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focus on **PRIDE**

WISHING FOR A Baby

Now the Tindulas have two with the help of amazing technology and staff here

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IVF twins Matthew and Jacob Tindula

The doctors and nurses were up to something. They all huddled around the phone and slowly dialed, giggling. Ring...Ring...Ring. "Hello," answered Theresa Tindula. "Hi, Theresa. This is Dr. Schillings." One...two...three... "You're pregnant!" the group yelled.

Tindula, a technical partner on progressive coronary care unit (PCCU), was laughing and crying. For seven years, these are the words she and her husband, Mike, had been waiting to hear, and now twins Matthew and Jacob were on the way. "I've loved kids ever since I was a kid," she says.

The Tindulas thought they had tried everything before they met Wendy Schillings, M.D., and Albert Peters, D.O., of Reproductive Endocrinology and Infertility Specialists (REI).

He had surgery to increase his sperm count. She took fertility drugs to produce more eggs. They tried artificial insemination. Nothing worked.

Would in vitro fertilization (IVF) be the answer? A series of tests at REI showed Mike's sperm count to be too low for standard IVF in which sperm swim to fertilize eggs in a petri dish. They would have to inject his sperm directly into Theresa's eggs at LVH-Muhlenberg in one of two labs in America with high-quality clean air.

Continued on page 3



We Are Busy, Busy, Busy

So what does it mean? We must face the challenges of our patients needs and demands, and our finances to survive and thrive for our community.

We help parents begin the families they've always wanted with skill and resources only found here. We pioneer amazing technology that journeys into the mysteries of the brain and help people heal. We learn from each other and patients to create the ideal experience when caring for broken hearts. We educate our patients about diabetes self care so they can play sports, enjoy hobbies and dine without worry.

It is no wonder patients flock to us for care. We are experiencing new levels of demand for our services and we expect to feel the pressure of even more demand. It's true that our great services play a large part in this, but it's also a national trend because of managed care.

During the last decade, hundreds of hospitals and thousands of beds closed across the country, causing thousands of patients to seek care elsewhere. The floodgate has opened, and we are caring for more and more people as they age, become chronically ill and seek a more intense level of care.

"Great!" you think, "a busy hospital means a rich hospital." Well, not necessarily. You might be surprised that we did have challenges creating our budget for the upcoming fiscal year. We see it in rising malpractice costs, which spiked \$3.3 million over the last year and will jump another \$7.9 million next year. We see it in lower payments from Medicare and could feel a reduction of almost \$3.5 million next year. We see it in the mounting cost of providing health benefits to employees and our commitment to continue to provide the best benefits we can.

Then there is the cost of care, the quality care that our community expects and trusts, the quality care that carries out our mission to heal, comfort and care. Consider medicated cardiac stents, among the newest technology being researched here to keep blocked arteries open. They will add more than \$3,000 per case or about \$1.5 million annually—a cost worth paying in the eyes of our patients, their families and our caring staff.

So here is our challenge: we need to accommodate the increasing needs and demands of our community, and we need to control the costs of providing the extraordinary quality of care we have always provided.

Our community is confident that we can meet their needs, and they should be. We are working diligently on expanding our capacity. We are aggressively filling key jobs and investing in recruitment and retention. We are adding more inpatient beds at all three hospital sites—for example, we will construct a new building for inpatient medical/surgical intensive care and heart care at LVH–Muhlenberg and create a short-stay hospital at LVH–17th & Chew. We are improving our systems so we can efficiently care for our patients. (In next month's *CheckUp*, you can read about how we can all contribute to a better system of bed management to help accommodate the volume.)

But what about our finances? Well, we have great news. We have created a positive budget plan. Yes, it took hard work and sacrifices, and it won't be the last time. Moving forward, we all need to be vigilant and creative in the face of challenges. We know how stressful this can be, and we all must remember to step back, take a deep breath and take care of ourselves. We must support each other and continue to express our tremendous PRIDE in where we work and whom we work with. Our PRIDE translates into the confidence and support from our community, and in the long run that will sustain us through any difficulty.

We have a strong history of success, determination and optimism. We have provided sound patient care and make wise business decisions. We have successfully faced challenges before, and we will no doubt prevail in the future.

The success stories of our patients, like those profiled in this issue of *CheckUp*, motivate us to do better all the time. Do it for the Tindula family, for the Christman boys, for "James," for our community—because they depend on each and every one of us.

Lou Liehaber
Chief Operating Officer

WISHING FOR A Baby

Continued from page 1

After injections to stimulate ovulation and seven days of ultrasounds and blood tests, Theresa's eggs were prime for retrieval. Meanwhile, embryologist Huey Huynh looked for the healthiest of Mike's sperm by analyzing their shape and motility.

This was all done in the lab, where air is so clean that "the sperm and eggs don't even realize they've left the body," says embryologist Katy WorriLOW, Ph.D., lab director. "Typical room air has about 100,000 particles per cubic foot, and here there are fewer than 100." Special filters keep out ambulance and car exhaust, construction fumes, perfumes and more. Ultraviolet lights kill germs. Staff wears scrubs that don't shed linen and are similar to what people wear when designing computer chips.

The technology is matched by the special skill of the IVF lab staff, and together have improved the pregnancy rate from 30 percent to as high as 65 percent. Under a high-powered microscope with delicate instruments, Huynh deftly chased swimming Tindula sperm, temporarily paralyzing them before injecting them into the eggs. The eggs were exposed to an array of nutrients, amino acids and proteins to mimic the environment in the fallopian tubes. To "cleanse" the embryos, Huynh placed them over cells developed by the IVF lab that work like a human liver to detoxify.

The Tindula embryos thrived. Three days later, Theresa returned to the lab for Schillings to implant embryos through a catheter. Before the procedure, Theresa and her husband saw on a lab TV the tiny cells that could grow to be their babies. "I thought, 'Wow, we made these,'" Theresa says. "It took my breath away."

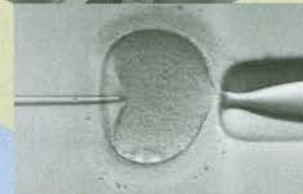
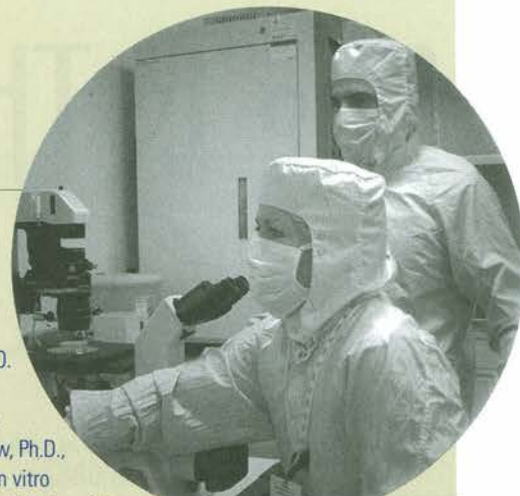
Two days of bedrest and two weeks of waiting followed...until the phone call. "We were jumping up and down when we learned she was pregnant," Schillings says. "Our hearts and souls are involved with all our families."

On Nov. 29, 2001, Matthew and Jacob were born at about four pounds each. By chance, Molly Peters, M.D., wife of Al Peters, D.O., delivered the babies. "I thought, 'Now, this is really like family!'" Theresa says.

