DeLight Breidegam Jr.
Supporting research and education in neurology
The Wisest of Investments

Your support helps us navigate challenging times

It should come as no surprise to you that we are in the midst of challenging times. We are facing health care reform, and our nation’s economy is in constant flux. One day the market is up, the next it’s down. With these financial uncertainties, we are all taking steps to ensure we spend our hard-earned money wisely.

Despite these challenges, your support of Lehigh Valley Health Network remains strong. It’s a reflection of the trust you place in our health network, and for that, we are grateful.

You’ll see the power of our philanthropic culture throughout this *Inspire*. You’ll meet Helen and DeLight Breidegam Jr., who established our health network’s 13th endowed chair. This chair will benefit research and education in neurology. You’ll meet Walter Okunski, MD, and his wife, June, who are helping people receive continued care after serious burns. You’ll also meet many other people who are pulling together in various ways to support our mission—to heal, comfort and care for the people of our community.

This level of support is increasingly important as we work toward creating a healthier Lehigh Valley. Attracting the best young physicians to our area is a step in that direction. Through our SELECT educational partnership with the University of South Florida College of Medicine, we are educating tomorrow’s physician leaders. It’s why Hap and Marcia Wagner have created the first scholarship endowment to benefit SELECT students. Their support will entice the best and brightest medical students to learn and practice here.

By supporting this or any other community health care need through a gift to Lehigh Valley Health Network, you are making a wise investment. You are taking action to ensure quality health care is available for you and those you love now and in the future. Thank you for your generosity and foresight. You make the Lehigh Valley a better, healthier place in which to live.
The Power of ‘Together’

It will guide us into health care’s future

Seventeen years ago, Barbara Cahill and her husband, Ken, retired from the Philadelphia Police Department and relocated to Beltzville Lake. In 1999, Barbara called 610-402-CARE and found an internist, John Mishriki, MD.

That one connection she made led to a team that worked together to care for her entire family.

Last year, Ken needed gallbladder surgery and got it from Bob Sandhu, MD. The next day, the Cahills’ granddaughter, Melanie, broke her right leg and tore the ACL in her left knee on a class ski trip. Orthopedic surgeons Barry Berger, MD, and Mitchell Cooper, MD, repaired her leg and knee. . . and Melanie, a dancer, is now performing again.

The kind of breathless service the Cahills receive is the kind of service I expect everyone to receive when they experience Lehigh Valley Health Network. To make this happen, we’ve developed a plan for our future. Guided by six strategic directions, we are strengthening our symphony of care for everyone in our community. These strategies are:

• **CULTURE**—Provide a caring culture to everyone who uses our health network. Each of our 10,324 employees embodies this culture, bringing to life our mission to heal, comfort and care for the people of our community.

• **HEALTHY COMMUNITY**—Actively improve the health and knowledge of the communities we serve through outreach like our selection in the National Cancer Institute’s Community Cancer Centers Program.

• **TECHNOLOGY**—Use technology to enhance patient safety. The Leapfrog Group—a coalition of businesses interested in quality care—ranks us as one of just 52 Top Hospitals in America for using technology to protect patient safety.

• **PARTNERSHIPS**—Build relationships with our donors, local municipalities, other health care institutions, insurance providers, community members and employers to enhance the well-being of our community.

• **EDUCATION AND RESEARCH**—Provide continuing education so our caregivers have current knowledge to improve health care. Research gives our community the power to take advantage of the latest medical breakthroughs.

• **FINANCES**—Maintain a strong financial performance to successfully reinvest in the programs, services, technologies and facilities our community needs.

As we look to our health network’s future, we pay tribute to the exemplary leadership of J.B. Reilly, who served as chair of our Board of Trustees for the past three years. We also look forward to the leadership of our incoming board chair, William F. Hecht. We always have been very fortunate to have an outstanding board with considerable depth. Together we will continue to fulfill our mission. The more our community works together, the healthier we all will be.

Ronald W. Swinfard, MD
President and Chief Executive Officer
Dedicated to Burn Patients

June and Walter Okunski, MD, champion the importance of burn recovery

Plastic and reconstructive surgeon Walter Okunski, MD, and his wife, June, still get holiday cards from Vietnam War veterans who returned from combat with significant burn injuries. “After all these years, they are still thankful for the burn care Walt provided,” June says. “They truly appreciate that he was able to return them to some semblance of normalcy and productivity.”

Walter’s dedication to burn patients spans decades. He finished his tour of duty in the U.S. Navy as chief of plastic and reconstructive surgery at St. Albans Naval Hospital in New York in 1966, and then he joined the staff of what was The Allentown Hospital. While here, he established the Lehigh Valley Hospital Regional Burn Center and the Burn Prevention Network.

During the more than 40 years he dedicated to the health network, Walter, supported by June, touched countless lives. The couple’s legacy will now live on for generations to come through their donation to establish the Walter J. and June H. Okunski Burn Recovery Center. “The burn recovery process is critical, and June and I feel strongly about supporting it,” Walter says.

By integrating outpatient and inpatient services in one central location, the Walter J. and June H. Okunski Burn Recovery Center will offer a unique level of burn care that doesn’t exist anywhere else in the country. It will provide pain-free outpatient burn care, an outpatient scar management clinic and counseling services to help patients and families deal with the many psychological and social issues that can arise during burn recovery.

