

The Muhlenberg Medical Center...Now a Reality

Lehigh Valley Health Network

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The General Hospital

MEN OF MUHLENBERG MEDICAL CENTER

The newest and most exciting of the recent developments of the Muhlenberg Medical Center is an organization of affiliated men—MEN of MUHLENBERG MEDICAL CENTER. This group is seen as a dynamic force of 10,000 men across the Lehigh Valley.

MEN of MMC, through their daily contacts, will find support for the Medical Center among individuals, business firms and civic organizations—in the form of annual gifts, living memorials, annuities and bequests in wills. Also, they will be a ready team when an occasional community-wide fund-raising campaign has to be conducted. They will spread information on the Medical Center wherever they go, through enlistment of members, a speakers bureau, hospital tours and a newsletter.

MEN of MMC will render voluntary services inside the hospital and help to sponsor some financial aid, in their home areas, for deserving patients. These men are grouped in 15 local areas and will work on one project annually. A large rally for everyone will be held each year. Charter memberships are available during 1960, and any and all men of the Lehigh Valley are urged to join.

COMMENTARY

The most immediate and pressing hospital problem is the care of the aged. Muhlenberg Medical Center leaders are putting first things first by putting a geriatrics unit first upon its extensive building program.

—Allentown Morning Call

Constantly growing case loads of existing hospitals and the continued population growth of the area indicates that the Muhlenberg Medical Center will have a real niche in the program of the community service so necessary to the American way of life.

—Bethlehem Globe-Times

We have on hand in the neighborhood of 120 applications and letters from people expressing their interest in working for us as soon as we have jobs to offer.

—Mrs. Frank H. Reisner, Chairman
Nursing Service Committee

WHAT THE DOCTORS SAY

Allentown: Will be pleased to be of help in the care and rehabilitation of the chronically ill and disabled.

Allentown: Have been interested and active in the training of internes and nurses. Active staff membership means an opportunity to participate in growth and development.

Allentown: Would like to see medical care improved and extended in the Lehigh Valley.

Bethlehem: I hope to see the long waiting periods eliminated.

Easton: Am sure many of my people will be immensely benefited by this hospital.

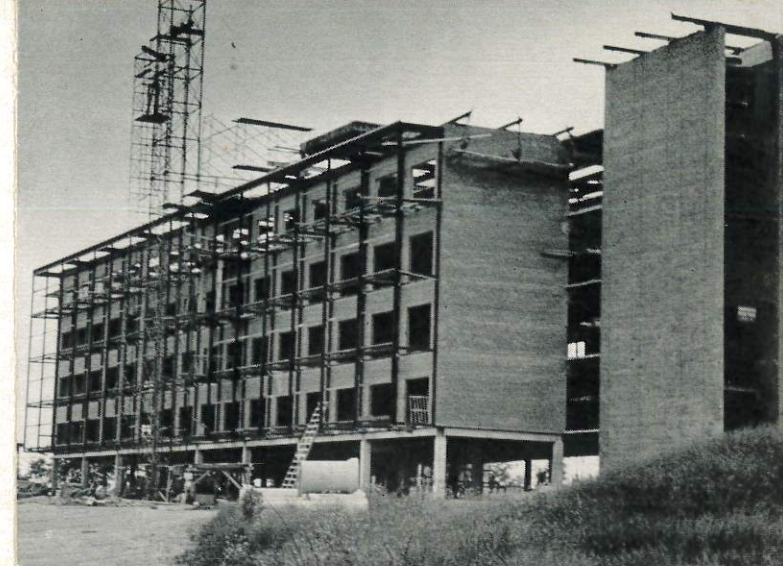
Bath: Many of my patients have expressed a desire to use the Muhlenberg Medical Center.



MUHLENBERG MEDICAL CENTER

635 MAIN ST., BETHLEHEM, PA.

UNiversity 7-0531



Now under construction



The MUHLENBERG MEDICAL CENTER

... now a reality

To be completed by January



THE GENERAL HOSPITAL

Preliminary plans have been drawn and cost estimates established for the five-story general hospital wing of the Muhlenberg Medical Center, to follow completion of the Building for the Chronically-ill as quickly as possible. The L-shaped structure will accommodate 187 beds and will provide all modern hospital services. Estimates indicate that construction of the General Hospital will cost approximately \$4,500,000.00.

