George Bernard Shaw wrote, “We are all dependent on one another, every soul of us on earth.” It’s a powerful quote in which everyone can relate. It says that you cannot get by on your own. You need other people; and other people need you.

Shaw’s words superbly describe the relationship between our community and Lehigh Valley Health Network. The people of our community need us to provide the best possible health care. As Shaw implies, we can’t do it alone. As a not-for-profit, charitable health network, we need the support of our community to make quality health care services available.

Throughout our 100-plus year history, the symbiotic relationship between our health network and community has grown stronger. Today, numerous people partner with us to provide leading-edge care. In this Inspire, you’ll meet several people whose support helps us care for our community’s most precious resource, our children.

David and Jackie Jaindl, for example, are supporting the region’s first Children’s ER. As the chairs of our fundraising campaign, they’re helping to ensure our children have access to specialized emergency care. The Murphy family, John Galgon, M.D., and Bill and Mildred Gillingham are among the people following their lead.

Support from Willard Hackerman and his wife, Lillian Patz Hackerman, is fulfilling a need of our patient’s families. Their generosity is creating a family lodging center at Lehigh Valley Hospital–Cedar Crest that will be a “home away from home” for families of loved ones requiring a long hospital stay.

As we continue to add and enhance the health care services you need, remember that we also need you. You help us purchase innovative health care equipment. You help us educate our clinicians about the latest health care advancements. Your financial support helps us purchase innovative health care equipment; educate our clinicians about the latest health care advancements; conduct research to discover innovative ways to care for our patients; and make Lehigh Valley Health Network the premier health care provider in the area.

Charles G. Lewis
Senior Vice President, Development, Marketing and Public Affairs

Jefferson (Jeff) K. Aiken Jr., D. Min.
Chairman, Development Committee
It Takes a Team

Your support helps our health network grow stronger

Whatever the future holds, we are all shaped by the events of our past. My past has its roots in the tiny Missouri town of Beulah. I attended a one-room schoolhouse with no indoor plumbing and two wood stoves, for heat. My parents owned the general store and my mom was the postmistress, so you could get your mail and your meat in one trip!

This small-town upbringing instilled a sense of family and pride in helping others that has influenced me my entire life. It’s also what attracted me to Lehigh Valley Health Network.

I remember when I first came here in 2003 to interview for the chief medical officer position. I was amazed by the friendly, welcoming culture. I also was impressed by the health network’s commitment to its community and unique balance of scholarly activity and compassionate patient care. When I returned to Missouri, I told my wife, “I want that job!”

Since then our health network has grown considerably, thanks to the unwavering dedication of our former president and chief executive officer, Elliot Sussman, M.D. We’ve added new facilities, technology and programs to an ever-expanding symphony of care. I’m proud to say this growth continues to be guided by the same community-centered principles I first encountered seven years ago.

Take our new Health Center at Moselem Springs. When we asked people in the Kutztown area what they wanted in a medical facility, a Mennonite farmer told us a hitching post for horses would be helpful when members of his community come for care. We agreed but went one step further. We provided all the necessary materials and then watched in amazement as a dozen Mennonite craftsmen built—in a single day—a four-stall run-in shed for sheltering horses and buggies.

Just as it took a team to raise this run-in shed, it takes a team to create a superior health network. From our Board of Trustees to our 9,800 passionate employees, everyone makes a positive contribution. And please be assured—so do you.

Your generous gifts enable us to invest in leading-edge treatments, technology and research. Your input helps make our care more patient-focused, and your advocacy gives us a voice in the community. I sincerely thank you for all of this support. Without it, our team would not be complete.

As we look to the future, I’m excited and humbled by the opportunity to work with you to make our health network even stronger. Together, we will ensure that your family, friends and neighbors always will be able to turn to Lehigh Valley Health Network for the best possible care.