“Recovery from a burn—especially if it’s on the face, neck or hands—can last a lifetime,” Walter says. “People stare at you, and that’s a hard thing to handle. It’s crucial to get someone back to as normal a life as possible.”

A LASTING LEGACY—Plastic and reconstructive surgeon Walter Okunski, MD, and his wife, June, recently made a gift to establish the Walter J. and June H. Okunski Burn Recovery Center. They feel strongly about supporting the critical burn recovery process, and their legacy will live on for years to come through their generous gift.
Shaping the Future

SELECT is financially possible for students thanks to Hap and Marcia Wagner

Harold “Hap” Wagner used a Stanford University education as a springboard to a future career as chief executive officer of Air Products and Chemicals, Inc. “That education was made possible by financial support,” he says. “I feel it’s important to give back now that I can.”

That’s why Hap and his wife, Marcia, are helping to shape the future for medical students who want to become doctors. They have created the first scholarship endowment to support students in the SELECT program, which is Lehigh Valley Health Network’s medical education partnership with the University of South Florida College of Medicine.

SELECT students spend their first two years studying at USF College of Medicine in Tampa, Fla., and then complete clinical education at our health network. SELECT is different from other medical school programs because the curriculum emphasizes leadership development, cost management, interprofessional collaboration, and high-quality and safe patient care.

Because students have a two-year
embedded relationship with the Lehigh Valley—rather than one-month rotations at different locations, which is characteristic of traditional teaching programs—retention of physicians is expected to grow. This means the Lehigh Valley will have highly qualified physicians practicing in our community for years to come. “We think this is an exciting aspect of the program, and it will positively affect the residents of the Lehigh Valley down the road,” Hap says.

As long-time supporters of Lehigh University, Pennsylvania State University and Northampton Community College, the Wagners were instantly intrigued when they first heard about SELECT. “We support scholarship programs because we enjoy watching young people advance their education to become better people,” says Hap, who also is a past board member of the Dorothy Rider Pool Health Care Trust.

“With SELECT, we’ll get to meet the students we’ll be helping. It will be very rewarding to see them evolve into top-rate physicians.”
PPL lives in the community, and the well-being of our people is very important to us.”

—DON BERNHARD
Don Bernhard has witnessed a change in the way economic development takes place. The director of community affairs for PPL Corporation remembers when the best and brightest people would settle in an area where jobs were abundant. “Today, jobs follow people to the place they want to live,” Bernhard says. “People settle where there is recreation, social opportunity, quality education and health care.”

It’s one reason PPL, a Fortune 500 company based in center-city Allentown, supports Lehigh Valley Health Network. “PPL lives in this community, and the well-being of our people is very important to us,” Bernhard says. “It’s part of our corporate culture. We want to impact our community and make it a more prosperous place.”

PPL’s latest effort toward that goal is a gift to the health network’s Children’s ER. The 12-bed facility, located at Lehigh Valley Hospital–Cedar Crest, includes pediatric emergency medicine physicians, nurses and child-life specialists who help ease children’s anxieties. It’s a perfect fit for PPL’s philanthropic philosophy. “The Children’s ER is unique to our area and provides the best possible service during a stressful time,” Bernhard says.

This gift adds to the long list of health network services PPL has supported over the years. Equally significant is the time PPL executives volunteer to help the health network further its mission. PPL’s last two chief executive officers, James Miller and William Hecht, sit on the health network’s Board of Trustees. Hecht was elected chair of the Board of Trustees in January. “Our executives are asked to sit on hundreds of boards,” Bernhard says. “The fact that two PPL executives sit on the health network’s board shows our corporation’s belief in the health network’s impact on our community.”

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**A GOOD CORPORATE CITIZEN**—PPL director of community affairs Don Bernhard stands in the lobby of PPL corporate headquarters in downtown Allentown, a place of employment for 1,800 people. PPL supports local service organizations to enhance the quality of life for everyone who calls the Lehigh Valley home.
Improving the Health of Our Community

Jeffrey Etchason, MD, brings the Leonard Parker Pool Chair in Community Health and Health Studies to life

Jeffrey Etchason, MD, senior vice president of health systems research and innovation at Lehigh Valley Health Network, has an office at Lehigh Valley Hospital–17th Street. This location is close to the populations he aims to serve. As holder of the Leonard Parker Pool Chair in Community Health and Health Studies funded by the Dorothy Rider Pool Health Care Trust, Etchason’s work focuses on socioeconomically vulnerable populations, especially children and the elderly.

“I believe the social determinants of health are underappreciated among medical professionals,” Etchason says. “If you grow up and live in an impoverished neighborhood, it influences every aspect of your life, especially your health. By attempting to improve the health of communities, we can enhance the role of medical services in improving the health of individuals.”

The projects he has tackled as an endowed chair holder reflect that passion. One example is a study to determine the effectiveness of dental sealants for elementary school students in improving school attendance and performance. Another project looks at substandard housing as a contributing factor to asthma. Through chair funding, the health network can identify children with asthma and educate their parents about how they can improve household factors that aggravate asthma, a leading cause of school absenteeism. After poverty, educational attainment is one of the most powerful social determinants of health.