Design of the General Hospital will follow the basic architecture of the Chronically-ill Unit now under construction, and it will be furnished with the newest scientific equipment for diagnosis and treatment. Included will be all departments of modern medical care, such as medical-surgical, maternity, pediatrics, physical therapy and neurotherapy. In addition, a full range of outpatient services will be provided. Nursing services will be under the supervision of Lutheran Deaconesses and a high spiritual tone of tender, loving care can be expected.

Invitations have gone out to all physicians of the Lehigh Valley to become affiliated with the staff of the Muhlenberg Medical Center. As planning progresses on the General Hospital, a doctor's committee will participate in making decisions on facilities, equipment, department heads and staff personnel.

Financing of the General Hospital will be accomplished mainly through a community-wide capital funds campaign, tentatively scheduled about one year after the opening of the first unit. In the meantime, a development committee, consisting of Muhlenberg Medical Center Board members and other community leaders, is busy in a dozen different areas of activity cultivating the interest and assistance of commerce and industry, civic organizations, churches, foundations and trusts and philanthropic individuals. Emphasis is being placed on the theme "Include the Muhlenberg Medical Center in your will," and the giving of annual gifts is stressed continually. Through this committee, key persons across the Lehigh Valley represent the Medical Center whenever and wherever they find an opportunity.

HOSPITAL FOR THE CHRONICALLY ILL

Construction of the first hospital building of the Muhlenberg Medical Center, a unit for the chronically-ill, is scheduled for completion by the end of 1960. The Center's first hospital will be an efficient, completely modern, five-story structure with a maximum capacity of 184 beds. It will have facilities for minor surgery, an X-ray department, a laboratory and physical and occupational therapy for the rehabilitation of young and aging alike.

Rooms for patients will fill the four upper floors. The main floor will feature a large area for occupational therapy, a lounge, snack bar, reception-information area and several offices. A separate one-story, glass-fronted building at the southwest corner of the hospital will include kitchen and dining areas. The basement will house physical therapy, laboratory, X-ray, medical director, director of nurses, social service offices, locker rooms, linen room, boiler room and repair shop.

Construction began in fall 1959 but was delayed for six weeks, because of shortage of structural steel. The contractor has been able to make up some lost time and now expects the hospital to be ready for patients by the end of 1960. The Muhlenberg Medical Center Board of Directors is looking over applications for managerial positions in the new hospital. These are scheduled to be filled next fall, when furnishings and supplies are brought in to prepare for opening day. The nursing staff probably will consist of four practical nurses for every graduate nurse.

This new Medical Center has been sponsored and underwritten by some 16,000 individuals, business firms, organizations and churches across the Lehigh Valley. It is not the official project of any specific group and, therefore, has no specific welfare fund at its disposal. Operating funds must come from payments by patients and those supporting their hospitalization. Proceeds from the \$2,000,000 in gifts and pledges received to date are being used to develop the 102-acre site and build and equip the Chronically-ill Hospital. The Federal Government has contributed the sum of \$331,500.

JOIN MEN OF MMC

MUHLENBERG MEDICAL CENTER AUXILIARY

The Muhlenberg Medical Center Auxiliary has grown rapidly since its inception in 1957. Mushrooming from a few areas with several hundred members, this dynamic organization now has nine official areas totaling more than 12,000 members. In the short space of thirty months, their efforts culminated in gifts to the Medical Center totaling \$50,000.

Chief among the Auxiliary's interests in the new hospital will be volunteer day-by-day service, including operation of the snack bar. Having no operating hospital yet, the organization keeps active with numerous projects to bring in financial support. Considerable sums have been raised from fashion shows, organ recitals, bridge marathons and the sale of small household items. An annual, all-auxiliary project, the Plain and Fancy Fair, is held in November. Members spend many months planning and preparing for this large one-day event, which netted more than \$4,200 in 1959. Of course, individual areas conduct special annual projects of their own.

In addition to fund raising, Auxiliary members are preparing themselves for volunteer service within the hospital as soon as patients are received. They are studying the work to be done and also are developing a Junior Auxiliary, consisting of 12-to 18-year old girls.

THE MUHLENBERG MEDICAL CENTER WILL . . .

- serve everyone in the Lehigh Valley
- provide much needed facilities
- include the first Hospital for the Chronically-ill in the area
- be a leader in the battle against sickness and disease