



Congratulations!
We are **Magnet!**

YOU'RE IN MY

HANDS

STAFF ON 7C TAKES COMFORT IN SHARING FEELINGS AND SUPPORTING EACH OTHER IN CARING FOR SOME OF THE SICKEST PATIENTS

focus on PRIDE

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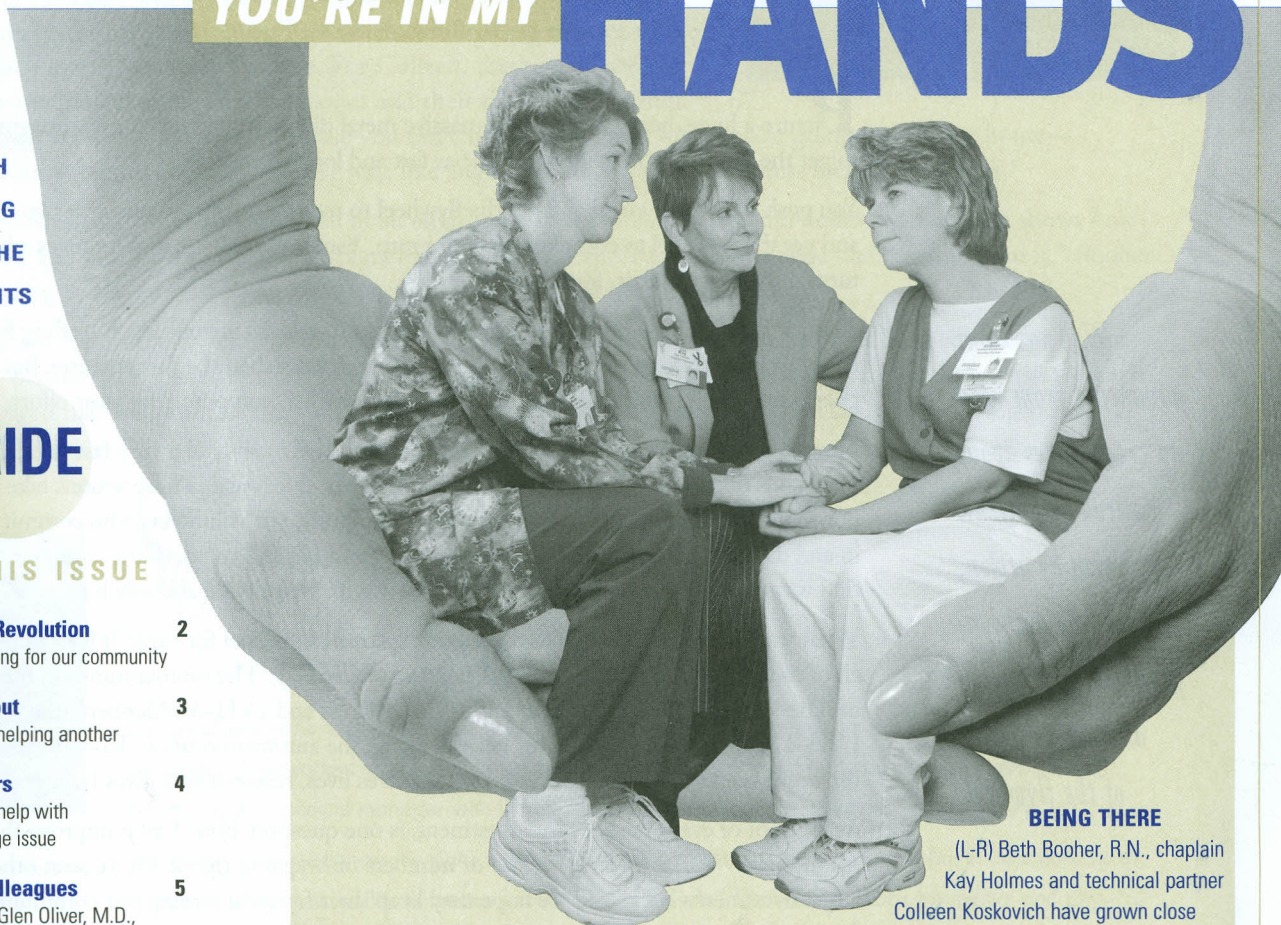
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BEING THERE

(L-R) Beth Booher, R.N., chaplain Kay Holmes and technical partner Colleen Koskovich have grown close through 7C's support group.

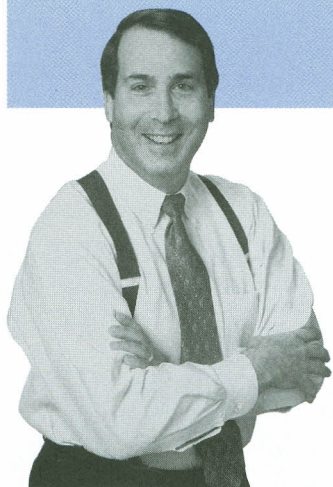
Her name was Joan.

And for nearly seven months, she struggled with the ravages of leukemia on 7C, an oncology unit at LVH-Cedar Crest. But she was not alone. Nurses, technical and support partners, physicians and a chaplain all came to know her and to love her.

When Joan died, the sorrow that day on 7C was palpable. "We were all crying," recalls Beth Booher, R.N., and patient care coordinator, tears welling up in her eyes at the memory. "I could really see how everyone was affected. I knew if I didn't do something, I would have been ignoring a need."

With help from resident chaplain Kay Holmes, Booher organized a colleague support group, giving staff members a chance to share the emotional turmoil they experience as caregivers for cancer patients, many of whom are terminally ill. "Bereavement is an important part of patient and family care, but it's an equally important part of staff care," Holmes says. "You have to nurture the nurturers because they often don't have time to process their grief."

