Baby Boom
Reasons for a record number of births, page 6
The Power of Perspective

Employee forums, Mission Possible are all about how you look at the world

If you’ve been to an employee forum already, you know the energy in the room is completely different from years past. The whole room is really buzzing during the interactive section where you share stories of when you are at your best and how to make those situations happen more often. Some people are so excited to get started they don’t even wait for the instructions—they are off and running, and that’s fine. Throughout the exercise there is sharing, laughter and lots of energized conversation.

The stories shared center around how colleagues feel when they are doing their jobs to the very best of their abilities. It’s not just those involved in direct patient care, but colleagues from all areas of the health network (see the related post titled “Can We Make Our Mission Possible?” on the Mission Central website). I’ve also heard from colleagues outside of the forums—people who stop me in the halls to tell me their stories. When they are describing what conditions existed to make these stories possible, I hear words like “autonomy,” “mentoring” and “education.” I love these words!

Of course, I also recognize that colleagues are not likely to stand up at a forum and complain. I know that in any organization there are areas and situations that require attention and improvement, and our health network is no exception. Our employee forums are about seeing opportunities within less-than-perfect situations. When people bring things that need resolution to the forefront, we are pleased the conversation has begun. Once the conversation begins, we have the opportunity to look at the situation, engage the right people and try to make it better. There is always a way to reframe. As Dr. Swinfard mentions in the employee forums, health care reform can be looked at as a negative or it can be reframed to represent the ways in which it will allow us to improve the health of the community. What’s not to like about that?

When I look at this colorful CheckUp cover, I am reminded of how important it is to look at things in a positive light. Flip to page 6 and you’ll learn the cover represents the baby boom we’re experiencing at Lehigh Valley Hospital–Cedar Crest. Our labor and delivery and mother-baby unit colleagues have been the busiest they’ve ever been lately. That means lots of extra work and stress. But they’re doing everything they can to keep the environment as positive as possible. In fact, the CheckUp story was their idea. Now, that’s a great example of reframing!

Terry Capuano, RN
Chief Operating Officer
The Next Phase of His Journey

Robert Motley, MD, is the new president-elect of our medical staff

How does a boy from Philadelphia grow up to be president-elect of Lehigh Valley Health Network’s medical staff? For Robert Motley, MD, it was a step-by-step process. “Every phase of my life prepared me for the next,” he says. In January 2013, Motley will begin his two-year term as the liaison between the nearly 1,200 members of our medical staff and our Board of Trustees.

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Phase 1: Childhood
Growing up in his Philadelphia neighborhood, Motley discovered that people from different cultures can live together in harmony. “I learned about fair play, the golden rule and helping your neighbors,” he says. Motley’s willingness to serve inspired him to pursue a career in health care, following in the footsteps of four of his five siblings.

Phase 2: College
While earning his medical degree at Jefferson Medical College, Motley’s mentor was Paul Brucker, MD, the hospital’s chair of family medicine. “He taught me that doctors need to know more than how to provide quality care,” Motley says. “For example, when I would order a diagnostic test, he would ask me how much the test will cost and how I would use the information it provides.”

Phase 3: Private Practice
As a member of a private practice, Motley learned to operate a practice efficiently and the importance of investing time in each patient. A few years later, he started his own practice while simultaneously working in an emergency department. Through his local hospital, he met other family physicians and internists who shared his care philosophy. They began a collaboration that eventually led to a multisite group practice comprising seven offices and 34 physicians. “We learned the importance of a caring culture and working together,” Motley says. “We created a mission statement and based all our decisions on it.”

Phase 4: Lehigh Valley Health Network
When contemplating a career change, Motley found exactly what he was looking for here—a place where he could care, teach and improve community health. Plus, our culture resonated with him. “Our network is mission-driven, based on stewardship and guided by servant leaders,” he says. “It’s everything I believe in.”