It's a dream come true, not just for Theresa and Mike, but for their 11-year-old daughter, Megan. "She always has wanted a brother or sister, and we would have six more if we could. The boys are the apples of her eye and now she wants to be a twin, too," Theresa laughs. "I am so thankful for the wonderful technology and staff that helped create my beautiful family."

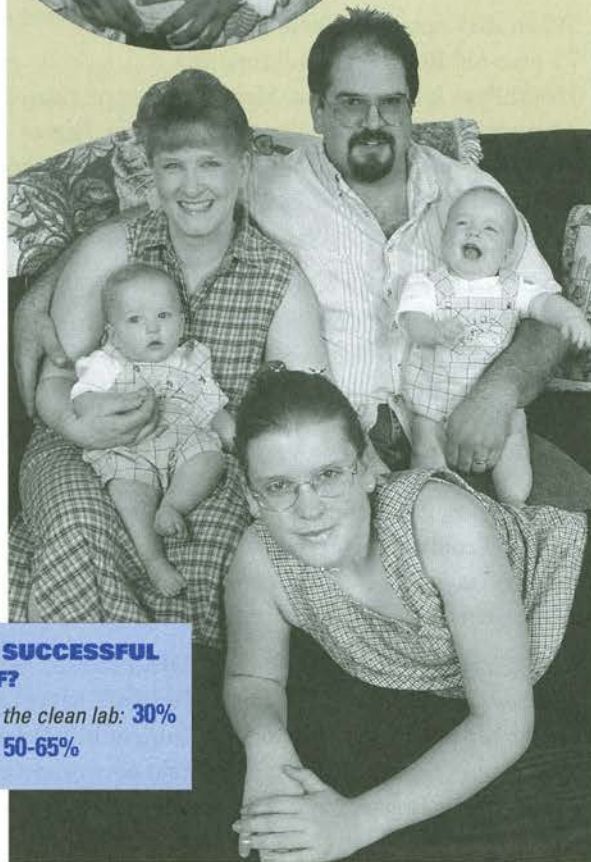
Pamela Maurer

Infertility specialist Al Peters, D.O. (right), and embryologist Katy WorriLOW, Ph.D., prepare for in vitro fertilization in the clean lab.



Healthy sperm is then injected into an egg.

Molly Peters, M.D., married to Al Peters, D.O., proudly holds the Tindula twins she delivered.



HOW SUCCESSFUL IS IVF?

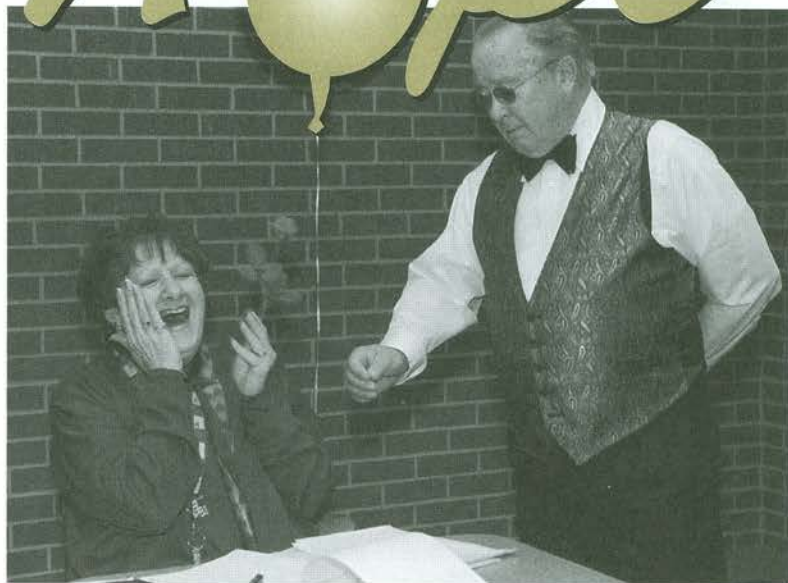
Before the clean lab: 30%
Today: 50-65%

The Tindula family is complete (clockwise from upper right)—Mike, Matthew, Megan, Jacob and Theresa.

She Is Their

Hope

AT AGE 71, HOPE ROTH,
A BILLING ANALYST
AT HEALTHPAGE,
CONTINUES GIVING
TO PEOPLE AND
THE HOSPITAL
SHE DEARLY LOVES



Hope Roth has never seen a yard sale she doesn't like. "I'm an avid yard-sale junkie," she happily confesses. "My sister-in-law and I usually go every Saturday."

When she's not yard-sale hopping, the 71-year-old Roth works full time as a HealthPage billing analyst. Her 37-year career spans 22 years as an operator and supervisor at the former Medical-Dental Bureau, a physician's answering service, and 15 years at LVHNN. But it is her loving nature and big heart that endear her to all who know her.

"I want to be just like Hope when I grow up," says Pat Kutz, telecommunications supervisor. "She's the most giving and loving person I have ever met. She's always there for you and never expects anything in return."

Roth's maternal instincts extend beyond her immediate family, which includes daughter Terry Burger, manager, infection control at LVHNN. "She's like our office mother," says Jana Mandic, customer service representative. "She's just incredible."

Roth's cozy cubicle at 2024 Lehigh Street reflects her generous and lively spirit: a candy dish that's never empty, drawings by her grandchildren, a picture of her dressed up as one of Santa's elves. It is here that co-workers come to share their laughter and their tears. "It doesn't take any more effort to be kind than it does to be nasty," Roth says. "Caring about people and being there for them is the least I can do."

A ROSE NAMED HOPE—Hope Roth, a HealthPage billing analyst, was tickled pink when a barber shop quartet serenaded her at a surprise 71st birthday bash thrown by LVHNN friends and family.

Roth's own life has been touched by sadness, including the loss of a 6-year-old daughter to a brain tumor, the deaths of all but one of her seven brothers and a double mastectomy when she was in her 40s.

When she was only 12, she also made an interesting discovery about herself. After noticing her last name had been altered on her church nursery enrollment certificate, she looked up her baptism records and learned she was adopted.

But that was yesterday. Today, as every day, Roth concentrates on helping others. She volunteers for the annual Nite Lites celebration, coordinates office support for the United Way and for 12 years has participated in the March of Dimes walk for healthier babies.

"They're all worthy causes," she says. "We really need to put forth an effort to take care of each other, especially since 9/11."

As for retirement? It isn't even in her vocabulary. "I work so I can keep going to yard sales," she laughs. "The hospital's been good to me. I'm just happy to give back."

Elizabeth McDonald

JOURNEY INTO THE BRAIN

*P. Mark Li, M.D., Ph.D.,
has the map to
complex and
lifesaving surgeries
of the brain*

P. Mark Li, M.D., Ph.D., was a third-year medical student at Harvard when he first peered into a brain, curious about the mystery of how this organ controls our walking, talking, breathing, thinking...everything we do. Watching as neurosurgeons removed a benign brain tumor, Li knew immediately he would change his career path from research to neurosurgery.

"It seemed unbelievable to open someone's cranium and put the brain back together so it was working better than before," Li says.

