

CHECK UP

MARCH 2008
**LEHIGH VALLEY
HOSPITAL**
AND HEALTH NETWORK
A MAGAZINE FOR EMPLOYEES

We Are Advocates!

See page 10.



focus on

PRIDE

Great Workplaces Find Great Solutions

Your energy makes us one of the Best Companies to Work For. Your creativity will help us overcome our latest challenge.

Recently, more than 400 of you took a survey asking for your honest opinions about working at Lehigh Valley Hospital and Health Network. Your enthusiasm and dedication to our mission shone through—it led *FORTUNE* magazine to name us one of the 100 Best Companies to Work For in the entire nation for a second year in a row.

What puts us in such elite company—alongside places like Google, Wegmans and Starbucks? You do. Your dedication and wisdom define our culture. You always put our patients and community first, and never settle for “good enough.” I’m humbled to work alongside such high-caliber people, and I thank you for making us an outstanding place to work.

All organizations—even *FORTUNE* 100 companies—face challenges. What sets us apart is the way we respond to them. You’ve shown time and again—through network-wide projects like last year’s Turn-Around Team—that you can successfully manage complex issues like length-of-stay and make a great hospital even better. Now we look toward you to help us meet our latest challenge.

While we are on pace to post a positive net margin (revenue minus expenses) this year, we currently are \$15 million short of our expected net margin. Our net margin is what we use to reinvest in programs, services,

facilities and technology, and a margin of about 5-7 percent is what we need to do this effectively. A smaller margin means we will be unable to reinvest in the way our community has grown accustomed.

You may be wondering, “How did this happen?” After all, we’re busier than ever. Our total admissions and observations are up more than 8 percent over last year. Our overall patient satisfaction numbers are above our goals. Our expense-per-case also is within our goals. (See the Shared Success report on page 7.)

Here’s the rest of the story: We are going through a change in government reimbursements, which means we receive significantly less revenue per case from programs like Medicare. While our overall expenses are below budget, the reimbursement decreases are even greater.

Our five-year financial forecasts show that revenue is expected to increase by 3 percent a year, but expenses will increase by 5 percent. If we don’t take action now, we could face negative margins in two-to-three years.

To meet this challenge, we’ll need your commitment. One way you can help is to think differently about the way you work in your department and focus on working smarter, not harder. Another way to help is by being an advocate. Log on to lvh.org or call 610-402-CARE to learn more about all our services, then tell your friends and neighbors about us. (You can read about some of our colleagues who referred patients here on page 10.) You also can help by managing length of stay appropriately, keeping patient satisfaction scores high and keeping expenses in your department low.

As a *FORTUNE* 100 organization, we are looked upon as leaders. Together, you can help us meet this current national challenge head-on. Our organization is larger and stronger than at any point in our history, and I’m confident your collective efforts will help us rise to this latest challenge so we can continue to deliver the type of care befitting a first-class community like ours.



Elliot J. Sussman, M.D.
President and Chief Executive Officer

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610-402-CARE | lvb.org





Colleagues volunteer to help needy families feel at home at the Sixth Street Shelter

Head hung low, a young boy stood quietly in Allentown's Sixth Street Shelter. He seemed embarrassed to make eye contact with anyone in the room. He waited patiently at his mother's side as she explained the circumstances that led them to this place—a temporary refuge for homeless families with children.

Listening was Debbie Salas-Lopez, M.D., chief of general internal medicine. "I looked at the boy and wondered what he was thinking and feeling," she says. "I asked myself, 'How can we help him and provide hope to everyone in the shelter?'" She soon found her answer—the shelter's Adopt-an-Apartment program.

She turned to colleagues for help, and they responded. Now 50 colleagues and their family members volunteer to clean, refurbish and make repairs to two of the shelter's 19 apartments.

"It's a great opportunity for us to give back to the community," Salas-Lopez says. "It also provides an informal place for colleagues from different departments to work together, get to know each other better and make life better for someone else. It's a natural fit."

Because the shelter teaches parenting, financial, job and life skills, many families are back on their feet within the 60-day period they're permitted to stay in the shelter. "When families move out of the

apartments, we go in," says Deb Yelovich, department of medicine administrative secretary. "We work together to make it feel homey for the next family. It makes you feel good, and we have a good time doing it."

Adopting apartments isn't the only thing we do to help our community at the shelter. Every other Wednesday, our doctors, residents and nurses offer free care there, often providing the physical exams adults need to get a job.

Since we joined the Adopt-an-Apartment program in January, word has spread, and more colleagues are getting involved. We've donated so many household and child care supplies that the shelter has sectioned off a portion of its basement just to store our gifts. However, items are always needed to make the apartments feel like home.

Rick Martuscelli

Want to join our Adopt-an-Apartment team

or get a list of needed supplies? Call Deb Yelovich at 610-402-8518. Then bring your donation to the shelter at 219 N. Sixth St. weekdays, 8:30 a.m.-4:30 p.m. and tell them you work here.



Our fixer-uppers—Not only did colleagues paint and clean Sixth Street Shelter apartments (top), Debbie Salas-Lopez, M.D. (middle), and Donna Kistler (bottom) made repairs to common areas that needed some TLC.

Playing His Cards Right

Geriatrician Francis Salerno, M.D.,
co-authors book on healthy aging

'It's been a learning curve'—Francis Salerno, M.D. (left), and Henry Acres decided to self-publish their book on healthy aging and also are looking to get it printed in Spanish. Acres is a former professor of English at Hofstra University. "I tape-recorded my thoughts for the book, and Henry turned them into easy-to-understand sentences," Salerno says.

