Bill and Rusty Young
World travelers support care close to home
Your Generosity Lights the Way

All gifts—large and small—come together to create something spectacular

A man lights a candle and begins to walk up a flight of stairs. As he climbs, the candle asks, “Where are we going?” The man answers, “We live at the entrance of a harbor. We are going to light the way so the ships don’t come aground.”

To this, the candle asks, “How can I signal the ships at sea? My flame is too small. Sailors will never see my light.” Still, the man continues and eventually comes to the top of a lighthouse. He uses the candle’s flame to ignite a large lamp that shines so brightly, the ships are able to use its light to sail into the harbor safely.

In many ways, this story is representative of everyone who supports Lehigh Valley Health Network, our work as the Lehigh Valley’s premier health care provider, and the people of our community who need care. That single candle represents your support of our mission to heal, comfort and care. Like one small flame, even the smallest gift can create something great with the ability to impact many lives.

The lighthouse is like our health network. With your support, we light the way for people searching for the highest-quality care. The ships are like the people of our community who need care. They know they can turn to us to guide them toward good health.

As the story suggests, everything begins with you. You supply the flame that gives us the resources to provide superior care. Your support helped us become the nation’s best hospital for heart attack care. Your commitment led to us being listed among “America’s Best Hospitals” by U.S. News & World Report for 13 consecutive years. Your continued dedication helps us maintain our status as a national leader in quality, safety, nursing, technology, education and research—areas that truly impact our patients’ lives.

You supply the guiding light that leads the people of our community to the high-quality care they deserve. For that, we thank you and look forward to working with you to make our health network’s beacon shine even brighter.

William H. Lehr
Chairman, Development Committee

Charles G. Lewis
Senior Vice President, Development

Lehigh Valley Health Network
A Wise Investment

During challenging economic times, your support of our health network pays great dividends.

Whether you're operating a household or leading a business, you've probably spent the last few months re-evaluating how you spend your time and money. You're likely focusing less on things that aren't necessities and investing more in things that are truly valuable to your family or organization.

I'm sure you would agree that nothing is more important than the health of your loved ones and colleagues. They are the people who bring joy to your personal life and productivity to your professional endeavors. Without their good health, your home or business wouldn't be the same. This is why it is important to remember them and Lehigh Valley Health Network as you evaluate how you're investing your resources.

With your support, we can continue our unwavering commitment to the health of our community. We can acquire the latest technology to diagnose and treat disease. We can provide education to our clinical staff to ensure they're on top of the latest health care developments. And we can conduct research to discover new and better ways to provide care.

In this issue of Inspire, you'll meet some people who understand how a gift to our health network is a wise investment in the health of our community. You'll read about Bill and Rusty Young, whose gift helps us care for more people at Lehigh Valley Hospital–Cedar Crest. You'll read about Dick Fleming's latest investment in our health network to ensure patients receive the safest care possible. You'll also meet Alan Fertel, whose gift ensures all children receive the same high-quality burn care that his granddaughter received.

These are just some of the generous community members who realize the importance of having quality health care close to home. They don't take it for granted. Instead, they invest in it, even during these difficult times, because they know nothing is more valuable than the health of those nearest to them.

One thing I can guarantee is that your investment in us will be used wisely. Our health network's colleagues are driven by A Passion for Better Medicine, committed to providing the quality care you deserve. We are equally humbled by the trust you place in us to heal, comfort and care for those closest to you. We thank you for that trust and for your investment in our community's health.

Elliot J. Susman, M.D.
President and Chief Executive Officer
A Lifetime of Helping Others

Sister Gunnel Sterner's gift ensures her legacy continues

Sister Gunnel Sterner remembers the day she walked out of Lehigh Valley Hospital–Muhlenberg and saw the crimson sun setting behind a crisp American flag with the hospital’s big blue "H" in the background. Something about the scene resonated with the Lutheran deaconess.

It was 2004 and she had offered an invocation during the hospital’s dedication ceremony earlier that day. It wasn’t the first dedication ceremony she attended. She also saw the hospital’s original dedication in 1961.

Sister Gunnel watched the facility grow from a small country hospital to the state-of-the-art complex it is today. And she wasn’t just a bystander. A licensed social worker, she was employed by the hospital for 20 years, first bringing the social services department up to Joint Commission standards, then bringing the chaplaincy program up to code.

“The hospital was a big part of my life, and through the years, I was involved in just about every fundraiser held,” Sister Gunnel says. “Making a bequest in my will for the hospital was a natural decision for me.”

