WEEKDAY WARRIORS
How Business Travelers Stay Fit

Plus:
Enhancing Quality, Lowering Costs of Health Care

Immunizations in the Lehigh Valley

Frequent business traveler Mike Jupina at Lehigh Valley International Airport
FEATURES

1. Weekday Warriors
Local business travelers and health care professionals share their on-the-road fitness strategies.

3. ‘Cancer Answers’—Tough Questions, Straight Answers
Telephone helpline receives 30-50 calls weekly.

4. Childhood Immunization—Not an American Success Story
In the Lehigh Valley and elsewhere, millions of kids lack the protection they need.

6. Health Care Under the Microscope
Through “care management,” physicians are finding ways to provide better patient care at lower cost.

DEPARTMENTS

9. HealthStyle Profile
Realtor Carol Dorey finds that communication is key to career.

10. Eat Smart
Dunderbak’s Market Cafe offers healthy German-style items.

12. On Record
A pediatrics update: changes in service respond to changing trends
by John D. VanBrakle, M.D., chair of pediatrics, Lehigh Valley Hospital

13. Network News
News from around Lehigh Valley Health Network

Cover Photo: As international product manager for a computer company, Mike Jupina is a frequent air traveler. He stays fit by packing healthy foods and drinks and sticking to his exercise program on the road. He’s shown at Lehigh Valley International Airport.
WEEKDAY WARRIORS
How Do You Stay Fit
When You’re Traveling on Business?

Mike Jupina touched base in 40 different cities last year, from Los Angeles to London. As international product manager for CPL, a Philadelphia-area computer company, he spends up to three weeks at a time on the road. That means long hours in planes, trains and cars—and meals that range from the uninspiring (airline fare) to the overindulgent (client lunches).

"Basically, I’d say that for a business person who wants to stay fit, the deck is stacked against you," Jupina says. But this ex-college football player isn’t about to fold his hand. Jupina, 32, has worked out a survival strategy that keeps his six-foot, 215-pound frame in solid shape.

His at-home routine includes three weight-training sessions and several three- to four-mile runs each week. "When I know I'm going to be traveling for a couple of days, I make sure I get a good workout the day before I leave," he says. "On the road, I walk the stairs, try to find a local running or walking route and do toning exercises in my hotel room. All you really need is a wall for a good chest, shoulder and triceps workout."

As for nutrition, Jupina tries not to rely on airline food "although it's getting better." "If it's a short trip, I eat enough before I leave to hold me over. If I’m going to L.A., I’ll bring something healthy along. Some of the airlines are offering a la carte meals now, so you can choose a low-fat combination like yogurt and a banana rather than a ham and cheese croissant."

If Mike Jupina sounds like a paragon, he's careful to point out that he’s not. "I don't aim to be a triathlete," he says. "I just want the stamina to be able to handle the physical and

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MIKE JUPINA sticks to a healthy diet while traveling by bringing his own food rather than relying on the airlines.

JIM BRODERICK maintains an active exercise program while on the road by choosing hotels with on-site or nearby fitness facilities. (Related story on page 11)
mental stress of this kind of schedule.” He recognizes that his exercise program will always be subject to the limitations of client schedules, the weather, traffic delays and occasionally his own inertia.

And his commitment to healthy eating will sometimes have to bend when he’s faced with the kind of luncheon offered recently at a meeting with one of his company’s ad agency clients in Manhattan. “Deli corned-beef sandwiches slathered with cheese, mayonnaise and coleslaw,” he says. “And it was going to be four hours before we got out of that meeting. I had to eat.” Jupina’s solution? “I ate half my sandwich and a lot of pickles.”

Mike Jupina is the kind of health-conscious businessperson that Brian Stello, M.D., likes to see. Stello has a program titled “Fitness Tips for Business Trips” that he presents with Sandra Barillo, R.D., health educator for Lehigh Valley Hospital’s Health Promotion and Disease Prevention department.

“Just because you travel, it need not prevent you from starting a fitness program,” Stello says. “You’ll face many of the same problems—long hours, late meetings—whether you’re on the road or working out of the home office.”

The first step is to commit yourself to the importance of fitness. “When you’re traveling, changing time zones and temperatures and juggling the stresses inherent in business today, the fitter you are the better you’ll do,” Stello says. “A person who is physically sound is more mentally alert, thinks more clearly, has less fatigue and is able to relax to relieve stress.”