Ronald W. Swinfard, M.D.
President and Chief Executive Officer
SUPPORTING SPECIALIZED CARE—Bob Murphy, M.D., and his wife, Meg, are blessed to have two healthy daughters, Margo and Shannon. Recognizing the importance of high-quality care for children, they made a donation to name a treatment room in the new Children’s ER at Lehigh Valley Hospital–Cedar Crest.
Caring for the Future

Meg and Bob Murphy, M.D., name Children’s ER treatment room

If there is one lesson in life that Bob Murphy, M.D., and his wife, Meg, want to impart on their young daughters, Shannon and Margo, it is the importance of giving. The girls have grown up “adopting” a family at Christmas and donating half of their birthday presents each year to a child in need. Today, at ages 8 and 11, Shannon and Margo get excited about whom they’ll be giving presents to this year.

Bob, a plastic surgeon and administrator with Lehigh Valley Health Network, and Meg, a nurse for 18 years specializing in women’s health, try to be good role models for their daughters. “We emphasize in our everyday lives the importance of giving back, especially to children and others who are less fortunate,” Meg says.

That’s why it was an easy decision for the couple to make a donation to name a treatment room in the new Children’s ER at Lehigh Valley Hospital–Cedar Crest. The room is named after a daughter, Bailey, whom the couple lost at birth.

“We are blessed to have two healthy children and, like all parents, we always want them to receive the best care possible,” Bob says. “The health network already does an incredible job caring for children. However, children are not just little adults. The new Children’s ER provides the best medical environment and staff to meet the special needs of children.”
Celebrating Your Generosity

The President’s Society reception recognizes extraordinary support

The President’s Society honors outstanding individuals, organizations and businesses that annually commit financial resources to Lehigh Valley Health Network through contributions of $10,000 or more. President’s Society members provide leadership support to advance health network programs, services and areas of greatest need. Cumulative million-dollar lifetime donors receive permanent recognition as President’s Society members. In recognition of their support, members enjoyed a cocktail reception in December.

A. **ENJOYING THE EVENING**—Chair of the President’s Society Matt Sorrentino (second from left) and his wife, Ronnie (left), share pleasantries with Sally and Paul Vikner at the Saucon Valley Country Club event.

B. **WARM WELCOME**—(L-r) Lehigh Valley Health Network vice president of major and capital gifts Paul Hurd greets anesthesiologist Nanette Schwann, M.D., and President’s Society members Bob and Marilyn Mayer.

C. **CORDIAL HOST**—Lehigh Valley Health Network president and chief executive officer Ron Swinfard, M.D. (second from right), and his wife, Sara Viessman, M.D. (right), welcome longtime health network supporters Dick Fleming and Eva Huston.

D. **PHYSICIAN LEADER**—In January, Mike Pistoria, D.O., began his two-year term as president of Lehigh Valley Health Network’s medical staff.

E. **SOCIETY SUPPORTERS**—(L-r) Michelle Guenot of Adams Outdoor Advertising, Winnie Melinsky of Highmark, Inc., and Lehigh Valley Health Network senior vice president of human resources Mary Kay Grim and her husband, Jeff, celebrate the holiday season.
Whether it’s giving monetarily, volunteering with a not-for-profit organization or coaching a Little League team, everyone can give back.

—David Jaindl

FARMING AND CAMPAIGN CHAMPIONS—David and Jackie Jaindl, owners of Jaindl Farms—the world’s largest fully integrated turkey business and annual supplier of the White House holiday turkey—chair Lehigh Valley Health Network’s Children’s ER fundraising campaign.
Family is what’s important to David and Jackie Jaindl. David, one of eight children, and Jackie, one of six, have five children of their own. Their sons, daughter, siblings and other relatives work at the family business, Jaindl Farms. “We have a close family,” David says. “And children are very important to us,” adds Jackie.

That’s why the Jaindls are supporting the region’s first Children’s ER, which opened at Lehigh Valley Hospital–Cedar Crest in February. It features board-certified pediatric emergency medicine physicians and a child-friendly atmosphere.

As chairs of the Children’s ER fundraising campaign, the Jaindls urge the community to support this vital health care resource. “The Children’s ER focuses on the unique health care needs of children in an environment that helps them feel relaxed,” Jackie says. “And because children are receiving care in a new area, the current ER will be able to care for more adults, more quickly.”