Francis Salerno, M.D., didn't have good "starting cards" in life. At age 8, he was diagnosed with type 1 diabetes, which resulted in his losing his sight 20 years later. Diabetes also put him at twice the risk for developing heart disease. Last year, he suffered a heart attack.

"Two major factors affect our health," he says. "Thirty percent is our genetics—the cards we are dealt at birth. Seventy percent is how we live our lives or play those cards."

For the past 30 years, Salerno has played his cards the best he can. He mixes aerobic exercises, strength-training, Pilates and tai chi in hour-long home-gym workouts. He also eats right. "Lots of fish, chicken, whole grains, fruits and vegetables," he says.

Now Salerno shares his healthy aging message with others. He and longtime friend Henry Acres, 81, are co-authors of a new book, *Basic Prevention: A Guide to Healthy Aging*.

"Aging is divided into a time when you can do everything you want and a time when you become frail," Salerno says. "Our book can help people expand the time when they can enjoy life and take care of themselves."

The book's information is represented by the acronym "BASIC PREVENTION" with each letter standing for one or more preventive care strategies. For example, "B" stands for brain health, bones and burns; "A" stands for advanced directives and aspirin.



"The idea of presenting the information this way came to me while I was dreaming," Salerno says. "The format helped us organize our thoughts."

In addition to covering 20 strategies, Salerno and Acres include tips on what you should look for in a physician, what to expect from the "normal" aging process and common problems that affect people as they get older, including chronic pain and dementia. "We included lots of practical advice. Each chapter ends with a 'What You Can Do' section that helps people apply healthy living principles to their daily lives," Acres says.

"I practice what I preach," Salerno says.



A daily habit—Francis Salerno, M.D., faithfully exercises six days a week. He has ridden more than 58,000 miles on his stationary bike.

E is for Exercise

Ward off immobility, falls and depression with exercise. If you haven't been exercising, start now!

Call 610-402-CARE to learn about the Healthy You Fitness Centers and Human Performance Center, both reimbursable through Culture of Wellness.

N is for Nutrition

Enjoy foods rich in antioxidant vitamins like blueberries and oranges.

Want a nutrition assessment

to learn how to make healthier choices or a metabolism analysis to see how your body burns calories? Call 610-402-CARE to sign up and learn how to use your Culture of Wellness dollars.

Revealing Our Hand

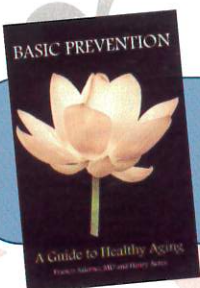
A book author asks for our advice about highly motivated colleagues

When author Andrew Harrison began researching his upcoming book, *The Road to a Passionate Workforce*, he interviewed leaders from NASA and Hallmark. He also talked with our own Mary Kay Grim, senior vice president of human resources.

"He selected us because we're ranked as a *U.S. News & World Report* best hospital and as one of *FORTUNE* magazine's 100 Best Companies to Work For," Grim says.

Grim told Harrison about the passion she sees every day. "When I ask new colleagues at orientation why they want to work here, they say it's because of our reputation for excellent patient care," she says. "We all play a vital role in creating a culture that values teamwork and recognizes colleagues for a job well done."

We'll find out if we make the final cut for Harrison's book in the upcoming months.



Want your own copy of *Basic Prevention*? We're giving away five free copies. To enter the drawing, visit lvh.org/checkup or call 610-402-CARE and give us your best healthy aging tip.

'Practice' Makes Perfect

LVPG practices take steps to improve patient experiences

Most patients visit doctors' offices before coming to the hospital, so Lehigh Valley Physician Group's (LVPG) 72 practices wanted to ensure their first impressions were lasting ones. "Our patient satisfaction scores were in the low 90s, but we knew we could do better," says Pamela Repetz, division director of LVPG's cancer practices and co-chair service excellence.

Three years ago, Repetz and LVPG trainer Andy Cook began creating a culture of excellence, focusing on what's most important to patients: courtesy



Bowling for Collegiality

Lehigh Valley Infectious Disease Specialists colleagues recognize great patient care begins with great relationships. So they bonded over bowling. "We can spend time with each other away from office stresses," says ambassador Shanna Glose (above). Inside the office, staff "huddles" at 8:30 a.m. each day to discuss the day's events, including changes in appointments or colleagues' schedules.

We Are Family

"Two 'families' joined to be partners in care" is Southside Family Medicine's promise to its patients and families. It's also the reason staff members' photos are posted on a "family tree" in the waiting room. "We think of patients as family and want them to know us better," says practice manager Donna Weiss. This includes office ambassador Linda Tierno (above), an 18-year colleague.

Squashing Spirit Killers

Alyssa Pauls, R.N. (above), of Gynecologic Oncology Specialists learned about "spirit killers" from a young cancer patient. Pauls uses the phrase to refer to colleagues who speak negatively. Now colleagues dubbed "downers" carry the Spirit Killer wand until the next one is identified. "We're more aware of our behavior," Pauls says. Because working with cancer patients can be somber, ambassador Shannon Zangari says, "We rely on humor to lighten our spirits and our patients'."

Shared Success Plan

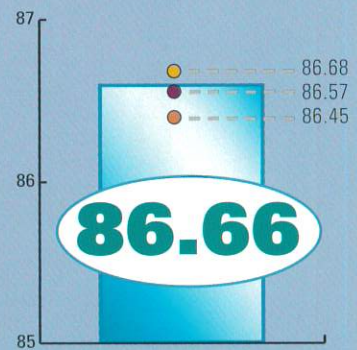
Are we on-track for a bonus?