Phase 5: Medical Staff President
His goal is to help us move forward despite the challenges of health care reform. “Our strength is our ability to work together,” he says. “Through collaboration, we’ll gain new efficiencies and learn to do more with less.” Motley also will stress the importance of work-life balance. He and his wife of 30 years, Jeanne-Marie, have five children (four of whom work in health care) and two grandchildren. He enjoys playing the clarinet, biking and kayaking.

Teacher and mentor—For three consecutive years, Robert Motley, MD (center), president-elect of our medical staff, has been named family medicine’s resident teacher of the year. He stresses the importance of spending time with patients, which is represented in his favorite quote from the “Father of Modern Medicine,” Sir William Osler, “It’s more important to know what sort of a patient has a disease than what sort of disease a patient has.”

—Rick Martuscelli
What to Wear?

Imagine you’re a patient in one of our hospitals. Throughout the day, numerous caregivers enter your room. Some wear scrubs, others wear lab coats, and still more are in street clothes. You wish you could tell who’s who, but their attire provides few clues. So every time someone enters, you feel confused and uneasy.

Many of our patients feel this way. They told us so during our Journey of Growth (JOG) retreat in 2006. That’s why we’re exploring ways to relieve their anxiety through our Patient-Centered Experience (PCE) initiative, our ongoing commitment to ensure patients and families have the best possible experience at our health network.

The “I” in AIDET (Identify yourself and your role) greatly helps patients feel at ease. Now we’re taking it a step further by planning a research study to determine if a standard uniform color makes it easier for patients to identify registered nurses.

Research is necessary

Hospitals nationwide are looking for ways to make it easier for patients to identify nurses. “Some are conducting research by asking patients to look at photos and identify a nurse,” says Nikki Hartman, RN, a principal investigator in the planned study with D.J. Butz, RN. “Other hospitals are requiring nurses to wear a specific color even though there is no evidence that it makes a difference.”

Our research will provide data from real-life hospital experiences of our patients. It will validate whether or not a standard uniform color helps our patients identify registered nurses and enhances the image of nursing, one of the characteristics that makes us a Magnet™ hospital.

How it will be done

Research is planned on control and intervention units. On control units, nurses will wear what they currently wear. On intervention units, all nurses will wear navy blue scrubs. Patients will be told that nurses wear navy blue, and a card in each patient room will reinforce the message. “To ensure consistency, all nurses who participate in the study will have completed AIDET training and wear an ID badge with a red ‘RN’ on it,” Butz says. To ensure validity, we’ll survey about 200 patients on each type of unit. We’ll ask them about the ease with which they were able to identify their nurses and get their feedback regarding the appearance of their nurses.

Covering costs

A Fleming Endowed Chair grant will cover the cost of the navy blue uniforms, which will be purchased from MP Nursing Apparel. Although all uniforms will be the same color, nurses will be able to choose from different styles and fabrics.
They’re both nurses—Will it be easier for patients to identify a registered nurse in blue scrubs, like Kelly Kinke, RN, versus patterned scrubs, like Rochele Polusky, RN? We’re planning a research study to find out.

Community input
We asked the former patients, families and community members who make up our PCE Advisory Council what they thought about a standard uniform color for nurses. Here is what they said:

• “Uniforms don’t make nurses good at what they do. Actions do.”
• “What you wear and how you look represents the importance of your role.”
• “In a hospital, patients should be able to know what you do by what you wear.”
• “It doesn’t matter what nurses wear as long as their clothes are neat, ironed and fit properly.”

Using what we learn
After the survey phase (which will take about three months), we’ll examine the data and use it to determine if a standard uniform color helps our patients identify the registered nurse and enhances the image of nursing. Just because we’re conducting this study doesn’t mean a standard uniform color is inevitable. “If the study shows AIDET and ID badges are enough to put patients at ease, we’ll continue to reinforce their importance,” Hartman says. “Our goal is to collect evidence we can use to give our patients and families an even better experience.”