Even before Booher approached Holmes with the idea, Holmes witnessed the quiet toll that life—and death—on 7C was having on staff members. "They've all



OUR HEALING REVOLUTION

Each careful push of our flywheel creates a momentum of caring for our Lehigh Valley community

*We know that
advancing from good
to great comes about
patient by patient,
action by action,
decision by decision,
program by program
and turn by turn
of the flywheel.*

Picture a huge, heavy flywheel—a massive metal disc mounted on an axle. Imagine that your task is to get the flywheel rotating on the axle as fast and long as possible.

You push with great effort and get the flywheel to inch forward. You push for two or three hours and get the flywheel to complete an entire turn. You keep pushing, and it moves a bit faster for two turns...then three turns, four, five.

Then at some point—breakthrough! The momentum kicks in your favor, hurling forward, its own heavy weight working for you! You're pushing no harder than the first rotation, but the flywheel goes faster. Each turn builds upon the work done earlier, compounding your effort.

Now step back and picture our LVHHN flywheel. It is moving at a very fast pace, generated by thousands of people and actions that push the flywheel forward. Those actions take the form of our founders who had a vision to serve the community, our volunteers who commit their time day in and day out, our medical staff members who take PRIDE in providing care, our employees who find ways every day to enhance the quality of service we provide and much more.

What was the one big push that caused our flywheel to propel forward? It is not one push—it is all of us together, as you can read in this issue of *CheckUp*. The momentum is in the expansion of The Regional Heart Center at LVH-Cedar Crest and LVH-Muhlenberg, the reinvention of LVH-17th & Chew into a hub for healthy aging, the automation of our laboratory and pharmacy, the implementation of new technology that saves lives, research that gives hope for cure and more.

At the root of every push, every investment, is one question: how does it improve the health of our community? We don't do it for size or numbers or bragging rights. We've seen other hospitals make large investments lately, and we hope they keep their focus on serving our community, helping our friends, family and neighbors stay healthy and strong. We know from experience that mergers are fraught with hard work—and it takes focus, perseverance and the momentum of one colleague helping another to make it work, to provide a solid, seamless foundation.

We know that advancing from good to great comes about patient by patient, action by action, decision by decision, program by program and turn by turn of the flywheel. We feel the reward and see the recognition in hundreds of letters of gratitude we receive every month, the inspiring success stories we see in the newspaper, *CheckUp* and *Magnet Attractions*, and the spectacular awards we earn.

Recently being named a National Magnet Hospital and being ranked the highest in the Lehigh Valley by *U.S. News and World Report* for heart care and surgery make us proud. The people who are behind these great accomplishments make us even prouder. Each and every one of you is the shoulder behind our flywheel. Your push makes a difference with *her* push and *his* push and *their* push. Our extraordinary energy makes our wheel move faster and better—and the momentum to heal, comfort and care endures for our Lehigh Valley community. Keep up the great work!

Lou Liebhaber
Chief Operating Officer

YOU'RE IN MY HANDS

Continued from page 1

been blessed with special gifts to do this work, and they're so giving of themselves at all times to the patients and their families," Holmes says. "But if there's no release, then burnout and depression happens."

The first meeting in February was attended by about a dozen staff members. Among them was technical partner Colleen Koskovich, whose daily contact with patients includes such intimate tasks as bathing. For Colleen, that's when she really gets to know her patients, sharing their hopes and their fears. "This group has been a good stress reliever," she says, "because you can't always talk about what you're going through at home—and sometimes the stress comes out in the wrong way, like anger. It's helpful to know others feel the same way."

The initiative demonstrates good communication in an environment of mutual respect and understanding, and shows how LVHNN goes above and beyond as a National Magnet Hospital. "Kay and I identified a need and responded to it," Booher says. "We're also going to survey staff about the group's effectiveness and best times to meet."

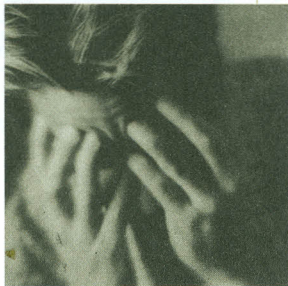
While the group is not for everyone, Booher has found it personally helpful, as have others. "This has been a good outlet for my emotions," Booher says. "After our last meeting, some of the nurses hugged one another and said they feel so much closer. We're reassured that we're not alone, and strengthened as a team. Ultimately, that makes us better caregivers."



Elizabeth McDonald

Say Bye to Burnout

IT TAKES ONE PERSON HELPING ANOTHER



Just about everyone experiences on-the-job stress and burnout to some degree. It typically happens when people feel overworked or unappreciated, resulting in disappointment and maybe even cynicism, says Robin Chase, a clinical manager with LVHNN's Preferred Employee Assistance Program (EAP).

"It's important to recognize the signs and symptoms of burnout, not just in yourself, but in your colleagues, because it affects our ability to function effectively on the job," Chase says. "Look for mental and physical exhaustion, feelings of hopelessness and helplessness, frequent illness, and low spirit and low self-esteem."

What Can You Do?

Chase offers these support tips:

- Talk.** Don't keep things bottled up. Confide in someone you trust and who will give you positive reinforcement.
- Listen.** Often, just lending a willing ear goes a long way toward relieving someone else's stress.
- Laugh.** What a wonderful stress reliever this is! If you sense a colleague could use a laugh, share something humorous.
- Appreciate.** Take time to say "thank you" or give a colleague a pat on the back. We are all so busy and sometimes forget to recognize our team!
- Connect.** Don't work in a vacuum. Get together in groups, either formally or informally, to share the load and lighten the burden.