The bequest intention makes her a member of the 1899 Society, which supports Lehigh Valley Health Network through estate gifts. Even more recently she set up a charitable gift annuity that will benefit the health network. “My entire life has been about helping people,” she says. “The gifts I’ve made are a way to ensure that continues.”

To learn more about the 1899 Society or making a charitable gift, contact Jane Wrisley, director of planned giving, at 610-402-9159.

The Ties That Bind

To a parent, each child is a special gift. For Ronald Young of Macungie (right), the gift his daughter gave him saved his life. Suffering from an autoimmune disease that attacked his kidneys, Young received dialysis several times a week. When his physician, transplant surgeon Michael Moritz, M.D., suggested he receive a transplant, his daughter, Carolyn (left), was tested and found to be a match. Moritz removed Carolyn’s kidney, while his colleague, transplant surgeon Pradip Chakrabarti, M.D., performed the transplant. Today, thanks to his daughter’s selflessness, Young has a new kidney and a fresh perspective on life.
Fellowship and Education

The Leonard Pool Society Spring Forum provides vital information about Alzheimer's disease.

The Spring Forum featured Francis Salerno, M.D., associate chief of geriatrics, who discussed advances in Alzheimer's treatment. Society members personally touched by Alzheimer's also shared their stories.

Sharing experiences—Linda Ebert (right) spoke about the challenges she encountered while her mother-in-law battled Alzheimer's. She's joined by (l-r) Wendie Boyer, Geoff Boyer and major and capital gifts director Stephanie Schweder-Kratzer.

Learning about the Society—Kermit Gehman (second from left) and emergency medicine physician David Richardson, M.D. (right), welcomed (l-r) Jean and James Tieser, and other invited community advocates.

In her honor—The Spring Forum was dedicated in memory of Peggy Fleming, a health network advocate who developed Alzheimer's later in life. Her husband Dick (far right) attended along with (l-r) president and chief executive officer Elliot Sussman, M.D., Peggy's sister-in-law, Ernestine Fleming, son Bob and daughter Trinka Arnold.

Firsthand knowledge—A close friend of Peggy Fleming's, Jody Huber (left), discussed how Alzheimer's is affecting her life since her mother was diagnosed. Joining Huber is Sandra Lovett.
Celebrating

New mobile clinic provides dental care to children who otherwise might not have received it

Approximately 11,000 children in Allentown need dental care but can't afford it. That's why Lehigh Valley Health Network, Capital BlueCross, Lehigh Valley Health Network's Department of Dental Medicine and more than 40 private and corporate donors are bringing the dentist to them. "Miles of Smiles"—a dental office on wheels—rolled into town in March. It serves children at four Allentown elementary schools, The Caring Place Youth Development Center, Casa Guadalupe and the Sixth Street Shelter.

Ready, set, go—Elliot J. Sussman, M.D. (right), president and chief executive officer of Lehigh Valley Health Network, cuts the ribbon on the new "Miles of Smiles" mobile dental clinic with Ron Drnevich (left), senior executive vice president of Capital BlueCross, at Central Elementary School in Allentown on March 30. Capital BlueCross contributed a leadership gift of $250,000 to create "Miles of Smiles."

Additional thanks extended to recent donors
These donors—along with those recognized in our 2008 Annual Report on Philanthropy—helped make "Miles of Smiles" a reality:

- Highmark Foundation
- Air Products Foundation
- Aetna
- Petrucci Family Foundation
- Sovereign Bank

All smiles—Guests celebrating at the ribbon cutting included "Miles of Smiles" supporters (l-r) Joe and Deb Corcoran of Keller Williams Real Estate, Jane Stone of the Highmark Foundation, Joanne Balshi of the Prosthodontics Intermedica Foundation, Laurie Goatley-Hackett of Air Products Foundation, and Lisa Curran and David Bausch of The Century Fund.
Something to Smile About

Coca-Cola and Sodexo promote healthy eating while supporting ‘Miles of Smiles’

Everyone at the “Miles of Smiles” kickoff had something to smile about, thanks to Coca-Cola Bottling Company of the Lehigh Valley and Sodexo. Like they do for many Lehigh Valley Health Network events, both companies provided healthy foods and beverages in-kind to make it successful.

Coca-Cola donated the bottled water for the event. “We believe in joining our resources with organizations like Lehigh Valley Health Network that share our goal of improving people’s lives,” says Joe Brake, vice president and general manager. Lehigh Valley IronPigs mascots Ferrous and FeFe also made an appearance courtesy of Coca-Cola. During the celebration, six front-row tickets to an IronPigs game were given away to a family, courtesy of Brake.

