

Center for Educational Dev. & Support
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focus on PRIDE

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Still Making the Rounds

A GHOST STORY at 17th and CHEW

Technicians can't explain it. Mechanics don't understand it. But Jobeth Newhard knows the score. Several times each day, the relative tranquility in the Sleep Disorders Center at 17th and Chew is interrupted by a yellow elevator that opens and closes with no one getting on or off. It seems normal, until you realize this elevator is programmed never to stop on the fourth floor, which is a limited access unit.

Unexplained? Yes. Spooky? A little. But Newhard isn't scared. Instead, when the doors open, she says, "Good morning, Conductor." And the legend continues.

Continued on page 3



What's the Bottom Line?

We all must be wise about our resources to carry out our healing mission

We deeply care about our patients and therefore, we deeply care about our margin. And we do something about it... so we can continue to invest in our community and carry out our mission to heal, comfort and care!

The Religious Order of the Nuns, the Sisters of Charity, had a motto about their hospitals: "No margin, no mission."

The bottom line? Without a sound economic base, a hospital cannot sustain itself and carry out its mission. Our mission to heal, comfort and care is critical in improving the health of our community—and to generate a healthy and vibrant community, we also must generate financial success for the long run.

This is a sacred trust our fellow community members have in us, and they have every right to expect that we will be judicious with our resources to provide leading-edge care and grow our organization for their families today and for future generations.

How do we accomplish this? We have to be wise stewards of our costs, and thanks to your creativity, we have been. Your energy in generating Working Wonders, constantly asking, "How can we do this better?" and re-engineering the routine has made a difference. See *CheckUp's* center spread to learn how our engineering team is saving nearly \$1 million a year and how accomplishments like this contribute to our fantastic fiscal year gain of \$19.7 million, all of which we reinvest into caring for our community.

How we come together and work together is what makes us unique as caregivers and a nonprofit organization. Consider that during the last eight years all of us together have reduced our costs well over \$100 million! Consider that we have been able to invest more than \$200 million in new facilities, programs, services and information services to better care for our friends, family and neighbors!

We see those investments—and our mission in action—all around us. We see it in the renewal and reinvention at LVH-17th and Chew, where we reach out to help people age healthier and live longer. We see it in our brand-new Regional Heart Center at LVH-Cedar Crest and heart services at LVH-Muhlenberg, where we tackle the nation's number one killer and help mothers, fathers, grandparents, coaches, teachers, spouses and many others heal. We see it in our community health centers in Hellertown, Hamburg, Bath and soon in Bethlehem Township, where doctors people know and trust care for them in their neighborhoods. And you will see it in an entirely new inpatient hospital on the campus of LVH-Muhlenberg in 2005, where we will continue to respond to our community's needs and exceed all expectations with the highest-quality modern care.

Our investments go beyond services, technology, and bricks and mortar. We also invest in *you*. We ensure we have the right people doing the right work, and we will continue to reward you for your efforts and a job well done. Many of you received merit raises this month and will receive a bonus next month through our Shared Success Plan. These are not gifts. You've earned them. You've earned them because our community chooses *you* to care for them.

While our health care environment is—and will remain—highly competitive, we have the security of a sound financial foundation and a reputation that is unparalleled in the region. You and our medical staff and our collective commitment to clinical innovation and service excellence are the driving forces. We deeply care about our patients and therefore, we deeply care about our margin. And we do something about it...so we can continue to invest in our community and carry out our mission to heal, comfort and care!

Lou Liehaber, Chief Operating Officer

Still Making the Rounds

A GHOST STORY at 17th and CHEW

Continued from page 1

The infamous ghost who goes by the name the "Conductor" has been making his rounds for nearly a half-century at LVH-17th and Chew. Ask anyone who has worked there during the past 50 years. Even if they haven't seen the Conductor (very few will admit to actual sightings), everyone has heard of the Conductor.

According to retired nurse JoAnn Fister, R.N., it all began in the mid-1950s. A common story is that he was an orderly who passed away one night on the job. Another says he was an actual trolley conductor who was injured in an accident and passed away in the hospital. Yet another has him appearing as a priest.

Several elements, however, remain fairly constant. The Conductor is almost always dressed in a black conductor's uniform and cap, and he seems to make his presence felt right before a patient passes away.

Pat Stein, R.N., also a retired nurse who worked with Fister, says that many patients would report a strange man in their room prior to their death. Other tales abound of beds near a dying person having to be made up when no one slept in them. Often, doors could be heard opening and closing in the moments before and after a patient expired.

This has led to the idea that the Conductor's purpose is to "conduct" a person's journey from this world to the next. As the number of overnight patients began to decrease in the 1970s, so did sightings of the Conductor. But that doesn't mean he's not still around.

Along with strange occurrences with elevators, several employees have reported strange doings recently. Steve Lukow from engineering encountered a stranger who suddenly appeared late one night in the boiler room. "I turned around, and he was gone," he says. Lukow is sure it was the Conductor.

Jim Burke from administration and Carol Bury from facilities passed a very strange-looking man in the halls several years ago. They quickly turned around to find him gone. "He seemed to be of a different time and had an eerie presence," Burke says. "I'm not the kind of guy who thinks the UFOs are coming, but this sure was weird."

And the renovations at 17th and Chew have brought some odd happenings. Workers have reported tools turning up in places different from where they had left them and odd breezes filling rooms.

And so the legend lives. Some believe it. Some don't. Even I admit, while writing this story, that I was skeptical. But then I stood beside Jobeth Newhard and saw the elevator doors open.

And I had no choice but to smile and say, "Good morning, Conductor."

Dennis Lockard

Legends Help Tell LVHHN's Story

Whether you're talking about the extraordinary insight of Leonard Parker Pool, the generosity of Fred Jaendl or a sighting of the Conductor, you're recalling legendary people and time-honored traditions that have helped shape LVHHN.