What once seemed unbelievable to Li is more than believable. This former student of Yale University and a Ph.D. in chemistry is now chief of neuro-

surgery at LVHNN and leading the way in new neurosurgical procedures. Imagine this: a patient's brain is swelling dangerously. Li removes part of the skull to relieve the pressure and stores it in the abdomen for a month or two until the swelling is controlled. This is just one of many wonders that Li is performing here to save people's lives or give them a new lease on life.

Consider people with epilepsy and the surgery that Li helped pioneer at New York Presbyterian Hospital in the 1990s. Li implants a small generator in the upper left side of the patient's chest, which sends impulses through a connecting wire to stimulate the neck's vagus nerve. This inhibits seizures in 30 to 50 percent of patients and Li, who has more than 150 of these procedures under his belt, today is considered a world leader. "It is such a fantastic and rewarding feeling to see how wonderful these patients do," Li says.

No doubt, Li is passionate about what he does and

gravitates toward the most complex surgeries to help the people in his community. He operates at the base of the skull, in complicated areas of the spine, and on aneurysms and malformed blood vessels in the brain. Li does minimally invasive procedures, too, so people have a shorter recovery time and less scarring.

"We operate on the edge of the brain's most important motor functions," Li says. "We must be very delicate and very skilled because if we damage the brain, it never recovers."

The road to safety in neurosurgery is through motor mapping. Li identifies areas that control motor response and marks each with a small numbered piece of paper. As each function is stimulated, information is fed into a computerized image-guided system that maps his journey—always an amazing journey.

"The operating room is my favorite place to be," Li says. "Neurosurgery still amazes me."



BEYOND THE BRAIN

P. Mark Li, M.D., Ph.D., envisions the LVHNN division of neurosurgery growing in volume and expertise with new team approaches to caring for patients—such as a spine center that would be a collaborative effort between orthopedics and neurosurgery.

THE IDEAL PATIENT

Mock drills are one step in preparing LVH-Muhlenberg staff to heal hearts

When he went through pre-admission testing prior to his triple-bypass surgery, "James" was promised that his heart was in good hands. Now, the morning after surgery,

his LVH-Muhlenberg care team is backing up that promise.

As "James" sits in a chair at 7:45 a.m., surgeon Fernando Garzia, M.D., enters his intensive care unit (ICU) room joined by nurses, a respiratory therapist and a case manager who are there to assist. His ICU nurse, Mary Rehm, R.N., delivers a telephone to his side so he can call his wife, who is ill and can't be there. His dietitian, Florence Norelli, R.D., explains his clear-liquid diet to his sister. Garzia asks if he has other questions, then says, "You're healing very well, and I'm really pleased with your progress."

"James" is pleased, too. "James" is really LVHHN patient representative Kim Badillo, R.N., and she's thrilled to take part in a mock drill designed to ensure quality care for all LVH-Muhlenberg open heart surgery patients.

The drill is a dry run for an LVHHN team that carefully crafted the ideal patient experience. For six months, administrators, education managers, physicians and nurses from both campuses shared their expertise to create an optimum heart care program for Northampton County residents.

"We studied the high tech and high touch involved in the experience, and how we can bring value and develop strong relationships with our patients, families, physicians and staff," Badillo says.

Learning from patients

To create an ideal patient experience, team members sought ideas from past open heart surgery patients and pored over Press Ganey surveys.

A HEARTBEAT ABOVE

The ideal patient experience team won a Golden Crayon Award from chief operating officer Lou Liebhaber for displaying creativity and innovation in its mission.

That mission became real on June 5 when Andy Seipel of Easton underwent triple-bypass surgery as LVH-Muhlenberg's first open heart patient.

Learn more in July's *CheckUp*.



EXPERIENCE

The LVH–Muhlenberg personal touch begins in pre-admission testing, where patients like “James” receive one-on-one education about their surgery and follow-up care. While there, the patient also tours the ICU and cardiovascular care unit (CVCU) and talks with the nurses who will provide his care.

On the day of surgery, receptionist Linda Hummel greets the patient in the outpatient lobby. She directs him to the ambulatory staging unit (ASU), where he meets with Garzia and prepares for surgery. ASU staff makes sure he has a warm blanket, and all his personal items, such as jewelry and glasses, are kept in locked storage for return immediately after surgery.

While the patient is readied, Maria Heydt, a liaison between the ASU and the operating room, keeps family members informed and comforted. She provides them with beepers that ring when their loved one’s surgery is completed and walks the family to the ICU, where a patient’s post-surgery care begins.

In 24 hours, the patient moves from ICU to CVCU. As he heals, the entire care team visits daily. “Can I hear more about a smoking cessation program?” asks “James”’s sister. Respiratory therapist Stephanie Genovese tells her about a new inpatient program.

Every encounter counts, says Badillo, a full-time patient advocate. The drills help her understand what a patient sees, hears and feels. What did she discover? “The clinical staff is so prepared, and care is second to none,” she says. “I’d feel confident having my family member come to LVH–Muhlenberg for open heart surgery.”

Kyle Hardner

LVH–Muhlenberg heart team cares for patient representative Kim Badillo, R.N., aka *James*, in a mock drill.

Sharing with colleagues

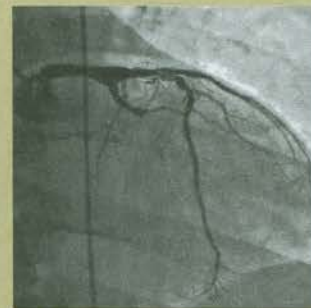
LVH–Cedar Crest nurses shared 80 hours of clinical experience with LVH–Muhlenberg staff to prepare for open heart patients.

Helping the healing process

To help patients get strong after surgery and track their progress, cardiac rehabilitation places red hearts every 20 feet on the CVCU floor. A full CVCU walk is a quarter-mile.



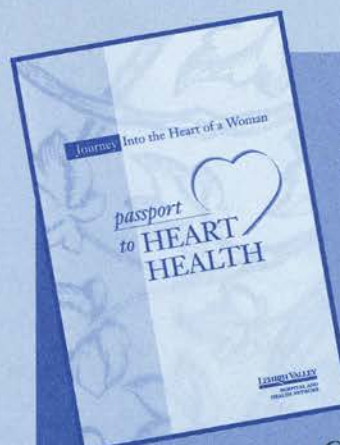
Conventional image



All digital GE Innova 2000 image

Crystal Clear Images

High touch meets high tech in the region’s first all-digital cath lab, only at LVH–Muhlenberg. The Innova 2000 produces images that are 10 times clearer than older systems and allows cardiologists to view crystal-clear images of hard-to-see blood vessels as well as stents, catheters and guidewires. The new cath labs at LVH–Cedar Crest will have the Innova 2000 system when they open this fall.



Passport for a Woman’s Heart

Get this booklet to teach you about unique risks and symptoms for heart disease and win prizes for healthy behaviors.

Call 610-402-CARE and learn all about Spirit of Women’s Heart of a Woman Conference in “What’s Happening at LVHHN” on page 11’s foldout.

Step INTO THE CLASS

WITH GUIDANCE AND EDUCATION, HELWIG DIABETES CENTER



BASKETBALL BUDDIES—Playing backyard basketball is a delight for brothers Drew (left) and Ryan Christman of Whitehall. The brothers have Type 1 diabetes and previously had to rearrange their eating schedules to take part in after-school activities. Thanks to use of an insulin pump, the boys can now play sports regularly and eat at varied times.