—Rick Martuscelli

Fiscal Year 2012 First Quarter Results

Help us reach our goals!
You play a vital role in helping us meet our overall patient satisfaction and cost-per-case goals. If your hard work helps us meet these goals and our health network’s overall financial goals by the fourth quarter, you may be rewarded.

Our FY 12 Goals

<table>
<thead>
<tr>
<th>Threshold (Good)</th>
<th>Target (Better)</th>
<th>Maximum (Best)</th>
</tr>
</thead>
<tbody>
<tr>
<td>89.76</td>
<td>89.03</td>
<td>89.03</td>
</tr>
<tr>
<td>88.49</td>
<td>88.30</td>
<td>88.49</td>
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</tbody>
</table>

We’re exceeding our threshold (good) goal.

<table>
<thead>
<tr>
<th>Cost Per Case (lower is better)</th>
</tr>
</thead>
<tbody>
<tr>
<td>$15,811</td>
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<tr>
<td>$15,732</td>
</tr>
<tr>
<td>$15,653</td>
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<tr>
<td>$15,561</td>
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We’re exceeding our maximum (best) goal.
These theories attempt to explain the record number of babies we’ve delivered every month since July. “We joke around and wonder what happened nine months ago,” says Erika Linden, RN, director of the labor and delivery unit.

Colleagues in the labor and delivery and mother-baby units usually deliver and care for an average of 300 babies each month. Since this summer, the units have helped deliver:

- 379 babies in July
- 405 babies in August
- 356 babies in September
- 327 babies in October

What’s the real reason for the increase in births?

- **Our resources and reputation.** Our maternal-fetal medicine specialists minimize and manage the risk for high-risk pregnancies for many expectant mothers in our region. Hospitals throughout the area also turn to us to care for their premature and sick newborns in our Level III neonatal intensive care unit (NICU). “We are the perinatal transfer center for the region,” says LaDene Gross, RN, patient care services administrator, “and many of our patients are those who need support from our maternal fetal medicine specialists.”

- **Changing demographics.** More young couples are moving to our area to start or expand their families.

- **Around-the-clock care.** We provide 24-hour physician, anesthesia and neonatal coverage.

To handle the increased community need, colleagues are going above and beyond to care for all mothers and babies. “The members of our staff are very engaged in the care they provide,” Linden says. “We make sure the standard of care is the same no matter how many mothers we have laboring at one time.”

Physicians, residents, midwives, nurses, anesthesia professionals, support partners, technical partners and administrative partners work together to meet all patients’ needs. “Our colleagues have a passion for what they do, and want to make this important event memorable for families,” Gross says.

“It must be something in the water.”
“All the snow we had last winter kept people inside.”
“It must have been a festive holiday season.”
That passion fuels problem-solving when it’s needed. “We have to maintain our flexibility because we have very little control over our volume,” Linden says. “We don’t close our unit or divert. Our doors are always open.”

When volume is high, patients who need non-pregnancy-related care may be transferred to other units with capacity, but the high level of care remains the same. “Any patient requiring care in labor and delivery is seen and cared for,” Gross says.

Based on projections, the number of moms and babies we care for is expected to stabilize. However, colleagues are ready to handle the next peak in occupancy when it occurs. “Patient census and staffing needs are assessed and discussed a minimum of every 12 hours, sometimes every four hours,” Gross says.

When will we see our next baby boom? It could happen in the spring. “Hurricane Irene occurred in August, so we’re expecting May to be very busy,” Linden says.

—Lauren Fetterman

WHAT’S IN A NAME?