Good nutrition is another key component to physical and mental well-being. “And you can maintain a healthy diet while on the road, even when fast food is involved,” Barillo says. Here are the two health care professionals’ suggestions:

**Exercise**

- **Remember that a healthy amount of exercise doesn’t take up the entire day.** “The American College of Sports Medicine now finds that 30 minutes a day of accumulated activity is enough for basic fitness,” Stello says. “This means you can add up a 15-minute walk in the morning, five minutes of stair climbing and a 10-minute evening jog and get what you need. Of course, a longer and more intense workout will make you more fit.”

- **Choose exercise that is enjoyable to you, even on the road.** If you can build in variety, fun and social contact, you’re more likely to stick with a fitness program.

- **Take every opportunity to walk.** Skip the elevator and take the stairs. Forget the cab and walk to the restaurant. See if the city you’re in has a walking tour of historic or architectural interest.

- **Pack your workout gear.** Exercise clothes, running shoes, a jump rope or even small weights will help transform your hotel room into a temporary gym.

- **See if your hotel has a健身 center on-site or an affiliation with a nearby facility.** “I once stayed at a hotel that provided shuttle service to the local YMCA,” Stello says.

- **See if your own health club offers a “traveling” membership.** Many fitness clubs have reciprocal arrangements with clubs in other cities.

- **Consider working out with colleagues who live in the area you’re visiting.** Ask a co-worker about playing tennis or racquetball, going for a hike together or providing you a guest pass to a local fitness center.

**Nutrition**

- **When dining out, ask the waiter how a dish is prepared.** If necessary, ask for modifications—such as broiling or steaming rather than frying or preparing the vegetables without fat. “Most chefs are very willing to make substitutions,” Barillo says.

- **Be cautious at the salad bar.** Rather than taking some of

**Choosing a Healthy Airline Meal**

Many travelers don’t realize the range of meal choices available from the airlines. With advance notice (usually 24 hours), virtually any U.S. airline can provide you with a diabetic, fruit plate, kosher, low-calorie, low-cholesterol/low-fat, low-sodium, seafood or vegetarian (dairy or non-dairy) meal.

Among the more exotic choices offered by the international airlines are Asian vegetarian, Hindu, Halal Moslem, lactose-free, low-residue, raw vegetarian and Okinoo Japanese.

“Generally, airline food doesn’t taste so bad today, but it still tends to be high in fat,” says Sandra Barillo, R.D., health educator at Lehigh Valley Hospital. “But the airlines are becoming more conscious of nutrition issues. Some of them have even begun advertising their ‘healthy food.’”

If you would like special meals on your flight, you can arrange it through your travel agent or the airline itself.
CANCER ANSWERS
Tough Questions, Straight Answers

Telephone Helpline Receives 30-50 Calls Weekly

In the two years since it began operating, Lehigh Valley Hospital’s Cancer Answers helpline has become a very popular service. “We receive 30 to 50 calls a week,” says Jill Korn, R.N., one of the oncology nurses who answer the line.

In most cases the caller is a family member or friend of a newly diagnosed cancer patient. Many of these people are caring for the patient, a demanding role (see story below). Their most common question is: What can you tell me about this disease? “Our callers are eager to learn all they can,” Korn says.

“Many of them have already done a lot of research and now have a question about a new or alternative treatment they’ve heard of.”

To help such callers, Korn has access to a complete network of sources including the databanks of the National Cancer Institute. She can also consult the specialists at Lehigh Valley Hospital’s John and Dorothy Morgan Cancer Center.

The Center is affiliated with the renowned Johns Hopkins Oncology Center. “I do a lot of calling back to follow up on questions,” Korn says.

The most commonly asked questions are about breast and prostate cancer, how to get a second opinion, and how to tell whether a symptom is cancerous. Sometimes it takes half an hour or more to discuss a question thoroughly with a caller, and Korn will stay on the line “as long as it takes.”

Talking by phone rather than in person can be easier, she feels, particularly about sensitive topics such as how prostate cancer affects sexuality. And some callers “just need time to vent their feelings.”

Korn, who formerly worked in the Lehigh Valley Hospital oncology unit, had thought she would miss hands-on patient care. However, she finds that being on the other end of the phone brings its own kind of closeness. She develops a strong rapport with many of her callers who continue to phone Cancer Answers for emotional support. “If you’ve helped someone, they’ll stay in touch,” she says. “I remember one young woman who called me often during the time she cared for her mother. She told me afterward, ‘I knew I could always talk to you.’”

Cancer Answers is one of a series of free community services provided by the John and Dorothy Morgan Cancer Center at Lehigh Valley Hospital. “We feel a strong responsibility for community education as well as cancer prevention and screening programs,” says Gary Marshall, administrator of the center. “As people become better informed about cancer, we are better able to detect the disease in the earliest and most curable stages.”