He entered the room with a calculator, a notebook and a thirst for knowledge. Once inside, he learned a little about math, a lot about health and a great deal about freedom.

For Drew Christman, a college-bound 18-year-old, taking a class is nothing new. But this particular class, held at the Health Center at Trexlertown and supervised by Helwig Diabetes Center educators, taught him all about using an insulin pump. The small device—about the size of a pager—makes life easier for a person with diabetes.

Christman was diagnosed at age 12 with Type 1 diabetes. Because his pancreas doesn't produce insulin (a hormone that turns sugars into energy), Christman initially controlled his blood sugar levels by injecting himself with insulin three times daily. That meant he had a rigid schedule—a 7 a.m. wakeup call and meals at the exact same time each day.

Since receiving training from Helwig and getting the pump at age 15, Christman's life has changed dramatically. Now he can sleep in on weekends. He can eat whenever he wishes. And he has more time and energy for basketball, a game he's played since first grade.

"Before, if I didn't have enough insulin prior to a game, I could feel my blood sugar getting high; I'd feel all beat up," Christman says. "The pump gives me better control, and I don't have high blood sugar incidences as much anymore."

That exceptional control is made possible because the pump delivers a continuous pre-programmed rate (called a "basal" rate) of insulin to Christman. Then, when he eats, he counts the amount of carbohydrates in his food, does a quick math equation and programs an extra amount (called a "bolus" rate) of insulin into the pump.

"Working the pump successfully means learning to think like a pancreas," says Helwig diabetes educator Ellen Cooper, R.N. "You tell the pump to give you insulin as you need it. Once you have it mastered, it profoundly improves your quality of life."

Cooper and her colleagues at Helwig, the region's leader in insulin pump training, take extra steps to ensure each potential

ROOM

HELPS INSULIN PUMP USERS GAIN THEIR FREEDOM

pump user is ready. They present an intensive management program that includes a one-on-one-interview, two classroom lessons, a training session and follow-up care.

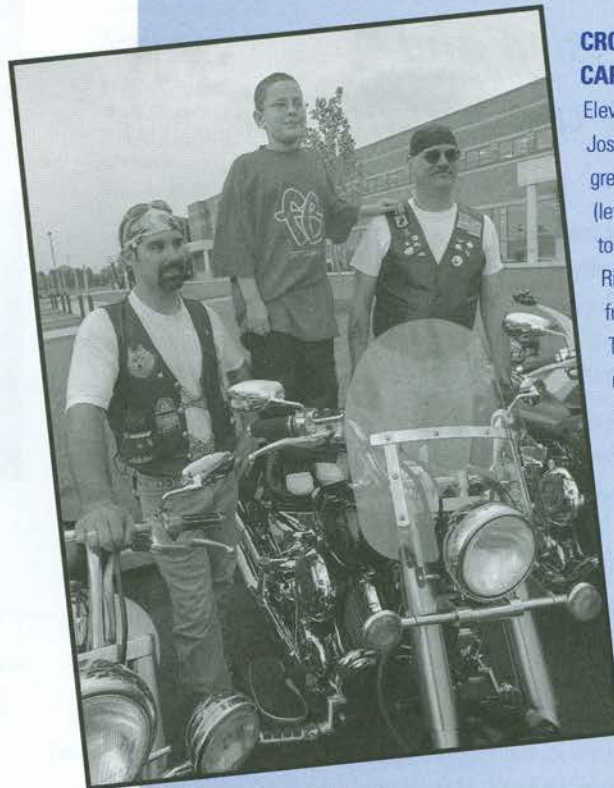
Additionally, Helwig organizes a pumpers support group that meets every other month. Guest speakers make presentations and bring pumpers up to speed on new technologies and treatments, while pumpers get the chance to socialize.

Drew Christman has his own unique support group—his younger brother, Ryan, already was using the pump when Drew was diagnosed. “Since Ryan had one, Drew knew what to expect,” says Drew’s mom, Karen, a medical secretary in maternal/fetal medicine. “Ellen’s guidance made it even easier for him to adjust. She’s our angel.”

Kyle Hardner

CARE FOR CHILDREN

To learn more about LVHNN’s services for children, call 610-402-CARE for a copy of “When it Matters Most: Caring for Children.”



CROSS-COUNTRY CARING

Eleven-year-old Jose Alvarez Jr. (center) greeted Andrew Bannar (left) and Butch Unger prior to the Southern Cruisers Riding Club’s cross-country fund-raiser. Jose has Type 1 diabetes and receives guidance from his father, Jose Sr., who has Type 2 diabetes and works in housekeeping at LVH–Muhlenberg.

He sports a bandanna and leather vest, and proudly calls himself a “biker,” but there’s no need to fear Andrew Bannar. His goal isn’t rabble-rousing—it’s fund-raising.

“The group I ride with strives to do good deeds and generate good news about bikers,” says Bannar, who works part-time in the LVHNN 402-CARE call center.

Part of that good news came last month—he was inspired by a relative living with diabetes and turned a visit to a California friend into a cross-country fund-raiser for the disease. Joined by members of the Southern Cruisers Riding Club, Bannar left on April 2 from the LVH–Muhlenberg parking lot for a journey to San Diego and back. He and his Yamaha Road Star returned three weeks, 7,422 miles and 14 “biker stops” later with a \$2,197 donation to the Juvenile Diabetes Research Foundation, a group seeking a diabetes cure.

Kyle Hardner

GRADE-A TEACHER—Ellen Cooper, R.N. (right), teaches 9-year-old Colin Tornetta of Reading how to use the insulin pump he is holding. The Helwig Diabetes Center, along with LVHNN President and CEO Elliot J. Sussman, M.D., recently received the 2002 Recognition for Community Support award from the Lehigh Valley chapter of the American Diabetes Association. The honor cited Helwig’s insulin pump training.

Why are the media interested and what can you do?

A reporter from the local newspaper has just called you unexpectedly. He wants to discuss a new procedure that he heard is happening in your department. You're not sure if you have all the information, and you don't want to give out incorrect or misleading details. What do you do?

"When contacted by a reporter, politely direct him or her to either me or media manager Dennis Lockard," says Brian Downs, LVHHN's director of media relations. "Ask the reporter's name, affiliation and phone number so that you can alert us about the request. If you are the best source to respond, then we can work with you on the messages you want to deliver."

Why do the media care about LVHHN? Being the Lehigh Valley's largest employer and among the premier health care organizations in the region, the media and public are interested in what goes on here. "News publicity is a highly visible way to deliver messages to our community," Downs says. "Because it's not paid advertising, positive media relations bring credibility. Strong, professional relationships with reporters also improve trust when challenging issues arise."

In 2001, LVHHN's public affairs department and staff worked with the media to produce over 560 published or broadcast stories about LVHHN. Each of us is a potential media source, whether by design or by chance. That's why it's important to know what to do when approached by the media.

LVHHN's chief medical officer, Robert Laskowski, M.D., has been interviewed by all facets of the media. His advice: "It's of the utmost importance to be prepared. Public affairs can help you to prepare for what you'll be asked and why."