Some parents choose family names. Some choose a celebrity-inspired moniker. Others simply choose a name they love. Here are the most popular names for babies born in 2011:

<table>
<thead>
<tr>
<th>Boys</th>
<th>Girls</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Mason</td>
<td>1. Emma</td>
</tr>
<tr>
<td>2. Liam</td>
<td>2. Olivia</td>
</tr>
<tr>
<td>3. Jacob</td>
<td>3. Sophia</td>
</tr>
<tr>
<td>4. Ethan</td>
<td>4. Isabella</td>
</tr>
<tr>
<td>5. Noah</td>
<td>5. Ava</td>
</tr>
<tr>
<td>7. Jackson</td>
<td>7. Abigail</td>
</tr>
<tr>
<td>8. Logan</td>
<td>8. Ella</td>
</tr>
<tr>
<td>10. Ryan</td>
<td>10. Lily</td>
</tr>
</tbody>
</table>

Baby boomers—Colleagues like Shelley Adams, RN (right), are going above and beyond to help deliver more babies for couples like Tara and Andrew McGinniss (with their new daughter, Madison).
The year is 1897. A can of peas is 10 cents; aspirin hasn’t been invented yet; the average yearly income for hourly employees is $360; there are 24 physicians in Allentown, but there isn’t a public community hospital—yet.

Enter the ladies auxiliary of the Allentown Hospital Association. Formed in 1896, this group of 13 women was serious about raising funds to build a hospital. They sold concert tickets, held fairs and recitals, hosted art receptions and organized train excursions. By 1897 they were 275 members strong and had raised $3,952.79. They needed just $1,403.01 more to buy land at 17th and Chew streets, which the hospital association had identified as the future hospital site.

A cookbook was created, and the auxiliary sold all 5,000 of the books they printed. They printed another 1,800 and quickly sold out of them too. The popular book helped raise the remainder of the sum needed to purchase the land, and the rest, as they say, is history. The hospital opened May 22, 1899.

The year is 2011. A can of peas is 99 cents; aspirin is the most widely used medicine in the world; the average yearly household income in Pennsylvania is $49,520; and fewer people buy cookbooks—at least not the tangible variety like the auxiliary sold.

Instead people download recipes from the Internet, access them through iPhone apps and load cookbooks onto Kindles. Once again, the auxiliary cookbook of 1897 is available for people to use—except it’s free and can be downloaded from Lehigh Valley Health Network’s website.

From yesterday to today—
The health network’s director of library services Linda Matula Schwartz (left), and Carolyn Pursell (right), president of the Auxiliary of Lehigh Valley Hospital–Cedar Crest, show off an old auxiliary cookbook from 1897 in its original paperback version and in its modern-day electronic version.

A team from library services recently took an important part of our health network’s history and brought it back to life. They did this by digitizing a copy of a cookbook that figured significantly in our history. Here’s how:
Want to bring a little bit of the past into your present? Try one of these tasty recipes from the 1897 cookbook.

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**Vassar Fudge**

- 2 cups of granulated sugar
- 1 cup of milk
- 1/4 of a bar of chocolate
- Butter ½ the size of an egg
- 1 teaspoon of vanilla extract

Heat the mixture on the stove. When it begins to grain, remove it from the heat. Stir briskly. Pour into a buttered pan. Allow to cool. Cut into squares.

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**Walnut Wafers**

- 8 ounces (1 cup) brown sugar
- 8 ounces (1 cup) walnut meats, broken (not chopped)
- 2 tablespoon flour
- 1/4 teaspoon baking powder
- 1/3 teaspoon salt
- 2 eggs

Mix flour, salt, and baking powder. Beat together eggs and sugar. Stir in dry ingredients and nuts. Drop in small spoonfuls on greased cookie sheet. Bake at 350 degrees for 8-10 minutes until brown.

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**Daisy's Ginger Snaps**

- 1 cup of molasses
- 1 cup of sugar
- 1 heaping cup of butter
- 1 teaspoon of cinnamon
- 1 teaspoon of ginger
- 1 teaspoon of baking soda

Mix together and boil for 5-8 minutes. Let cool. Mix stiff with flour and roll very thin. Cut into strips one-inch wide and four-inches long. Bake on floured tins.
Welcome to Mission Central
New intranet website connects us to our mission—and each other

Stan Sylvain loves people, especially the patients he meets every day as a registrar in Lehigh Valley Hospital–Cedar Crest’s Diagnostic Care Center. His motto is simple: “If they come in with a frown, I make sure they go out with a crown.”