Our FY 08 Goals

- Threshold (Good)
- Target (Better)
- Maximum (Best)

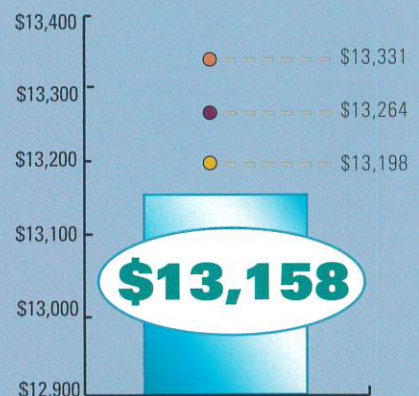
You can earn a year-end bonus by helping us meet our overall patient satisfaction and expense-per-case goals by the fourth quarter. The numbers in the ovals below are the average of our year-to-date scores.

Patient Satisfaction



We are exceeding our target (better goal).

Expense Per Case (lower is better)



We are exceeding our maximum (best) goal. Keep up the good work!

and sensitivity. They consulted with organizational development colleagues and asked LVPG practice managers to choose service ambassadors from each practice. The ambassadors educate colleagues on becoming better listeners and maintaining positive attitudes. They also host monthly workshops and are creating a video to further emphasize these behaviors.

Here's how some of the ambassadors create cultures of excellence:



You Rock

Lehigh Valley Surgical Oncology has some of the highest patient satisfaction scores among LVPG practices. "Our goal is to stay on top," says ambassador Beverly Baker. To keep staff motivated, they recognize each other with the "You Rock" award. Office coordinator Penny Molnar (above) recently received the rock for archiving 30 boxes of patient records. To make patients feel special, they give cards for birthdays, weddings and cancer-free anniversaries.



"I Think I Can"

Rose Grimshaw (above), ambassador for College Heights OBGYN Associates, tapped her 15 years of teaching experience to highlight service behaviors. Big ears remind colleagues to be good listeners, buttons with the Little Engine that Could persuade staff to maintain a positive attitude, and signs say, "Is there anything else I can do for you?" It's working. On a recent challenging day, a colleague told Grimshaw: "I think I can. I think I can."

Sally Gilotti

It Started With a

A picture from a war-torn nation leads an Iraqi boy here for surgery

Photo

Lt. Col. Robert Balcavage sent regular updates home from Iraq

and even included pictures. In the background of one photo was a little boy wearing just a T-shirt. "Who is he?" asked Robert's brother, Eric, a chiropractor with a calling for community service.

As they talked, he learned more about Mohammed Kareem Moh Alshehabi. The 4-year-old boy was born without an opening to eliminate solid waste. He has a colostomy but didn't have access to bags. He also needed surgery to restore normal bowel function. It's a routine procedure in the United States but impossible to find in Iraq, where surgeons have fled and those remaining are overwhelmed with combat injuries.

"Eric called me and said, 'Mom, there's a boy in Iraq who needs colostomy supplies,'" says Robert and Eric's mom, Carol Balcavage, R.N., enterostomal therapy (ET) nurse coordinator.



Journey to peace—Lt. Col. Robert Balcavage gives 4-year-old Mohammed a big hug during a feast honoring U.S. troops in Iraq. Balcavage led Mohammed's journey from Iskan Province to the Lehigh Valley.

"Then he asked, 'Do you know a hospital that might sponsor him for surgery?'"

Ironically enough, Balcavage founded the hospital's ostomy department in 1977. She located supplies immediately. Then she worked to get Lehigh Valley Hospital and Health Network to sponsor the surgery.

She contacted physicians, surgeons, anesthesiologists and radiologists—all of whom offered their services at no cost. She also got approval from senior management. "We realized that with so many local people and organizations involved, helping the Balcavages in this way helped serve our community," says Chuck Lewis, senior

vice president, development, marketing and public affairs. When Iraq then demanded sponsorship papers, Lewis raced to get the needed signatures.

The Journey to Surgery

Political strife made it difficult to get Mohammed out of Iraq's Iskan Province, two hours from Baghdad. Robert Balcavage negotiated the journey with Iraqi officials and the village sheik, whose wife is Mohammed's escort. After a few setbacks when it seemed his departure wouldn't happen, Mohammed and his escort, neither of whom speak English, arrived at New York City's John F. Kennedy Airport.

"When I first saw him all I could think is, 'He's so adorable!,'" Carol Balcavage recalls.

To communicate with Mohammed and best help him, the Balcavages enlisted the help of Dawn Costello, mother of pediatrician Kelly Costello, M.D. She worked closely with the local Muslim community to find Mohammed a host family in Laurys Station.

When Mohammed arrived, hospital colleagues made him feel at home. Ruth Duffield, R.N., gave him a "shadow buddy" doll with a colostomy bag to help explain the surgery. Arabic-speaking colleagues at ABC Family Pediatricians in Allentown greeted the boy and called him "Hamoodi," a nickname for Mohammed.

William Hardin, M.D., the hospital's new pediatric surgeon, performed the first surgery during the first week of February. He was accompanied by Aras Ali, M.D., an Arabic-speaking anesthesiologist who communicated with the little boy and kept him calm. When

Home away from home—Mohammed (center) and his escort, Kitba Nasar Faehah Al-Shhbany (right), are staying with Amel Yahya (left) of Laurys Station. Carol Balcavage, R.N. (center), helped make the living arrangements with the help of the local Muslim community.