Also important, don't stress. Have fun. "Enjoy the experience," Laskowski says. "Most media experiences here are positive. Our neighbors like to read and hear about all the good things we do."

Brian Downs & Dennis Lockard



MEDIA DOs & DON'Ts

- Do** relax and be honest at all times. Dishonesty is the surest way to lose all credibility.
- Do** expect to be misquoted. Communication can be difficult, so speaking slowly and carefully will help you to be quoted as accurately as possible.
- Do** consider how the information benefits the public and present it that way. The media want a news approach, not a marketing approach. Please contact public affairs at 484-884-4819 when the media call.

- Don't** say anything that you do not want to read, hear or see in the media. Be wary of saying something "off the record" because everything is fair game to reporters.
- Don't** feel pressured to provide an answer. It's acceptable to say that you don't know an answer and you'll call the reporter back.
- Don't** expect to review the finished article before it is printed. Reporters rarely give editorial approval to sources.

HAVE A MEDIA QUESTION?

Call *Brian Downs*, director of media relations, or *Dennis Lockard*, manager of media relations, at 484-884-4819.

POSITIVE PRESS

Brian Downs (far right) and Dennis Lockard (second from right) give instructions to media from the Express-Times and RCN Cable. They covered the trauma team's involvement in a mock DUI accident staged at Whitehall High School.



Helen Wappelhorst, R.N.

HER INVOLVEMENT SAVED A LIFE

From mentoring new nurses to chairing her unit's education committee, Helen Wappelhorst, R.N., is always willing to get involved. Her involvement took on a whole new meaning just one month ago.

Wappelhorst was waiting at the LVH-Cedar Crest seventh-floor elevators, ready to take a well-deserved break. That's when she heard a Code Blue call for 7C, meaning a patient on that unit was in cardio-pulmonary arrest. Though she works on 7A, Wappelhorst rushed to the patient's bedside on 7C to lend her veteran assistance and expertise.

Once there, she worked in tandem with nurses on 7C to revive the patient. She began chest compressions, keeping him alive until a code team arrived and took command. The patient was resuscitated successfully and transferred to a critical care unit afterward.

Wappelhorst's outstanding efforts came as no surprise to registered nurse Susann Groller, director, 7A. "Helen is an exemplary team player," Groller says. "She's trustworthy, reliable and equally focused on caring for her patients and her co-workers."

Adds Tracy Connor, R.N., one of Wappelhorst's 7A colleagues: "Helen is a perfect example of the 'I' for Involvement in PRIDE and a terrific role model for all."

Kyle Hardner

Congratulations to June's Service Star Award nominees:

Emergency Department Staff, LVH-17th & Chew
Nominated by Betty Anton and Linda Hoskins

David Fluck, support partner, PACU, LVH-Cedar Crest
Nominated by Denise Knittle, R.N.

Sue O'Neill, R.N., and TNICU staff, LVH-Cedar Crest
Nominated by Deborah Kumar, R.N.



Want to Nominate a Star?
See the nomination form in the center insert.

2 CAMPUSES, 1 TEAM, 1 MISSION

The interventional radiology (IR) staffs at the Cedar Crest and Muhlenberg campuses share the same passion for quality patient care. So why not treat patients at both sites with the same medical supplies, too?

That's what LVHHN's radiologic technologists wondered last year. While looking at each site's supplies, they realized many differed in shape, size and brand—a carryover from when the campuses were separate hospitals.

"Our department's physicians work at both sites, so establishing uniformity in the products they use made sense," says technologist Melissa Fink, LVH-Muhlenberg. "We got all the technologists involved."

To date, a sheath used with catheters, a fluid collection system, and a drape for X-ray lenses have been standardized. The ideas improved processes in interventional radiology and saved money, creating a Working Wonder. And, thanks to the continuing efforts of the whole team, the IR departments at each site have exceeded their Working Wonders annual goals by more than \$60,000 combined.

Additional ideas are forthcoming. Each site will shortly begin using the same trays (packages that include everything from syringes to gauze for IR procedures like angioplasties and stent placements) and catheters.

"The uniformity has been good for everybody," says technologist Tracie Trinchere, LVH-Cedar Crest. "And everyone here has played a role in making it possible."

HOW WORKING WONDERS ADDS UP

Kyle Hardner

IDEA Uniformity in IR equipment (*three separate ideas*)
BY Michele Amadoro, Erma Dantonio, Melissa Fink, Joseph Fox, Joseph Gnall, Laura Nork, Sandi Rubright, Tracie Trinchere

ESTIMATED ANNUAL SAVINGS \$18,057

AWARD AMOUNT \$2,762

Submit an Idea...win front row seats! Submit a Working Wonders idea from now through June 30 and enter a drawing to win two VIP row 1 tickets to see Michael Bolton at Musikfest, Aug. 3. Submit your idea via e-mail's bulletin board at Forms_LVH.

HATS OFF



AHHH, THE DAZE OF MAY

(L-R) Jim Wagner, Jim Roth and Al Keller pack up another successful year at May Daze.

Proceeds from the Auxiliary of Lehigh Valley Hospital's three-day festival benefits LVHHN's Chair for Critical Care Medicine and featured antique appraisals, a plant and flower sale, free health screenings,

a children's activity tent and of course, lots of food and fun. **About \$4,000 was raised** through a raffle with additional proceeds from the event still being tallied.

RECORD NUMBERS AT GOLF AND TENNIS OUTING

Valley Preferred sales and marketing director **Laura Mertz (left), with John Jaffe, M.D.,** of the LVH medical staff and executive director of the Lehigh Valley Physician Hospital Organization (LVPHO) during the 10th annual Golf and Tennis Outing at Saucon Valley Country Club. **The outing attracted more than 180 participants and raised an estimated \$75,000 for LVH-Muhlenberg.**



Both the LVH medical staff and Valley Preferred, owned by LVPHO, were sponsors. Valley Preferred's success is further evidenced by its leadership. **Gregory Kile, LVPHO executive director, recently received a 2002 executive spotlight award from the Eastern Pennsylvania Business Journal.** The honor cited Kile's professional accomplishments, community involvement and leadership.



WALK THIS WAY

Relay for Life (walkers, left) in Bangor, benefitting the American Cancer Society, was just one of several good causes supported by more than 400 sneaker-clad LVHHN employees, who raised money in charity walks this spring. LVHHN had the largest team in the Lehigh Valley's **March of Dimes**

walk with 215 walkers. In other events, employees raised about \$10,000 for **Parkinson's disease** and **multiple sclerosis**. Proceeds are still being tallied for Relay for Life and a **cystic fibrosis walk**, which the pediatric unit team—aka "Dina's Divas"—joined in memory of 20-year-old former patient Dina Rittershofer.

LEHIGH VALLEY HERITAGE



Augustus W. Hendricks, M.D.,

grandfather of Lynn Corcoran-Stamm,

physician software educator,

was the first Allentown physician

to make his rounds in an automobile.

He was one of 4,000 people nationwide

to own a "Roll Dash Olds"

that cost a slick \$650.

This cruising doc was also the president

of the Lehigh County Medical Society

and Allentown's health officer.

Your Historic Photo in **CheckUp**

Submit your old photos to **CheckUp**. E-mail them to Denise Golant at dgolant@aol.com or send/bring them to Karen Bobo, 1770 Bathgate Drive, LVH-Muhlenberg.