In addition to their chairmanship, the Jaindls have made a generous gift to create an interactive play activity wall within the Children’s ER to help young patients keep their mind off their injury or illness. The activity wall is named in honor of David’s mother, Anne, one of four Jaindls who was a nurse.

“Whether it’s giving monetarily, volunteering with a not-for-profit organization or coaching a Little League team, everyone can give back,” David says. “It’s how we were raised and how we’re raising our children—to be kind and caring in support of the needs of our community,” says Jackie. It’s the family tradition.

“The Children’s ER focuses on the unique health care needs of children in an environment that helps them feel relaxed.”

—JACKIE JAINDL
New Children to Love

Bill and Mildred Gillingham support young cancer patients

A pair of tiny black-and-white photos—tucked away in a basement stairwell—are the only visible reminders of the two children Bill and Mildred Gillingham tragically lost. Memories of those children, however, burn brightly and are the inspiration behind the Allentown couple’s special relationship with pediatric cancer patients at Lehigh Valley Health Network.

Jean Alice Gillingham died at age 7 in 1966 after a short, courageous battle with lymphoma. Twenty-two years after this devastating loss, Jean’s older brother, Bruce, was killed in a car accident at age 31. This second tragedy was almost too much for the Gillinghams to bear. “We cried and cried,” Bill says. “We were angry and didn’t know where to turn.”

Then the Gillinghams learned about the exceptional care young cancer patients receive at Lehigh Valley Health Network. With a renewed sense of purpose, the couple decided to bequeath their entire estate to the health network’s pediatric oncology department. “It gave us peace of mind to know that every penny we have would go to the health network in memory of our children,” Mildred says. “That way we had lots of new children to love.”

Married for 54 years and now both retired, the Gillinghams spend countless hours volunteering for nearly a dozen community organizations. Whatever they’re doing, their thoughts are never far from the young patients struggling with the same challenges their daughter faced. “We hope in some small way we help the health network find new and better ways to treat these kids,” Mildred says, “Because now they belong to us too.”

“‘It gave us peace of mind to know that every penny we have would go to the health network in memory of our children.’”

—MILDRED GILLINGHAM
RENEWED PURPOSE—After tragically losing both their children, Bill and Mildred Gillingham filled the void in their lives with a new purpose: supporting young cancer patients at Lehigh Valley Health Network.
IDEAS THAT LEAD—The Lehigh Valley Health Network Sleep Disorders Center—one of the country’s largest and most respected—is one of several nationally recognized programs established by John Galgon, M.D.
Ask Lehigh Valley Health Network pulmonologist John Galgon, M.D., to sum up his medical career and he doesn’t hesitate to answer. “I’ve always been an idea man,” he says. “I get projects started and then let the talented people around me take care of the details and make it even better.”

Galgon joined the former Allentown Hospital medical staff in 1968 and immediately implemented pioneering techniques in ventilator and critical care he had learned during his residency. In 1985 he developed the Lehigh Valley Health Network Sleep Disorders Center, the first in the Lehigh Valley and one of the first in the nation. Galgon also helped design the first critical care unit at Lehigh Valley Hospital–Cedar Crest and established the hospital’s respiratory therapy department. Each of these programs eventually earned national recognition.

“This success has been an absolute team effort,” he says. “Our sleep center, for example, would never have gotten off the ground without the expertise of our technical supervisor Jo Beth Newhard.”

Galgon also credits Lehigh Valley Health Network for providing invaluable support over the past four decades. “The health network always gave me the people and equipment I needed to get things done,” he says. To demonstrate his appreciation, he named the health network a beneficiary in his will.

“This is just a way to give something back,” Galgon says. “It’s something I always wanted to do because I’m proud to be a part of this incredible organization.”

To learn more about how to leave a legacy at Lehigh Valley Health Network, please contact Jane Wrisley, senior director of planned giving, at 484-884-8759.
“My girlfriend and I were walking in, and Willard was on his way out,” says Lillian Patz Hackerman, recalling the April 1938 day she met her future husband at a Baltimore public library. “We talked for a while, and then he asked me to a movie.” Married three years later, the couple will soon celebrate their 70th anniversary.