Where to seek Help...

Preferred EAP offers confidential counseling, problem-prevention seminars, critical-incident stress debriefing and crisis intervention programs. For information, visit them on the web at www.preferredap.org or call **610-433-8550**. Help for coping with critical-incident stress management also is available through LVHNN's pastoral care team. Call **610-402-8465**.

EVERY Bed Matters

The national bed shortage is an issue at LVHHN.

Here's what you need to know and what you can do.

Imagine LVHHN as an airport and patients as passengers on planes circling to land—waiting for a bed, some for hours.

Like airline passengers who can't wait to reach their destinations, many patients and their families are frustrated and stressed by delays in receiving care. "This is all-too-common at hospitals around the country, including LVHHN," says Richard MacKenzie, M.D., LVHHN's vice chair of emergency medicine.

MacKenzie led the "Clockwork ED" project last fall that created process improvements, primarily in the emergency departments, that admit 60 percent of all patients. The project reduced the time spent in the ED waiting room, but the lack of available beds in the system caused a backlog in the ED itself. According to MacKenzie, organizational capacity must grow to keep up with the demand for services.

"Off-target industry predictions made years ago now require new processes to provide the best care as efficiently as possible," MacKenzie says. "Discharging patients must be as important as admitting them. We want to ensure that those who get better go home on time and that beds are available as new patients need them."

About 70 percent of discharges occur during the highest demand for beds, meaning a delay in having those empty beds cleaned and ready for new patients. The result, says Lisa Romano, R.N., bed management, is that the system and entry points to the hospital get clogged. "Making beds available is everybody's business," Romano says, "and we all have a role."



A bed board exercise at a June 6 mid-level leadership's retreat about bed management gave Lisa Metcalf, management engineering, a better sense of the complexity of the issue. "We had trouble keeping up. These paper people are much more than numbers on a graph."

FIXING the PROBLEM

What is LVHHN doing?

There are many projects underway or planned that will increase capacity at LVHHN. Coordinating the effort is the Growing Organizational Capacity Task Force, a group convened to address this problem over the next 18 months. Look for more information about this special team in the Sept. **CheckUp**.

Some projects already underway include:

- A six-bed express admissions unit (EAU) at LVH—Cedar Crest, initiated through Clockwork ED, is expected to open at the end of September.
- Identification of 32 additional beds throughout the network.
- A renovated unit supporting the implementation of a Short Stay Hospital at LVH—17th & Chew will open in December.
- Ideal patient transport project
- Construction of a multistory building at LVH—Muhlenberg is under consideration.

What can YOU do?

- Make a bed turnaround time of 30 minutes your goal. Using the discharge card and ready-bed phone line (610-402-4510) can help you to accomplish this. For more information, contact Lisa Romano, 610-402-5150.
- Strive for a discharge time of 11 a.m.
- Schedule and rearrange tests to accommodate those awaiting discharge.
- Be proactive and creative when beds are limited. For example, plan ahead to ensure beds are available for either gender.
- Treat every patient like a family member. Patients want to be cared for and comfortable while here, but on their way home as quickly as possible.
- Remember every bed matters and every minute counts.

Brian Downs

REMEMBERING COLLEAGUES

Millie Schaffer and Glen Oliver, M.D., left a legacy of caring



Call on Me

When a computer crashed or e-mail evaporated, hers was the voice of calm, reason and help. Millicent "Millie" Schaffer, customer service representative,

was the first person we contacted at LVHHN's information systems (IS) help desk. If she couldn't solve the problem, she knew someone who could.

On July 1, Millie died of cancer, ending 15 years in a department that became ever-more complex to keep pace with LVHHN's technological demand.

"She really threw herself into e-mail administration," says Rob Bortz, information systems director. "That became such a high volume business with 9,000 e-mail users. But Millie liked a challenge, and she kept learning."

Her self-sufficient spirit led Schaffer to Walnutport in the mid-1970s, where she bought eight acres, cleared much of the land herself and built a house.

And what a house it was. She became quite the collector, filling her cozy home with hundreds of dolls, Beanie Babies, Hummel figurines and Hallmark collectibles, recalls Kay Snyder, a customer service associate.

And when she wasn't feeding the deer and wild turkeys at home, she was feeding her colleagues at work. "She always had a desk full of candy, usually malted milk balls or licorice," says Barbara Stangl, an IS security analyst. "I feel like she's going to come walking in the door. We all miss her."



A Physician and a Gentleman

He was a marathon runner, an avid cyclist, a pilot, a bagpipe player and a caring physician. But LVHHN's chief of ophthalmology, Glen Oliver, M.D., was something else very special—a gentleman.

Described by his partner of seven years, Maz Kazahaya, M.D., as someone who "always looked at the glass as half full," Oliver

certainly lived life to the fullest before succumbing to cancer July 8.

A native of Canada, Oliver's rich career included missionary work treating eye patients in impoverished villages in Haiti, Belize and Peru. "Glen was quiet about things like that," says John Hart, vice president, medical staff services at LVHHN. "But he was unafraid to take a stand on difficult issues, and he brought us a corps of dedicated ophthalmologists. I'm certainly going to miss him."

Kathy Miletics, office manager, worked with Oliver since 1989, becoming close to him and his family. "We shared everything," she says. "He even came to my children's graduation parties."

Miletics recalls the little and big things—his daily lunch of salad with a scoop of tuna fish, and how he sent her to professional conferences and paid for her business and accounting classes. "He was more than a boss," she says. "He was a great teacher and mentor. I am where I am today because of him."

