John and Willie Leone
Supporting trauma care
Being Farsighted
Together, we’re creating a better, healthier tomorrow

With all that’s going on in our world—a fragile economy, health care reform, unrest in the Middle East—it’s easy to become nearsighted. We tend to see only what is happening right now. We live in the moment, rarely looking back at where we came from or gazing ahead to see what possibilities the future holds.

During challenging times, it’s imperative that we be farsighted. Those who examine their future, identify their needs and set priorities will create a better tomorrow. That’s what we’ve done and continue to do at Lehigh Valley Health Network. The quality care we provide today has a direct correlation to the decisions made in the past.

The first step in preparing for our future begins with you. Your support helps us remain on the leading edge of health care. One example of how your generosity pays great dividends is through unrestricted gifts. These gifts allow us to support the most urgent programs, services and technology needed to help people in our community recover from illnesses and lead healthier lives.

In the past year, your unrestricted gifts helped us provide innovative equipment. For patients receiving cancer care, a new linear accelerator applies radiation to a tumor in a highly focused beam, destroying cancer cells while sparing the surrounding normal tissue. A new imaging unit in our vascular lab identifies the cause of blood flow problems. Your generosity also helped us purchase a portable digital radiography system to image internal organs and bones for accurate and timely diagnoses.

In this Inspire, you’ll meet people who are looking to the future and making it better by supporting a specific area of care. For example, John and Willie Leone’s gift ensures the highest level trauma care always is available in our community. A gift from the Ferdock family helps modify the appearance of scars for people who suffer a burn injury. Support from Dr. and Mrs. Thomas McLoughlin helps ensure quality care for people who need heart surgery.

These community members understand the importance of remembering Lehigh Valley Health Network when setting priorities. They are farsighted and know that quality health care is the No. 1 priority when creating a better future. Thanks to their support, and the support of all who believe in our mission, we will create a healthier tomorrow, never losing sight of the countless things we’ve already accomplished together.

William H. Lehr
Chairman, Development Committee

Charles G. Lewis
Senior Vice President, Development

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Chairman, Development Committee

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Transforming Health Care

With your support we’re developing a system in which we all can be proud

Never before in our nation’s history has health care been as top-of-mind as it is today. We’ve witnessed intense debates; the arguments are always passionate, because the topic touches every one of us.

There is general agreement that our nation’s health care system is too complex and expensive. It accounts for 17.5 percent of our gross domestic product. Consequently, we must develop a system that emphasizes efficiency. At Lehigh Valley Health Network, we’re doing just that. By applying our collective intelligence and creativity, we are transforming health care.

While we don’t have all the answers, we are using our experience to find the answers. Our goal: to make Lehigh Valley Health Network a role model for the American health care delivery system. We’re succeeding because we’re guided by five attributes that transforming organizations must embrace.

The first attribute is teamwork. We know the best care comes from a team of integrated health care professionals. Through our new affiliation with the University of South Florida, we will prepare tomorrow’s doctors to work as members of a team to provide care that is safer, more efficient and of higher quality.

To be a transforming organization, we must invest in technology. That’s why we’re implementing electronic medical records (EMR). This technology gives physicians access to patient information in one secure, Web-based system. We’re committed to adopting EMR for all our physicians by the end of 2011.

Using technology to enhance patient care is one part of our constant quest for improvement. While this is nothing new, our focus has shifted to efficiency. We created our System for Partners in Performance Improvement (SPPI), a long-term journey that is helping us improve efficiency, manage costs and provide high-value care.

We are embracing innovation and research during our quest. It’s what drives us to discover lifesaving treatments, and provide the latest medical equipment and techniques. Innovation and research ensure we remain on the leading edge of an ever-changing health care world.

Finally, we are guided by our commitment to community. We never lose sight of our mission to heal, comfort and care. It’s the motivation behind everything we do. Our financial counseling program, which helps people who are uninsured or underinsured find ways to pay for their care, is one example of how we take care of our community.

You play a pivotal role in our ability to transform health care. Your generosity allows us to invest in the attributes that lead to our transformation. With your continued support, I am confident we will transform health care to create a health network that will serve us well into the future.