Anna Vicuso loves her patients too. In fact, the technical partner in the cardiac catheterization lab holding area at Lehigh Valley Hospital–Muhlenberg will do just about anything to help them relax—including belting out Elvis songs or doing the “Chicken Dance.”

You can watch and comment on videos of Vicuso, Sylvain and other colleagues who make our mission possible on Mission Central, the intranet’s new interactive website. You also can ask questions, share ideas and stories, discuss important issues and learn through online articles, workshops and other resources. New content is added regularly. All it takes to add your voice is a few simple clicks. Just go to the intranet (lvh.com) and click on the conversation bubbles in the upper right corner. Or visit lvhn.org/conversations on any health network computer.

New Employee Forums Added
Here's an overview of Mission Central to get you started.

1. **Center column**—This is where all new content is posted, with the newest items on top. Scroll down and you'll see everything that's been posted to date.

2. **Comment**—Add your comments to any item in the center column by clicking on it and scrolling down to a simple submission form. Quickly view and reply to other colleagues' comments by clicking on the word "comments" in the upper right corner.

3. **Filtering tools**—Use any of these tools to narrow down the center column and highlight only the content you want to see.
   - **Find it**—Center column content can be filtered by category (Share, Watch or Learn). Click on “Watch,” for example, and only content tagged as “Watch” will appear, such as this video featuring Anna Vicoso.
   - **Keywords**—Every post is tagged with one or more keywords. Click on a keyword, such as “video” (the larger a word appears, the more content it has), to only view items tagged with that word.
   - **Search**—If you don’t see a keyword that matches your interest, type a related word or phrase here. Items containing those words will appear in the center column.

4. **Ask questions**—Click here to submit a question about our health network and our mission, which will be answered by the appropriate organizational resource and posted to the page.

5. **Discussion**—Here’s where you can share your opinions on important topics. New topics appear at the top, with replies listed underneath.

6. **Contact us**—Visit this page to submit a story idea, photo or video for Mission Central or one of our health network publications. Did your project team reframe a problem at your last meeting? Click here and tell us how it turned out.

—Gerard Migliore
There’s Room in This Inn

Convenient and affordable lodging for families and patients is available at the Hackerman-Patz House on the campus of Lehigh Valley Hospital–Cedar Crest. You can help keep this “home away from home” at full occupancy by recommending it to families, who can call 610-402-CARE 24 hours a day to check availability and make reservations. Tours are available to help familiarize you with the features and amenities of the house. You also can spread the word by displaying house brochures on your unit or floor. Every other month, departments that refer the most families will be treated to a pizza party. For more details, to schedule a tour or to obtain brochures, call 610-402-CARE.

The Buzz in Our Community

• The Valley Preferred Spirit of Courage Awards, which honors individuals or groups of individuals for acts of heroism or commitment to burn education, was covered by 69 News (WFMZ-TV), Newswatch 16 WNEP (Scranton/Wilkes-Barre), Service Electric TV-2 News, The Morning Call and The Reading Eagle.

• A PR Newswire release by Telesis Leadership Institute about its work with Lehigh Valley Health Network and the University of South Florida to assess the emotional intelligence of incoming medical students was picked up by the Philadelphia Business Journal, Pittsburgh Business Times, Philly.com, WHTM-TV (Harrisburg), WICU-TV (Erie) and KDKA-TV (Pittsburgh).

• The Express-Times featured a photo gallery of Island Fever at Nite Lites, our 16th annual black-tie fundraising gala. Lehigh Valley Style magazine also photographed the event.

• Chief of infectious diseases Luther Rhodes, MD, was featured in articles in The Morning Call and the Pocono Record about the rise of Legionnaire’s Disease due to the wet weather the Lehigh Valley has experienced the past several months.