"A tale like the Conductor's adds uniqueness to our hospital, and people connect over it," says Jack Dunleavy of organizational development. "Legends and milestones tell the story of our healing heritage, and we are all part of that."

Each month, Dunleavy hosts Reconnections, a program for veteran LVHHN employees (those hired prior to 1998) to talk with senior management and learn more about the hospital's past, present and future.

To sign up for Reconnections, call Dunleavy at 484-884-4863 and learn more on e-mail's bulletin board.

Legendary Faces



(Clockwise from top)—Allentown hospital's chief surgeon C.D. Schaeffer, M.D., with his little cousin and future ob-gyn doctor Frances (early 1900s), former School of Nursing director Josephine Ritz, R.N. (1947), and Cedar Crest's first administrator Ellwyn Spiker, R.N. (1974), all helped form LVHHN's past, present and future. Read about Ritz, still at LVHHN, in next month's CheckUp!

SPARKLING



Cheese Please—Lou Liebhaber stopped by the Cancer Center employee picnic to flip burgers with Nancy Earley, director of radiation oncology, and has also served pizza to volunteers to say “thank you.”



Alright, a Free T-Shirt!—Liebhaber asks for colleagues’ opinions at forums and rewards people like Gregg Zahour, information services, with free LVHVN giveaways. See “What’s Happening” for forum dates.



A Hug for 40 Years—Liebhaber thanks Star Celebration honoree Tina Faller, R.N., for 40 years of service. He also created his own special Golden Crayon award for those who expand their creativity.

A Supernova Who Lets You Shine

LOU LIEBHABER EARNS AN INTERNATIONAL AWARD FOR HIS DEEP COMMITMENT TO COLLEAGUES

It is a true leader who steps back and lets other people shine.

Lou Liebhaber, chief operating officer, does just that. “He lets other people shine and then creates an environment in which the next person does it and the next person and the next person,” says Terry Capuano, R.N., senior vice president, clinical services.

Now, Liebhaber is shining along with us. The Employee Involvement Association (EIA) recently recognized him with its Executive Leadership Award for the way he inspires others to take PRIDE in their roles here. Liebhaber joins the ranks of previous executive winners from the Chicago Tribune, Lockheed Martin and BAE Systems to earn this prestigious award from the EIA, which comprises 300 organizations internationally.

“The support Lou provides is what everybody seeks from senior managers,” says Bruce Eppinette, EIA’s board president. “He is a real people person who makes it a priority to listen, lead by example and recognize others. He is truly unique.”

Ask employees, “What makes Lou special?” and they’ll tell you about how he recognizes people monthly with LVHVN awards before hundreds of colleagues...or stops by to help departments move and celebrate achievements like Magnet... or sends “You’re Tops” letters for providing outstanding patient care...or inspires and teaches by dressing as a character and hosting fun retreats.

“We can e-mail Lou, call him, walk in his door anytime,” says Paulette Kennedy, R.N. “If you see him in the hallway, he asks about your mother, your children, your new puppy. He is always upbeat, whistling as he walks along. He is one of us.”

Liebhaber gets to know names and faces by regularly speaking at Connections and Reconnections, and hosting employee lunches and forums with chief executive officer Elliot Sussman, M.D. The pair makes a great team, gathering employee input about everything from building construction to staff benefits.

“Lou doesn’t say, ‘When I want your opinion, I’ll ask for it,’ ” says James Ezrow of behavioral health. “Lou says, ‘I want your opinion and creativity.’ ” Ezrow should know—he reaped a cash reward for his cost-savings idea through Working Wonders, which Liebhaber launched as one of the first employee suggestion programs in health care.

Liebhaber discovered his calling in health care after working in retail. “Throughout the store was a lot of valuable merchandise,” he says. “But something of greater value was missing: the satisfaction of making a difference in people’s lives.”

And he certainly has made a difference, letting other people shine. Now, colleagues say it’s his time to shine.

Pamela Maurer

with PRIDE



Come on Do the Conga!—The “Hot, Hot, Hot” conga line is tradition at the Star Celebration for employees, like Maria Kammetler, marketing manager, marketing and public affairs (second from left) and Anne Holler, administrative secretary, department of medicine (center), both honored for 15 years of service.

It Takes a Village—Kathleen Shaffer, director of training, LVPG (left), and Cindy Vrabel, collection manager, LVPG, express “Y” they love working at LVHNN at the Star Celebration. Staff dance and mingle the night away with crazy props.

A Celebration of Stars

Star Celebration Award Winners

George Guldin Education Memorial Award (for new or more efficient practices)

“GOT GAS” OR TEAM—They improved work conditions and cared for record volumes. **Members:** Janet Caverly; Joan Collette, R.N.; Wendy Heil, R.N.; Loretta Berta, R.N.; Mary Jo Kolde, R.N.; Laurel Taschler, R.N.; Linda Foss, R.N.; Beverly Sifter, R.N.; Andy Kovach, C.R.N.A.; Cheryl Faust, C.R.N.A.; Norma Wilson, C.R.N.A.; Charlene Barletta, C.R.N.A.; Charlene Silva, C.R.N.A.; Nancy Adams, C.R.N.A.

George Guldin Education Memorial Award: PAT MATULA, R.N.

Matula’s coordination of performance improvement and “primum non nocere” projects lead to outstanding patient outcomes.

Most Creative Reward and Recognition Program

LABOR and DELIVERY/PERINATAL UNITS

They recognize colleagues monthly with “Emerald City awards” for education, caring, courage and enthusiasm.

Most Commendations From Patients: CHARLES KAMINSKI, R.N.

A winner for the second year, Kaminski received 52 patient commendations.