Etchason also is dedicated to the health systems component of his endowed chair. “With health care reform, we must become more efficient while improving quality,” he says. Chair funding enabled him to conduct a study that showed the health network’s advanced intensive care unit (AICU), with 24/7 direct intensivist physician monitoring, lowers death rates by nearly 30 percent in critically ill patients. “The endowed chair allows me to pursue studies to improve the delivery of health services, as well as the health of the communities we serve.”

THE CARING CHAIR—As chair holder of the Leonard Parker Pool Chair in Community Health and Health Studies, Jeffrey Etchason, MD, has a special place in his heart for the community that surrounds Lehigh Valley Hospital–17th Street.
Challenging the Status Quo
Dexter and Dorothy Baker support critical care innovation

Dexter Baker always has dared to be different. As a young engineer at Air Products and Chemicals, Inc., his suggestion to expand overseas paved the way for the company’s international success and his eventual rise to chief executive officer. “The world needs creative people to step up and say, ‘I’m not satisfied, and I believe I can make things better,’” he says. “Not just in business, but also in education, politics, art and medicine.”

That desire to continually challenge the status quo is at the heart of the Dexter F. and Dorothy H. Baker Foundation. Established by Dexter and his wife, Dorothy, in 1988, the foundation supports innovation through human service and health care, entrepreneurship, arts and culture, and youth development. One of its first major projects was inspired by Dexter’s battle with a life-threatening pulmonary embolism in 1996.

Rushed to Lehigh Valley Hospital–Cedar Crest’s emergency department, Baker was given a “clot-busting” injection and spent four days in the intensive care unit (ICU). “The team’s attention to detail pulled me through,” he says. Dexter immediately began exploring ways to extend this high level of expertise and observation 24 hours a day. His solution? The emerging field of telemedicine.
With Dexter’s encouragement—and generous support from the Bakers’ foundation—Lehigh Valley Health Network opened one of the nation’s first advanced intensive care units (AICU). There are no patients in an AICU. Instead, it’s a hub where critical care physicians (intensivists) and nurses use high-quality cameras and other monitoring technology to closely observe ICU patients during overnight hours. Even the slightest condition change, such as the dilation of a pupil, can be detected and relayed to bedside caregivers.

Research shows that this extra layer of monitoring has lowered the ICU’s death rate by nearly 30 percent, which makes the Bakers extremely proud.

It’s also why they continue to support critical care initiatives at the health network.

“Finding new ways to make a difference in the lives of others is what our foundation is all about,” Dorothy says, “and saving a life is the greatest difference you can make.”

DYNAMIC DUO—
Dexter and Dorothy Baker’s pursuit of innovation extends beyond the Lehigh Valley. The couple’s foundation has supported a number of groundbreaking research initiatives.
A Legacy of Comfort and Inspiration

Philip and Muriel Berman believed in the healing power of art.

We saw an anxious mother with two children—they had obviously just left a medical appointment. The smaller child approached the sculptured penguins and gave them a full-sized hug. I wish I could have captured the joy on his face—and the subsequent tranquility it brought to his mother.

This transformation from anxious to tranquil, witnessed by a patient care administrator, symbolizes the legacy of Philip and Muriel Berman. Strong believers in the therapeutic value of art, the Allentown couple donated more than 200 pieces of artwork to Lehigh Valley Health Network. Philadelphia artist Eric Berg’s bronze sculpture, Emperor Penguin and Chick, was a gift from the foundation they established. “Art adds a dimension of humanity that helps create a healing atmosphere,” says the couple’s daughter, Nancy Berman, a retired museum director.
The Bermans began collecting art in the late 1940s, after an interior decorator suggested it would add color and a personal imprint to their home. As their collection expanded, they decided to share it with the community. Schools, government buildings, parks and other public spaces in the Lehigh Valley and beyond were soon enhanced by iconic contemporary sculptures.

The Bermans’ generous support of Lehigh Valley Health Network began in 1981, when they donated the area’s first linear accelerator and established the Muriel and Philip Berman Radiation Therapy Center. Donations of artwork soon followed, beginning with a series of stone and metal sculptures that today dot the various health network campuses. Prints, paintings and fiber art round out the collection.

After Muriel passed away in 2004 (Philip died in 1997), Nancy became president of the Philip and Muriel Berman Foundation, now based in Los Angeles. Despite the distance, the foundation continues to support the health network’s healing arts program. A recent grant supports the acquisition of work from regional artists, as well as pieces from talented high school and college students.

“My parents taught me to enjoy life while doing good by the world,” Nancy says. “Using art to comfort and inspire patients and their caregivers is about as good as you can get.”

A PAIR THAT SHARED—Philip and Muriel Berman donated more than 200 pieces of artwork to Lehigh Valley Health Network. The foundation they established continues to add to this total through donations such as Positive Trees (in foreground), majestically stationed on the Lehigh Valley Hospital–Muhlenberg front lawn. The trees were created by Israeli artist Menashe Kadishman, whose work has been exhibited worldwide. Since ancient times, artists have used abstract tree forms to symbolize shelter, support and hope, making this collection a fitting welcome for hospital patients and visitors.
Changing Communities

It’s why The Kresge Foundation is linking children with technology

Sebastian Spering Kresge wanted to make a difference in the lives of those less fortunate. That’s why the founder of the S.S. Kresge Company established The Kresge Foundation in 1924. Now a $3.2 billion private, national foundation headquartered near Detroit, Kresge has helped transform communities nationwide by partnering with organizations committed to meeting the needs of the underserved.