• The Morning Call columnists Dan Hartzell and Paul Carpenter gave poignant commentary on the health network’s ‘Stop Texting’ campaign.

She’s an Advocate

Patricia Cressman, RN, has worked in Lehigh Valley Hospital–Cedar Crest’s operating room (OR) for nearly 32 years. When friends or family members need a neurosurgeon, Cressman, a specialty team coordinator for neurosurgery and spine, is a trusted referral source. She directs them here based on her unique perspective in the OR. “As a nurse, I see our surgeons’ techniques, efficiency and quality of work,” Cressman says. She also praises our health network’s capabilities. “We have the latest technology and use the latest techniques,” she says. And the bedside manner matters too. “Our surgeons really care about our patients and get to know them,” Cressman says.

Are you an advocate for our health network?

If so, call 484-884-0806 or e-mail Lauren_L.Fetterman@lvhn.org and share your story in CheckUp.

The Wall

What our fans are saying

Joe Rivera wrote on Oct. 4:
I have to share how amazing the care was (at Lehigh Valley Hospital–Muhlenberg) ...EVERYTHING was top notch. As an employee, I hope all my patients feel this way. As a patient, I can say that I am very reassured that we provide the best care, because I was on the receiving end for the first time this week. Thank you very much.

Suzanne Tamm wrote on Sept. 30:
Just wanted to give a shout out to Sherry from the Health Center at Bath. Went today for my mammogram, and as always, Sherry was kind, caring and made me feel completely at ease about the whole procedure! She’s awesome! Thanks Sherry!

Nancy Buese Amacker wrote on Sept. 23:
I cannot say enough about this camp (Red Jacket). It was a real turning point for Owen to be able to attend. God bless Mr. Lorette and the staff at LVHN and Helwig.

JOIN THE CONVERSATION
at facebook.com/lvhealthnetwork

READ AND VIEW OUR NEWS
Go to lvhn.org/news to see news clips (updated monthly).

STAY INFORMED AT LVH.COM
Under “Network News,” click on the stories that interest you (updated monthly).
New Gold Standard in Radiosurgery

Lehigh Valley Hospital–Cedar Crest is the first in the area to offer Gamma Knife® Perfexion™ radiosurgery, a safe, effective option for treating malignant and benign conditions of the brain, sinuses, eye sockets and upper neck. Gamma Knife uses a single, high-dose radiation beam—not an actual knife—to treat selected targets without damaging surrounding tissue. The risk for complications is low, and side effects are rare and mild. The unit is located in the radiation oncology department in the John and Dorothy Morgan Cancer Center.

LVHN Purchases Fairgrounds Surgical Center

Our health network has purchased the privately owned limited partnership of the Fairgrounds Surgical Center. Located on the third floor of 400 N. 17th St. in Allentown (across from Lehigh Valley Hospital–17th Street), the center complements the surgical care already provided by our three hospitals. “The additional space that will be available for ambulatory surgeries will improve access for other surgical patients by expanding capacity in the hospital operating rooms,” says Brian Leader, vice president of perioperative services.

Spanish-Speaking Financial Coordinators

Finances can be a big concern for someone diagnosed with cancer. That’s why our cancer programs have financial coordinators to help minimize the confusion and stress. Financial coordinators answer questions about things like health insurance, precertification requirements and medical bills. They also help people with cancer identify internal and external programs that provide financial help for medical and non-medical needs. As part of our growing National Cancer Institute Community Cancer Centers Program (NCCCP) site, we also offer Spanish-speaking financial coordinators to assist people.

Second Opinion for Complex Heart Cases

If you know someone who received a diagnosis for a complex heart problem and wants a second opinion, tell him we can help. By calling 610-402-CARE, he’ll get a fast-track appointment with one of our cardiac surgeons and benefit from our experience. We lead Pennsylvania with the best heart surgery results and perform more open-heart surgeries than anyone in the area.