CANCER ANSWERS (610) 402-9300

A Special Program for Family Caregivers

With more and more cancer care being provided outside the hospital today, family members take on a greater responsibility as caregivers. This can be a difficult role. To provide guidance and support, the John and Dorothy Morgan Cancer Center at Lehigh Valley Hospital has a program just for family caregivers.

The program is a joint venture with the Pennsylvania Department of Health. Sessions cover such issues as:
- managing the care of a loved one at home
- adjusting to changes in family roles
- coping with multiple responsibilities
- developing a support system
- improving problem-solving skills
- accessing community resources

For more information or to register for the course, call 1-800-PA-CANCER. 1-800-PA-CANCER also provides information on community resources throughout the state. You can obtain a free copy of “Helping People Cope: A Guide for Families Facing Cancer” by calling the number.
Childhood Immunization—

Not an American Success Story

In the Lehigh Valley and Elsewhere, Millions of Young Children Lack the Protection They Need

Polio is officially a disease of the past in the western hemisphere, and most young parents today have never seen a case of diphtheria or whooping cough. But that doesn’t mean they should ignore immunizations for their young children. “The proverbial wolf may not be at the door anymore,” says Ann Duerst, immunization coordinator for the Allentown Health Bureau, “but these devastating diseases can skip a generation and come back with full force.”

In fact, some childhood diseases are still very much around. In early 1991 a rubella (German measles) outbreak struck a rural community in Pennsylvania, resulting in the births of at least 27 infants with congenital rubella syndrome. And at Lehigh Valley Hospital two years ago, “we had the first death from pertussis (whooping cough) that I have ever seen,” says Charles F. Smith, M.D., director of outpatient pediatrics.

Getting America’s children properly immunized by age two is a critical goal of Healthy People 2000. The national campaign aims for 90 percent compliance with the recommended series of vaccinations (see box next page). “We really should be at 100 percent,” Duerst says, “but the goal is lower because we’re so far from that today.”

A Poor Record Nationally

America is doing very poorly with immunization, especially in contrast with other industrialized nations. While it’s difficult to measure because the standards have changed and rates vary from one vaccine to another, on average only about two-thirds of children are getting the full set of primary immunizations they need by age two. Many more are vaccinated by the time they enter school, but they really need the protection earlier when they are most vulnerable. (Primary vaccinations should be done by age two, boosters between age four and six.)

This means that up to two million U.S. children remain in need of protection from infectious diseases. Here in the Lehigh Valley, the situation is just as critical.

It’s not that the vaccines are not available. In fact, the Clinton administration launched a controversial program in 1993 to distribute free vaccine to millions of children. But the numbers have not climbed appreciably since then—for children at either end of the economic spectrum. “Most parents would probably be surprised to know that children who go to a private pediatrician may lack immunization just as much as those who go to a federally funded clinic,” says Smith.

Cost has been an issue for some parents. “Until recently, many health plans didn’t cover preventive services such as immunization,” Duerst says. “A middle-class parent might not have known that free vaccines were available from the health bureau or public clinic. Or they might have felt they didn’t want to take ‘charity’, when in fact these programs are funded by their own taxes. Vaccines are expensive. When you’re juggling mortgage payments and grocery costs, and your kids are well, it’s easy to see how the immunization schedule

Charles Smith, M.D., includes immunization as part of a well-child check up.
could slide.”

Low-income parents face other kinds of barriers. “In the city, we see a lot of transient families who aren’t able to provide any continuity of health care to their kids,” Duerst says. “If they don’t have insurance coverage, they may rely on the emergency room, which is not designed for preventive medicine.”

Some families who mean well have been confused about which vaccination is needed when. Professional groups have not agreed until recently on what is the proper sequence and timing for immunization. But the medical community is now standardizing its recommendations and also conducting studies on when children get sidetracked from the immunization process. (The most likely age is between one year and 18 months.)

**The Major Barrier**

The studies have found that the biggest single barrier to full immunization is not cost or access or confusion. It is a gap in our health care system. Not all health professionals take the opportunity to focus on prevention in every visit with a patient. Caregivers can maximize each visit by giving vaccines simultaneously, checking to be sure the child is on schedule and correcting any lapses immediately.