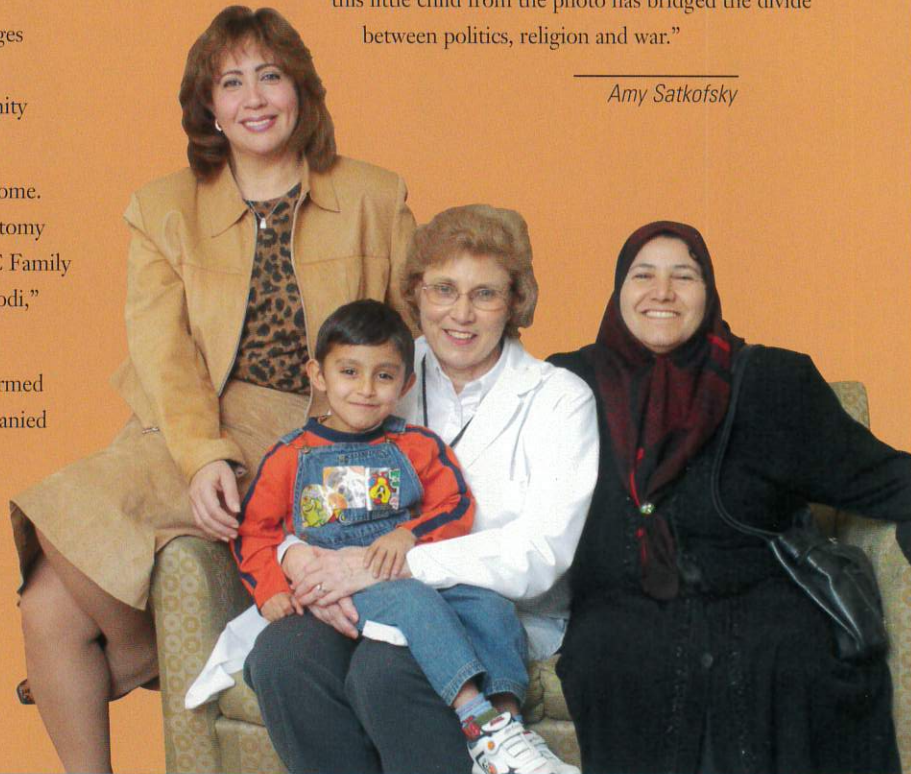
Mohammed was scared of the gurney, the anesthesiologist carried him to the operating room, speaking softly to him all the while.

Mohammed will need a second surgery in March to close the colostomy. In the meantime, his postoperative nurses and aides have learned some Arabic words, like stomach and pain. They are doing everything possible to keep the boy happy and comfortable as he recovers from the first surgery. The surgeries are critical for his self-esteem as he grows.

"This is a wonderful opportunity for Mohammed," Carol Balcavage says.

"It's wonderful for all of us here, too. It's amazing to see how this little child from the photo has bridged the divide between politics, religion and war."

Amy Satkofsky



Make a Statement: *Wear Red on Fridays*



As a 31-year Army veteran thrice deployed to major conflicts, Howard Drinkwater always thinks about our troops overseas.

Now he and his information services colleagues display their support by wearing red every Friday.

"It's not about politics or about your convictions on the war," says Drinkwater, an information services analyst. "It's about our service men and women. It's about their sacrifice and commitment to endure what they were sent to do. It's just about saying 'thank you.'"

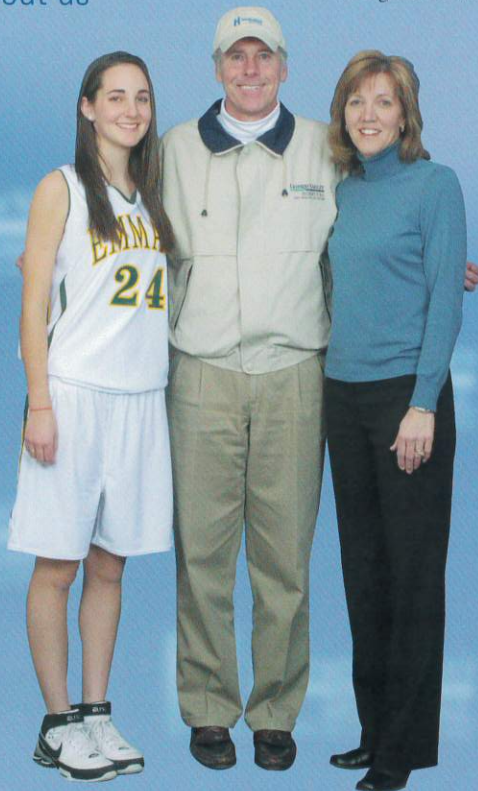
The tradition's roots date back to a time when the military would send home the deceased on Fridays. "We wear red now to create awareness and bring people together," he says, "and we'll keep doing it until all our troops are home."

A Friday tradition—Howard Drinkwater (front and center) has been wearing red on Fridays for quite a while. His department is now showing their support for the troops by doing the same.

You Can Be an Advocate Too!

Follow in these colleagues' footsteps and tell your friends and neighbors about us

Our mission is to heal, comfort and care for our community. And your neighbors, friends and acquaintances make up our community. Because you work here, you can vouch for the excellent quality of our care and the extensive services we offer. You can be an advocate for the hospital and help your friends and family get the right care. Here's how your colleagues are already doing it:



"I considered my colleagues' experiences when referring a friend here."