We will scan and return them immediately.

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 Donna Karen Bobo, 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

DESIGNERS Christine Baldwin, Teresa Colbaugh and Janet Welk

EDITORIAL ASSISTANT Donna Karen Bobo

PHOTOGRAPHER Scott Dornblaser

Intranet: www.lvh.com • Internet: www.lvh.org



Congratulations to the following employees on their June 2002 service anniversaries! Thank you for your continuing service to Lehigh Valley Hospital and Health Network.

30 YEARS OF SERVICE

Janice Graver
Special Procedure

Joy Stahl
Admitting Office

25 YEARS OF SERVICE

Emily Brown
Bed Management

Charlotte Buckenmyer
Emergency Service-CC

Cindy Buhn
Burn Unit

Gloria Hamm
Burn Unit

Donna Jenny
Neuroscience Research

Mary Lenahan-Durnin
Radiation Oncology

Deborah Mankos
Department of Medicine

Regina Natale
Emergency Service-CC

Susan Noll
*Cancer Center
Multi-Purpose Area*

Judith Olenwine
Department of Surgery

Nancy Schneck
Emergency Service-17th

Roslyn Whitmer
*Contracts/Products/
Supplier Services*

Diane Wilt
Occupational Health

20 YEARS OF SERVICE

Louise Andrescavage
Nursing Float Pool

Ina Ashford
*Academic Medical
Information Services*

Joanne Bodder
*Transitional Trauma
Unit*

Kelli Brown
Pre-op Staging

Margaret Dorney
LVAS-LVH-17th

Lisa Durishin
ASU-PACU/OR

Lori Evans
Labor & Delivery

Nancy Fromhartz
Partial Hospitalization

Ervina Gordon
7A M&S Nephrology Unit

Edith Gray
Nursing Education

Holly Hinkel
Bed Management

Catherine Hoffman
ICS Staging & Recovery

Denise Keeler
Neonatal ICU

Andrea Keener
Neonatal ICU

John Klitsch
Post Anesthesia Care Unit

Dorothy Klotz
ASU-PACU/OR

Beth Krick
Pre-op Staging

Nancy Long
Acute Coronary Care Unit

Carol Mayberry
Emergency Department

Joanne McLaughlin
Burn Prevention Foundation

Susan Ottolini
Health Center G&A

Mary Potylycki
4A Medical/Surgical Unit

Pamela Priszczak
*General Pediatrics
Outpatient*

Maryann Rosenthal
7B Medical/Surgical Unit

Cynthia Rosko
*Progressive Coronary
Care Unit*

Kimberly Roth
Respiratory Therapy

Donna Sowden
Infection Control

Cheryl Strohl
Acute Coronary Care Unit

Christine Tripp
Emergency Department

Samuel Varney, III
Interventional Radiology

Dawn Wainwright
Endoscopy-G.I. Lab

Robin Weiss
Labor & Delivery

Barbara Werner
Neonatal ICU

Vicki Werst
*Progressive Coronary
Care Unit*

15 YEARS OF SERVICE

Jean Arner
Sleep Disorders

Sandra Blackledge
Nursing Education

Susan Buchman
Special Care Unit

Brenda Burkhardt
Physical Medicine

Sandra Carwell
Open Heart Unit

Sharnee Cederberg
Health Learning Library

Tina Chidiac
Case Management

Jeanine Correll
Obstetrics

Catherine Defranco
ICCU/CCU

Sherri Delgado
Department of Surgery

Cathy Fuhrman
TNICU

Natalie Gross
7A M&S Nephrology Unit

Cynthia Hallman
Nurse Staffing Office

Kathleen Hancharik
GICU

D. Lisa Hartman
Acute Coronary Care Unit

Karen Hartman
Obstetrics

Wendy Heil
Operating Room

Holly Herbst
Acute Coronary Care Unit

Jennifer Houpp
Special Care Unit

Maria Kammetler
Marketing/Public Affairs

Lois Kleppinger
Operating Room

Rose Lesniak
Special Care Unit

Sharon Lo
4A Medical Surgical Unit

Kimberly Lockett
Open Heart Unit

Karen Moffat
Operating Room

Darlene Paul
Neonatal ICU

Lori Papciak
Patient Care Services-3S

Kelly Peterson
Open Heart Unit

Susan Phifer
Medical Management G&A

Carol Reenock
Operating Room

Perla Reese
Operating Room

Karen Ripper
*Pediatric Ambulatory
Surgical Unit*

Karen Saab
Hospice Unit

Maureen Sabol
ICS Staging & Recovery

Rosemary Scheirer
Emergency Service-CC

Angela Sinkler
Open Heart Unit

Michelle Stuart
Case Management

Laura Talmadge
Perinatal Unit

Theresa Wasno
Oncology Spec-Surgery

Eileen Wasson
TNICU

Jane Wilson
Labor & Delivery

10 YEARS OF SERVICE

Ana Alvarez
Housekeeping

Angela Barrell
Open Heart Unit

Amy Bless
College Heights OB/GYN

Kathleen Bush
Endoscopy-G.I. Lab

Kathy Fusselman
Quality Assurance

Tracy Goetter
Cardiac Cath Lab

Cheryl Kutos
TNICU

Michele Lawall
GICU

Christine Lehman
Outpatient Pediatrics

Daniel Leshko
MEDEVAC

Eileen Long
Trexlerstown Medical Center

Mary Muretta
Home Care-Skilled Nursing

Kim Nothstein
Hemodialysis Center

Joseph Ossiander
Cardiac Catheterization

Anne Sanders
Emergency Service-CC

Donna Strunk
Security

Carol Teets
Acute Coronary Care Unit

Vincent Van Lieu
Sterile Processing

Renee Weiss
Operating Room

5 YEARS OF SERVICE

Linda Altemose
LVPBS-G & A

Janice Becker
Heart Station

Lori Belton
*Contracts/Products/Supplier
Services*

Deborah Brenner
Occupational Therapy

Kristen Churchill
LVPBG Accounting

Terri Everett
Respiratory Therapy

Grant Fairbanks
PGME-Surgery

Scott Fillman
Express Care

Michael Fleming
Physical Therapy

Joanna Grubb
Partial Hospitalization

GeorgAnn Hafer
*Progressive Coronary
Care Unit*

Pollyanna Hartman
*Hamburg Family Practice
Center*

Ethan Hood
Physical Medicine

Lauren Jacobsen
HealthWorks Allentown

Michelle Kardohely
Acute Coronary Care Unit

Sharon Krywosa
TNICU

Sharyn Lang
Nursing Float Pool

Sharon Lauer
Acute Coronary Care Unit

Joel Lerman, M.D.
Psychiatry LVH-Muhlenberg

Beth Lloyd
LVAS LVH-Cedar Crest

Heather Lloyd
LVAS LVH-Cedar Crest

Pamela Maurer
Marketing/Public Affairs

Daniel Morrison, M.D.
PGME-Surgery

Kristina Moyer
7B Medical/Surgical Unit

Brigitte Naratil
Hospice Unit

Amy Newman
Home Care-Skilled Nursing

Diana O'Malley
ICS Staging & Recovery

Melissa Orlando
TNICU

Paula Priestas
Cardio Vascular Unit-2S

Jessica Racine
Adolescent Psych Unit

Mary Reynolds
Emergency Service-17th

Cheryl Schaedler
4C Medical/Surgical Unit

Richard Shimer
GME-Surgery

Dianne Smith
Operating Room

Veronica Stauffer
ICS Staging & Recovery

Rebecca Sullivan
Bethlehem Medical Center

Christine Trump
*Spectrum Pharmacy-CC
Infusion*

Mary Anne Trycinski
Marketing/Public Affairs

Tammy Turner
*Ambulatory Surgical Unit-
Staging*

Cindy Vega
Patient Care Services-3S

Michael Wargo
MEDEVAC

Beth Werley
Emergency Service-CC

Karen Williams
Nurse Staffing Office

Randolph Wojcik
PGME-Surgery

Blood Donor Drive

June 24 and July 2

Monday, June 24 • 6:30 - 11:30 a.m.