Among the many lessons the Hackermans learned during their seven decades together is the importance of family support during difficult times. It’s why they established the Hackerman-Patz House at Johns Hopkins Hospital, as well as three other Hackerman-Patz houses in the Baltimore area. The facilities are a comfortable, low-cost “home away from home” for families of long-term out-of-town patients.

“These families need to spend less time traveling and more time supporting their loved one, but hospitals generally don’t have the facilities to help them do that,” Willard says. “We thought it would be a good idea to fill that need.” As president and CEO of Baltimore’s Whiting-Turner Contracting—which has managed several construction projects at Lehigh Valley Health Network—Willard came to admire the health network’s mission and staff. He was so impressed, he and Lillian decided to establish a Hackerman-Patz House on the campus of Lehigh Valley Hospital–Cedar Crest featuring 20 private rooms and amenities such as a laundry room and library. Construction will largely be funded by a generous gift from the Hackermans.

“It’s our pleasure to do this because I happen to love Lehigh Valley Health Network,” Willard says. “We know the families who stay at the house will get all the support they need because this is the warmest, most welcoming hospital I’ve ever seen. It truly is unique.”
“We know the families who stay at the house will get all the support they need because this is the warmest, most welcoming hospital I’ve ever seen. It truly is unique.”

—WILLARD HACKERMAN

STEP ONE—Willard Hackerman (right) and J.B. Reilly, chair of Lehigh Valley Health Network’s Board of Trustees, break ground for construction of the Hackerman-Patz House at Lehigh Valley Hospital–Cedar Crest.
WHAT A RIDE—
Guests enjoyed a bird’s eye view of Coca-Cola Park when they took a spin on a 70-foot tall Ferris wheel.

THE 2010 NITE LITES GALA ATTRACTION MORE THAN 1,300 GUESTS. They supported quality care at Lehigh Valley Health Network while meeting Major League Baseball legends and enjoying the atmosphere of Coca-Cola Park, home of the Lehigh Valley IronPigs. Here are highlights from this fun-filled event.

DINNER TIME—As always, the event featured gourmet food, provided by Sodexo, which was enjoyed by guests from annual Nite Lites sponsor KNBT.

CENTERFIELD SUNSET—
Lehigh Valley Health Network vice president of support services Craig Onori and his wife, Karen (left), executive director of The Rider-Pool Foundation Edward Meehan and his wife, Jane (center), and Nite Lites guests Sue and Tyler McCann (right) met on the concourse as others mingled on the field below.
ALL TOGETHER—
Guests from Medical Imaging of Lehigh Valley gather inside the beautifully decorated Grand Dining Tent.

A FORMAL INTRODUCTION—
Guests from The Pidcock Company were all smiles when given the chance to have their picture taken with Ham Bone, Chris P. Bacon and Diggity Dog, popular characters at IronPigs’ home games.

LEGENDARY LEADERS—
Lehigh Valley Health Network Board of Trustees chairman J.B. Reilly and his wife, Kathleen (center), welcome baseball greats Mike Schmidt (left) and Pete Rose.
The Leonard Pool Society

The Leonard Pool Society Fall Forum showcased how Lehigh Valley Health Network uses robotic surgery to care for patients with cancer. Participants listened to a presentation from gynecologic oncologist Martin Martino, M.D., and urologic oncologist Angelo Baccala Jr., M.D., about the da Vinci® S HD Surgical System. Here are scenes from this educational and social event held at Lehigh Valley Hospital–Cedar Crest in October.

Enhancing health care

Thomas Hutchinson, M.D. (left), chair of Lehigh Valley Health Network’s department of obstetrics and gynecology, and Vincent Tallarico, vice president of the Heart and Vascular Center, are proud members of the Leonard Pool Society, an organization that has contributed more than $2.1 million to the health network since 1997.
New Leonard Pool Society president Joann Brusko, pictured with her husband, general surgeon Greg Brusko, D.O., will continue to build upon the Society’s cornerstones of fellowship, philanthropy, advocacy and support.