After he had quadruple bypass surgery here, Dennis Rush (above right) needed an endocrinologist to help control his diabetes. He turned to Kathy Schuyler (above left) in organizational development. Formerly colleagues at another company, the pair had kept in touch.

When Rush mentioned he needed a doctor, Schuyler recommended Gretchen Perilli, M.D. "I'd heard good things about her from colleagues," Schuyler says.

Her referral started a domino effect. Rush liked Perilli so much he referred another family member to her. Then, when Rush needed an internist, Perilli recommended Jonathan Kochuba, D.O. Pleased with Kochuba, Rush suggested him to a co-worker. "Lehigh Valley Hospital saved my life," Rush says. "I tell people to go there whenever I can."

"I keep brochures handy."

Neighbors and friends who visit Jack Dunleavy's home can pick up a hospital brochure from his coffee table. One of his neighbors noticed the brochures and knew who to call when she had a question that needed a quick response.

Meg Wiseley (above right) called Dunleavy frantically last December to find out if the hospital accepted Aetna. Her daughter, Trisha (above left), had received a blow to the head at a basketball game. Dunleavy confirmed we accept Aetna, then followed up with one of our emergency departments. "I picked the Wiseleys up at the school and drove them to Lehigh Valley Hospital-Muhlenberg," he says.

**Want more tips about being an advocate?
Call 610-402-CARE or visit lvh.org/checkup.**

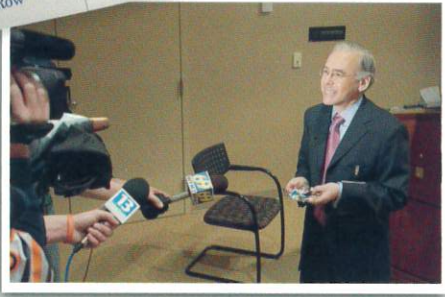
"I connect people with 610-402-CARE."

Barbara Lachimia (above left), radiology manager, left a hospital in Philadelphia to work here several years ago. One reason: the quality of medical care. Now she tells her relatives about the care too.

Her husband (above right) sees several doctors and has had several procedures done here. He gives us rave reviews. Lachimia also told her husband's nephew to call 610-402-CARE last year when he started to feel ill and needed to find a doctor. Eventually he learned he had heart problems. He had open-heart surgery here last summer and another surgical procedure here earlier this year.

"Connecting people with 610-402-CARE makes sense because you know they'll get the information they need," she says.

Amy Satkofsky



FORTUNE 100 Generates Headlines

To celebrate our FORTUNE 100 ranking, colleagues shared cake and gifts like hospital sweatshirts and water bottles. President and chief executive officer Elliot J. Sussman, M.D. (left), addressed colleagues and spoke with media outlets like *The Morning Call*, *The Express Times*, 69 News (WFMZ-TV), Blue Ridge TV-13 and Service Electric TV-2 News.

Here are some other noteworthy news items:

- **Lehigh Valley Hospital** received coverage on MSNBC, NBC 10 News, *The Morning Call*, *The Express Times* and 6 ABC Action News after caring for people overcome by carbon monoxide at an Upper Macungie Township hotel.
- A recent cluster of norovirus closed the **transitional skilled unit**. Hospital colleagues warned the community and alerted the media, including 69 News, 6 ABC Action News, *The Morning Call*, *The Express Times* and CBS 3 News.
- February's *Family Circle* magazine featured a story on **The Caring Place**, an Allentown youth development center that houses one of our hospital's clinics.
- Psychologist **Carole Moretz, Psy.D.**, was featured in *Ladies Home Journal* for an article about sex following cancer treatment.
- **John Graham**, director of corporate and community fitness, was featured in a *Morning Call* advice column about exercise for people with lung disease.
- Surgical oncologist **Paul Mosca, M.D.**, was featured as one of *Lehigh Valley Style* magazine's eight Valley residents to watch in January. Risk management's Lori Izzo, R.N., made the cover of the February edition as one of the Valley's successful singles.

Read and view our news online. Go to lvh.org/news for the latest media coverage!

SERVICE STAR *of the* MONTH

When Cosette Pohronezny of Schuylkill Haven faced a difficult end-of-life decision about her mother, she relied on her family for support. She also turned to Linda McDermott, R.N., of the acute care unit. "She was our special angel," Pohronezny says.

First, McDermott sat down with the family and explained every step of the process. Then, as the family stood by the bedside, McDermott made sure they were comfortable, offering blankets, pillows, coffee and snacks.

"When the end came, she consoled each and every one of us," Pohronezny says. "It was the first loss of a loved one for our children, and Linda reached out to console them too. I'll never forget her kindness and thoughtfulness.

"The entire hospital staff—from the pilots who brought her to the hospital to the doctors and support staff—were incredible," Pohronezny says. "I'll forever be grateful."



Congratulations to Award Nominees

To nominate a star, go on the intranet at lvh.com. Go to the "What's New" box and click on **Nominate a Service Star**. Or open e-mail's bulletin board **forms_rewards** and right click to "use form."

Eva Wartzenuft, registrar,
LVH—Cedar Crest
emergency department

**Teresa Hawk, R.N.,
Vicki Girodo, R.N., and
Virginia Vergara, technical
partner,** LVH—Cedar Crest 4C

**Corrie Miller, R.N.,
Jessica Kauffman, R.N.,
and Ken Reichenbach, R.N.,**
invasive cardiology

Jobeth Newhard, supervisor,
Sleep Disorders Center

Kristine Weitzel, R.N.,
LVH—Muhlenberg critical care

Brian Costello, M.D.,
internal medicine

SERVICE STAR Linda McDermott, R.N.