Community Service Award

SHARON KROMER, R.N.—She builds her profession and is recognized nationally by fostering the Take NOTES and Nursing Camp programs.

Community Service Award

STAFF of OB/GYN ASSOCIATES of the

LEHIGH VALLEY—Colleagues have dedicated weekly lunches to fundraisers such as Animals in Distress, Dream Come True and the Leukemia Society.

Walking on Water Award

AMANDA NYCE, R.N.

At all hours, Nyce takes time to counsel and comfort gastric bypass surgery patients with her personal and professional experience.

Most Improved Patient Satisfaction

DEPARTMENT of DENTAL MEDICINE LVH-17th AND CHEW

Sending timely reminders and making follow-up calls to patients helped them climb from the 81st to the 87th Press Ganey percentile.

Service Star of the Year

CAROL GALLOWAY, R.N.

She showed exceptional caring by purchasing clothing, arranging meals and bringing together a family ravaged by a fatal car accident.

Physician Service Star of the Year

BRIAN NESTER, D.O.

His passion for service shows with patients and colleagues in LVH—Muhlenberg’s emergency department.

Learn more about the winners in future issues of *CheckUp* and *Magnet Attractions*.

Quality Quest Award Winners

ED Documentation Task Force

They educated staff and revised processes to earn 100-percent compliance with key documentation indicators.

Members: Juliet Geiger, R.N.; Betsy Seislove, R.N.; Michael Pasquale, M.D.; Stanley Kurek, D.O.; Cathy Carlen, R.N.; Molly Sebastian, R.N.; Anne Panik, R.N.; Jane Dillard, R.N.; Charlotte Buckenmyer, R.N.; Gina Natale, R.N.; Richard MacKenzie, M.D.; Carol Torchen, R.N.

Safety Department’s Continuous Improvement Initiative

They lowered LVHNN’s accident rate by 45 percent.

Members: Don Hougendobler, Barbara Caserta, Tim Docherty, John Lehr, Rose Lippy, safety coordinators committee; Kay Fenstermaker and Jim Burke, safety education committee.

Revenue Cycle Initiative

They improved communication and developed consistent processes with physician practices.

Members: Karen Eschenbach, Barbara Gouzouasis, Catherine Cimino, Laurie Hennessey, Linda Lauer, Brenda Lehr, Patricia Marth, Robin Miller, Renee Renshaw, Ceil Sherman, Kathy Shaffer, Cindy Vrabel.

Generating Financial Success



LVHHN enjoyed a successful fiscal year, and one money-saving project even earned the governor's attention

Keeping It Cool—and Cost Effective Lead man Ronald Smith and power plant supervisor Gary Williams take temperature readings from LVHHN's 800- and 1000-ton chillers. Power plant staff monitors the temperature and volume of water (which is computer controlled) in proportion to the amount of cooling needed in each area, assuring maximum efficiency and cost savings every day.

When it comes to generating electricity, engineering director Lee Wehr and his colleagues have everything covered. Over the last five years, they've also learned to generate cost savings.

Working together with engineering and contracting firms, LVHHN implemented an energy efficiency improvement plan. The project, which included moving multiple 800-ton chillers into one location and replacing obsolete equipment, resulted in a dramatic cost savings (about \$900,000 a year) and increased energy conservation (a 26 percent reduction in electric and oil/natural gas usage).

"We've gone from the bottom 10 percent to the top 10 in efficient energy use for similar size East Coast hospitals," Wehr says. "LVHHN almost doubled its square footage with the building of

the Jandl Pavilion, but the total energy consumption per square foot has still declined."

Because the project helps conserve natural resources, LVHHN earned statewide recognition as the only hospital to win a 2002 Governor's Award from the State Department of Environmental Protection.

What does this mean to you and to your patients? Large-scale projects like this, and smaller cost savings you might find, improve LVHHN's bottom line. That allows the network to fulfill its mission of delivering quality care to the community.

All the extra effort adds up. In fiscal year 2002, thanks to hard work that helped increase admissions and start new services such as open heart surgery at LVH-Muhlenberg, LVHHN increased its total revenue for operations

by \$56.7 million, or 11 percent. However, expenses increased by \$52.8 million (also 11 percent), due to higher malpractice insurance costs, the increased costs of new services and other factors.

Subtract the expenses from the revenue and get the net margin—the amount LVHHN reinvests in patient care. This year's net increased from \$15.8 million in FY '01 to \$19.7 million in FY '02.

"This is a tribute to everyone's creativity and ingenuity," says LVHHN chief financial officer Vaughn Gower. "But FY '03 brings new pressures for all hospitals, including lower payments from Medicare, discounted rates and denied payments from insurers, and the increasing cost of delivering care. So it's important that we continue our momentum."

Kyle Hardner

Satisfied Patients Means a Cash Bonus for You...

Thanks to your never-ending quest to provide optimum care, LVHHN patient satisfaction scores soared in fiscal year 2002.

Outpatient and LVH inpatient scores met or exceeded maximum Shared Success Plan goals. LVH-Muhlenberg inpatient colleagues pulled together and increased their score past the threshold barrier.

Although the expenses-per-case goal—the other half of the Shared Success plan goals—was not met because of a lower-than-budgeted number of admissions and higher expenses, LVHHN's successful overall financial results from FY '02 will enable you to receive a Shared Success plan cash bonus again this year. The exact amount will be determined in November.

Look for more in November's *CheckUp*.

Generating Acclaim

For saving about \$900,000 per year on energy costs,

Lee Wehr (center), flanked by State Rep.

Jennifer Mann and operations vice president James Burke, received a Governor's Award for Environmental Excellence.



TALKING ABOUT YOUR GENERATION

What you can do to generate financial success

\$ Look for Working Wonders

If your cost-saving or process improvement ideas are implemented, you earn at least 10 percent of the savings. For more, see page 11.