Elizabeth McDonald



1 Got the Rais

At LVHHN,
you're in control
of your own
pay increase

Maybe you had a job elsewhere where employee reviews were feared. Your knees were shaking, you were pacing, and you had a sinking feeling that all wouldn't go right.

At LVHHN, things are far different. Just ask clinical pharmacist Janine Barnaby. When her annual performance assessment arrives, there's no nervousness. It's like a regular conversation with her supervisor—a time to discuss what was accomplished the year prior and what needs to be done in upcoming months.

“There's nothing to fear,” says Barnaby. “If you're a high-energy employee and you've accomplished the goals set with your supervisor, you know exactly how your evaluation and raise will go. You're in total control.”

Barnaby cuts right to the heart of LVHHN's merit-based pay system. Established six years ago as a replacement for the former seniority-based system, merit pay offers a direct reward for the job you do. If you're a go-getter and team player who always exceeds expectations, you're eligible for an above-average pay increase.

“Merit pay embraces and rewards your dedication to quality patient care, teamwork, process improvement, continuing skill development and network commitment,” says Mary Kay Gooch, senior vice president, human resources.

This year, each department will develop its merit-based increases from an average 3 percent budget, with an additional 1 percent for exceptional performance. That amount is based on market conditions and LVHHN's financial performance, says Gooch. Additionally, the network raised its salary ranges by 2 percent for the third time in the last four years.

PITCHING IN—In clinical pharmacy, much of Janine Barnaby's work involves research. But when need be, she helps out by mixing oncology medications for patient use. It's just one of the ways she shows extra involvement each day.

Sharing Success—and Bonuses

If you're an outstanding employee, you enhance patient and family satisfaction. That helps increase Press Ganey scores and allows LVHHN to achieve its Shared Success Plan goals.

...I Wanted'

Does the merit-pay system increase motivation? Barnaby, who volunteered at LVH-Cedar Crest in eighth grade and began full-time as a graduate pharmacist in 1988 after completing her studies at Philadelphia College of Pharmacy, sees definite changes.

"Before, if you didn't want to achieve more, you didn't have to," she says. "It's tough for some people to get motivated when you know everyone at the same level gets the same raise. But it's not that way anymore."

To help ensure her own raise, Barnaby sits down each year with her administrator, Fred Pane, and they establish goals that need to be met. This year Barnaby, at Pane's request, formed a core group with four of her colleagues—staff pharmacists who work on oncology floors. They now meet periodically and share ideas and articles on new treatments and medication protocols. "That gives all of us the confidence of knowing our patients are receiving the newest and best treatments," she says.

All the while, Barnaby regularly updates Pane on her progress. "When work harder and your supervisor and patients see positive results, you know you've done a good job," Barnaby says. "That's all the incentive I need."

Here's What 'Raise Behaviors' Look Like

How you—and your colleagues—can help determine your own raise

- **Join a Committee** If you work on a patient floor, there are numerous committees—performance improvement, reward and recognition, staffing and scheduling—in which you can get involved. Other departments have their own committees, such as pharmacy, which has a specific patient-education group.
- **Be Adaptable** "On our unit, we need to be skilled in labor and delivery, high-risk pregnancy and triage," says Mary Onifer-Smith, R.N.C., L&D. "It's a major advantage if you're skilled in all your unit's specialities."
- **Be Open to New Challenges** On L&D, which regularly scores in the 90s in Press Ganey surveys, staff embraced new computer charting software, and two nurses volunteered to do additional training and mentor others.
- **Reach Out to Your Peers** When one of your colleagues is struggling with a particular problem, offer your assistance. See page 3 for tips on how to support your colleagues.
- **Live Your PRIDE Behaviors** "To a patient, that extra question you answer or extra time you spend talking to them means everything," says lactation consultant Beth Kushner-Gioienco, R.N.C., mother-baby unit.

● **And if You Didn't Get the Raise You Expected** Talk to your supervisor. "Ask her what you need to accomplish to get where you want to be," says Kushner-Gioienco.

Kyle Hardner

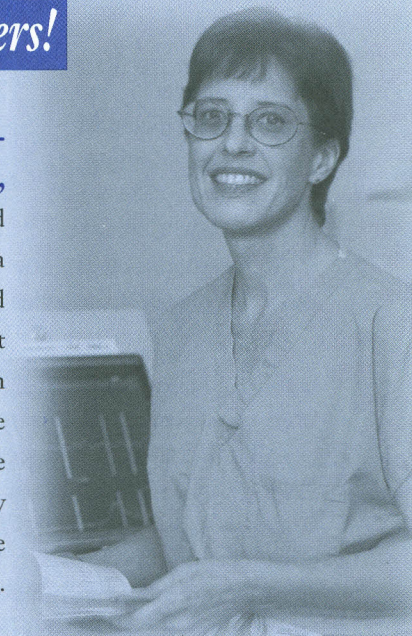
Dates You Should Know

July 1-Sept. 13	Performance evaluations conducted
July 1	New ranges were effective (LVH, LVH-M)
July 26	New range minimum incorporated into paycheck
Sept. 29	Increase effective
By Oct. 18	Letters to staff on individual increase
Oct. 18	Compensation changes appear in paycheck
Oct. 25	Shared Success Plan goal achievement reviewed

They're Go-Getters!

Mary Onifer-Smith, R.N.,

labor and delivery, won a Star Celebration award last year for most commendations from patients. "I make sure each mother-to-be has the delivery experience she wants," she says.



Beth Kushner-Gioienco, R.N.C.,

mother-baby unit, also received a Star Celebration honor and over a dozen patient commendations last year. "I work hard for my patients, but also for myself," she says. "I love what I do."



Passport to Fun!