Parenting 101

Expecting your first child? Want to learn how to effectively deal with your challenging teenager? We offer a wide variety of parenting classes reimbursable through Choice Plus and other health insurance plans. Pregnancy, childbirth, baby care, safe sitter, CPR for family and friends, and parenting classes are held at health network and community locations. Call 610-402-CARE for more information or visit lvhn.org and click on “Programs and Events” and select “Classes.”
**Did You Get Your Flu Shot?**

This year, we implemented a new flu vaccination policy to keep you healthy and our patients safe. The policy requires all colleagues to get a flu shot or submit a formal declination by Dec. 1. Those who decline and have patient contact must wear a surgical mask once influenza is identified in our area.

To get a flu shot, attend an employee forum (for dates, visit lvh.com and click the “Mission Central” box and “Schedules”), go to employee health services at Lehigh Valley Hospital–Cedar Crest or Lehigh Valley Hospital–Muhlenberg, or see a peer vaccinator (if you work in patient care area).

**Get Your Gobble Gift**

In recognition of your hard work, you will receive a card in your home mail from president and chief executive officer Ron Swinfard, MD. The card will contain a certificate that can be redeemed for a 12-14-pound frozen turkey from Jaindl Farms. (Read the certificate for details.) If you can’t use the turkey, you can give the certificate to someone who can.

**PRIDE in Our People**

**Excellence in the Lab**

Health Network Laboratories colleagues were recently recognized for their contribution to the advancement of informatics in the laboratory setting. Sunquest Information Systems Inc. presented them with the 2011 award for Excellence in Pathology. Health Network Laboratories recently adopted new software, as well as 2-D barcoding and real-time labeling and specimen tracking. All of these advancements help them meet the changing dynamics of specimen processing. Health Network Laboratories performs almost 6.5 million clinical and pathology tests each year.

Gabrielle Campbell, senior director of business strategy and development for the Association of American Medical Colleges (AAMC), explores our Surgery Education Center with center coordinator Bob Ruhf (left). Campbell and other AAMC leaders visited as part of its member outreach program. The AAMC represents nearly 400 teaching hospitals and health systems in the United States. During their visit, AAMC representatives met with health network leaders, toured our facilities and learned about SELECT, our medical school partnership with the University of South Florida College of Medicine.

**Parading for Breast Health**

Colleagues from Breast Health Services took to the streets this Halloween to raise awareness about breast cancer. At the Northampton Jack Frost parade, they walked and rode on a decorated truck to promote the importance of mammography screenings. Colleagues wore matching “Fight Like a Girl” T-shirts and tossed candy to parade watchers. They also reached out to women 40 years of age and older and gave them information about Breast Health Services, as well as nail files and pink ribbon magnets to encourage them to schedule a screening.
Choose a colleague or a team of colleagues.

Tell a story. Specifically explain how the colleague or team did something extra special.

You don’t have to provide direct patient care to be a Service Star.

To nominate a star, go to the intranet at lvh.com. Go to the “Find Fast” box and click on Service Star Nomination.

Things to remember when nominating a Service Star:

Choose a colleague or a team of colleagues.

Tell a story. Specifically explain how the colleague or team did something extra special.

You don’t have to provide direct patient care to be a Service Star. All colleagues and teams can be nominated.

To nominate a star, go to the intranet at lvh.com. Go to the “Find Fast” box and click on Service Star Nomination.

Schedule
For more details on classes (including times, locations and costs), call 610-402-CARE or visit lvhn.org.