Lindsey and Ryan Cook of Henryville were among the group of special guests attending their first Leonard Pool Society event.

Glenn Guanowsky, Lehigh Valley Health Network vice president of legal services, and Carol Guanowsky, the health network’s director of employee health, enjoy the event with their sons (l-r) Yuri and Taras.
FAMILY TRADITION—Weis Markets chairman Robert F. Weis (right) and vice chairman Jonathan Weis (left), the son and grandson of Weis Markets founder Harry Weis, oversee a thriving company with 18,000 associates and stores in Pennsylvania, Maryland, New York, New Jersey and West Virginia.
A Responsible Corporate Citizen

Weis Markets gives back to its customers with a gift to the Children’s ER

For a company to be in business for nearly 100 years, it needs three things: quality products and services, hard-working associates and loyal customers. Weis Markets has all three. In 1912, Harry and Sigmund Weis opened a neighborhood store in Sunbury, Pa. That single store has grown into a company with 18,000 associates and stores in five states.

“Our company and our associates believe in giving back to the communities we serve,” says Weis Markets vice chairman Jonathan Weis, grandson of founder Harry Weis. “Being a good neighbor and responsible corporate citizen is part of what we do. It’s our way of saying thanks to the communities we serve.”

Throughout its history, Weis Markets has supported numerous charitable organizations, including health care programs that benefit women and children. Its latest gift supports the region’s first Children’s ER at Lehigh Valley Hospital–Cedar Crest. “It’s an exciting and innovative concept,” Weis says. “ERs can be a stressful place for adults, let alone children. The Children’s ER reduces that stress through the expertise of pediatric specialists and the use of clinical equipment designed especially for children.”

The Children’s ER is the latest health network project to receive support from Weis Market. In recent years, the company generously gave to a maternal fetal medicine program to help mothers with diabetes. Weis Markets’ support of health network programs now totals $125,000.

“We’re grateful to our customers in the Lehigh Valley for their patronage,” Weis says. “We feel it is very important to give back to programs that help improve the quality of life in the communities we serve. Lehigh Valley Health Network’s innovative and impactful programs help us achieve our goals in a vibrant and growing community.”

CARING IN THE COMMUNITY—Weis Markets partners with Lehigh Valley Health Network to care for our community through CareWorks, retail health clinics located inside Weis Markets stores. Without an appointment, board-certified physician assistants and nurse practitioners provide treatment for many minor, common illnesses. They also perform routine tests, physicals and various health screenings, and administer immunizations. CareWorks is located at Weis Markets at The Shoppes at Cedar Point and on Route 873 in Schnecksville.
After eight years of training, Ragha Narasimhan (front) was eager to perform her graduation recital from the Nrithyanjali Institute of Dance. As her friends from the institute, (rear l-r) PadmaSri and Priva Ashish, helped her get ready to perform, Narasimhan thought about the special guests she had invited—members of Lehigh Valley Health Network’s amputee support group. Narasimhan, daughter of health network employee Mala Salanthamam, R.N., decided to donate proceeds from the event to the support group because she wanted to give back to the community. “I wanted to do my dance for a good cause,” Narasimhan says. “I realized that this support group may not be as well-known as others, and they need help.”
The mission of Lifechurch Allentown includes a commitment to help people in need both locally and around the world through a variety of hands-on outreach projects. These efforts touched our pediatric patients and their siblings when church members visited the Pediatric Specialty Center at Lehigh Valley Hospital–Muhlenberg to deliver $1,000 worth of donated gifts. Stuffed animals, purses, scarves, sports team hats and other brightly wrapped surprises were a big hit with the children, who also enjoyed spending time with Lifechurch members (l-r) Kassandra Pineiro, Claudia Ramos, JoAnn Gotzon, Ronald Gotzon, Angela Kopach and Christopher Kopach (seated).