LVHNN'S RECREATION COMMITTEE INVITES YOU TO PACK YOUR BAGS FOR FUN, ADVENTURE AND RELAXATION FROM DAY TRIPS TO ISLAND GETAWAYS

Doris Horwath drives a hard bargain.

Start the bidding a little lower than what you intend to pay. Appear interested, but not too interested. If the seller won't budge, Horwath says that's too much and walks away. "That usually works," she says.

As a seasoned traveler and member of LVHNN's all-volunteer recreation committee, Horwath, a staff assistant in speech and audiology at LVH-17th & Chew, often barter with beachfront vendors in foreign countries. It's just one of the skills she's acquired in organizing trips for LVHNN employees to such far-flung places as Punta Caña in the Dominican Republic and Puerto Vallarta in Mexico, or close-to-home attractions such as Broadway, the Philadelphia Flower Show and the Lititz Craft Show. "For our extended trips, we negotiate rates that can be up to several hundred dollars less than what's offered to the general public," she says.

But that's just one benefit. As a result of her travels, Horwath has expanded her circle of LVHNN friends. "I've met a lot of people from other departments and people working different shifts," Horwath says. "We laugh a lot, and I always come back refreshed."

"It's always nice to put faces to names," says committee president Nancy Schmoyer, administrative secretary in facilities and construction. "And it's rewarding when I get e-mails thanking me for the time and effort that went into a children's party or trip."



Since its formation in 1975, the 20-member

committee has volunteered countless hours organizing hundreds of trips and activities including clambakes, food drives, the hugely popular annual two-day craft show every November and employee discounts with local businesses, like Borders Books. Proceeds help underwrite costs for holiday parties for employees' children and this year's employee picnic at Bushkill Park on Sunday, Sept. 8. Committee members also raise funds to aid local charities and others in the LVHNN family during times of need.

"We couldn't do it alone," says longtime committee member Sharon Bartz, administrative secretary in neurosciences research. "It takes everyone working together."

Anyone can join the committee. Meetings are the fourth Tuesday of every month over lunch at Cedar Crest or 17th Street. "We look for people who are willing to donate their own time and be committed," Schmoyer says.

The committee has representatives at every LVHNN site and ideas are always welcome, says member Gail Pitsko, office coordinator for the LOVAR program at LVH-17th & Chew. "We want to know the kinds of trips and events you're interested in," she says. "We're here to serve you!"

Elizabeth McDonald



ISLAND GETAWAY—Puerto Vallarta is a favorite rec committee destination. Doris Horwath has enjoyed parasailing, visiting a seaside memorial with (l-r, front row) Cole Maranki, clinical engineering, and volunteer Phyllis Miller, and relaxing with husband Ray on the beach.



Picnic Pals

It's back and better than ever—**LVHNN's employee picnic!** Recreation committee members (l-r, above) Doris Horwath, Nancy Schmoyer and Gail Pitsko take a spin on the carousel at Bushkill Park in anticipation of the picnic there from noon to 6 p.m. on Sunday, Sept. 8. Enjoy a day of old-fashioned fun at this charming amusement park outside Easton. *See insert for details!*

TAKE A TRIP!

Recreation Committee events are posted on the e-mail LVHNN Bulletin Board under /LVH_Recreation_Committee



AMONG THE NATION'S BEST—Cheryl Strohl, R.N., stands in the family waiting area of the brand-new ACU, a key part of LVHHN's expanding, nationally recognized Regional Heart Center. "We aim to make the patient feel like he's at home," Strohl says.

A beat Above the rest

The new acute coronary unit in The Regional Heart Center sparkles, and so does the care by cardiac nurses like Cheryl Strohl

When she first started at LVH-Cedar Crest in 1982, Cheryl Strohl, R.N., remembers looking at heart monitors that were barely bigger than a postcard. "It was tough to even see the heart rhythm," she says.

Today, Strohl is surrounded by the latest technology on the new acute coronary unit (ACU). New heart monitors, that also measure blood pressure and respiratory rate, among other levels, are much larger, more accurate and far easier to read.

The unit—with 14 private patient rooms large enough to accommodate nursing staff, physicians, critical care equipment and, most of all, families—brings that state-of-the-art technology together with old-fashioned, personal care. That care, Strohl says, is what makes LVHHN a National Magnet Hospital and one of the top 50 cardiac hospitals in the nation as ranked by *U.S. News and World Report*.

"Many of our patients are here for several days, so we support their families by keeping them apprised at all times," says Strohl, who cares for patients suffering more severe heart attacks or congestive heart failure, among other heart conditions, on the ACU.

"When a family is here from outside the area, we'll help them find a place to stay, either here or nearby. If they seek spiritual guidance, we'll arrange for pastoral care to be by their side."

Strohl and her colleagues put patients first when helping to design the new unit. When it opened in July, patients recognized the difference immediately. "A family member of one of my patients said it felt more like a hotel room than a hospital," Strohl says.

The ACU is part of LVHHN's expanding Regional Heart Center, which also includes open heart surgery at LVH-Muhlenberg. Many of LVH-Cedar Crest's cardiac nurses,

including critical care staff, mentored their Muhlenberg colleagues in the past few months to prepare for that step. The next expansion phase will include a redesigned cardiac catheterization lab at LVH-Cedar Crest.

As part of a team of 380 LVHHN cardiac nurses who average 10 years experience in treating heart patients, Strohl watches the evolution of heart care unfold before her eyes. What she sees amazes her. Thirty years ago, she watched her father recover from a serious heart attack, and today, on a unit with a nursing ratio of one nurse to every two patients, she helps a new generation recover faster and live longer.

"When my father was treated, there were no catheterizations," Strohl says. "Today, with cath lab interventions, angioplasties and stents, the treatments are remarkable. Working with that technology and letting patients know we're a great hospital for heart care is wonderful."