One of Kresge’s programs, Health, promotes the physical health and well-being of low-income and vulnerable populations. “We focus on addressing the health disparities and social inequities that influence poor health,” says David Fukuzawa, program director of Health.

Now, with funding from the Health program, Kresge is helping Lehigh Valley Health Network enhance the well-being of students in the Allentown and Bethlehem school districts through a clinical community outreach project. Called In the Best Healthcare Interests of Children, the project brings Lehigh Valley Health Network, Sacred Heart HealthCare System and the districts together to share students’ health-related data with school district nurses.

Health care professionals in the hospitals and schools will use a secure, real-time, web-based electronic system to access the same patient data and communicate electronically. The project will focus specifically on students with asthma or obesity. Wherever a student presents for care—a school nurse’s office, a primary care office or an emergency department—the same patient data will be available, providing better care both when an illness or medical event happens and afterward.

By addressing health at the school-age level, Kresge hopes to make a positive impact in our community, one student at a time. “This project has the potential to be a national model for how health systems can use shared data to improve community health,” Fukuzawa says. “It could help move the needle in the right direction.”
Advancing Neurology

Helen and DeLight Breidegam Jr. establish endowed chair

Timothy Breidegam had a bright future ahead of him. As a senior accounting major at Moravian College, Tim led many clubs, teams and organizations. He also donated his time and talents teaching English to Spanish-speaking residents in Allentown.

Unfortunately, during his last semester in college, Tim tragically passed away at age 21 in January 1978. His loss was felt by many. “He was a great kid,” says his mother, Helen Breidegam. “He was so kind and loving.”

Tim inherited his generosity from his parents, Helen and DeLight Breidegam Jr. To honor their son’s memory, the couple established the Timothy M. Breidegam Endowed Chair in Neurology at Lehigh Valley Health Network.

It’s rare for community hospitals to have endowed chairs. With the Breidegams’ gift, our health network now has 13. Interest generated from the Timothy M. Breidegam Endowed Chair in Neurology will support research and education in neurology, which in turn will help our health network continue to attract and retain the best neurologists.

The Breidegams felt their gift was a way to support the health network’s high-quality care. “There isn’t any place in the area that offers care as good or as thorough as Lehigh Valley Health Network,” says DeLight, who received stroke care here.

The couple’s gift is the latest in their history of giving back to the community. “We’ve been very fortunate in our lives to be able to help others,” Helen says. In 1946, DeLight and his father founded East Penn Manufacturing Company, the world’s largest independent battery manufacturer and producer of Deka batteries. East Penn is the largest employer in Berks County and consistently ranks as one of the Best Places to Work in the state.

The company has remained a family business—son Daniel Breidegam serves as vice president of metals, and daughter Sally Miksiewicz is the chief executive officer.

Although Tim never got the chance to build a career in the family business, his parents know his memory will live on with the endowed chair. “I think Tim would be happy with what we’re doing,” DeLight says.

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GIVING BACK—Helen and DeLight Breidegam Jr. celebrated the establishment of the Timothy M. Breidegam Endowed Chair in Neurology with John Castaldo, MD, chief of neurology at Lehigh Valley Health Network. Castaldo will serve as the endowed chair holder.
In the early morning hours of Aug. 26, 2011, Damian and Jeanmarie Becker of Lynbrook, N.Y., received a phone call that all parents dread: their exuberant, athletic 21-year-old son was in a coma. After falling outside his East Stroudsburg University off-campus house, Kevin was stabilized at nearby Pocono Medical Center and then rushed to Lehigh Valley Hospital–Cedar Crest’s trauma-neuro intensive care unit (TNICU).

As the Beckers prepared for an anxious drive to Pennsylvania, they received a second, unexpectedly uplifting call from a nurse at Lehigh Valley Health Network. “She told us Kevin was in good hands, and that we should focus on driving safely,” Damian says. “That gave us hope and signaled this was an organization that truly cared.”

Kevin underwent surgery to relieve pressure around his brain, but he remained in grave condition. Extended family members—Damian has 11 siblings—came from all over the country to lend support. They found a haven in the Hackerman-Patz House, a family lodging facility on the hospital’s campus.

“We desperately needed a place to convene and help each other relieve the intense stress,” Damian says. “This house was the answer to our prayers.”

More answers soon followed. After nine days, Kevin awoke from his coma and gradually began regaining brain function. Just 10 days later, he

CARING COUNTS—Kevin Becker (center) and his parents, Jeanmarie and Damian, were strengthened by the care and compassion of the health network team during Kevin's treatment for a life-threatening brain injury. “From the moment we walked through the door, every person—from the security guards to the housekeepers—made a difference,” Jeanmarie says.
Kevin returned to East Stroudsburg in January to continue pursuing a degree in sports management. The lacrosse player says the skill and tenacity of the TNICU team helped make it possible. “They were awesome—the best teammates I could ask for,” he says. To demonstrate their appreciation, the Becker family made a generous donation to the health network. They also presented the TNICU with proclamations from Nassau County and the Village of Lynbrook, commending the team for its “loving and vigilant efforts.” “This hospital will forever be a member of our family,” Damian says.

Lots of love—Kevin Becker’s extended family, who came by the dozens to lend support, felt welcomed and at home every step of the way. “They loved all of us like we love each other,” says Damian.