\$ Continue Patient Satisfaction Improvement

Higher Press Ganey scores mean more patients are satisfied with their care, and they tell others about LVHHN.

\$ Think About Capacity

Finding more efficient ways to deliver top-notch care helps LVHHN serve more of its community. See page 8 to learn how the ED is streamlining the admitting process.

\$ Embrace New Projects

Playing an active role in the new development at LVH-Muhlenberg and expansion of network services ensures patients always come first.

\$ Spread the Word

You know LVHHN is a great hospital. Share that message with friends and neighbors.

Inside the Numbers

Year to Year (millions)	FY 00	FY 01	FY 02
Revenue	\$490.0	\$514.7	\$571.4
Expenses	\$491.0	\$498.9	\$551.7
Net Margin, Patient Services	\$(-1.0)	\$15.8	\$19.7
Margin Ratio	0%	3%	3%

(Percentage of revenue represented by net margin)

FY '02 Revenue Improvement (millions)

Higher patient volume	\$27
Payment rate increase	\$25
New services	\$5

COST OF OPERATING LVHHN FOR ONE DAY: \$1,511,500

From the Emergency Department to a Bed

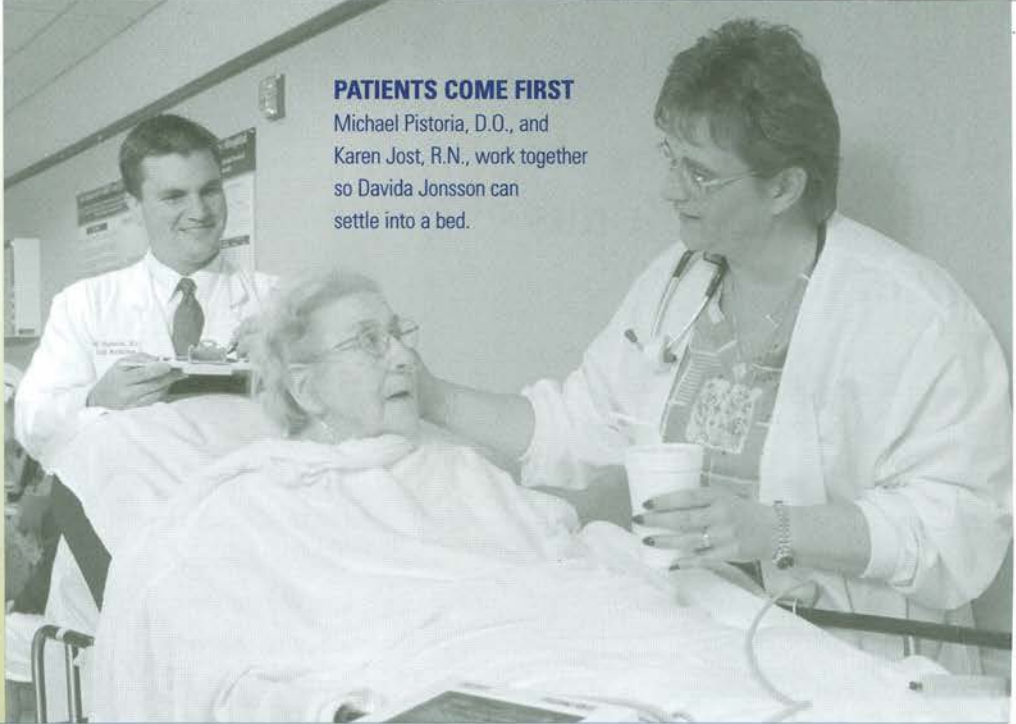
Streamlining
admissions
is one piece of
LVH's mosaic of
improving patient
care and comfort



**Growing
Organizational
Capacity**

PATIENTS COME FIRST

Michael Pistoria, D.O., and
Karen Jost, R.N., work together
so Davida Jonsson can
settle into a bed.



In the emergency department, conventional wisdom has it that in the time it takes to pick up a dropped pencil and stand up again, everything can change.

"The other day, it was relatively quiet," recalls Karen Jost, R.N., in the ED at LVH-Cedar Crest. "And then, within 20 minutes we had three trauma alerts and five other ambulances come in. That's how quickly things happen around here."

As patient volume increases in the ED, so does the demand on staff and services. Enter Streamline Admit, a new way of managing patient volume without compromising what LVH is known for—compassionate and quality care.

"Our goal is to handle patients in the most expedient way by getting them out of what can often be a stressful and frenetic situation in the ED and into a bed sooner where they'll be more comfortable," says Julia Clelland, R.N., operations coordinator for bed management.

With Streamline Admit, medically stable patients will no longer be kept in the ED for extended periods of time while a full set of admission orders and diagnostic testing is done. Now, within 30 minutes of the collaborative decision to admit a patient, attending physicians or residents write or telephone-in five basic admission orders. These orders are enough so patients can be transferred to a floor where more complete orders are later written.

The new admitting process begins Oct. 21, bringing with it high hopes patients and caregivers will benefit. "I would much rather finish my patient evaluation on a quiet floor where I can talk with my patient and the caregivers in a calmer setting," says Michael Pistoria, D.O., a member of the Streamline Admit committee who is helping educate physicians about the new process.

Jost, who is helping educate staff, also likes the opportunity physicians and nurses will have to interact more closely on patient care. When a patient is transferred to the floor with the initial admitting orders, she explains, the attending physician will accompany the patient if the work-up is not complete. This gives nurses a chance to ask questions right then, rather than making follow-up phone calls to the physician.

"It's a partnership in caring for the patient, and it will improve quality care by making them more comfortable sooner," she says. "I'm looking forward to it."