Sodexo, the company that provides the health network’s food services, donated low-fat wraps, apples, pretzels and granola bars. “Like the health network, we promote healthy eating and wellness,” says Andy Barsky, Sodexo’s senior general manager. “We supply nutritious food to show people the things they should be eating daily.”

Barsky also had a personal reason for lending support. Both of his grandchildren were born at the health network. “It was great to see the expertise and compassion the staff gave my daughter, a nervous new mother,” he says. “I was never so proud to be part of the Lehigh Valley Health Network team.”

Partners in health for children—(L-r) District manager Paul Fite of Sodexo, vice president and general manager Joe Brake and sales director Tom Pippet, both of Coca-Cola Bottling Co. of the Lehigh Valley, and senior general manager Andy Barsky of Sodexo.
Ensuring Safe Care
Dick Fleming's latest endowment supports infection control and infectious disease services

Throughout their long relationship with Lehigh Valley Health Network, Dick Fleming and his late wife, Peggy, created endowments to support advancements in nursing, pain management, hospice and trauma care. Now Fleming is initiating an endowment that will provide added financial support to ensure hospital patients receive the safest possible care while helping community members protect themselves from infection and infectious diseases.

His latest gift created The Fleming Endowment for Infection Control and Prevention, and the Division of Infectious Diseases. “It will provide funds for continuing education to clinicians about the latest developments in infection control,” Fleming says. “The public also will be offered opportunities to learn more about their role in infection prevention.”

The endowment will bring renowned experts to the health network for an annual symposium. Because only interest earned from the endowment fund will be used, Fleming’s gift will have lasting impact. “It will give infection control and infectious disease colleagues more resources to build on the fantastic services they already provide,” Fleming says.

Fleming hopes that physicians, health professionals and community members will contribute to the endowment fund. A larger fund means a larger return and an increase in funds that can be used to make a greater impact.

As the endowment grows, funds could be used for a variety of related purposes. One example: the placement of hand-sanitizing kiosks at high-traffic areas throughout the health network. “The kiosks would encourage people to wash their hands before visiting a loved one and contain educational materials that explain ways to prevent infection,” Fleming says. “Support of this endowment will benefit our community well beyond the lifetime of its donors.”

To contribute to this endowment, contact Paul Hurd, vice president of major and capital gifts, at 610-402-9128.

Art for Hospice Care
Lehigh Valley artists, like Elizabeth Allender of Allentown (right), and art collectors recently donated more than 30 pieces of artwork to hospice care at Lehigh Valley Health Network. Patients and their family members can select a piece of artwork from the collection to hang in their room on the inpatient hospice unit at Lehigh Valley Hospital-17th Street, creating a special environment for comfort and reflection during patients’ final days. Framing was donated by Tom and Bernadette Landis of Boulevard Frame and Art in Allentown, in memory of Tom’s parents who received hospice care.
Casting Lines of Support

Bill and Rusty Young help to ensure the best health care is available close to home

Hanging in Bill and Rusty Young's home office is a world map, spotted with red-tipped pins indicating where they've traveled to cast their fly-fishing lines. They've fished waters in remote areas of New Zealand, Chile, Fiji and more.

After 32 years of marriage, the Youngs' travel itinerary is much lighter. They prefer to cast fishing lines closer to their Allentown home. Their strong connection to home recently inspired them to donate funds to name a patient room in Lehigh Valley Hospital-Cedar Crest's Kasych Family Pavilion. "We feel fortunate that we don't have to travel far for great health care," Bill says. "Friends recommend physicians in Philadelphia and New York. We tell them we have an excellent medical staff right here."

The Youngs have experienced it firsthand. Bill had two hips replaced and a defibrillator (a device that controls heart rhythm) installed, along with other surgeries. Rusty had several back surgeries. Yet they have not slowed down or dimmed their enthusiasm for the community they have called home for more than 50 years.

The Youngs also share a love of the arts and support the Allentown Art Museum. Bill, a retired executive of Lehigh Portland Cement Company in Allentown (founded by his grandfather), is a former member of the museum's Board of Trustees. Rusty founded and served as the first president of the Society of the Arts and led several museum capital campaigns.

"We've lived full lives," Rusty says. "We're most comfortable at home and are glad to have such wonderful relationships with our community, particularly Lehigh Valley Health Network."

"We know our gift will make a real difference in the care of patients at Lehigh Valley Health Network."