The Centers for Disease Control and Prevention now have a set of immunization standards that are being widely circulated. Among the standards are:

- **Immunization services should be readily available** (including off-hours).
- **Immunization should be available free or for a minimal fee.**
- **Health care providers should educate parents/guardians about immunization.**
- **Health care providers should conduct community outreach and seek input from their patients on how best to meet their needs.**

“Our policy in the outpatient pediatrics program is directly in line with these standards,” Smith says. He and his team are doing all they can not to miss opportunities to educate parents and make sure children are immunized. They are also encouraging Lehigh Valley Hospital’s specialty pediatric clinics (neurology, allergy, cardiology, etc.), which are not designed to focus on general preventive care, to move immunizations to a “top of mind” level.

**A Community Wide Effort**

At the Allentown Health Bureau, Ann Duerst is a woman with a mission when it comes to immunization. The Health Bureau has an immunization clinic and has created an award-winning program with the Allentown School District. “I believe school-based health centers are the wave of the future,” Duerst says. “You can do something for children if you go where they are. This approach helps the entire family have access to preventive services.”

Participants from all over the community are working with Duerst in the immunization effort. All three local hospitals serve with the Health Bureau on the Allentown Infant Immunization Coalition. High school students help promote immunizations with poster and rap contests. Volunteers from local service clubs hand out fliers door-to-door, and local businesses donate prizes and gifts.

The school-based program won a “Developing Systems that Stay” Award last year from the national organization Every Child By Two, a campaign for early immunization founded by former First Lady Rosalynn Carter and Betty Bumpers.

The value of immunization is clear, not simply from the individual child’s viewpoint but as an investment in community health. It is estimated that for every dollar spent on immunization, $10 to $14 will be saved by preventing diseases in the future.

*If you would like more information about the vaccines your child needs, call your pediatrician or Lehigh Valley Hospital at (610) 402-CARE.*
Physicians Put Health Care Under the Microscope

They're Finding Ways to Provide Better Patient Care at Lower Cost

All over the country today, hospitals and physicians are working together to provide high-quality health care at the lowest possible cost. One of the techniques they are using is “care management”—an approach that looks not just at costs but at how care is provided. And the effort spans not just the doctor's office and the hospital, but home care, rehabilitation and every other point of contact between patients and the health care system.

“Take the case of a person hospitalized with pneumonia,” says Gregory Kile, executive director of Lehigh Valley Physician Hospital Organization (PHO). “In the early days of managed care, health plans focused simply on negotiating the lowest rates. Now, we’re asking questions like: Is the hospital the best place for this person, or could we care for him or her at home? How quickly can we get the lab tests we need? What are the very best practices that have been developed around the country for caring for a person with pneumonia?”

Lehigh Valley PHO, a hospital-physician partnership, offers a health care plan called Valley Preferred. “Our mission is to ensure high-value health care: satisfied patients and good health outcomes at affordable costs,” Kile says.

Care management is a key ingredient—and Lehigh Valley PHO practices care management with a difference. “Unlike many other organizations, our care management is purely physician-led,” Kile says. “Physicians, after all, are the ones who make the day-to-day decisions about care.”

How does care management work? A 20-member committee meets regularly, and five subcommittees work on these priority areas:

1. Improving the quality of care. Quality improvement, as any business person knows, is a broad issue. Streamlining paperwork, focusing on customer satisfaction, measuring clinical outcomes (i.e., did the care have the desired effect for the patient?), redesigning the way hospital units are arranged and staffed, conducting reviews of how efficiently the lab and other services operate—all these are on the care management committee’s list at Lehigh Valley PHO. One of the major activities to date has been education. “Through reading, research and networking, we are gathering information on ‘best practices’—methods of care that are shown to produce the best possible outcomes for the patient,” says Patricia Velky, care management coordinator of Valley Preferred. “Then we share this information with physicians. The point is not that they aren’t already providing high-quality care; the point is to be aware of the best possible care.”

2. Keeping costs in line. “We are carefully evaluating the costs we incur in diagnosis and treatment,” says David M. Caccese, M.D., chief of internal medicine at Lehigh Valley Hospital and chairman of the care management committee. “Physicians are encouraged to ask themselves: Is this test really going to make a difference, or am I ordering it because I’ve always done so? Will a less expensive medication or a simpler procedure do the job as well or better?”

The committee is also working to have
all charges put into the computer, so that physicians can judge ahead of time the value of what they are ordering. “Think of it in terms of your phone bill,” Velky says. “If you knew beforehand what the cost of the call was going to be, you might decide to make a shorter call, or shop for another long-distance carrier, or write a letter.”

3. Using resources wisely. An integrated health care system includes many different care settings, from the specialized resources of the hospital to supportive care in the home. Wise use of resources means ensuring that the patient is getting the right type of care at the right time in the right setting. It also means focusing on wellness, preventive care and early detection of problems.