Culture of Wellness
Dec. 1 – Pregnancy 101
Dec. 4 – Adult and Sibling Maternity Tour
Dec. 5 and 21 – Breastfeeding Baby
Dec. 5, 12, 19 and 26 – Monday Morning Moms
Dec. 7 – Preparing for Childbirth, Four-Week Series
Dec. 7 – UV Facial Skin Analysis Seminar
Dec. 10 – Baby Care, One-Day Class
Dec. 10 – Preparing for Childbirth, One-Day Class
Dec. 12 – Car Seat Check
Dec. 12 – CPR Family and Friends
Dec. 13, 20 and 27 – Adult Maternity Tours
Dec. 17 – Preparing for Childbirth, Saturday/Sunday Class
Dec. 22 – Baby Care Series
Dec. 27 – CPR for the Safe Sitter
Dec. 28 – Safe Sitter Babysitting Class

Healthy You Program Packages
Cardio-Strength Group
Healthy Aging Group Fitness
Mind-Body Group Fitness
Specialty Group Fitness
Youth Fitness Group and Sports Performance

Blood Drives
Dec. 12 – LVH-M, ECC C and D

VALIC Retirement Seminars
Dec. 6 – LVH-17
Dec. 7 – LVH-M
Dec. 8 – LVH-CC
Visit valic.com to register and enter one of the following codes:
LVH-CC seminar: LVHALL11AP
LVH-M seminar: LVBET11AJ
LVH-17 seminar: LVHALL11AM

LVHN Recreation Committee Events:
Dec. 12 – Brunch with Santa
Contact Donna Stout for information.

Employee Discounts
Print a “Power Player Discount Card” on the employee discounts bulletin board to save up to $4 per ticket to see the Hershey Bears

Spirit-Free Holiday Mix-Off
Dec. 15 – 11:30 a.m. -12:30 p.m.
LVH-M Cafeteria

Service Star of the Month
F. Stephen Tugbiyele, MD (second from right), and colleagues from Lehigh Valley Urogynecology and Reconstructive Surgery, and College Heights OB/GYN Associates of Trexlertown, represented by (l-r) Lori Remaley, Kriss Bozilesky and Barbara Berutti, LPN
Nominated by Peggy Farrell

“There’s a woman having a baby in your parking lot,” yelled a man as he burst through the doors of the Health Center at Trexlertown. Even before a colleague from College Heights OB/GYN could call security, the husband of the woman in labor ran in. “The head is out,” he nervously exclaimed.

It was Wednesday, the day urogynecologist F. Stephen Tugbiyele, MD, and his staff see his patients at the health center, so that patients who live in the Allentown area don’t have to travel to Bethlehem. Responding to the call for help, Tugbiyle ran outside into 90-degree heat to help the woman, who was in the back of an SUV. Following him were colleagues from his office and College Heights. They carried towels, instruments and supplies to assist in the delivery.

Without time to move the woman inside, colleagues remained calm and worked together as a team. They covered her with towels and kept cold rags on her head to combat the heat. And when a beautiful baby girl took her first breath in the oddest of places, colleagues were compassionate enough to place her in the comfort of her mother’s arms.

“I will never forget what I saw that day,” says health center registrar Peggy Farrell. “It was amazing to see how staff responded to an emergency with such professionalism. They exemplified PRIDE in every way.”

–Matthew Burns

Congratulations to Award Nominees
Pedro Orbita, Lehigh Valley Hospital–Cedar Crest emergency department
Justin Arnold, DO, emergency medicine: Amanda Oakes, RN, Lourdes Fernandez, RN, Stacy Riffert, RN, Jennifer Mulligan, RN, and Sarah Horton, RN, Lehigh Valley Hospital–Muhlenberg intensive care unit; George Jarick, and Lori Ryan, respiratory therapists
Susan Friend and Jennifer Phillips, Institutional Review Board; Julia Correll and Anita Kurt, Network Office of Research and Innovation; Emese Futchko, emergency medicine
Brianna Parker, RN, Lehigh Valley Hospital–Muhlenberg intensive care unit
Linda Adams, nuclear medicine
Michelle Woodroffe, perioperative services
Carol Pollitt, RN, and Susan Hecker, RN, transitional skilled unit

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