Elizabeth McDonald

a real MAN spokes

GREG BINDER, C.R.N.A.,
HAD LONG-DISTANCE
SUPPORT FROM COLLEAGUES
IN HIS CROSS-COUNTRY TREK



They're Baaack!

In May's *CheckUp*, we wrote about a cross-country bicycle trip being planned by Donald Jones, R.N., hemodialysis, LVH—Cedar Crest, and cardiac surgeon Michael Sinclair, M.D., and his wife Phyllis. The trip began in Seattle, Wash., ending 14 states and 94 days later with a refreshing plunge (bikes and all) into the ocean of Bar Harbor, Me.

Jones shares this snapshot—

Total distance
4,500 miles

Average daily travel
62 miles

Longest day
127 miles

Coldest temperature
Low 30s in Washington and Montana with roadside snow depths of 4-10 feet.

Hottest temperature
105 degrees, North Dakota

Highest elevation
7,000 feet, Montana

Best scenery
Glacier National Park, Montana

Friendliest people
North Dakota

Sorest muscle
"The one that sits on the seat."

Best meal
"The 2-1/2 pound lobster (with butter) in Bar Harbor."



Can You Hear Me Now? While traveling a desolate highway in Nevada billed as "The Loneliest Road in America," Greg Binder, C.R.N.A., discovered "The Loneliest Phone in America." Daily calls home kept Binder in touch with family and friends like Judy Wippel, R.N., (top right) who kept track of his travels.

There were the agonies—biting cold 30-degree temperatures on snowy mountaintops, searing desert heat of 111 degrees, stinging sandstorms with 40 mph winds, and oxygen deprivation at 11,320 feet.

And there were the ecstasies—glorious sunsets, crystal clear streams rushing through wooded glens, colored mesas and the Golden Gate Bridge painted by the afternoon sun.

Fifty days and 3,900 miles later, Greg Binder, C.R.N.A., LVH-17th and Chew, says his solo cross-country bicycle trek seems like a dream. Only in dreams, you don't lose 22 pounds, which is how much Binder dropped as he pedaled his way from Schnecksville to San Francisco.

But Binder gained something invaluable. "A change of scene that really brings new perspective to work and life," he says. "I felt less stress when I came back and had a more positive outlook and more energy."

Grateful for a leave of absence and support from colleagues, Binder set off May 5 on his 21-speed bicycle. Tucked in among his 40-pound pack of survival gear was a box of Power Bars for energy and a phone card, given to him by his OR colleagues.

Binder was never far from the hearts and minds of his friends in the OR, who were given weekly updates by Judy Wippel, R.N. "Twice a week, I would call Anita, Greg's wife, to learn where he was," Wippel says. "I posted the notes on the unit next to a map of the United States, tracking Greg's progress. We called it the Greg Watch."

Binder's stories kept everyone fascinated. "People would stop and give me a bottle of orange drink or a poncho," Binder says. He spent one night in a Kentucky firehouse, courtesy of the volunteer firefighters. Another time in Virginia, he broke two spokes and hitched a ride with a woman who was a professional country musician and an ordained minister.

"It was an inspiration to see how good people are, from the support on the road to the people I work with," Binder says. "It meant a lot, knowing they were pulling for me back here."

Elizabeth McDonald

LVHHN GOES PRIME TIME

"HEALTHY You on TEMPO!"

DEBUTS ON WLVT-39

**WITH STORIES OF PATIENTS,
FAMILIES AND STAFF**



CHARTING CATHARINE'S FUTURE—"TEMPO!" reporter Amy Johnson (left) discusses baby Catharine's progress with Marijo Zelinka, M.D., during the filming of the child's story on "Healthy You on TEMPO!"

Little Michael Drexinger-Aboulhouda ran up to the isolette in the neonatal intensive care unit (NICU), his dad lifting him over the cradle. Inside was a most unique birthday gift: his baby sister Catharine.

It was an emotional moment for the family as 7-year-old Michael saw his baby sister for the first time. It was also an emotional moment for the 2.6 million households who were able to share the experience through a segment titled "Healthy You on TEMPO!" as part of the show "TEMPO!"

Many more stories of families, patients and staff at LVHHN will be told on the show, a new partnership between LVHHN and Lehigh Valley PBS station, WLVT. Baby Catharine's heartwarming story was profiled at the end of September on the awarding-winning news magazine show. Catharine was born three months premature on July 4 weighing 1 lb. 10 oz., and with only a 50 percent chance of survival. The show followed her progress with her parents and physicians Christopher Morabito, M.D., chief of neonatology and director of the NICU, and neonatologist Marijo Zelinka, M.D.

TEMPO!'s journey to the NICU began when Catharine's mother, Susan, called the show to tell of the wonderful care the baby and family received from LVHHN's doctors and nurses. "I wanted everyone to know about the compassion that we experienced from everyone at the hospital during a very difficult time," she says.

The family's experience is the first of 10 segments that will air during the next year. In the same spirit of *Healthy You* magazine, upcoming shows will educate the community about heart and cancer issues, and explore the Youthful You Institute, the Sleep Disorders Center, and more.

"I am extremely delighted with our new relationship with Lehigh Valley Hospital, says Amy Burkett, vice-president of production for WLVT. "Accurate health information is critically important for our audience, and we are able to provide very timely information to our viewers, thanks to this exciting new partnership."

It's a partnership that just happens to provide for entertaining, educational, and in the case of Catharine's story, very emotional television. "The look on Michael's face when he first saw his baby sister was priceless," says TEMPO! reporter Amy Johnson. "There was a lot of joy in the NICU at that moment, and I'm so glad we could capture those feelings."

Recently, Catharine achieved a milestone of her own—she has reached 4 pounds, an encouraging sign that she may be able to go home soon.