What's Happening

Get HEART SMART



Looking for a way to use your Culture of Wellness dollars?

Pat Moore, provider relations representative, may spend some of her dollars on the SmartHeart Cardiovascular Risk Management Program, which can help improve cardiovascular health and reduce the risks for heart and blood vessel disease. Ginger O'Sullivan, C.R.N.P., of Lehigh Valley Heart Specialists explained the cholesterol management program to Moore at a recent Culture of Wellness Health Fair.

The program, offered through Lehigh Valley Heart Specialists, will help you reach your heart goals through:

- Comprehensive cardiovascular risk assessment
- Medication review
- Physical assessment
- Lifestyle changes
- Blood work analysis
- Treatment plan and goals

Anti-Aging Mineral Makeup

Tue., March 18; 6:30–7:30 p.m.
FREE
 LVH–Muhlenberg, South Entrance, conference room
Advanced mineral makeup nurtures your skin.

Back Care

Tue., starting March 18; 5:45–6:45 p.m.
Eight-week session
*\$75/reimbursable**
 Health Center at Bethlehem Township
These stretches alleviate lower back pain.

Belly Dancing for Fun and Fitness

Mon., starting March 24; Intro class 6:15–7:15 p.m.; Level II class 7:45–8:45 p.m.
Eight-week session
*\$56/reimbursable**
 LVH–Muhlenberg, Banko Center, Conference Rooms 1 and 2
Belly dancing boosts creativity.

Career Planning Workshop

Mon., March 17; 8–10 a.m.
FREE
 LVH–Muhlenberg, Banko Center, Conference Rooms 1 and 2
Be a successful internal job candidate.

Everyday Tai Chi

Wed., starting March 5; 10–11:15 a.m.
Eight-week session
*\$76 (\$66 Vitality Plus Gold)/reimbursable**
 Healthy You Center
Build flexibility and strength.

Fit to Be a Mom

Tue. and Thu., starting March 11; 5:15–6:15 p.m.
Four-week session
*\$48/reimbursable**
 1243 S. Cedar Crest Blvd.
Safe exercise during pregnancy.

FlashFit

Mon. and Wed., starting March 17; 8:30–9:15 a.m.
Eight-week session
*\$64/reimbursable**
 Healthy You Center
Circuit training boosts energy.

Get on the Ball

Mon., starting March 31; 9:30–10:15 a.m.
Eight-week session
*\$56/reimbursable**
 Healthy You Center
Enhance your balance and core strength.

Happiest Baby on the Block

Fri., March 7; 6:30–8:30 p.m.
*\$50/couple/reimbursable**
 Healthy You Center
Learn to calm a crying baby.

Interval Express

Mon. and Thu., starting March 31; 4–4:45 p.m.
Eight-week session
*\$64/reimbursable**
 Healthy You Center
Intense cardio moves and active exercises.

Medical Massage Lecture—How It Helps

Mon., March 3; 7–8 p.m.
FREE
 LVH–Muhlenberg, ECC A
Therapeutic massage can relieve pain.

Pregnancy 101

Thu., March 27; 6:30–7:30 p.m.
FREE
 OBGYN Associates, 401 N. 17th St., Allentown
Learn more about your pregnancy.

Redirecting Children's Behavior Series

Starting Fri. March 14; 6:30–9:30 p.m.
*Five-week series/\$199/person; \$250/two people; reimbursable**
 Morgan Cancer Center, Conference Room 1A
Learn to raise responsible children.

Redirecting Children's Behavior—Turn a Terrible 2 into a Terrific 2

Tue., March 4; 6:30–8:30 p.m.
*\$25/person or \$30/couple; reimbursable**
 Healthy You Center
Make your 2 year-old a delight.

FOR MORE DETAILS ON ALL PROGRAMS OR TO REGISTER, CALL 610-402-CARE.

* Programs reimbursable through Culture of Wellness

Redirecting Children's Behavior—Balancing Love and Discipline

Wed., March 12; 6:30–8:30 p.m.
\$25/person or \$30/couple; reimbursable*
Healthy You Center
Balance discipline and love.

Reiki Workshop I

Sat. March 8; 10 a.m.–3 p.m.
Eight-week session
\$100/50 percent reimbursable*
LVH—Muhlenberg, ECC A
Become a Reiki practitioner!

Risk Management Symposium Disclosure: Is It Worth the Risk?

Fri., April 25; 7 a.m.–12 p.m.
\$75
LVH—Cedar Crest, Auditorium
For more information, contact the
Division of Education, 610-969-2277.

Safe Sitter

Sat., March 8; 8:30 a.m.–4:30 p.m.
\$42.50 per student/reimbursable*
Healthy You Center
Learn safe and responsible babysitting.

Spring Into Healthy Bones!

Mon., May 5; 3–7 p.m.
Healthy You Fitness Center,
1243 Cedar Crest
Wed., May 14; 3–7 p.m.
Healthy You Fitness Center,
1770 Bathgate Road
FREE
Bone density screening and more.

Staying Strong

**Mon., Wed., and Fri., starting
March 12;** 10–11 a.m.
Eight-week session
\$66/reimbursable*
Lower Macungie Township
Community Center
Combine cardio with resistance.

