

CheckUp Extra

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Hospital Introduces Magazine Series

As the nationwide emphasis on changes in healthcare gathers momentum, healthcare industry experts believe the most successful hospitals will be known as much for what they do outside their walls as they are for what goes on inside those walls.

That is true in the case of Lehigh Valley Hospital where provider outreach programs and shared services are being developed and integrated with a consortium of existing services and facilities to strengthen the hospital's offering of prevention and education programs. The hospital, as part of Lehigh Valley Health Network, is responsible for providing comprehensive healthcare to residents of eastern Pennsylvania and areas of New Jersey and New York.

Magazines Support Hospital Mission

To increase access to its broad range of services, Lehigh Valley Health Network recently launched three new magazines for general consumer audiences. Each with its own specific focus, the publications will reach hundreds of thousands of area residents. According to Elliot J. Sussman, MD, the publications represent part of an ongoing commitment to keep the general public informed about the trends and preventive measures in healthcare. "We consider our Network information-centered, not only in terms of the residency program and teaching affiliation with Penn State University, but also in terms of the wellness and education programs we offer to our various audiences," noted Sussman.

Healthy You Brings Patients Back to School

More than 50 different classes, lectures and support group programs that make up Lehigh Valley Health Network's educational focus are featured in one of the three new publications — *Healthy You*. *Healthy You* features articles on illness and injury prevention, timely health tips, and detailed articles on Lehigh Valley Health Network services as well. For example, the first issue to be released Sept. 14, highlights steps for ensuring healthier babies, and ways to avoid back injuries. Published on a quarterly basis, *Healthy You* is distributed via insertion in Allentown's *The Morning Call* and Easton's *The Express Times* newspapers.

HealthStyle is another Network publication that is circulated to regional residents four times each year. This consumer-oriented magazine also provides educational, informative features on current research, health trends and prevention topics. Its first issue was mailed Aug. 19 with the second scheduled for early November.

The third new publication, *WomanCare*, highlights key health matters of special interest to women. Obstetric and gynecologic topics serve as the magazine's editorial core, but its content also draws from other aspects of the Network's health endeavors, such as reducing the risk of heart disease among women. Printed in a four-color, 12-page format, the magazine is mailed quarterly to women throughout the region with the first edition premiering in late September. Courses and lectures that pertain specifically to women's health issues are also featured throughout

The issue dates of the magazines will be staggered throughout the year to ensure that

Lehigh Valley Health Network reaches the public with fresh information that is of real value.

Education Improves Quality of Life

John C. Stavros, vice president of planning, noted, "Being able to teach people how to be healthy and then helping them improve the quality of life on a continuous basis allows us to reach far beyond the walls of our facilities. Educational programming is a core element of our overall planning efforts."

"These magazines represent an important step for us, because they increase awareness of and generally strengthen the educational

efforts we've had in place for some time now," said Stavros. "They should also make it clear that we are a major regional and national healthcare resource for all the people we serve."

"These publications are a natural complement to the strides we've made in our clinical efforts. For example, we're very proud that in 20 years we've helped thousands of heart patients. And we're also very proud of our ability to reach out to the region with heart care education. The individuals we rarely see in the hospital because we've influenced their healthy lifestyle are as much a success story for us as those we helped in our cardiac unit." ■

LEHIGH VALLEY HEALTH NETWORK MAGAZINE PUBLICATION SCHEDULE

Plan of new publications 1994-

	AUG	SEPT	OCT	NOV	DEC	JAN 1995	FEB	MARCH	APRIL	MAY	JUNE	JULY
HealthStyle	X			X			X			X		
Healthy You		X				X		X			X	
WomanCare			X			X			X			X