This week, "Healthy You on TEMPO!" will feature a patient with a life-threatening heart condition being treated by Fernando Garzia, M.D. The show will air Oct. 17 at 8 p.m. and Oct. 18 at 9 p.m.

Dennis Lockard

His Care Gave a Child Lasting Memories



Daniel Graves, C.R.N.P.

He fights for what is best for his patients, develops policies and procedures that promote better and safer care, and has incredible knowledge and nursing skills. These are just a few talents that Daniel Graves, certified registered nurse practitioner (C.R.N.P.), possesses.

Recently, Graves showed another side as well: how he spent his own personal time to make a patient's wish come true.

When a young cancer patient received the opportunity to visit a Ronald McDonald Summer Camp, he was enthused. But there was a catch: the patient had a tracheostomy tube, which requires a caregiver to be with him at all times. That wasn't a problem for Graves, who jumped at the chance to accompany his patient.

"Dan used his own vacation time to take this child to camp," says pharmacist Jenny Boucher. "That shows how truly committed Dan is to his patients, and how he's willing to go that extra mile."

The week spent with Graves was the patient's best week of summer. To this day, he is still thrilled and talks about the experience all the time.

Joe Candio

Congratulations to October's Service Star Award nominees:

Breast Health Services Staff, LVHHN

Nominated by Brenda Fox, imaging coordinator, LVH-Muhlenberg

Doug Dykhouse, volunteer, LVH-17th and Chew inpatient hospice

Nominated by Alyssa Byrd, R.N., LVH-Cedar Crest

Jay Needle, pharmacy manager, LVH-Muhlenberg

Nominated by Robin Anthony, care management, LVH-Cedar Crest

Evelyn Reyes, technical partner, LVH-Cedar Crest operating room

Nominated by Kay Fritch, ASU operating room, LVH-17th and Chew

Judith Rau, medical secretary, LVPG, clerical float pool

Nominated by Karen Eschenbach, director, clinical operations, LVPG

Want to nominate a star? Go to e-mail's bulletin board at **Forms_rewards**. Right click to "use form."

WORKING WONDERS

Their Idea Saves Money ...And Time!

When it comes to Working Wonders, people think of ways to save money, and hopefully make a little money on the side. But did you realize those Working Wonders save time as well? Linda Keller and Resa Herr discovered that when they revamped processes in the medical documents room at Lehigh Valley Home Care.

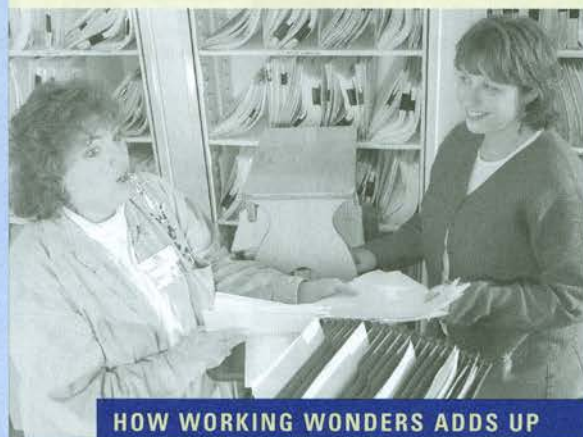
"It used to take three people to coordinate physician orders, but we saved so much time that the job can now be done just as effectively by two people," says Herr, medical records manager. "That allowed the third person to help track visits made by home care personnel, which was an area where we needed another person to lend a hand."

How did such enormous time-savings happen? "From the start, Linda had many suggestions to cut down time," Herr says. They included using an e-mail program to create fax cover sheets more rapidly and combining a pair of physician order programs so staffers no longer had to toggle between two screens.

Before the changes, e-mailing clinicians would take a half-day to complete, and creating fax cover sheets sometimes took well over an hour. That time has been cut by more than half thanks to Keller's and Herr's Working Wonder.

"When Linda came to this part of the med doc room with a fresh outlook, she was able to see where we could become more efficient," Herr says. "It's just looking at something you don't do every day."

Joe Candio



We Have More Time!

Linda Keller (left) with Resa Herr, both of medical records, Lehigh Valley Home Care.

Have an Idea?

Submit it via e-mail's bulletin board at **Forms_LVH**. For information, visit the Intranet at www.lvh.com.

HOW WORKING WONDERS ADDS UP

IDEA Process improvements in medical documents room
BY Resa Herr, medical records manager, and Linda Keller, medical records technician, Lehigh Valley Home Care

ESTIMATED ANNUAL SAVINGS \$25,092
AWARD AMOUNT \$1,882 per person

HATS OFF

FORGING THE FUTURE FOR ORTHOPEDIC SURGERY AND RHEUMATOLOGY



Forging the Future at Nite Lites, the Lehigh Valley's largest fundraising event, raised about \$450,000 to support the divisions of orthopedic surgery and rheumatology. The black-tie gala,

held at Bethlehem Works, attracted more than 1,300 guests. Proceeds will help establish an orthopedic endowment fund to enhance patient, community and staff education.



NURSING SUPPORT ON TV

(L-R) **State Sen. Lisa Boscola** discusses nursing with Georgine Fontaine, patient care coordinator, LVH-Muhlenberg ED, and Terry Capuano, R.N., senior vice president, clinical services. Boscola recently filmed a segment for her television

show on the need for public policy to support nursing careers. It featured Paulette Kennedy, R.N., and Tiffany Jefferson, G.N.



A SURPRISE DELIVERY

Terry Elwell, R.N., ED, LVH-Cedar Crest, was walking into work on Aug. 26 when a compact car raced into the parking lot with a woman in the back seat about to have a baby. In less than five minutes, Elwell delivered a healthy baby girl. A colleague's lab coat served as a blanket. "The baby just flowed into my hands," says Elwell, a 30-year nursing veteran and mother of five. "It was amazing to feel her little lungs take their first breath." Elwell has been asked to be the child's godmother.