Solid support—Donating this sturdy teak bench (along with magazine subscriptions and videos) to the Hackerman-Patz House is just one of the ways the Becker family is giving back to the health network. They also joined The Leonard Pool Society, are working with the development department on a generous planned gift, and plan to return to the health network regularly to support special events.
The importance of education never changes.

—Anna Kuba, RN
A Giver of Knowledge

Anna Kuba, RN, supports nursing education

During a nursing career that spanned four decades, Anna Kuba, RN, has seen many things change. One thing, however, remains just as essential today as it was when she joined the profession during the height of World War II. “The importance of education never changes,” she says. “All health care professionals must continue to learn if they’re to deliver good care.”

For 25 years, Kuba taught hundreds of nursing students at Jefferson Medical College and the University of Pennsylvania. For the remainder of her career, she worked on projects with the National League for Nursing and the American Nurses Association to ensure nurses received the education they needed to provide quality care. “Whether you’re teaching or providing direct patient care, nursing allows you to give,” Kuba says, “and that is personally satisfying.”

Today, Kuba continues to give to the profession she loves by establishing a charitable gift annuity through Lehigh Valley Health Network. By making a planned gift, Kuba supports nursing education at the health network, and also receives tax deductions and income for life. “It’s a win-win situation,” Kuba says. “A charitable gift annuity is a good investment for me and a benefit for the health network. I would recommend it to anyone.”

Kuba is confident her planned gift will make a difference at Lehigh Valley Health Network, where she received care for early-stage lung cancer. “The care was excellent,” she says. “I had everything I needed when I needed it.”

As a patient of the health network, Kuba noticed something else about her profession that hasn’t changed—nurses’ compassion. It’s what inspires her to support—and help educate—the next generation of caregivers. “It’s a good life being a nurse,” Kuba says.

RAISED TO GIVE—Growing up in the coal mining town of Lansford, Anna Kuba, RN, learned the value of hard work and the rewards of giving back—traits she has embodied her whole life.
Saying ‘Thank You’

With a bequest, Les and Elaine Lerner give back for lifesaving care
Les and Elaine Lerner typically go out for dinner on Thursday nights. On this night, however, the couple decided to stay home and order takeout. On his way to pick up the order, the unthinkable happened—a truck slammed into Les’ car. He suffered six broken ribs and a severely lacerated leg. He was rushed to the place he and his wife trust most—Lehigh Valley Health Network. “Les has always received phenomenal care there,” Elaine says.

Les previously had received specialized care for his heart and digestive system at the health network. After the accident, it was the Mattioli Trauma Center that helped him get back on his feet. “People in the Lehigh Valley are fortunate to have such a wonderful facility,” says Les, as he recovers at home. “The staff provides personalized care for patients.”

To show their appreciation, the Lerners made a gift to the health network in the form of a bequest. “We’re happy to give to an organization that can use our gift to make our community a better place,” Les says.

Married 56 years, the Lerners also want to help the health network grow. They know firsthand the importance of growth. The business they started 45 years ago, National Discount Cruise Co., is now one of the travel industry’s leading cruise companies.

“With growth comes credibility and a reputation for quality,” says Elaine, president of the cruise company. “The same holds true for Lehigh Valley Health Network. At first, (health network founder) Leonard Pool envisioned only a hospital. That hospital has grown into a health network with multiple services that people trust.”

The Lerners hope to bolster that trust with their bequest. “It’s how we say thank you for everything the health network has done for us,” Elaine says.

ROLE MODELS—Les and Elaine Lerner are proud to support Lehigh Valley Health Network and to make our community a better, healthier place.
Recognizing Extraordinary Support

Celebrating your generosity at the President’s Society reception

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.

SHOWING SUPPORT—(L-r) Gillian, Donna and Scott Pidcock share a moment with Ronnie Sorrentino.

CELEBRATING THE HOLIDAYS—Marilyn and Bob Mayer enjoy the fun and fellowship of the reception held at Saucon Valley Country Club.
SPECIAL SALUTATIONS—(L-r) Plastic surgeon Walter Okunski, MD, shares pleasantries with longtime health network supporters Richard Fleming and Eva Huston.

A CARING COUPLE—The generosity of Charles and Myrtie Heil goes beyond financial support. Myrtie also is a member of the health network’s Auxiliary Board.
Despite the rainy weather, more than 1,250 guests came out to Lehigh Valley Hospital–Muhlenberg to attend the 2011 Nite Lites gala. To complement the “Island Fever” theme, guests were served traditional island food and enjoyed sand sculptures and Caribbean music. Here are highlights from the event:

**WELCOME CREW**—President and CEO Ron Swinfard, MD (left), and his wife, Sara Viessman, MD, greeted guests at the beach-themed directional sign with J.B. Reilly (right) and his wife, Kathleen.

**DINNER TIME**—Silver Network Sponsor of LVHN 2011 Special Events Jean Weiner (standing center, holding pink flower) and her guests enjoyed tropical fare that included pineapple and strawberry salad, Caribbean jerk filet of beef and mango crème brûlée.
PICTURE PERFECT—Jill and Howard Stevens, guests of Surfin’ USA sponsor Howard S. Stevens, Esquire, and Gross McGinley, LLP, posed for a picture while guests mingled.

BEACH MUSIC—Bethlehem surf rock band The Great White Caps entertained in the courtyard.

