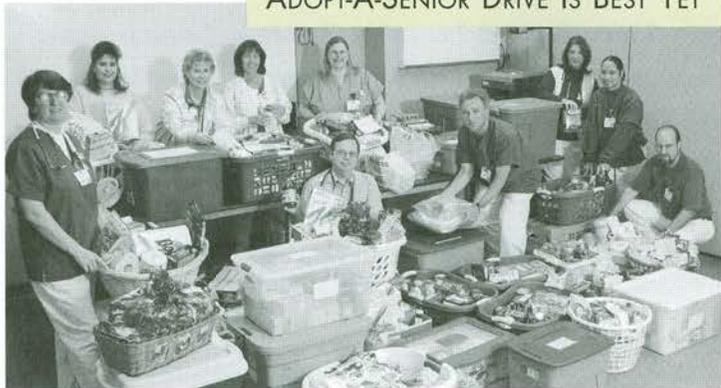
BY Jeanne Castagnera and Denise Rex

ESTIMATED ANNUAL SAVINGS \$151,463

AWARD AMOUNT \$10,750 each

HATS OFF

ADOPT-A-SENIOR DRIVE IS BEST YET



LVHNN's contribution to the Area Agency on Aging's Adopt-A-Senior program hit new heights during the Thanksgiving season. About 90 departments made nearly 90 gift baskets that were delivered to seniors in need. Above, staff from 4A and 3C prepare for delivery.

KEN MILLER EARNS TOP HONORS

Ken Miller, an educational coordinator and respiratory therapist, won the international 2001 Bird Award for achievement in respiratory care. The award recognizes his skill in customizing a ventilator that offers a more equal distribution of air to patients with traumatic inhalation injury. The award is selected by Forrest M. Bird, M.D., Ph.D., designer of the ventilator used by Miller in LVHNN's Burn Center.

NEW SENIOR VP SETTLES INTO "DREAM JOB"



For Paul Landry, seven years of driving past LVHNN on commutes from his Sinking Spring home to his job as vice president of Atlantic Health System in New Jersey made a huge impact. "Every time I traveled on I-78," he says, "I thought, 'Working there would be a dream job,' because of LVHNN's reputation as a great health care facility."

Now Landry is living his dream as the new senior vice president of development, overseeing fundraising. His vision is to help grow fundraising throughout the network, particularly at LVH-Muhlenberg. "And by doing that," he says, "you're raising funds that directly translate to exemplary patient care."

MEET LVHNN'S NEW PHYSICIAN



Medicine: Ewa A. Susfal, M.D.

General Internal Medicine

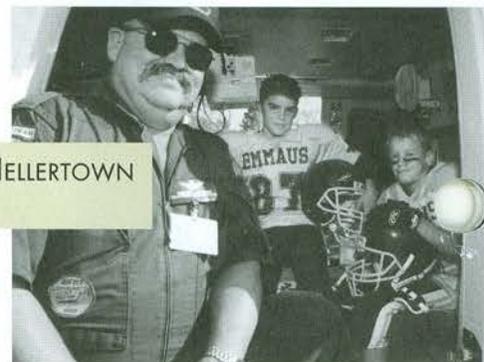
Practice: Solo Practice

Education: Medical Academy of Lublin, Poland

Residency: Easton Hospital

HEALTH CENTER AT HELLERTOWN HITS THE GRIDIRON

Emmaus youth football players Michael Bender (center) and Ryan Davies (right), joined by pilot Bobby



Carman, were among the athletes that saw the inner workings of LVHNN's MedEvac at the Saucon Valley Youth Sports Association's flag football tournament. An event sponsor, LVHNN donated \$1,500, first-aid kits and handed out more than 200 mini footballs at Dominick Park, minutes away from the newly opened Health Center at Hellertown.

LEHIGH VALLEY CHAMBER RECOGNIZES EXCELLENCE AT LVHNN

The Lehigh Valley Chamber of Commerce has awarded Lehigh Valley Hospital and Health Network the Harry C. Trexler Business of the Year award for its service to the community.

"Thanks to LVHNN, we enjoy a world-class medical facility right in our own backyard," says Chamber chairman Kim Snyder.

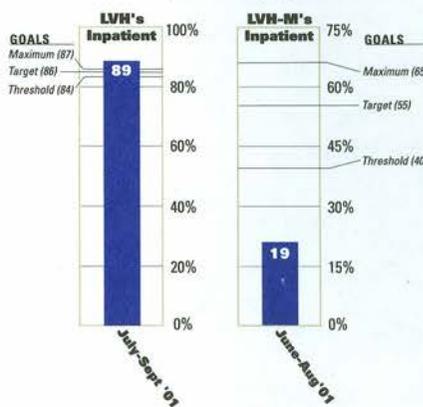
VALLEY PREFERRED POPULARITY SURGES

Valley Preferred is on pace for another strong year of growth in 2001, increasing its membership 23 percent on Nov. 1 to nearly 81,000 members. Valley Preferred now counts nearly 2,400 clients, including new clients Binney & Smith and Good Shepherd Rehabilitation Hospital. Valley Preferred, a preferred provider organization of the Lehigh Valley Physician Hospital Organization, is the second largest provider-sponsored PPO in Pennsylvania.