A key to wise use of resources is the computer connections that allow the different parts of the delivery system to “talk” to one another. “This is not easy,” Velky says. “For example, it took a lot of effort for the committee to get outpatient radiology test results into the hospital computer system. But it was important to have those results available in the hospital 24 hours a day so that if a patient comes to the hospital, we don’t duplicate tests.”

4. Following the best care guidelines.
Throughout the hospital, “clinical pathways” (or care “maps”) are being developed as guidelines to the most appropriate sequence of care for a given condition. Take total hip replacement surgery as an example. “Historically, many physicians can put a new hip in a patient with advanced arthritis and get equally good results,” says Thomas D. Meade, M.D., orthopedic surgeon and chair of the clinical pathways subcommittee. “However, we’ve found tremendous variety in the amount of resources they spend to get that same clinical result. So we gathered data on a large number of surgeons to find what was the shortest and least expensive path to a high-quality outcome. We used the data to create

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“Care management is a way to channel the physicians’ concerns and ideas to the hospital and the integrated health care system.”

David M. Caccese, M.D., Chair, Care Management Committee
Lehigh Valley PHO

HEALTH CARE UNDER THE MICROSCOPE

Continued from page 7

a clinical pathway we can follow for each case.”

The total hip pathway gives guidelines on how quickly to get the patient out of bed, when certain lab tests should be done and when it’s safe to start on a walker. Physicians have been extremely receptive to the concept. “Of course, the pathway is only a guideline,” Meade says, “and physicians can adapt it to each patient’s circumstances. But overall, the pathway has allowed us to decrease the length of stay for total hip replacement from 12 or 13 days to fewer than six.” That can mean a saving of tens of thousands of dollars for each case.

It is also a plus for the patient. “Our patients come in now expecting to be out of bed the first day, work hard and be back home within a week,” Meade says. “Many of them go to a step-down or rehab unit first. Basically, they are pleased to leave as soon as possible; nobody wants to spend a lot of time in the hospital.”

5. Choosing the right physician at the right time. The primary care doctor—a physician specializing in family practice, internal medicine or pediatrics—is key to successful managed care. He or she must give the go-ahead before a patient sees a specialist. The care management committee is working with both primary care physicians and specialists to help the relationship work smoothly.

One important activity is professional education for primary care doctors. They are now expected to do many procedures that do not require a specialist, but might have been done by one in the past. “We had a skills seminar in September on basic orthopedic care—sprains, strains, casting and so on,” Velky says. “Primary care doctors are the appropriate ones to provide this level of care. An orthopedic specialist would be needlessly expensive; that’s the person to call when there is a complication.”

Clearly, the care management committee has made a difference at Lehigh Valley Hospital and Health Network. “Our role is to work with the hospital as an advisor,” Caccese says. “Care management is a way to channel the physicians’ concerns and ideas to the hospital and the integrated health care system.”

Care management is an ongoing process, he says. “Our work evolves as medical knowledge and technology evolve. A particular process may look good today, but by next week there may be an even better way.”

Physician input is critical, Caccese says, if the hospital and health network is to be competitive in today’s cost-conscious marketplace. And it is critical from the consumer’s viewpoint as well. “Physicians are the ones most closely involved with each patient’s care—the decisions made, the expenses incurred and the resources used. It is our job to look out for the patient. What we are doing in care management is identifying the best way to care for the patient at the lowest possible cost. Today, that is to everyone’s advantage.”

For information on Lehigh Valley PHO’s services and products, call (610) 402-CARE.

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Gregory Kile, Executive Director, Lehigh Valley PHO
Realtor Carol Dorey Finds Communication Is Key to Career

“I listen to what a client is trying to accomplish.”

The essence of her career, Dorey says, is communication. “I listen to what a client is trying to accomplish with a sale or purchase, then talk it through,” she says. “For example, is it really in a seller’s best interest to sell? What about the timing and plans for after the sale? I love those conversations.”

This “commitment to people communicating” extends to Dorey’s family as well: her son L.B., 18, and daughter Alyrene, 14. While the flexible schedule inherent in the real estate business has allowed her to handle gymnastics and music lessons through the years—“It’s important to help them do the things they want to do”—Dorey finds the most critical aspect of parenthood is being able to talk with her kids.

“We philosophize about what it means to be human and how we can support one another. We don’t know the answers, of course, but if the questions are there every day, the answers will show up.” Dorey also explores these kinds of issues in seminars she attends regularly through Landmark Education, an international organization focusing on personal effectiveness and the practice of excellence.