Elliot J. Sussman, M.D.
President and Chief Executive Officer

LEHIGH VALLEY HEALTH NETWORK
A wall of fire blew toward 7-year-old Vinny Ferdock like it was shot from a flamethrower. Fumes from the solvent he and his brother were using during a science experiment accidentally ignited. By the time Vinny’s father, Matt, pulled the burning shirt off his son, 48 percent of Vinny’s body had been burned.

At Lehigh Valley Health Network’s Regional Burn Center, burn surgeons Sigrid Blome-Eberwein, M.D., and Daniel Lozano, M.D., applied skin grafts and an artificial skin that promotes new skin growth. It was the first step on Vinny’s long recovery. “The 22 days Vinny was hospitalized were intense, but it was more difficult when he came home,” says Vinny’s mom, Lori. “The healing continued for two-and-a-half years.”

Vinny’s wounds needed daily treatments. He wore pressure garments 23 hours daily to promote healing and reduce scarring. He had to learn to walk and use his arms again. The healing scar tissue was intensely itchy, making sleep nearly impossible. The family also had difficulty with strangers staring and pointing at the scars and pressure garments in public.

Through it all, the Ferdocks received support from Lehigh Valley Health Network. Its reintegration program sent a counselor to Vinny’s school to prepare his classmates for his return. Vinny attended Blome-Eberwein’s “Beyond the Burn” conference and a summer burn camp, which pairs young patients with adult survivors. It was such fun, he came home with blisters on his feet from hours of dancing with the camp’s college-aged volunteers.

Now the Ferdocks are helping people recover from burn injuries. Their gift created the Ferdock Family Burn Fund. The fund will help purchase ground-breaking laser technology that modifies the appearance of scars and makes scar tissue softer.

Additionally, Blome-Eberwein and her colleagues are researching ways to help burn injuries heal more quickly and completely. “This is one of a few burn centers working on shortening the scar management and recovery phase, which is very important,” Lori says.

Although Vinny, now 10, may face more surgeries, he no longer wears pressure garments. “His personality blossomed,” says Lori, who now volunteers to help other families affected by burns. “I met many families who were treated at other burn centers and didn’t get one-tenth of the care we received.”
A Festival With Purpose
The community supports patient care at Lehigh Valley Hospital-Muhlenberg's Annual Summer Festival

Not only does the Lehigh Valley Hospital-Muhlenberg Annual Summer Festival continue a tradition of family fun, it results in enhanced health care for the people of our community. The four-day August event raised $90,000 to support patient care at the Bethlehem hospital. Proceeds purchased a new imaging system for the cardiac catheterization lab and equipment used to perform lung scans.

Here are photos showing some of the volunteers and community members who made this year's festival a success.
A strong bond—John and Willie Leone's gift to Lehigh Valley Health Network's trauma program stems from their belief in supporting organizations with which they have a connection.

She was a skater with the Ice Follies. He was an engineering major at Penn State. When they met, it was love at first sight. Married 53 years with four children and six grandchildren, John and Willie Leone's tale is a story of partnership.

John enjoyed a successful engineering career, while Willie managed their Bethlehem home. Since 1984, John has been president, chief executive officer and owner of Bonney Forge, a company that produces flow control products for the energy industry. All of the Leone's children and their spouses also are involved in the business.

In 1986, John needed his family's support when he nearly lost his beloved wife. When an afternoon rain turned icy, Willie's car hit black ice and smashed into another vehicle. She was flown to Lehigh Valley Health Network's Trauma Center, part of the Fleming Trauma System.

"I got home, and she wasn't there," John says. "I called friends and neighbors, and no one had seen her. When I called the hospital, the chaplain said she had received last rites."

With a head injury and numerous broken bones, Willie was in a coma for several days. When she opened her eyes, John whispered that Penn State had just won the Fiesta Bowl. "She couldn't speak, but she rolled her eyes," he says. "That's when I knew she would be OK."

Willie had months of recovery ahead of her. Her care team included orthopedic specialist Patrick Respec, M.D., ophthalmologist Harry Buchanan, M.D., and internist Robert Kovacs, M.D. Their care and her determination led to a full recovery.

"They saved my life," Willie says. "Supporting the health network's trauma program is something we had to do." Lehigh Valley Health Network has named the John and Willie Leone Trauma Bay in recognition of their gift.

"There were days we thought she wouldn't make it," John says. "We're blessed to have an organization with the leadership and national recognition of Lehigh Valley Health Network."