Shared Success Plan: A Reward for Providing Excellent Service

Patient Satisfaction (Press Ganey)

"Likelihood of Recommending Hospital"



LVHNN's Expense/Adjusted Case



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

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

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ART DIRECTOR Denise Golant

PHOTOGRAPHER Scott Dornblaser

EDITORIAL ASSISTANT Elysia Bruchok

DESIGNERS Christine Baldwin, Teressa Colbaugh

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

30 YEARS OF SERVICE

Dale T. Jarvis
Information Services

25 YEARS OF SERVICE

Maria A. Bauer
*Emergency Service-17**

Vanessa J. Taggart
Supplier Services

20 YEARS OF SERVICE

Daryl V. Geiger
Plant Engineering

Denise Yodis Golant
Marketing/Public Affairs

Debra A. Golden
Labor & Delivery

Stephanie Gross
Patient Accounting

Patricia Huber
Radiology Administration

Kerry Knauss
Physical Medicine

Eileen M. Morgan
Obstetrics

Brigitte Stork
TLC Full Care

Patricia Tachayapong
Transitional Open Heart Unit

Ann Wargo
Occupational Health

15 YEARS OF SERVICE

Bozena J. Dolata
Spectrum Pharmacy-17 & Chew

John J. Dunleavy
Organizational Development

Wendy B. Fay
3C Staging/Monitored Unit

Roseann M. Flyte
Neonatal ICU

Carolyn P. Harlan
ASU-PACU/OR

Gail L. Hauze
Neonatal ICU

Barbara A. Heidecker
Family Health Center

Joann M. Knopf
Diagnostic Care Center

Bonnie M. Kosman
HBSNF

Dawn Kuebler
Family Health Center

John Mancinelli
Courier Services

Kay A. Schwalm
Perinatal Unit

Anita M. Tantaros
Patient Accounting

10 YEARS OF SERVICE

Randy Marsh
Plant Operations

Wendy L. Rupp
Material Management Administration

Michael Sheptock
Operating Room

5 YEARS OF SERVICE

Tammy Banko
Psych Eval/OP Services

Theresa Beleno
Patient Care Services-3S

Brenda L. Boyer
Kutztown Primary Care Association

Marianne Buzinski
LVPBS-G & A

Bruce Confer
Operating Room

Lisa M. Cozzi
TLC Full Care

John Cressman
I/S Technical Support

W. Diane Daniels
I/S Financial & Admin Systems

Shari Edgar
Occupational Health

Stephanie M. Figueroa
Physician Services

Maria Gimpert
Labor & Delivery

David Heckman
Bio-Med Engineering

Norma Iverson
Partial Hospitalization Adult Psych

Erin B. Joyce
TNICU

Melissa L. Kauffman
Southside Family Medicine

Mildred M. Krause
OB/GYN Associates

Dana M. Krauss
LVPBS-Jon E. Brndjar, D.O.

Kelly A. Miller
Medical Records

Susan S. Orlando
Master Facilities Administration

Patrick P. Pagella
Transitional Trauma Unit

Albert J. Peters
GYN Reproductive Endocrinology

Deanna L. Roberts
Nursing Float Pool Cluster J

Denise Robinson
GYN Reproductive Endocrinology

Liselle Ruggiero
Physical Therapy

Kathy Skinner
Radiology Administration

Kay R. Snyder
Information Services Operations

John J. Supinski
Home Care-Occupational Therapy

Melissa Sverha
Mammography

Lori K. Tucker
Medical Staff Services

Gail M. Van Allen
7B Medical/Surgical Unit

Spirit-Free Holiday Mix-Off

Thursday, Dec. 20

Dec. 20 11:30 a.m. - 1 p.m. Anderson Wing lobby, LVH-Cedar Crest

Join the fun by sampling and voting for your favorite beverage. The Spirit-Free Holiday Mix-Off precedes "Lights On for Life," a daylong headlight observance Dec. 21 in remembrance of those killed or injured by alcohol-impaired drivers.

Facilitator Workshops

Jan. 24 and March 14

Jan. 24 and March 14 School of Nursing, LVH-17th & Chew, Room 900

Join this interactive session to learn about problem solving, conflict resolution, facilitation and more. E-mail Gwen.Rosser to register. *See the full story on page 8.*

**Earn Money for the Holidays:
Referral Bonus Program**



The referral bonus program is an opportunity for employees to earn cash for referring people to work at LVHHN. You can earn up to \$2,000 depending on what position is filled.

Learn more by calling human resources at 484-884-4700 or fill out an electronic referral form on the bulletin board in e-mail.

T.G.I. Friday's Discount Program

Present your LVHHN ID badge at T.G.I. Friday's on Cedar Crest Blvd., Allentown, and receive a 15-percent discount on all food and nonalcoholic beverages. Reservations must be made for business meetings or large parties.

To learn more, call or e-mail Lori Belton at 610-402-9422.

Mandatory Safety Education

Deadline this month

The 2001 safety education training must be completed by all employees before the month's end. The lessons, mandated by JCAHO and OSHA for clinical and nonclinical personnel, can be accessed through the de'Medici icon located on a workstation computer in each department.

For information, visit the de'Medici bulletin board or call/e-mail Suzanne.Rice at 610-402-2475.

Weight Watchers at Work

Registration deadline: Jan. 9

LVH-Muhlenberg	Starts Jan. 14 Mondays, 12:30 - 1:15 p.m.	\$80 fee is reimbursed through Choice Plus; payable by check or cash only. Make checks payable to Lehigh Valley Hospital <i>(please include location at which you will participate).</i>
LVH-Cedar Crest	Starts Jan. 15 Tuesdays, 11 - 11:45 a.m.	
2024 Lehigh St.	Starts Jan. 15 Tuesdays, 12:15 - 1 p.m.	
LVH-17 th & Chew	Starts Jan. 17 Thursdays, 11:15 a.m. - 12 p.m.	
2166 S. 12 th St.	Starts Jan. 17 Thursdays, 11:15 a.m. - 12 p.m.	
LVH-Cedar Crest	Starts Jan. 17 Thursdays, 5 - 5:45 p.m.	

See the LVH and LVH-Muhlenberg Bulletin Board for program details.