Study Skills 101 Workshop

Mon., March 3; LVH—17th and Chew,
Conference Room A, second floor
Tue., March 4; noon–1 p.m.;
LVH—Muhlenberg, ECC C
Mon., March 10; noon–1 p.m.;
LVH—Cedar Crest, Auditorium
FREE
Tips on learning styles and more.

Tai Chi

Mon., starting March 10; 9–10a.m.
Eight-week session
\$75/reimbursable*
Health Center at Bethlehem
Township
Integrate mind, body and spirit.

The Health of Touch (Partner Massage I)

Sat., March 15; 11:45 a.m.–2:15 p.m.
\$65/couple/50 percent reimbursable*
LVH—Muhlenberg, Banko Center,
Conference Rooms 1 and 2
Hands-on workshop for couples.

Yoga

Mon., starting March 3; 4:30–5:45 p.m.
Seven-week session (no class March
24, April 14 and 21)
\$65/reimbursable*
Health Center at Bethlehem
Township
This class is for beginners.
Tue., starting March 18; 7–8:15 p.m.
Eight-week session
\$75/reimbursable*
Health Center at Bethlehem Township
Beginner/intermediate level class.
Wed., starting March 5; 5:30–6:45 p.m.
Eight-week session
\$75/reimbursable*
Health Center at Bethlehem Township
Kripalu (gentle yoga) class.

Senior Leaders Answer Your Questions

The questions you asked at the 2007 Employee Forums are posted online. Look for answers to the latest batch of questions on the intranet at lvh.com.

Saving for College Education

AIG Retirement, the company managing our retirement plans, will host three seminars to help you prepare for saving for college education.

Wed., March 12, 11:30 a.m.–12:30 p.m.;
LVH—Muhlenberg, ECC Room B

Tue., March 19, 11 a.m.–noon;
LVH—Cedar Crest, Kasych ECC Room 5

Tue., March 25, noon–1 p.m.;
LVH—17th and Chew, Auditorium.

To register, visit
my.aigretirement.com/seminars and
enter the following seminar code:
For LVH—Muhlenberg or LVH—17th and
Chew: 5547BET11AB;
For LVH—Cedar Crest: 3074ALL11AL

Lunch will be served.

AIG Retirement advisers are available
to help you at:

LVH-Cedar Crest
Rich Silva Sr.: 610-402-8801

Rich Silva Jr.: 973-454-6251 (adviser
for LVPG colleagues)

Kevin Gertz: 610-402-8801

**LVH—Muhlenberg and
LVH—17th and Chew**

Frank Deeney: 484-884-8362 (adviser for
colleagues of LVH's for-profit entities
and Health Network Labs)

Emerging Health Professionals Program

In partnership with Penn State Lehigh Valley and Lehigh Career & Technical Institute, the hospital offers a yearlong program for Lehigh County high school seniors interested in health care careers. See more on lvh.org/emerginghealthprofessionals. Applications are due March 1. **To learn more, contact Maggie Hadinger at 610-969-2475.**

Discover Your Discounts

You're entitled to more than 100 discounts from area businesses. Our Corporate Perks program offers employees access to exclusive discounts of up to 75 percent on more than 22,000 brand-name products and services, including

- **Gaetano's Italian Restaurant**—15 percent discount (restrictions apply; see e-mail for details)
- **Dell's Employee Purchase Program**—save an extra 2 to 12 percent on Dell computer systems

To learn more about these and other discounts:

- Go to TAO e-mail
- Click on Bulletin Boards
- Click on Employee_Discounts

Images of Magnet Care

The Professional Excellence council invites your participation in the second annual "Images of Magnet Care" event. Your images will be displayed at all three hospital sites the first week in May. The individuals who produce the three images believed to be most inspiring or best depicting Magnet care delivery will each be granted a \$250 scholarship. Examples include sculpture, poetry, inspirational story, photography, scrapbook and painting. Images are due April 14. **To learn more, call or e-mail Kim Hitchings or Marla Wehrheim at 610-402-1710.**

1 Giving Through Generations

As a young girl, Sara Viessman, M.D. (left), remembers strangers sleeping on her living room floor. "My father was a highway patrolman, and he'd give shelter to people who couldn't afford motels and were sleeping in their cars," she says. Her husband, Ron Swinfard, M.D., recalls his father, a handyman, making wheelchairs for children in need. Their spirit of generosity inspired Viessman and Swinfard, our chief medical officer, to give back. Their gift names the intensive care unit waiting room inside the Kasych Family Pavilion for their parents, Thomas and Virginia Swinfard and Anthony and Jan Viessman, all of Rolla, Mo. "This gift is a tribute to our parents' values and generosity," Swinfard says.

2 Hardworking Hands Are Healed

Nuclear medicine technologist Teresa Beers (left) and Leslie Bidden (right) enjoyed hand and foot massages from Youthful You Institute's Laura Transue (left) and Brigitte Seier (right) at a recent Culture of Wellness Health Fair. "I love to check out the programs in person," Beers says. "It's fun to figure out how to spend that \$500." Other offerings at the well-attended fairs included blood pressure screenings, health risk assessments, muscle endurance testing, healthy cooking demonstrations and more.

3 Lessons From a Playground

Materials management colleagues (l-r) Christine Kunsman, Anthony Kassis, Myrna Gonzalez, William Derbyshire and Rolando Amparo recently "played" on the job—for a good cause. They refurbished the playground at South Mountain Memorial Park in Allentown as part of the department's Star Academy. The "final exam" is a group service project, and colleagues apply concepts they learned in class. From raising funds for literacy programs to collecting DVDs for pediatric patients, colleagues learn the benefits of teamwork and a positive attitude. The playground group worked with Home Depot and others to rejuvenate the park.