FIRST SEPT. 11 BABY BRINGS JOY

Austin Michael Case snuggles in a blanket of patriotic colors hand-knit and donated by volunteers on the one-year anniversary of Sept. 11. "I will cherish this blanket forever," says Austin's mother, Meaghan (center), with LVH volunteer Lois Stein (far left), the proud father Shawn, and grandmother Diane Gerny, R.N., LVH-Muhlenberg OR. "At first I didn't feel good about having a baby born on Sept. 11, but then I realized that of all the bad things that happened that day, I got the most wonderful gift in the world."



MEET LEHIGH VALLEY HOSPITAL AND HEALTH NETWORK'S NEW PHYSICIANS

Family Practice



Dennis M. McGorry Jr., M.D.
Practice: McGorry & McGorry Allentown Medical Center
Education: University of Pennsylvania; Thomas Jefferson Medical College
Residency: Bryn Mawr Hospital



David P. Zambo, D.O.
Practice: Solo
Education: St. Joseph's University; Philadelphia College of Osteopathic Medicine
Residency: St. Luke's Hospital

Medicine



Mark F. Indzonka, M.D.
Cardiology
Practice: Pocono Heart Center, Inc.
Education: Rensselaer Polytechnic Institute; SUNY Downstate Medical Center
Residency: Hahnemann University Hospital
Fellowship: Lankenau Hospital

Medicine



Marcos D. Sanchez, M.D.
General Internal Medicine
Practice: Primary Care Associates in the LV, PC
Education: Georgetown University; SABA University School of Medicine
Residency: Northeastern Ohio Universities College of Medicine



Elisa K. Yoo, M.D.
Dermatology
Practice: Riverside Dermatology Associates
Education: University of Pennsylvania; University of Pennsylvania School of Medicine
Fellowship and Residency: University of Pennsylvania Health Systems

Surgery



Wei-Shen W. Lin, M.D.
Orthopedic Surgery
Practice: Lehigh Valley Orthopedic Group, PC
Education: University of Rochester; SUNY Health Science Center at Syracuse
Residency: Geisinger Medical Center

SHARING THE FOUNTAIN OF YOUTHFUL YOU

Greg Salem, director of Healthy You programs, shared the philosophies of the **Youthful You Institute** at the **National Spa and Healthy Aging Conference** in Santa Clara, Calif., last month. Nearly 300 spa and beauty professionals learned how team-building among staff creates better service and generates customer loyalty. Salem was the first health care professional to speak at the conference.

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. It is our policy to recruit, hire, train and promote in all job classifications without regard to race, color, religion, age, sex, national origin, disability or veteran status. LVH's Affirmative Action Plan can be reviewed in the human resources office between 8 a.m. and 4 p.m., Monday through Friday. EOE M/F/D/V

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



OCTOBER 2002 SERVICE ANNIVERSARIES

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

35 YEARS OF SERVICE

Lester Frable
Housekeeping

30 YEARS OF SERVICE

Tammy Anderson
Admitting Office

Scarlet Brenfleck
Pain Management

Margaret Dennis
Ambulatory Surgical Unit—Staging

Geraldine Klem
Nurse Staffing Office

Rita Mest
Medical Staff Services

Janet Nelson
LVPBS—Hematology Oncology

William Pitsko
Info. Services Operations

Colleen Roebuck
Care Management Systems

Renee Sansone
Obstetrics

Gary Sicher
Sterile Processing—17

Lois Staack
NICU

20 YEARS OF SERVICE

Andrea Burkhardt
Radiology Administration

Clark Everett
Supply Distribution Services

Maryanne Falcone
Patient Representative

Denise Knittle
Burn, Outpatient Program

Darlene Marsteller
Emergency Service—CC

Jeanette Mazziotto
I/S Financial & Admin Systems

Amy Wisniewski
Case Management

15 YEARS OF SERVICE

Keith Barthold
ICCU/CCU

Camille Batchis
Partial Hosp. Adult Psych.

Lorri Czipoth
Medical Records

Sherri Farrell
7C Medical/Surgical Unit

Sheri Fitzgerald
Respiratory Therapy

Shauna Fitzsimmons
Children's Hospital of Philadelphia Specialty Care

Regina Grabowski
Info. Services Development

Jeanne Hoover
Human Resources Administration

Barbara Keyock
Home Care—Skilled Nursing

Patrick Kramer
7C Medical/Surgical Unit

Rebecca Leslie
7A M&S Nephrology Unit

Renee Lorenz
NICU

Deborah Miller
Patient Care Services-3S

Tara Nabozny
NICU

Susan Pummer
Casa Guadalupe

Kathy Reif
Sterile Processing

Dawn Sauerwald
CAT Scanning

Deborah Sipos
GYN Reproductive Endocrinol

Randy Stubits
Contracts/Products/Supplier Services

Susan Tredinnick
ABC Family Peds—Pond Rd.

Paul Trinkle
Supplier Services

Theresa Valentini
Labor & Delivery

10 YEARS OF SERVICE

Michael Adams
MEDVAC

N. Hatfield-Robinson
Neonatology

Karen Heffelfinger
ASU-PACU/OR

Stephanie Jay
CWM Outreach

Michele Joseph
Operating Room

John Kostenbader
MEDVAC

Renee Pretz
TNICU

Daniel Rymond
MEDVAC

Robin Ulrich
Patient Care Services-4S

Frieda Weeks
Admissions

5 YEARS OF SERVICE

Darlene Armstead
HBSNF

Jessica Banks
Day Care Center

Anthony Dimick
ABC Family Peds—Pond Rd

Keary Hess
Day Care Center

Cheryl Jones
Home Care—Skilled Nursing

Mercedes Jurkiewicz
Operating Room

Kathleen Kakareka
LVPBS—Jon E. Brndjar, D.O.