A NIGHT OUT—Edward and Jane Meehan, guests of Surfin’ USA sponsor the Dorothy Rider Pool Health Care Trust, enjoyed their night at the beach.
The Leonard Pool Society Fall Forum

Presenters reveal the science behind the mysterious world of murder

Guests at The Leonard Pool Society Fall Forum heard a scientific explanation for the behavior of serial killers like Jack the Ripper during a presentation titled “Neuroscience and the Mind of a Murderer.” Presenter Katherine Ramsland, PhD, has studied murder cases from around the world and has written more than 40 books and 1,000 articles. Her co-presenter, Mireille Meyerhoefer, MD, PhD, director of the neuro-psychiatry program at Lehigh Valley Health Network, demonstrated how the latest neuro-imaging technologies are shedding new light on psychopathic behavior. Here are scenes from this educational and social event held at Lehigh Valley Hospital–Cedar Crest.

GRATEFUL ACKNOWLEDGEMENT
Leonard Pool Society president Joann Brusko, pictured with her husband, general surgeon Gregory Brusko, DO, thanked members for their collective generosity in supporting the health network’s mission.

FASCINATING FACTS
Longtime members Jill Douglass and Richard Fleming had much to discuss following the evening’s riveting feature presentation, “Neuroscience and the Mind of a Murderer.”

ENJOYABLE EVENING
A beaming Gail and Gary Clewell thoroughly enjoyed catching up with fellow members as they celebrated the philanthropy, advocacy and support of The Leonard Pool Society.
CREATING A CALMING ENVIRONMENT

Spending time in the hospital can be scary for children. To help young patients and their families feel more comfortable and relaxed while in our pediatric intensive care unit (PICU), funds from the PICU general fund were used to renovate the PICU waiting room. Renovations included new carpeting and flooring, paint, furniture, cabinetry and a TV to make the area more inviting and child-friendly. In addition, a colorful ceramic and glass mosaic created by local artist Barbara Kozero was installed on one of the waiting room’s walls. The PICU general fund is supported by donors who designate their gifts to be used for the PICU.

MEANING OF LIFE

Ryotaro Tokita, a prominent artist who was raised in Japan, moved to New York City in the early 1960s and currently resides in Nazareth, donated more than a dozen of his paintings and prints to Lehigh Valley Health Network. Dating from the 1970s to the 1990s, these works include examples of Op Art, a form of abstract art that presents an optical illusion, and non-geometric abstractions inspired by the waters of the sea. Tokita, who studied genetics in college, hopes his art helps people look beyond the surface to see the meaning of nature and existence. His works have been displayed at famous venues such as the Smithsonian Institution, Museum of Modern Art, National Museum of Modern Art in South Korea, and the National Museum of History of the Republic of China in Taiwan. Tokita’s art has been installed at our Cedar Crest and 17th Street campuses as well as at Mack Boulevard.

IN HONOR OF
Mr. Kevin Becker
Mrs. Barbara J. Bennett
Dr. Sigrid A. Blome-Eberwein
Donna and Tony Boodhansingh
Ms. Marianne P. Brady
Dr. Chris C. Chang
Dr. David A. Cox
Mrs. Anne Davis
Derek T. Durilla
Ms. Cathy Eck
Mason and Logan Flamisch
Mr. Irwin Greenberg
Mr. and Mrs. William H. Grube, Jr.
Mr. Nathanael P. Harrison
Ms. Katherine Hsu
Jen’s 1/2 Birthday
Peyton E. Jones
Mr. Brian LaSalle
Mrs. Susan L. Lawrence
Lehigh Valley Hospital Nursing Staff and Support Team - 5B
Mr. Alexander J. Lemheney
Mr. Charles R. Lenner
Dr. P. Mark Li
Mr. Frank V. Loretto
Mrs. Ann Loy
Mr. and Mrs. James Maehrer
Ms. Karen McCarthy
Mrs. Toni M. McShane
Dr. Yehia Y. Mishriki
Dr. Philip M. Monteleone
Mr. Francis Muto
Dr. Suresh G. Nair
Dr. Prasant Pandey
Mr. J. B. Reilly
Pastor Darcy Reis
Mrs. Josephine M. Ritz
Dr. Wendy Rush-Spinosa
Dr. James A. Sandberg
Ms. Maureen C. Sawyer
Mrs. Diane B. Schlauch
Dr. Hermann C. Schumacher
Mrs. Marie Thomas
Ms. Becky Twiford
Mr. James Waddell
Dr. Matthew Winas