4 A Place to Dream

When Thomas Whalen, M.D., chair of surgery, received his medical degree in 1976, he thought he'd be a private practice general surgeon in New England. Instead his career included becoming a pediatric surgeon, a captain in the Navy, a surgery residency program director and most recently the chair holder for The Anne C. and Carl R. Anderson Distinguished Chair of Surgery. He will decide how the chair's funds support research and education. "At our hospital we have the time, talent and resources to dream of ways to improve the care we provide," he says.

5 Sporting Red

Not only do (l-r) Mary Jo Moerkirk, R.N., and Lu Andrescavage, C.R.N.P., look beautiful in their red gowns, they also raise awareness for women and heart disease. On Feb. 1, National Wear Red Day, Heart Help for Women colleagues hosted an event to teach women how their hearts differ from men's. Women also learned about our MI Alert for Heart Attacks program and saw a simulation of our cardiac catheterization lab.

6 Ensuring Childhood Smiles

After receiving a dental checkup and a Care Bear, 7-year-old Alexandra, of Allentown, pictured here with dental resident Paula Stone, D.M.D. (left), and dental assistant Jamie Gabryluk (right), was all smiles. Alexandra was one of nearly two dozen school children who received free dental care during the annual Give Kids a Smile Day. Colleagues at our dental clinics at LVH-Muhlenberg and LVH-17th and Chew donated their time to provide free exams, cleanings, X-rays and more.





Refer and Reap the Rewards

You can refer anyone for a job here, even your identical twin. That's what Allison Nash (left) did. The operating room technologist knew her sister, Bridget, was looking for work. Allison suggested she apply here and submitted her twin's name to our Employee Referral Program. Bridget was hired as a weekend CT technician. "I'm going for my master's degree," Bridget says. "Now I can work on weekends and concentrate on school during the week." Bridget also is glad her sister shared the \$2,000 bonus she received for referring someone for a difficult-to-fill position.

Do you know someone who has what it takes to work here? If so, learn more about our Employee Referral Program on the human resources Web site at lvh.com or call 610-402-LVHR (5847).

Two Moves for the Library

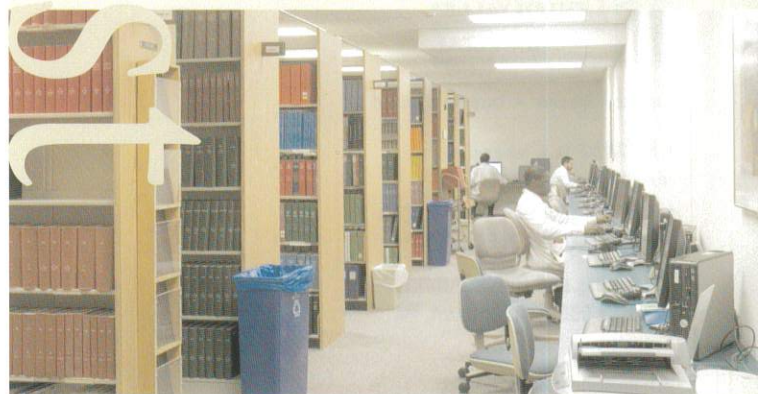
Before the new library opens, its temporary home is in the Kasych Family Pavilion's lower level. "While construction continues on our new space, we're improving our services," says Linda Schwartz, library information specialist. "When our new library opens, we'll have even more to offer."

Here's what's new in the temporary library:

- Twenty new computers that colleagues can use for research or e-learning
- Desktop access to the Digital Library Web page, including 3,200 electronic journals
- A "Creation Work Station" with a DVD burner and color scanner that colleagues can use to create presentations

The new library will open in early 2009. It will have quiet study areas and a multipurpose space where colleagues can collaborate. "The seating will be comfortable, and floor-to-ceiling windows will make it feel spacious," Schwartz says. It also will feature:

- A "Grab-and-Go Section" for heavily used materials, like handbooks
- A 24-hour book drop-off
- Designated food and drink areas
- Laptop computers that colleagues can use within the library
- An information desk with two computer screens to allow a library colleague and guest to view online content simultaneously
- Computers for patients' family members



A row of PCs—Need a quiet place to do research? Twenty new computers are available for your use in the library's temporary location in the Kasych Family Pavilion's lower level.



Celebrating 35 years!

Luann Shuman, L.P.N.

outpatient pediatrics

Most Memorable Moment Here

Receiving the Licensed Practical Nurse Friends of Nursing Award

My Inspiration at LVHNN

The children we care for who live with courage despite overwhelming disabilities and illnesses

Best Virtues

I am dedicated to my work and am a firm believer in doing things right the first time.

Other Areas Where I Worked

Inpatient pediatric clinic, newborn nursery, neonatal intensive care unit

Favorite Pastimes

Singing in the choir, Southern gospel concerts, counted cross-stitch and vacations in Florida

Favorite Cafeteria Food

Peanut butter cookies



Intranet: lvh.com • Internet: lvh.org

CHECKUP is a magazine for employees of

LEHIGH VALLEY HOSPITAL AND HEALTH NETWORK

Marketing and Public Affairs
P.O. Box 689 • Allentown, PA

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NSICU

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NSICU

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Tree Top Shop

15 YEARS

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10 YEARS

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5 YEARS

Michele Andrews
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Andrea Bak
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Jennifer Barnes
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Patient Representative

Jeffrey Brown
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Float Pool

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Family Health Center

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