Cards for Children

About 30 members of Air Products and Chemicals' Career Development Program (CDP) created "get well" cards and letters of support for pediatric patients at Lehigh Valley Health Network. The group also donated 180 fun activities like crossword and sudoku puzzles, word searches and coloring pages for the health network's Jared Box Project, which provides care packages to hospitalized children. Rachael Scheffler (third from left), the health network's program manager of donor relations and stewardship, graciously accepted the gifts from CDP members (l-r) Candice Dabbs, Brianne Wilburne, Mark McKeever, Nathan Menendez and Brittany Kasner.
For information on how to become a member of the President's Society, please contact our development department at 610-402-6385.

The President's Society recognizes 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 at Saucon Valley Country Club in December. Here are scenes from the event:

1. Heartfelt thanks—Lehigh Valley Health Network president and chief executive officer Elliot J. Sussman, M.D. (center), shares his appreciation with Walter and Hazel May for funding the health network’s endowed chair in cardiology.

2. Society supporters—Lehigh Valley Health Network trustee Jeff Feather (second from left) and his wife, Kathy (far right) enjoy a moment with Sharp Corporation president and chief executive officer George Burke and his wife, Debra.

3. Physician leaders—Michael Pistoria, D.O. (second from left), president-elect of the Lehigh Valley Hospital medical staff, and his wife, Angie (left), meet with past medical staff president Linda Lapos, M.D., and her husband, Paul Wirth.

4. Enjoying the evening—Gregory Brusko, D.O. (left), vice chair of Lehigh Valley Hospital-Muhlenberg’s department of surgery, laughs with Frederic Stelzer, M.D., associate chief of the hospital’s division of gastroenterology.

5. Gracious host—(L-r) Elliot J. Sussman, M.D., thanks Christine and Michael Perrucci, and Matt Sorrentino, President’s Society chair, for their generosity.

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A Drive for Quality Care

The McLoughlin family supports it, provides it and will travel to get it

While on a Vermont skiing trip, things suddenly turned bad for Tom McLoughlin, M.D. His arm became severely swollen and discolored. He didn't need to visit a local hospital to know the cause was a blood clot. "I was scared and aware of the risks," McLoughlin says, "but knew I had to get to Lehigh Valley Health Network."

As chair of the health network's department of anesthesiology, McLoughlin knew serious complications could occur if the clot dislodged and moved to his lungs. With his 16-year-old son behind the wheel for the six-hour drive home, McLoughlin kept his arm still to prevent the clot from traveling.

Upon their arrival home, McLoughlin's wife, Becky, brought her husband to the emergency room. There, they experienced quality care from the patient's perspective. "It made us feel even stronger about how the health network cares for our community," Becky says.

Following angioplasty to open the blocked blood vessel and subsequent surgery to repair the cause of the clot, McLoughlin received care in the transitional open-heart unit. It's the same unit where a patient room is named in recognition of a gift the McLoughlins made prior to the hospitalization. "Now our gift is married to a personal experience," McLoughlin says. "We've seen how giving to Lehigh Valley Health Network supports our community's health and well-being."

McLoughlin believes his illness made him more attuned to his patients' needs. "As a physician, the first time you experience the frailty of health, it enhances your compassion and helps you express more empathy," McLoughlin says. This compassion, coupled with the quality care he drove hours to attain, are reasons the McLoughlins are proud to support Lehigh Valley Health Network.

Chronic Illness Education

The Leonard Pool Society's Fall Forum is an annual educational and social event that helps members learn more about Lehigh Valley Health Network. (L-r) Ruth Keblish, Leonard Pool Society Advisory Board member Mary Gedney and orthopedic surgeon Peter Keblish, M.D., were among the members who learned about Lehigh Valley Hospital–17th Street's new Chronic Illness Center at this year's forum. Internal medicine physician Edgardo Maldonado, M.D., discussed how the center will provide education and support to patients struggling with diabetes, obesity, heart disease, asthma and other chronic illnesses. Currently under construction on the hospital's first floor, the center will include seven consultation rooms, two exam rooms and a group visitation room, allowing patients to receive services in one convenient location.
Follow the yellow brick road—(L-r) Carroll and Ellen Neubauer, Kathy and Jeff Feather, and Eric and Karen Steen were all smiles on their way to Oz.