What does Dorey do when life gets overly busy? “There are so many things I could be doing that I just pick the ones I like best,” she says. For physical fitness, she relies on daily walks along the country roads surrounding her home. She still follows the healthy eating habits established years ago when she worked in book promotion for Rodale Press.

Finally, this purveyor of country real estate draws strength from her own home. “There’s something very nurturing about these old stone properties,” she says. “If there’s a spiritual element in my life, it is this property. I feel rejuvenated within 15 minutes of walking in the door.”

Good Communication on the Job
It Starts with Caring

“Business is about people,” says Tom Miller, program director of Adult Transitions, a mental health program of Lehigh Valley Hospital. “If you genuinely care about people, good communication will be not just a technique but an integral part of yourself.” Here are some of his suggestions:

- Take time to remember names and details. This kind of attention conveys caring.
- Praise colleagues when they’ve done well. The biggest complaint from workers is “I only hear about it when something goes wrong.”
- Learn to give feedback constructively. If you tend to fly off the handle, take time before responding to a problem. Get the whole picture.
- Create opportunities for self-expression. It’s important for workers to know they’ll be able to express their viewpoint, and that their opinions are important.
- Listen. What people most often want is not advice, but simply to be heard and acknowledged.
Dunderbak’s at the Mall Offers Healthy German-Style Items

by Judi Thiem, MPH and Jane Ziegler, MS, RD

The next time you’re shopping at Lehigh Valley Mall, take time to escape into the old-world charm of Dunderbak’s Market Cafe. Spirited Bavarian-style music provides a festive background to a full menu of German delicacies in a smoke-free environment.

The Germans have given America many of our favorite “comfort” foods as well as all-time favorites—meat loaf and mashed potatoes, pot roast, pretzels, hamburgers, frankfurters, potato salad, potato pancakes and, of course, sauerkraut and dill pickles.

Unfortunately, many German classes such as wurst (sausage) are high in fat and sodium. However, Dunderbak’s has successfully expanded its lunch and dinner menu to include dishes that meet a variety of customers’ nutritional needs. And with a children’s section in the menu, it’s a great place for diners of all ages.

After reviewing the selections, we chose several items to share. The smoked Thai chicken and turkey sausage is a reduced-fat entree somewhat high in sodium, seasoned with fresh cilantro, soy sauce, garlic and lemon grass. We also shared a weisswurst, made with veal and a small amount of pork. Finally, we enjoyed a grilled steak salad which was low in fat but high in flavor. Strips of grilled, seasoned steak topped a large serving of crisp greens, thinly sliced cucumbers and tomatoes. A sprinkling of cheddar cheese is usually added; keeping heart health in mind, we requested that ours be served without.

The waitress was very accommodating to our questions and needs, allowing us to taste a variety of mustards with our entrees. The no-fat salad dressings, served on the side, were our favorite part of the meal. We couldn’t decide which we liked best, the sweet raspberry or the tangy and tart lime-cilantro. We skipped the garlic bread which came with the salad, but next time would ask for one of the soft rolls the wursts are served on.

A number of delicious low-fat salad and sandwich choices are available at Dunderbak’s. The grilled chicken salad and Mr. D’s Choice salad are great heart-healthy choices. Sandwiches include a grilled chicken or steak fajita and garden pita. The staff will readily accommodate special orders.

Chips are served with most meals. We suggest you forego these in favor of a side order of chunky applesauce, vegetable du jour (ask for no butter), or garden salad. Beverages include most soft drinks, flavored teas, bottled waters, juices, sparkling cider and a delicious draft root beer. We couldn’t forget to mention the international assortment of beers available for purchase. The colorful labels are fun to read.

We opted out of dessert choices since our meal was more than ample for our appetites.

On your way out (or in!), be sure to check out the display of imported foods and beverages. This is a great place to gift-shop for the person who has everything. Select a basket from the large hanging assortment and fill it with healthy treats—flavored vinegars, herbal olive oils, and our favorites, the mustards. Some had no sodium and were very low in calories, and they all tasted wonderful, ranging from sweet and creamy to hot and spicy. We also recommend the low-calorie salad dressings, which make a great marinade for grilled foods.

Whether for dining or for specialty food shopping, we found Dunderbak’s Market Cafe an enjoyable place.
HOW ONE BUSINESS TRAVELER Avoids Temptation in Gourmet Restaurants

It’s part of Jim Broderick’s job to take clients to the great restaurants of San Francisco, Chicago and other cities famed for their food. Most people would envy him—but the commercial insurance broker from Rollins Hudig Hall, Allentown, finds that regular “wining and dining” is more of a minus than a plus when it comes to good health.