A Record-Setting Robot

Lehigh Valley Hospital-Cedar Crest is home to the world's largest pharmacy robot. It stores 60,000 doses of medication. With its two mechanical arms that stock and pick medication simultaneously, it multitasks without ever making a mistake. The robot flawlessly picks medication for 800 patients every day and restocks unused medication. It operates so quickly, patient care units receive medication only minutes after a doctor places an order.
What's in a Name?

For Medical Imaging of Lehigh Valley's radiologists, a name is a symbolic way to give back

In 1977, a group of seven radiologists served the community at what is now Lehigh Valley Hospital—Cedar Crest. As the hospital grew, so did the practice. Today, the hospital is part of Lehigh Valley Health Network, and the practice, Medical Imaging of Lehigh Valley, is thriving. This private practice group employs 43 radiologists to care for people throughout our community.

"We attribute a good part of our success to the growth and accomplishments of Lehigh Valley Health Network," says Elliot Shoemaker, M.D., president of the practice. "That's why we feel it's important to give back to the organization."

The group recently made a significant gift to the health network. In recognition of the gift, the health network is naming educational conference rooms 6, 7, and 8 inside Lehigh Valley Hospital—Cedar Crest's Kasych Family Pavilion in honor of Medical Imaging of Lehigh Valley.

"We chose this space because it is where community members come to learn about advances in health care and how to improve their own health," says Robert Kricun, M.D., a radiologist with the practice and chair of Lehigh Valley Health Network's radiology department. The group through a previous gift named Lehigh Valley Hospital—Cedar Crest's main lobby.

The gifts are the fruit of a long standing, successful relationship between the physician group and the health network. Many of the group's physicians started their careers at the health network and some have stayed for more than 30 years. "The physicians in the practice have made this their career, their community, and their life," says Kricun.

Inspired by His Granddaughter's Care

Alan Fertel of Leesport was watching his granddaughters enjoy a tea party when a hot cup accidentally spilled onto 4-year-old Amareli's arm and thigh. She was initially taken to Reading Hospital, where doctors suggested she be transported to Lehigh Valley Health Network's Regional Burn Center for specialized care. "The health network's doctors and nurses turned a horrible experience into something positive. Amareli even gladly returned for follow-up care," says Fertel, with (l-r) daughter Ariona, wife Margie and granddaughter Amareli. The team's dedication and compassion drove Fertel to make a gift of stock to the health network in support of the burn center and pediatric unit.
Over the last 47 years, more than $2 million has been raised to support the hospital's patient care services. In 2008, nearly $90,000 of the festival's proceeds purchased the following equipment to improve patient care:

**Stress test system**—A stress test determines if a patient's heart works properly during exercise. This new computerized system provides more data, leading to more accurate test results. It eliminates delays in testing, ensuring patients receive timely results, possibly leading to quicker discharges.

**ERCP scope**—An endoscopic retrograde cholangiopancreatography (ERCP) is a procedure in which a physician uses a flexible scope to diagnose and treat problems in the liver, gallbladder, bile ducts and pancreas. This new model is easier to manipulate and has added features to help physicians perform new interventions like stent placement.

**Operating room shears**—This groundbreaking tool is specifically designed for fine and delicate dissections during surgery. Its curved tip allows surgeons to perform precise procedures. It is lightweight and fits comfortably in a surgeon's hand, reducing fatigue, increasing concentration and often shortening the length of procedures.

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**Gifts for Enhanced Patient Care**

Lehigh Valley Hospital-Muhlenberg's Summer Festival proceeds create healthier lives

Lehigh Valley Hospital-Muhlenberg's Summer Festival continues a tradition of family fun and results in better health care for the people of our community. "It is one of our largest fundraisers and one of our community's longest-running traditions," says Mark Holtz, the hospital's senior vice president of operations. The Summer Festival is planned, managed and operated by a volunteer committee composed of members of the Auxiliary, the former Men of Muhlenberg, health network colleagues and community members.

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**Racing for a Cause**

Children like 6-year-old Abigail of Allentown had a chance to drive a real race car for a good cause. The Keystone State Quarter Midget Racing Club hosted a Driver Experience Day last October, inviting families to try racing. Quarter midgets are 4-horsepower race cars designed specifically for children ages 5-16. The event, held at the club's dirt track in Schnecksville, raised $2,940 to benefit Lehigh Valley Health Network's pediatric hematology-oncology program.
Ensure your wishes, create a legacy

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

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

Creating a will is simple and inexpensive. For more information, or how to include Lehigh Valley Health Network in your estate plans, please contact Jane Wrisley, director of planned giving, at 610-402-9159.