There's no place like home—That's what Bill and Phyllis Grube thought when they met the wicked witch and flying monkeys.

Fancy meeting you here—Matt McCambridge, M.D., and his wife, Meredith, greet Dorothy, Toto, the Cowardly Lion and the Tin Man.

The littlest guests—Lehigh Valley Health Network president and chief executive officer Elliot J. Sussman, M.D., meets the Munchkins, played by Pennsylvania Youth Theatre members.
Passionate Volunteers

They faithfully dedicate their time and talents for our community.

They help people navigate Lehigh Valley Health Network's hospitals and bring therapy dogs to visit patients. They make people smile by dressing as clowns and sit at patients' bedsides as life draws to a close, ensuring no one dies alone. They are the 1,277 health network volunteers who donated a combined 129,853 hours of time to our patients and our community last year. Here are some examples of their selfless work:

**Lehigh Valley Hospital-17th Street**

Hard-working volunteers established a literacy cart at our hospital campus in center city Allentown. They gather children's books and place them in various waiting areas throughout the hospital. Increasing literacy is an important volunteer effort at this location, where the Reach Out and Read program flourishes. As part of the program, volunteers read to children in the pediatric clinic waiting room. Other volunteers work in locations ranging from the AIDS Activities Office to radiation oncology, with assignments in the Center for Healthy Aging and Coalition for a Smoke-Free Valley in between. Volunteers also coordinate a collection of children's books, toys and coloring books that are distributed at the dental clinic's annual Give Kids a Smile Day. All of these dedicated volunteers positively influence thousands of lives daily throughout Lehigh Valley Health Network and the community.
Lehigh Valley Hospital—Cedar Crest

Have you ever walked past the John and Dorothy Morgan Cancer Center and heard live music? Volunteers share their musical talents there. Others donate their time to support groups for burn and open-heart surgery patients. If a patient requests communion, a volunteer Eucharistic minister likely administered it. If a patient receives flowers or cards, a volunteer usually delivers them. Our friendly, helpful volunteers donate their time in the emergency room, surgical waiting areas, mother-baby and neonatal intensive care units, case management, cardiac rehabilitation, central document processing and more. It is rare to wander the halls and not see a volunteer helping a patient or visitor. Of special note this year, baby blankets were handmade with love and donated to the Perinatal Bereavement Program.

Lehigh Valley Hospital—Muhlenberg

Each summer, local residents with wide grins can be seen walking through the hospital's volunteer-driven Summer Festival. Those aren't the only smiles these hard-working volunteers create. Pediatric patients smile when they receive "huggie bears" and Jared boxes (filled with crayons, coloring books and small toys that help pass the time). Adults smile when they receive heart-shaped pillows after open-heart surgery, and Christmas totes if they're hospitalized during the holiday. From behavioral health to breast health services, pre-admission testing to the Pediatric Specialty Center, radiology to rehabilitation services, volunteers make a difference throughout the hospital.

For information on how you can volunteer, visit lvhn.org/volunteers.

Safety on the Road

Texas Roadhouse helps children stay safe. Bill Ouellette, Dee Dee Komarek (left in photo) and their colleagues at the Trexlertown restaurant raised more than $250 by hosting dinner nights during Child Passenger Safety Awareness Week. Ten percent of participating patrons' meal bills was donated to Lehigh Valley Health Network's injury prevention programs, including Operation: Safe Ride. Under the direction of health network parent education coordinator Deanna Shisslak and trauma prevention coordinator Bill McQuilken (right in photo), the program helps families in need by giving them free child safety seats. Texas Roadhouse has supported our pediatric patients since 2008. During the restaurant's grand opening, they raised more than $3,000 for the inpatient Child Life Fund.

Save the Date

Hospice Tree of Life Celebration
March 25, 2010
6-8 p.m.
Lehigh Valley Hospital—17th Street, Auditorium
A charitable gift annuity is an extraordinary way to make a gift, increase your income and slice your tax bill in one transaction. It is a contract in which you exchange a gift of cash or securities for a fixed income each year for the rest of your life (or for the lives of two people). Your charitable gift annuity is a wonderful way to support the future of Lehigh Valley Health Network while receiving an income today.

To learn more about how you can give and receive through Lehigh Valley Health Network’s charitable gift annuity program, contact Jane Wrisley, director of planned giving, at 610-402-9159.