Brenda Lehr
LVPG Administration

Richard MacKenzie
Emergency Room—CC

Kerry McFadden
Cardiovascular Unit-2S

Kristine McMurtrie
Cardiac Cath Lab

Kimberly Muhs
Operating Room

Carmen Ozoa
Home Care—Central Office

Ruby Ryan
Info. Services Operations

Kristin Sedler
Respiratory Therapy

Judith Welter
Department of Medicine

Renee Wolst
College Health Services



United Way

Calling All Employees to Contribute!

Pledge forms are available from your department team leader on the LVHNN Intranet or by calling Betty Anton at 610-402-8897. DEADLINE: NOV. 5

Employee Forums: Exploring Your LVHHN Journey

Join Elliot J. Sussman, M.D., CEO and president, Lou Liebhaber, COO, and Stu Paxton, senior vice president of operations at LVH—Muhlenberg, in forums for staff. Celebrate the past year, learn what's ahead and get the answers to your questions.

Cedar Crest, auditorium

Fri., Oct. 18 7:30 a.m.

Wed., Oct. 30 3:30 p.m.

Banko Bldg., rms. 1 & 2

Mon., Oct. 28 9 a.m.

Fri., Nov. 8 2 p.m.

Cedar Crest
classroom 1

Thu., Oct. 17 3:30 p.m.

Mon., Nov. 18 2 p.m.

1770 Bathgate
2nd flr. conference rm.

Fri., Oct. 25 2 p.m.

17th and Chew, aud.

Mon., Oct. 21 2 p.m.

Tue., Nov. 12 3:30 p.m.

SON, auditorium

Tue., Oct. 29 7:30 a.m.

2166 S. 12th Street
1st flr. conference rm.

Thu., Oct. 31 3:30 p.m.

Senior Fest Fall FREE
Oct. 29 - 30

Tue., Oct. 29 • 10 a.m. - 7 p.m.

Agricultural Hall, Allentown Fairgrounds

Wed., Oct. 30 • 10 a.m. - 5 p.m.

Shop for senior services and products from nearly 100 vendors and community agencies, raffles, entertainment and LVHHN health screenings for blood pressure, stroke risk, balance, sleep disorders and more. **For information, call Mary Ferrell, 610-402-4678.**

PUMP (reimbursed by Choice Plus!)
Weds., starting Oct. 30

Wed., Oct. 30 • 4:45 - 5:45 p.m.

Healthy You Center, Fish Hatchery Rd.

This leading-edge group workout strengthens your body and produces visible results.

PUMP uses a light barbell and weights to work every major muscle group.

For adults of all ages and fitness levels. *6 classes—\$55 (reimbursed by Choice Plus)*

Blood Donor Drives
Dec. 13 and 18

LVH—Cedar Crest, Anderson Wing

Fri., Dec. 13 • 6:30 a.m. - 4:30 p.m.

LVH—Muhlenberg, entrance by gift shop

Wed., Dec. 18 • 7:30 a.m. - noon

For an appointment, call LVH—CC, 610-402-8899 or LVH—Muhlenberg, 484-884-2229.

Employee Flu Vaccines
Oct. - Nov.
OUTSIDE THE CAFETERIAS
Get vaccinated for yourself and your patients!

LVH—Cedar Crest

Thu., Oct. 24, Mon., Oct. 28 and

11:30 a.m. - 1 p.m.

Thu., Oct. 31

LVH—Muhlenberg

Thu., Oct. 24, Tue., Oct. 29 and

11:30 a.m. - 1 p.m.

Thu., Oct. 31

LVH—17th and Chew

Fri., Oct. 25 and Nov. 1

11:30 a.m. - 1 p.m.

Tue., Oct. 29

9 - 11 a.m.

WALK-IN HOURS at EMPLOYEE HEALTH throughout the flu season:

LVH—Cedar Crest

(now located 1st floor, Jaiendl Pavilion,
behind barber shop)

Mondays

7 - 8 a.m. and 1:30 - 4 p.m.

Tuesdays

1 - 3 p.m.

Wednesdays

7:30 - 8:30 a.m.

Thursdays

1:30 - 4 p.m.

Fridays

7 - 8 a.m.

LVH—Muhlenberg

Mondays

1:30 - 4 p.m.

Tuesdays

9 - 11 a.m.

Wednesdays

2 - 4 p.m.

Thursdays

8 - 10 a.m.

Fridays

8 - 10 a.m.

LVH—17th and Chew

Tuesdays and Thursdays 7 - 8:30 a.m.

COMMUNITY FLU VACCINE CAMPAIGN (LVHHN employees and their families welcome!)

Sat., Nov. 2

10 a.m. - 2 p.m.

Bethlehem Township Volunteer Fire Company

Sat., Nov. 9 and Sun., Nov. 10

10 a.m. - 2 p.m., Lehigh Valley Mall

Fri., Nov. 15

Noon - 4 p.m.

Center for Healthy Aging, LVH—17th and Chew

Sat., Nov. 16

10 a.m. - 2 p.m.

Center for Healthy Aging, LVH—17th and Chew

Tue., Nov. 19

9 a.m. - 1 p.m.

Lower Macungie Township Community Center

A New Pharmacy at 17th and Chew!
Mon., Oct. 28

On Oct. 28, Health Spectrum's retail pharmacy at LVH—17th and Chew will move to a more convenient location on the first floor, right alongside the Center for Healthy Aging.

Hours remain 8:30 a.m. - 5 p.m., Mon. - Fri.

For more information or to order prescriptions, call 610-402-2780 or visit www.healthspectrumrx.com on the Internet or www.lvh.com on the Intranet.