LVH—Cedar Crest

Tuesday, July 2 • 10 a.m. - 3:30 p.m.

Each donor receives a FREE meal ticket and soda ticket and a chance to win raffle items.

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

Recreation Committee Events

Here's what's on tap this summer with the LVHNN Recreation Committee:

Camelbeach Waterpark Tickets

Good any day during the summer season. *Cost \$17.95.*

Contact Sharon Bartz, 610-402-9008.

Reading Phillies Tickets

Good for any summer season home game. *Cost \$3.*

Contact Birdie Meckes, 610-402-8881.

Linen Sale

LVH—Cedar Crest, Anderson Wing Lobby

Contact Nancy Schmoeyer, 610-402-8519.

Wednesday, July 31

8 a.m. - 4 p.m.

Backroads Trip to Lancaster

Cost \$50.

Contact Sharon Bartz, 610-402-9008.

Friday, Aug. 2

LVHNN Picnic

Bushkill Park

Mark your calendar and watch for more details.

Sunday, Sept. 8

Spirit of Women. **2002**

Nominate a Health Care Provider With Heart

Do you know an inspiring health care provider who puts her heart into work, family and health? If so, nominate her for a **Spirit of Women Award**.

The winner will be recognized locally at The Heart of a Woman Conference on Oct. 25 and nationally in Baltimore, Md., next spring.

Call 610-402-CARE for a nomination form—deadline is Aug. 15.

The Heart of a Woman Conference

Oct. 25

In cooperation with American Heart Association and Lehigh Valley Hospital and Health Network's Regional Heart Center

Holiday Inn, Bethlehem

A woman's heart is strong and understanding, yet more women die of heart disease than men. Journey into all dimensions of a woman's heart and explore how your lifestyle, emotions and relationships contribute to a healthy heart. Engage in interactive workshops and connect with inspiring speakers.

KEYNOTE SPEAKERS

Alice Domar, Ph.D. Director of the Mind/Body Center for Women's Health at Harvard and author of "Healing Mind, Healthy Woman."

Mary LoVerde Author of "I Used to Have a Handle on Life, but It Broke" and a busy mom and career woman who took time to simplify her life.

Call 610-402-CARE for a Spirit of Women fact sheet.

MEET LEHIGH VALLEY HOSPITAL AND HEALTH NETWORK'S NEW PHYSICIANS

Sarah K. Finnerty, M.D.



Emergency Medicine
Division of Emergency Medicine
Practice: LVPG-Emergency Medicine
Education: Cornell University; University of Illinois at Chicago Medical School
Residency: University of Chicago Hospitals

Bryan G. Kane, M.D.



Emergency Medicine
Division of Emergency Medicine
Practice: LVPG-Emergency Medicine
Education: Yale University; University of Pennsylvania School of Medicine
Residency: Yale—New Haven Medical Center

Vadim A. Levin, M.D.



Medicine
Division of Cardiology
Practice: The Heart Care Group, F
Education: First Pavlov Medical School
Residencies: Medical Institute of St. Petersburg; St. Luke's Hospital
Fellowship: MCP Hahnemann University

Bonnie E.B. Osterwald, M.D.



Obstetrics and Gynecology
Division of Primary Obstetrics and Gynecology
Practice: Solo
Education: Manhattan College; Mount Sinai School of Medicine
Residency: Naval Medical Cen

Lora Baker, D.P.M.



Surgery
Division of Podiatry
Practice: Allentown Family Foot Care
Education: Muhlenberg College; Temple University School of Pod Medicine
Residency: Tenet Parkview H

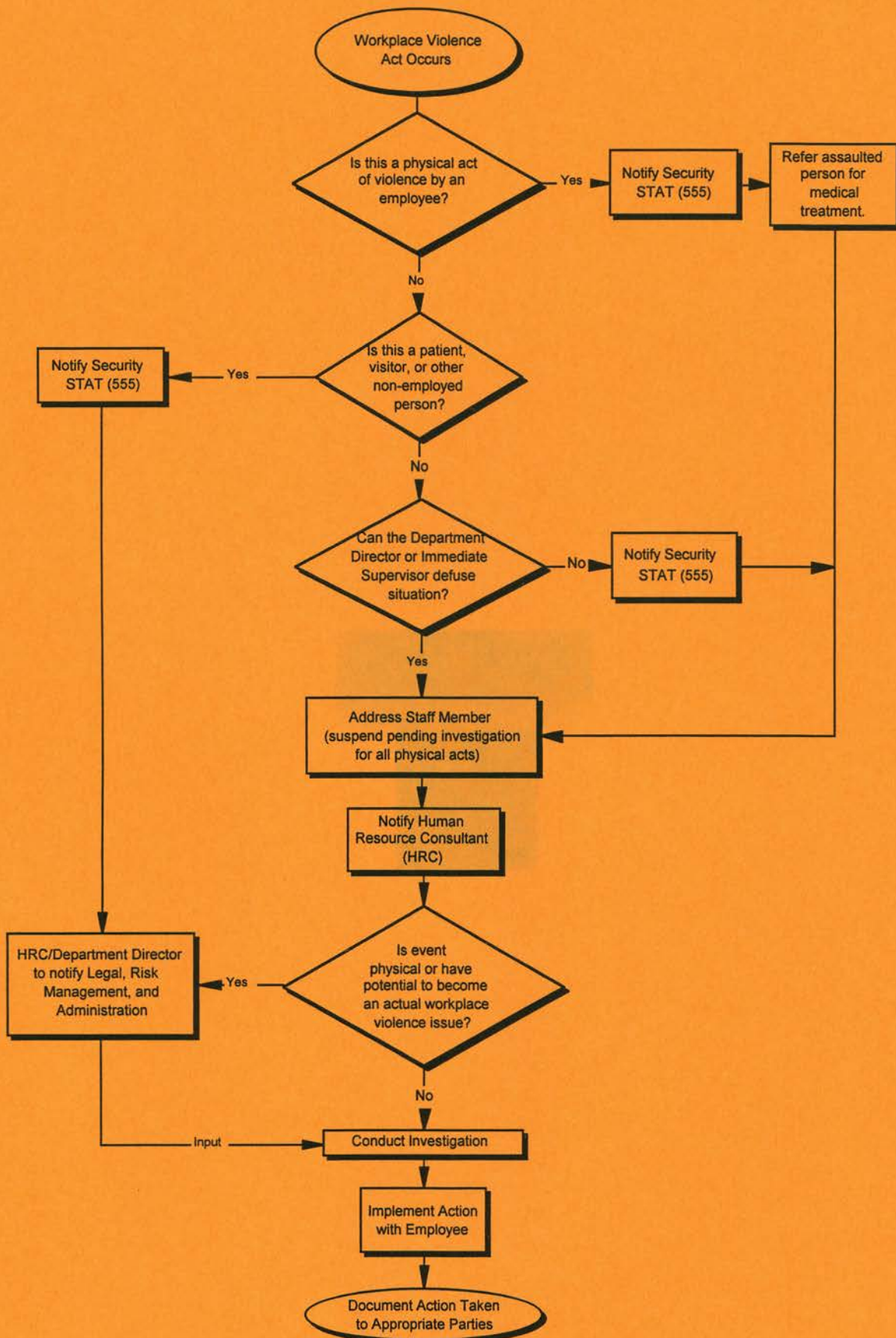
Sigrid A. Blome-Eberwein, M.D.