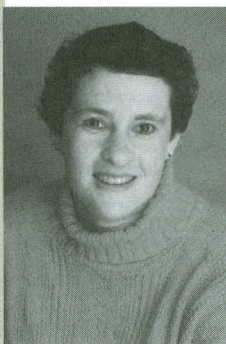
Kyle Hardner



Healing Mind, Healthy Woman

Amazing things happen when you put *YOU* on the “to-do” list. Alice Domar, Ph.D., knows and will empower others at Spirit of Women 2002.

Alice Domar, Ph.D., will empower women to make themselves a priority at Spirit of Women's **The Heart of a Woman Conference** on Oct. 25. She is the author of *Healing Mind, Healthy Woman* and will be featured in the October issue of *Oprah* magazine.



Alice Domar, Ph.D., has always had a high-energy personality.

Some might say she was ready to tackle the world from the day of her C-section birth. “I was so impatient,” she says. “I jumped into the knife, and I still bear the scar to this day.” The scar would be symbolic of her journey ahead. “I just had this burning desire to be a pioneer,” she says.

And that’s just what she would become, but not just any pioneer—a pioneer for women and who they are and what’s in their minds. She fell in love with the specialty of women’s health psychology and was one of the first people to pursue the profession.

During her studies, Domar’s college ob-gyn department agreed to let her participate in rotations, as long as she kept quiet that she was from health psychology. “We were attending to a woman undergoing a difficult delivery,” she says. “All of the students were down by the expectant mother’s pelvis. But I was up by her head, asking: ‘How are you feeling? Do you have any pain?’ I comforted her until her baby was born.”

Domar’s jig was up. Instead of resenting her, the others recognized her skills and put them to good use. Today, Domar uses her clinically based approach to teach women to put their mind/body connection to good use as the director of the Mind/Body Center for Women’s Health, affiliated with Harvard Medical School.

This self-confessed overachiever and perfectionist, author, wife and mother has had her share of mind/body disconnect—but women, she says, don’t have to live with the stress. This will be Domar’s message on Oct. 25 at Spirit of Women’s *The Heart of a Woman Conference*, which journeys into a woman’s heart and shows how to combat the emotional tension that exacerbates heart disease.

“Stress wreaks havoc on our body, weakens our immune system and destroys our heart,” Domar says. “It’s time to put *you* on the ‘to-do’ and manage stress to avoid the heartbreak.”

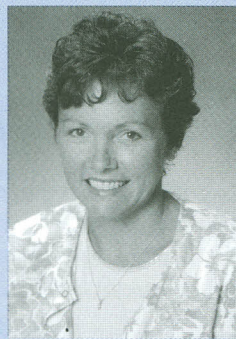
Domar shows women how to restructure their lives through journaling, mini-deep-breathing breaks, talk therapy, asking yourself “does this thought contribute to my stress?”, walking with friends and much more. “Women’s hearts and minds can shift from self-sacrifice to self-care,” she says.

Domar knows. She cared for her mom through a bout with breast cancer, takes her daughter on her business trips and briefly became sidelined herself by an auto accident. “Promise to do something for yourself every day,” she says. “Maybe it’s calling your best friend, eating a piece of guilt-free chocolate or taking a shopping lunch break. We can learn to care for ourselves as lovingly as we care for others.”

Call 610-402-CARE to register for the conference and for a fact sheet. See “What’s Happening” for more details.

Pamela Maurer

Home Is Where the Heart Is



Sandra Axt, R.N.

The adage “there’s no place like home” is something Sandra Axt, R.N., of the trauma-neuro intensive care unit, follows closely, especially when it came to a particular patient’s family. When they traveled from Washington state to LVHHN, her care helped them through a terrible ordeal.

The family arrived to help their ill grandfather recover. But the grandfather’s 20-year-old grandson needed greater assistance when he was hit by a drunk driver and suffered a serious head injury that required a 10-day stay in the TNICU.

“Sandi assured a phone was close to the bedside to keep family at home updated,” says Susan O’Neill, R.N. “When the patient showed signs of recovery, she asked Dorney Park to donate two tickets for the patient’s brother and his friend, who had joined the family to support his brother.”

When Axt had learned that the patient’s brother was active in sports, she obtained free passes from an affiliated health center for the brother and his friend to work out. Although they were a long way from home, Axt went that extra mile to make them as much at home as she could.

Joe Candio



Service Star **Sandi Axt, R.N.**, was featured in the July premier issue of **Lehigh Valley Biz** magazine. The story portrays the 19-year TNICU nursing veteran on the job caring for patients and their families, reflecting on nursing as a career and being a mom to her two young children.

Congratulations to August’s Service Star Award nominees:

Ernie Deeb, C.R.N.A., LVH–Cedar Crest

Nominated by Frederick Ackler, C.R.N.A., Anesthesia

David Feist, valet attendant, security, LVH–Cedar Crest

Nominated by Aaron Snyder, security officer

Wanda Osorio-Hunt, tech, heart station, LVH–Cedar Crest

Nominated by Jennifer Pope, coordinator

WORKING WONDERS

WE MET OUR GOAL!

You can do it, too

“Show me the money!” That’s what Brenda Fox, coordinator in Breast Health Services at LVH–Muhlenberg, tells her colleagues when they’re looking for Working Wonders ideas.

That motivation works. The department is one of 28 that met its Working Wonders goal in the past fiscal year (they met it last year, too) by saving \$5,425. And the team is ready to take on a new challenge by doing its part to meet this fiscal year’s network goal of \$500,000 for LVH–Cedar Crest and 17th & Chew, and \$100,000 for LVH–Muhlenberg.