“In restaurants of this calibre there’s a great temptation to sample the whole menu,” he says, “but I care about the fat content of what I eat. Fortunately, virtually all restaurants today offer healthy choices.” Broderick also is careful about the quantity of food he eats on the road. “A lot of people tend to over-eat when traveling,” he says. An extra muffin or even dessert probably wouldn’t add pounds to Jim Broderick, thanks to his dedication to physical fitness. At home, he’s off to the gym by 4 a.m. for a two-hour workout before heading to the office. On the road, he packs his workout gear and chooses hotels for their fitness facilities. “When I don’t exercise, I feel less than 100 percent,” he says. “If the gym opens at six, I’m there at six!”

WEEKDAY WARRIORS
Continued from page 2

everything, put your meal together just as you would at home. Avoid the cheese, croutons and other fatty toppings. And when ordering a salad, ask to have the dressing on the side.

• Eat lean meats in moderate portions. A “king cut” can mean four times the amount of protein you really need and extra fat as well.

• Drink plenty of water (or other non-caloric liquids). “Especially when you’re flying, it’s easy to become dehydrated without realizing it,” Barillo says. “Watch caffeine and alcoholic drinks, because they are diuretic (cause increased urination).”

• Keep your fiber consumption up. Traveling tends to make many people constipated. Eating whole grains and fresh fruits and vegetables will help.

• Take a multi-vitamin if you think your eating habits will be less than ideal on the road.

• Choose fast-food outlets with care. “We’re seeing more health-oriented fast-food places today,” Barillo says, “for example, those that feature roasted rather than fried chicken.”

• If traveling by car, take along a cooler with healthy drinks and snacks.

• If you’re attending a convention, have a survival plan for hospitality suites and cocktail parties. “Stand on the opposite side of the room to avoid snacking without realizing it,” Barillo says. “Look for things like fresh vegetables. Try to make the commitment not to overeat just because it’s there.”

Can a business traveler really live up to all these ideals? “You have to try,” Mike Jupina says. “If I don’t plan for healthy eating and exercise on the road, it won’t happen. In fact, I plan that aspect of my business trips as carefully as I plan the business itself. But then, where does closing a business deal get you if you’re not healthy?”

If you would like more information on “Fitness Tips for Business Trips” and other wellness programs for your business, call (610) 402-CARE. Wellness programs for individuals are also available.

funnybone

“Hotel’s been cuttin’ back on services. We got hula hoops for rent by the hour. Five bucks”
A Pediatrics Update: Changes in Service Respond to Changing Trends

by John D. VanBrakle, M.D., Chair of Pediatrics, Lehigh Valley Hospital

Children’s health care is undergoing the same dramatic changes seen in health care generally in the 1990s. Here are some of the trends in pediatrics, and how Lehigh Valley Hospital is responding to them.

1. The child population is declining nationally but rising in our region. As baby boomers pass through their child-bearing years, the pediatric population is decreasing. In the Lehigh Valley, however, we have a growing number of young families—and thus a growing need for pediatric health services.

2. The future is outpatient care. Today, we can care for the great majority of children on an outpatient (same-day) basis, far less disruptive for families than a hospital admission. Outpatient services—by far the largest component of our program—will remain at 17th & Chew Streets. These include primary care, urgent care, sub-specialty services, same-day surgery (which is now 80 percent of all pediatric surgery) and short-stay medical care.

3. Sicker children are coming to the hospital. The children we care for as inpatients are more seriously ill today, due in part to lifesaving technology and growing social problems such as the re-emergence of some infectious diseases. We are consolidating our services for seriously ill and injured children at our Cedar Crest location. Some 40 percent of these children are already at Cedar Crest, where our trauma center, helicopter landing and high-level intensive care services are located. A new pediatric inpatient unit will allow us to care for them more effectively.

4. Medicaid funding is inadequate to meet the growing number of children in need. With Medicaid paying only about 60 cents for every dollar of costs, there is a clear need for an integrated health care system that manages the care of people in this group. Our outpatient pediatrics program, one of the fastest-growing in the region, is designed to do that.

5. The nation’s 40 million uninsured include an increasing number of children. Many uninsured families are among the “working poor”, with entry-level or low-paying jobs that lack health benefits or flexibility. We are doing all we can to remove barriers to health care for these families, including expanding clinic hours to evenings and weekends.

6. Managed care is becoming a reality, especially in pediatrics. HMOs and other managed care plans, with their set payments and emphasis on prevention, are attractive to young families. Lehigh Valley Hospital and Health Network is part of a physician-hospital organization offering a plan called Valley Preferred.