Dedicated to improving the lives of children in need, Mattel and the Mattel Children’s Foundation partnered with the National Association of Children’s Hospitals and Related Institutions (NACHRI) to provide 250 new Mattel toys to Lehigh Valley Health Network, a NACHRI-affiliated health network. This past fall, toys such as Barbie dolls, medical play kits, stacking toys and infant mobiles were distributed in the health network’s pediatric units and the Pediatric Specialty Center to help make hospital stays and outpatient appointments easier for young patients. Developmental and interactive toys also were given to children who are uninsured or underinsured and receive care in the health network’s pediatric clinic.
SUPPORTING RENAL EDUCATION

Dorothy Kintzel and her late husband, Harry, established the Harry E. and Dorothy S. Kintzel Endowment Fund in Support of Renal Program Development in 1987. By funding renal staff education and research at Lehigh Valley Health Network, the endowment also supports the work of the Kintzels’ son, health network nephrologist James Kintzel, M.D. Kintzel was the network’s first nephrologist in 1969 and has been instrumental in the renal program’s growth. To recognize the Kintzel family’s longtime dedication to renal patients and staff, the program’s biannual educational conference has been renamed the Dorothy and Harry Kintzel Renal Symposium. During a luncheon honoring the family, renal staff (l-r) Susann Groller, R.N., Lisa Saylor, R.N., Jennifer Trubilla, R.N., and Lisa Emery, R.N., helped Dorothy (seated) celebrate her 100th birthday!

CREATING SMILES

Lehigh Valley Health Network’s youngest patients have new toys to play with when visiting the Pediatric Specialty Center at Lehigh Valley Hospital–Muhlenberg. Richard and Caroline Rhodes donated a laptop and Wii with a portable flat-screen TV to help brighten the day of children receiving cancer treatment. The Rhodes consistently donate to the health network in memory of their daughter Barbara Ann, who passed away at age 15 from bone cancer in 1985. They are driven to give back in gratitude for the care Barbara Ann received. “At Lehigh Valley Hospital–Muhlenberg, the nurses treated Barbara Ann like she was their own,” says Caroline. “The nurses were like second mothers to her when we couldn’t be there.”
LITERATURE FOR LITTLE ONES

Judith’s Reading Room, the cornerstone project of The Leiber Family Foundation, provides fully stocked, custom-designed mobile book carts to organizations that serve people who are not mobile. Daniel Leiber (center), son of Judith’s Reading Room founders Cathy and Scott Leiber, recently presented a mobile book cart to health network chief operating officer Terry Capuano, R.N., and pediatrics department chair John Van Brakle, M.D. The books will be read by children receiving care in our pediatric departments. Judith’s Reading Room was established in memory of the Leibers’ cousin, Judith F. Krug. Its concept of providing “Freedom Through Literature” is based on the idea that books inspire the imagination and figuratively transport people out of their wheelchairs and hospital beds. Judith’s Reading Room also will supply a mobile book cart in the Children’s ER at Lehigh Valley Hospital–Cedar Crest.

SAFE SEATS FOR CHILDREN

Child safety seats save lives. That’s why Bob Becker (second from right), president of Allentown’s Becker Subaru, supports Operation: SAFE RIDE. This Lehigh Valley Health Network-managed program gives free child safety seats to families in need. Becker’s gift will help the program purchase more than 300 seats for distribution this year. “Children are our future,” Becker says, “and this program will save many lives.” Health network parent education coordinator Deanna Shisslak, trauma prevention coordinator Bill McQuilken (right), and trauma surgeon Bob Barraco, M.D., recognized Becker and other program supporters at a recent Lehigh Valley Hospital–Cedar Crest event.
Ensure your wishes, create a legacy

Amazingly, more than 60 percent of Americans do not have a will. Without a will, you do not have control over where your estate will go. Your family, loved ones and charities of choice are far too important to leave to chance.

Over the years, Lehigh Valley Health Network has gratefully received generous gifts through individual estates that support education, research, equipment and most importantly, patient care.

Creating a will is simple and inexpensive. For information on how to include Lehigh Valley Health Network in your estate plans, please contact Jane Wrisley, senior director of planned giving, at 484-884-8759.