How can you find Working Wonders, too?

Take five to brainstorm. Susan Steigerwalt, coordinator in Breast Health Services at LVH–Cedar Crest, and her colleagues saved by using sheets from linen services and disposable blue underpads instead of prepackaged tablecovers. The team exceeded its goal of \$2,958 by saving \$9,000.

Listen to your colleagues. Health care costs are rising all the time. Help curb them by listening to every idea—no matter how unachievable the idea seems. “Sometimes you have to talk with your colleagues about the idea and see how they feel about it,” Steigerwalt says.

Empower your colleagues. “Allow your colleagues to come up with and present the ideas,” Fox says. “Everyone must feel like he or she can contribute.”

Don’t just look at cost savings. Working Wonders also is designed to make work process more efficient. “Sometimes there is no savings involved. But if it makes the work easier and more efficient, you’ll get a \$50 reward,” Fox says.

Joe Candio



LVH–Cedar Crest and 17th & Chew

GOAL \$500,000

SAVINGS \$591,332

LVH–Muhlenberg

GOAL \$100,000

SAVINGS \$101,253

Padding Their Pockets With Savings

—Susan Steigerwalt coordinator in Breast Health Services, and her team at LVH–Cedar Crest saved \$9,000 by using disposable blue underpads and sheets from linen services instead of prepackaged tablecovers.

HATS OFF

BURN RECOVERY CENTER OFFERS CONTINUED CARE



When **Kyle Ganoe** (left) was injured in a race-car crash in Central Pennsylvania, **Sigrid Blome-Eberwein, M.D.**, was able to treat his third-degree burns at **LVH's Burn Center** and lead him back to wellness. Today, the 17-year-old from Mifflin continues to receive care on an outpatient basis at the new Burn Recovery Center. Located in the Jandl Pavilion at LVH-Cedar Crest, the center provides continuing care for burn patients post-hospitalization while also offering rehab services.

Rehab services, including scar management and pressure garment therapy, are available also. With the center's help, Ganoe hopes to drive a race car again.

MARKETING TEAM CAPTURES PRESTIGIOUS AWARDS



LVH's marketing and public affairs team competed with leading institutions nationwide to capture six awards (more than any other organization!) in this year's highly prestigious 19th Annual Healthcare Marketing Report Advertising Awards.

- **Healthy You** magazine won Best in Show and took the gold in the external publications category.
- **Mammopad** at Breast Health Services promotion plan won a bronze award.
- **Magnet Attractions** nursing publication; **cardiology, cancer and obstetrical** television commercials; and **VHA Leadership Awards** promotion plan all won merit awards.

CONFERENCE CALL

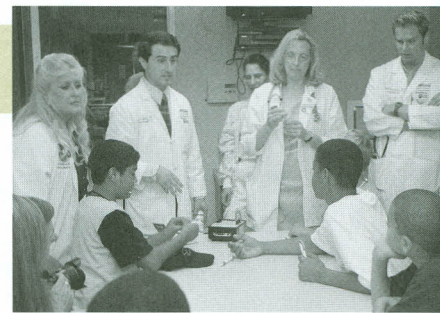


Chris Morehouse, R.N., call center manager at 402-CARE, was a featured presenter at the 14th national conference of Physician Referral and Health Information Services in Atlanta, Ga., in June. Her presentation, "Focus on the Non-Clinical Call Center," was one of

the conference's highest-rated sessions. She has been invited to join the national planning committee for the 2003 conference.

LVH PARTICIPATES IN SUMMER ENRICHMENT PROGRAM

(L-R) **Carla Seleme, M.D., Eric Gertner, M.D., and (far right) John Davidyock, M.D.**, watch as **Deb Matta, R.N.** (second from right), demonstrates a doppler test for checking vital signs to at-risk Latino youth as part of a four-week educational program. The program was part of a collaborative effort among LVH, Penn State Lehigh Valley, Casa Guadalupe and the Allentown Housing Authority.



MEET LEHIGH VALLEY HOSPITAL AND HEALTH NETWORK'S NEW PHYSICIANS

Anesthesiology



Teimouraz Vassilidze, M.D., Ph.D.
Cardiac Anesthesia
Practice: Allentown Anesthesia Associates Inc.
Education: Sechenov's First Moscow Medical Institute

Residency: St. Elizabeth's Medical Center
Fellowship: Beth Israel Deaconess Medical Ctr.

Family Practice



Brooks Betts II, D.O.
Practice: Muhlenberg Primary Care, PC
Education: Colgate University; Philadelphia College of Osteopathic Medicine
Internship: Brighton Medical Center



Jennifer Dupre, D.O.
Practice: Southside Family Medicine
Education: Muhlenberg College; UMDNJ-School of Osteopathic Medicine
Internship: Good Samaritan Hospital
Residency: Lehigh Valley Hospital

Medicine



Imhotep Boukman, M.D.
General Internal Medicine
Practice: Department of Medicine, LVH
Education: Wilkes University; Meharry Medical College
Residency: Lehigh Valley Hospital

Medicine



Ronald Bross, M.D.
Gastroenterology
Practice: Stelzer Cornell Taus & Auteri GI Associates
Education: Albright College; Jefferson Medical College

Residency: Cooper Hospital/University Medical Center
Fellowship: Geisinger Medical Center

Radiology-Diagnostic Imaging



Michael Vichnin, M.D.
Diagnostic Radiology
Practice: Medical Imaging of LV, PC
Education: Pennsylvania State University; Jefferson Medical College

Residency: MCP Hahnemann University Hospital
Fellowship: Thomas Jefferson University Hospital