IN MEMORY OF
Mrs. Marie Abram
Mrs. Carol A. Alesick
Mr. Altmar O. Anderson
Mr. John Andes III
Mr. Barry Angstadt
Mr. John Babich
Mr. Stephen K. Balmat
Mr. John Bartges
Mr. John F. Beadle
Ms. Irene Bell
Mrs. Carol D. Beltz
Mr. Christopher M. Bender
Mr. Michael D. Bentz
Mrs. Audrey Berman
Mr. Bernard Berman
Mr. Robert Bingaman
Mrs. Betty Jane Bley
Mr. Robert J. Bobeck
Mrs. Carol Boodhansingh
Mr. Robert P. Breiner
Ms. Pauline R. Breitfeller
Mr. James F. Brown
Stanley N. Bruder
Mrs. Mary Ann E. Burns
Mr. Bruce Carl
Mr. George J. Celli
Mr. Gregory Celli
Celestine Chandler
Mr. Ron Chmielewski
Mr. Stanley Cias, Sr.
Mr. Chester D. Clauser
Dr. James R. Clifford
Mr. Rodney A. Cocca
Mrs. Anabel R. Conrad
Mr. Harry E. Crane
Mrs. Irene Csuka
Mrs. Ruth E. Davies
Mr. Robert G. Davis
Ms. Virginia M. Decker
Mr. Corey A. Deprill
Mrs. Pennie L. DeSantis
Mrs. Helen G. Detthof
Mr. John R. Detthof
Mr. Preston E. Diehl
Mr. William Dimler
Mrs. Joanne M. DiProperzio Ritter
Mr. Thomas D. Dismuke
Mrs. Annarae Donmoyer
Dr. Theodore L. Donmoyer
Mrs. Betty F. Dorshimer
Mr. Clifford N. Dorward
Ms. Donna Rae Doyle
Mrs. Agnes T. Drauch
Mrs. Ana A. Duarte
Mrs. Bernice P. Duch
Mr. John Edmonds
Ms. Elaine Ernst
Ms. Patricia D. Evert
Mr. Stephen Fedorak
Ms. Helma Fischer
Mrs. Pearl R. Fisher
Mr. Robert Fisher
Mr. Richard C. Fleming
Mrs. Peggy Fleming
Mrs. Lillian Floyd
Mr. Jack Q. Follweiler
Mr. James A. Fontana
Mrs. Bettie Frederick
Mrs. Betty J. Frederick
Mrs. Gertrude F. Freed
Mr. Joachim Freudenberger

Heather Rodale believes strongly in the healing power of art. She founded a non-profit organization called Healing Through the Arts (HTTA) after her own experience with stage 3 melanoma. “After my treatment, I just wasn’t the same anymore,” she says. “I didn’t know how to live my old life, and the only thing that made me feel whole again was art.” HTTA provides information and resources to encourage and support individuals, caregivers and their families. In 2011, HTTA held its first annual juried art exhibition for high school students in the region. Students were invited to create art based on the theme of “hope and healing.” Area hospitals were invited to choose pieces from the exhibition, held at the Banana Factory in Bethlehem, to install in cancer-related public areas. Lehigh Valley Health Network chose six pieces that recently were installed in the main corridor of the John and Dorothy Morgan Cancer Center. The students represented are Edward Hozza III, Emily Smith, Angela Anatalio, Samantha Quinones, Nicole Gencarelli and Hannah Bankos.

PINK OUT!

Students and staff of Northwestern Lehigh Middle School (NWMLS) in New Tripoli spent the month of October raising money for Lehigh Valley Health Network’s pediatric cancer care unit. Funds were raised by students seeking pledges from the community to sponsor them in activities such as walking, playing basketball, reading and completing math problems. They sold pink logo bracelets and other jewelry items to support the cause. They also collected money to determine which male teacher would shave his head and which female teacher would dye her hair pink. The grand finale of the project was a much-anticipated Pink Out Extravaganza. During that day, students and teachers were clothed from head to toe in all shades of pink. They also were treated to a special concert by Pop Rocks, a well-known band from the Scranton area, who played for free to show their support for pediatric cancer patients. In total, students raised more than $15,000 for our pediatric unit. NWLMS is thankful to community members, district employees and businesses who donated their time and services to make the students’ efforts successful and enjoyable.
Every summer, more than 200 children and adults enjoy a fun-filled day at the annual Appalachian Campsite Family Fun Carnival while supporting a good cause. Held in Shartlesville, the carnival raises money for breast cancer, and a portion of the proceeds is donated to Lehigh Valley Health Network’s breast cancer early detection fund. A dedicated group of seasonal campers, led by breast cancer survivor Margaret Bodogh (left, with Lehigh Valley Health Network colleagues Keith Weinhold, senior vice president of operations, and Ann Wargo, RN), organizes the annual event. Carnival attendees enjoy homemade Pennsylvania Dutch food donated by seasonal campers, Chinese auction and raffle prizes donated by local businesses, and games such as a dunk tank, wheel of fortune and bean bag toss. To help defray the costs for the carnival, Bodogh also organizes a butterfly release and the Stroll ‘n Roll, a cancer walk, on July 4 every year.

Art in a health care setting can promote healing and calm anxious patients. That’s why representatives from the Jim Roth Memorial Golf Tournament, (rear, l-r) Joe Bedics, Beth Shannon and Dave Kline, generously gave the $4,000 raised at the event to support the creation of murals in Lehigh Valley Hospital–Muhlenberg’s Pediatric Specialty Center. Tournament organizers were colleagues of Jim Roth, who was an electrician at Lehigh Valley Health Network for 25 years before his passing in 2009. In his memory, children receiving care in the center are distracted by the colorful murals during procedures and chemotherapy treatments. The murals were created by Splashes of Hope, an organization that specializes in transforming pediatric hospitals and clinics with art. Splashes of Hope also donated half of the costs associated with creating the murals.
PARTY FOR A GOOD CAUSE

A breast cancer diagnosis changes a woman’s world forever. To help alleviate the financial strains patients may face, Lehigh Valley Health Network provides support through our breast cancer patient assistance fund. This fund offers one-time grants to help cover nonmedical expenses a patient may have while undergoing breast cancer treatment at the health network. The fund received a boost from the Perfectly Pink Purse Party held at Boston’s Gourmet Pizza in Allentown in October. Event organizer Donna Hosfeld of Hosfeld Insurance in Macungie (at left with Lehigh Valley Health Network colleagues Sue Steigerwalt and Neddy Mack) and volunteers collected more than 500 new and gently used purses as donations for several months and then sold them at the party. Money donated to the fund was raised through the sale of the purses, a portion of the restaurant sales, pledges on a “pinkify Donna’s hair” website, and from the many vendors who donated items and money from the sale of their items at the event.