Surgery
Division of Trauma-Surgical Care/Plastic Surgery—Burn
Practice: Surgical Specialist of the Lehigh Valley
Education: Free University
Residencies: The Brooklyn Center; BG Unfallklinik Ludwig LAC-USC Medical Center

LEHIGH VALLEY HOSPITAL & HEALTH NETWORK

Employee Workplace Violence Response Process for Department Directors



Who is

your

STAR?



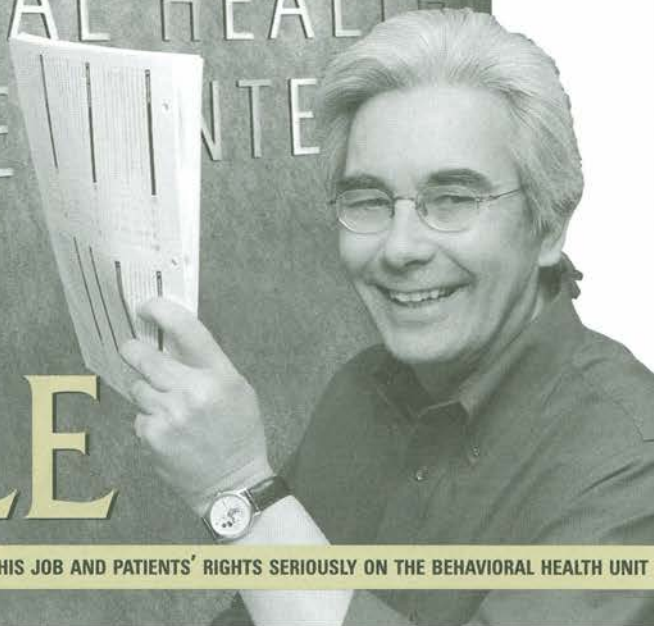
Recognize
Your
Colleagues
Who
Shine.

Past Star Celebration winners are great examples.

BEHAVIORAL HEALTH SCIENCE UNIT

SERVICE WITH A SMILE

HE'S ALWAYS GOT A SMILE, BUT CHUCK KAMINSKI, R.N., TAKES HIS JOB AND PATIENTS' RIGHTS SERIOUSLY ON THE BEHAVIORAL HEALTH UNIT



Chuck Kaminski, R.N., is about to duck into a conference room when a woman stops him in the hallway with a big grin. “Hey, I’m going to be leaving,” she says. “I’ll miss you.”

Kaminski, a nurse on the behavioral health unit at LVH–Muhlenberg, listens, laughs and returns the sentiment. The exchange between patient and nurse is brief but telling. Chuck Kaminski always has time for people. It’s no wonder he was a recent Star Celebration winner, honored for the most patient commendations. “The first thing I do is smile,” Kaminski says. “Too many times, these people come to us feeling ignored. They’re hopeless, helpless and haven’t seen a smile in months.”

Praised for his compassion and sensitivity, Kaminski came to nursing late in life after a series of jobs that took him from northeast Philadelphia to Oregon and back to Pennsylvania. He’s owned service stations, worked for a mortgage company, driven trucks, repaired oil heaters and sold cars. Finally, at age 35, he decided to pursue a lifelong interest in nursing and enrolled in the nursing program at Blue Mountain Community College in Pendleton, Ore.

Kaminski returned to the East Coast in 1991, joining the behavioral health team at LVHHN three years ago. He hasn’t looked back.

“There’s yesterday, today and tomorrow,” he says, “but for me, there’s always now. When a patient says, ‘I need to talk to you,’ I make time for him or her. Patients are no different than any of us, they just have different problems.”

Kaminski is modest about the accolades he’s received from patients, but he is happy to boast about his colleagues.

“The award I received doesn’t reflect just on me, it reflects on the entire team and everyone I’ve learned from here,” Kaminski says. “We all do a lot of listening on this unit because as nurses we’re patient advocates. I just want to be the best nurse I can be.”

HIS REPORT CARD

“I’m held accountable by my patients, so the best thing is when we get those Press Ganey surveys back and somebody says something nice about me,” Charles Kaminski says. “That’s my report card.”

Know somebody like Charles Kaminski?

Nominate him or her for a Star Celebration Award!
See details on the following pages.



RECOGNIZE your colleagues with a STAR CELEBRATION AWARD

Community Service Award

Recognizes an employee (or group of employees) who demonstrates exceptional service through a program or individual action that benefits our community.

The George Guldin Award

Recognizes the employee who exhibits exceptional contributions toward implementation of a new or more efficient work practice and/or process methods.

Most Creative Reward & Recognition Program Award

Recognizes the department who developed the most creative and innovative reward and recognition program.

Physician Service Star Award

Recognizes the physician who consistently demonstrates exceptional customer service characteristics.

Walking on Water Award

Recognizes the employee who "goes the extra 10,000 miles" to meet a demonstrated need of a fellow human being.

Nomination form on back.

For information, call Human Resources at 484-884-4700. Awards are for VHHN employees only.

Winners will be announced at the Star Celebration on Sept. 13.

Award nominees must meet the following criteria:

- Be a network employee for a minimum of one year.
- Consistently demonstrates the following PRIDE vital signs of service during customer encounters:

P

Recognizes customer's right to **PRIVACY** and pledges to keep all personal and medical information confidential, unless it is required for diagnosis or treatment, or by the law.

R

RESPECTS each customer's uniqueness, beliefs, rights and needs.

I

Believes **INVOLVEMENT** through active participation and effective communication is linked to customer satisfaction. Promptly attends to customer's personal and special needs.

D

Maintains a high standard of professional conduct. Treats customers with **DIGNITY**.

E

Shows **EMPATHY** and concern for customers. Strives to understand the unique perspectives and situations of those with whom they interact.

LEHIGH VALLEY
HOSPITAL AND
HEALTH NETWORK



STAR CELEBRATION **Nomination Form**

Name of Award _____

Name of Nominee(s)	Telephone (work)	Department/Site

Signature of Nominee(s) Department Head _____

Name of Nominator _____ Nominator's Dept. _____

Narrative Statement (to be completed by nominator—not to exceed one handwritten or typed page)