7. Costs of pediatric care keep rising. With sicker children and a growing need for charity care, hospitals face a continuing cost crunch. Lehigh Valley Hospital uses care management (see story on p. 6) to trim costs while improving quality.

8. Many inpatient pediatric units are closing or consolidating, unable to balance managed care pressures, declining numbers of patients and the high cost of specialized care. We are committed to providing a full range of services as the children’s health resource for the region.

9. The need for children’s specialty hospitals is growing. We already provide a large number of subspecialty services for children, and are growing these through our affiliation with Penn State’s Hershey Medical Center. Our plan is to provide many specialized services locally, limiting the need for patient transfers and travel for consultation, while at the same time avoiding duplication of super-specialized services in place at Hershey. This partnership gives our community access to the highest level of care.
Neighbors of Lehigh Valley Hospital, 17th & Chew, are enjoying nutritious, low-cost meals and the companionship of their peers as members of the hospital’s new Healthy You Dining Club. Information about the club and applications for membership were mailed to nearly 4,600 seniors who live near the hospital. The dining club advances the hospital’s mission to build healthier communities by helping to meet the nutritional and social needs of older adults. Benefits of club membership also include discounts on merchandise at the Alcove Gift Shop.

Two groups of six physicians specializing in cancer care have announced plans to establish practices in the John and Dorothy Morgan Cancer Center at Lehigh Valley Hospital. The oncology groups will occupy offices adjoining the cancer center’s multipurpose treatment room to centralize care including radiation treatment, chemotherapy and other clinical and support services for patients and their families.

As senior vice president of development at Lehigh Valley Hospital and Health Network, Robert L. Serow is overseeing fund raising activities ranging from major, planned and annual giving to capital campaigns. Serow brings more than 20 years of experience to the position, having served in a similar capacity for New York University Medical Center, the eastern region of the National Jewish Center for Immunology and Respiratory Medicine, Calvary Hospital and the American Jewish Committee.

Lehigh Valley Hospital’s patient advocacy program was featured on a recent broadcast of CBS News’ 48 Hours. Focusing on the evolution of health care in hospitals, the program included a profile of Nancy Stevens, a patient representative, and how she addresses the concerns of patients and responds to their requests for non-medical services.

The Family Caregiver Cancer Education Program at the John and Dorothy Morgan Cancer Center is extending its services to the Lehigh Valley’s Latino community. This fall, bilingual instructors will present caregiver courses in Spanish at various community locations to educate, guide and support people who care for family members or friends with cancer. (For more about the family caregiver program, see box on page 3.)

Dramatic black and white photographs, early surgical tools and porcelain souvenir plates are featured in a permanent display highlighting the history of Lehigh Valley Hospital. Funded by the hospital’s Allentown Auxiliary, the display is housed in lighted showcases in the hospital lobby, 17th & Chew. A chronology of the hospital’s progress and growth, including the Auxiliary’s role in that process, accompanies the collection of memorabilia assembled by the hospital’s Historical Archives Committee and also provided by Auxiliary member Sallie Schaeffer from her private collection. The installation of the display precedes the Allentown Auxiliary’s centennial in 1996 and the hospital’s 100th anniversary in 1999.

University MedEvac, Lehigh Valley Hospital’s air medical services unit, has been accredited by the Commission on Accreditation of Air Medical Services. University MedEvac, which logged nearly 55,000 miles in 1994, is one of only 30 air medical services among 200 nationwide to merit this distinction. Accreditation is a voluntary process that measures compliance with standards for patient care and air transport safety.
Word of mouth is still the best way to find a physician.

Call (610) 402-CARE

When looking for a doctor, you’ve probably turned to others. Now you can still gain the information you need, plus a whole lot more, by calling Lehigh Valley Hospital’s FREE Physician Referral Service at (610) 402-CARE (610-402-2273), Monday through Friday, from 8:30 am to 4:30 pm.

The Physician Referral Service is a community service which was developed to link individuals with private physicians who have staff privileges at Lehigh Valley Hospital and are accepting new patients. When you call the service, qualified representatives are ready to speak with you about your specific referral needs.

Choosing a doctor is more than getting a name and address, and our representatives are on hand to provide you with the individual attention and information you need. In fact, when you’re ready to make an appointment, your referral representative can place a conference call to the doctor’s office to help with scheduling or, if you wish, you may call the doctor at your convenience. Select your care with care—call Lehigh Valley Hospital’s Physician Referral Service.

For Patient Information Call (610) 402-8001

CANCER Answers
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