DOLLHOUSE DELIGHTS KIDS

The furnishings may be tiny, but this dollhouse brings huge smiles to children staying at the Hackerman-Patz House, a family lodging facility on the campus of Lehigh Valley Hospital–Cedar Crest. It was donated by Small on Scale, the Lehigh Valley chapter of the National Association of Miniature Enthusiasts. Group members spent dozens of hours creating a lifelike interior with carpeting, wallpaper, tile, handmade window treatments and scaled-down furniture and appliances. All items are sturdy enough to hold up to hours of play, as Small on Scale past president Nadenia Butko (left) demonstrates here to Hackerman-Patz House supervisor Kimberly Thompson. “We consider miniatures an art form and know that kids love to play with them too,” Butko says. The Hackerman-Patz House offers comfortable, affordable accommodations to families and patients receiving care at any Lehigh Valley Health Network facility.
Mr. Peter V. Santamaria  
Mr. Richard C. Savage  
Mrs. Dorothea Sceurman  
Mr. Richard R. Schaffer  
Mr. Anthony L. Schiavone  
Mr. Wayne I. Schlegel  
Mrs. Octavia Schmiedel  
Ms. Marilyn S. Schoch  
Ms. Jean B. Sechler  
Mr. Gary P. Shoop  
Mr. Leo B. Smith  
Patricia Smith  
Mr. William Smull  
Mrs. Loretta L. Snyder  
Mrs. Rosalie F. Snyder  
Mrs. Laura E. Sostak  
Luke and Eric Spaeth  
Ms. Frances E. Sprecher  
Mr. John Spreen  
Mr. Heinrich Stalmayer  
Mr. John Stangl  
Mrs. Emmie L. Steeley  
Mrs. Joanna M. Stevens  
Ms. Kerri Lee Suchy  
Mrs. Blanche Surina  
Ms. Elinor J. Szabo  
Ms. Loretta A. Takacs  
Mr. Thomas J. Taylor  
Mr. Samuel F. Thomas  
Mr. Joseph Tomaro  
Mr. Gerald B. Vermeech  
Mrs. Mary Louise Vogt  
Dr. John N. Waddell  
Mr. Grant W. Walizer  
Mrs. Marie Walters  
Mrs. Shawn A. Weaver  
Mr. James H. Weber  
Mr. Ralph H. Weiner  
Mr. Keith L. Werley  
Barbara A. Werner  
Mr. Gerald W. Wertman  
Mr. Dave Williams  
Ms. Hazel Williams  
Mr. Jimmy L. Williams  
Mr. Roland L. Williams  
Mr. Charles F. Williston  
Mr. Donald J. Winterhalt  
Mr. Robert C. Wonderly  
Mr. Robert C. Wood  
Mr. John R. Yanick  
Mr. Charles J. Yenser  

OUTSTANDING COMMUNITY SUPPORT

In honor of their support for our community, Capital BlueCross received the 2011 Award for Excellence in Philanthropy in the Outstanding Corporation category from the Eastern Pennsylvania Chapter of the Association of Fundraising Professionals (AFP). Lehigh Valley Health Network nominated Capital BlueCross for the award, supported by two other nonprofit organizations. Capital BlueCross contributed the lead gift for our health network’s “Miles of Smiles” mobile dental clinic and oral health program, and pledged another major gift to help sustain the mobile dental clinic for the next five years. Capital BlueCross also provided major support for a program that educates health network nurses in critical care, and is a long-time sponsor of our annual Nite Lites fundraising gala. Lehigh Valley Health Network’s Lise Twiford (center) celebrated the award with Capital BlueCross honorees (l-r, David Skerpon, Ron Drnevich, William Lehr Jr., and Anne Baum).

SPECIAL GIFTS FOR YOUNG CANCER PATIENTS

Hospital visits can be frightening and overwhelming for young children. To make those visits easier, Judy Bleiler of Topton sews special pillowcases for pediatric cancer patients at Lehigh Valley Health Network. The children then take their keepsake home after discharge. Bleiler, whose niece and two other family friends have had cancer, wanted to give back even more. To help fund her pillowcase project, she entered the Pepsi Refresh challenge, a contest that funds ideas to improve communities across the U.S. Winners, determined by public voting, are then awarded grants to implement their projects. Bleiler won $10,000 in the challenge. She will use the funds to make and donate more pillowcases. “As long as there is cancer, there is going to be a need for these pillowcases,” Bleiler says.
Are You Planning Your Estate?

A thoughtful will is generally the centerpiece of an estate plan. By making a gift to Lehigh Valley Health Network, your money will work for you during your lifetime and will create a legacy for future generations. To learn more, call Jane Wrisley in the planned giving office at 484-884-8759 or e-mail giftplanning@lvh.com.