Surgery



David Warsaw, D.O.
Plastic Surgery
Practice: Lehigh Plastic Surgery Center
Education: Lehigh University; Western University of Health Sciences
Residencies: St. Luke's Hospital; Mayo Clinic

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

EDITOR Pamela Maurer

ART DIRECTOR Denise Golant

DESIGNERS Christine Baldwin, Teressa Colbaugh and Janet Welk

EDITORIAL ASSISTANT Donna Karen Bobo

PHOTOGRAPHER Scott Dornblaser

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

Donate Blood • Fill the Shortage! Aug. 23; Oct. 2 & 18

Friday, Aug. 23	6:30 a.m. - 4:30 p.m.	LVH-Cedar Crest
Wednesday, Oct. 2	9 a.m. - 3:30 p.m.	LVH-17 th & Chew
Friday, Oct. 18	6:30 a.m. - 4:30 p.m.	LVH-Cedar Crest

The Lehigh Valley and the nation are experiencing the worst blood shortage in over a decade. Give the gift of life by making a habit to donate blood. You can donate every eight weeks! **E-mail Kathleen.Mundt to sign up.**



American Heart Association Heart Walk Sept. 15

Sunday, Sept. 15 Lehigh Valley Industrial Park IV

REGISTRATION 9 a.m. • WALK 10 a.m.

Join your colleagues in the fight against heart disease and stroke. Money raised for the American Heart Association helps to further research and education. Receive a free LVHHN T-shirt and the opportunity to win other great prizes!

Call or e-mail Loryn.Moyer at 484-884-4828 for more details.

Light the Nite for Leukemia Sept. 21

Saturday, Sept. 21 Rodale Park, Trexlertown

Join Elliot Sussman, M.D., president and CEO, and your other colleagues for a very special evening walking through Rodale Park in Trexlertown to raise funds for The Leukemia & Lymphoma Society. Leukemia alone causes more deaths among children under 15 than any other disease in the country—and you can brighten the future for those touched by cancer.



Call Maria Kammetler at 484-884-4831.

Uniform Sale Sept. 24

Tuesday, Sept. 24 7 a.m. - 4 p.m. LVH-Muhlenberg lobby

Sponsored by the Camille Gift Shop, this event is a fund-raiser for the LVH-Muhlenberg Auxiliary.



The Heart of a Woman Conference Oct. 25

Friday, Oct. 25 Holiday Inn, Bethlehem

Journey into all dimensions of a woman's heart and 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.

United Way Sept. 19 - Nov. 5

"Lifting Spirits, Lifting Lives Through the United Way"

Campaign kicks off Sept. 19 and runs through Nov. 5. Every dollar makes a difference. *You can, too!*

For information, call Betty Anton at 610-402-8897.

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we're **going** **ON A** **Picnic!**

Join us
for a day of
old-fashioned fun!

It's Lehigh Valley Hospital and Health Network's **Employee Picnic!**

SUNDAY, SEPT. 8

NOON - 6 P.M. BUSHKILL PARK, EASTON

Picnic Fare ♦ hot dogs ♦ hamburgers
♦ pasta salad ♦ tossed salad ♦ baked beans
♦ chips & pretzels ♦ lemonade ♦ iced tea

Fun Feeds ♦ popcorn ♦ sno-cones
♦ cotton candy ♦ ice cream

Rides, Games & Fun
♦ vintage 1920s Grand Carousel ♦ the whip
♦ tilt-a-whirl ♦ merry-mixer ♦ kiddie coaster
♦ tumble turtles ♦ speed boats ♦ fun-house
♦ pony carts ♦ volleyball ♦ horseshoes
♦ bean bags ♦ DJ & karaoke ♦ bingo ♦ train rides
♦ face painting clown ♦ games for kids ♦ and more

Special Guests* ♦ Scooby Doo ♦ Elmo
♦ SpongeBob SquarePants ♦ Winnie the Pooh
*scheduled to appear; may change without notice.

Tickets are non-refundable and must be presented for admission. Each employee may purchase up to four tickets. For sale **Wed., Aug. 7** and **Thurs., Aug. 15**, outside the cafeterias at:

Cedar Crest ♦ 11 a.m. - 1:30 p.m.

17 & Chew ♦ 11:30 a.m. - 1:30 p.m.

To order and receive tickets via inter-office mail, send a check, payable to the LVHHN Recreation Committee, by **Aug. 30** to: Fran Sajkowicz, ASU-17; Nancy Schmoyer, Facilities & Construction-CC; Karen Fowler, Public Affairs-1770 Bathgate; Diane Magargal 2024LS or Melissa Cope, 2166S12. Include your name, department name, site and phone number; quantity and type of ticket(s); and childrens' ages.

call Gail Pitsko at 610-402-4727.

Ticket Prices \$10 adults & children over 12 (includes rides)
\$8 adults (no rides) ♦ \$8 children 2-12 (includes rides)
FREE admission for children under 2 not going on rides

Rain or Shine



DIRECTIONS

FROM ROUTE 22 EAST:

- Exit Route 248, Wilson/25th Street.
- Turn left at end of ramp and go 1 mile.
- Turn right onto Park Ave. (at Palmer Park Mall).
 - Go through traffic light.
- Turn right onto Bushkill Park Dr. Bushkill Park is on the right.

FROM ROUTE 33 SOUTH:

- Exit at Route 191, Stockertown/Nazareth exit.
- Bear right and go 7 miles. Turn right onto Park Ave. (at Palmer Park Mall).
 - Go through traffic light.
- Turn right onto Bushkill Park Dr. Bushkill Park is on the right.

LEHIGH VALLEY
HOSPITAL AND
HEALTH NETWORK

The employee picnic is sponsored by LVHHN's recreation committee, administration and the medical staff.