Honoring Military Heroes

Learn how to pay tribute on page 6
The Meaning of Accountability
It’s how we fulfill our mission

If you’ve paid attention to the discussion and legislation addressing health care reform, you’ve heard words like quality, efficiency and affordability time and again. Here’s another word you’ll be hearing—accountability.

In health care, being accountable means improving quality and reducing costs. It also means keeping people healthy so they can continue their daily lives outside the hospital. Quite simply, it costs less to care for a healthier community.

A key part of health care reform is the creation of Accountable Care Organizations (ACOs). In theory, an ACO aims to offer doctors and hospitals additional financial incentives for meeting specific quality and savings requirements.

Two months ago, the Center for Medicare and Medicaid Services (CMS) released regulations for a proposed ACO for Medicare patients. Hospitals are given the opportunity to choose whether or not to be in a CMS ACO. We believe this proposed CMS ACO is less likely to create cost savings, and more likely to put hospitals at greater risk for incurring losses, thus potentially having a negative impact on our quality of care. As a result, our health network is unlikely to participate in the CMS ACO program as presently defined.

Yet we remain committed to delivering high-value, accountable health care. The word value has always been a part of our mission—to heal, comfort and care for the people of our community by providing advanced and compassionate health care of superior quality and value, supported by education and clinical research.

To fulfill our mission, we will continue to be a hospital where you receive compassionate and excellent care when you’re seriously ill. We also will keep you healthy in your daily life so you don’t need hospital care.

Recent initiatives like our Community Health and Wellness Center offers cancer screenings through our National Cancer Institute Community Cancer Centers Program selection and support for people with chronic conditions. We’ve also introduced health coaches who help keep patients with congestive heart failure well after they leave Lehigh Valley Hospital—Muhlenberg.

These are two of the many ways we are delivering value and remaining accountable. As we better understand reform’s challenges and opportunities, we anticipate additional advances, innovations and partnerships with other health care providers in our region. I’m confident that by working together, hospitals, doctor’s offices and community members will find creative ways to make the Lehigh Valley the healthiest region in America.

Ronald W. Swinfard, M.D.
President and Chief Executive Officer
Experience, Service and Passion

They’re the qualities of our new chief medical officer, Tom Whalen, M.D.

When Tom Whalen, M.D., became chief medical officer (CMO) in April, he e-mailed his wife and three sons his new contact information. In reference to the promotion, his youngest son, Kevin, e-mailed him back jokingly ask where his father’s butler’s contact information was. Whalen responded with a joke of his own. "I sent out Kevin’s phone number," he says.

With his sense of humor intact, Whalen assumed the role of CMO from Ron Swinfard, M.D., who became our president and chief executive officer in November. As CMO, Whalen focuses on clinical outcomes and patient safety, serves as a liaison between medical staff and administration, helps medical staff leaders carry out their duties, and makes decisions about budgeting, operations and strategic planning. Serving as associate CMO this past year helped him prepare.

Whalen joined our health network five years ago as a pediatric surgeon, and became our chair of surgery and holder of the Anne and Carl Anderson Distinguished Chair of Surgery. His experience includes service as a commissioned officer in the medical corps of the regular and reserve Navy for 28 years. "I was fortunate to get a scholarship to medical school from the Navy," he says. "I’m very patriotic."

That passion extends to his love of baseball. "I have a shrine to the Red Sox in my basement and detest anything to do with the Yankees," he says. In the community, Whalen volunteers on the board of the Allentown Symphony Orchestra and is also a violinist.

Whalen hopes to see our health network continue to grow and deliver high-quality care while managing costs. "I want to continue the collaborative medical workplace inspired by Ron," he says. "It’s hard following someone who did a spectacular job, but if I can continue what he started, I’ve come a long way."

Whalen also will serve as a professor of surgery and pediatrics for the University of South Florida College of Medicine. He will begin teaching SELECT students in fall 2013 when they arrive at our health network for their final two years of education.

While adapting to his new position, he’s still debating whether he will continue practicing as a pediatric surgeon. "It’s hard to find the time, but it’s also hard to give up," Whalen says. "I love being with children." And that includes telling them a good joke or two.

—Lauren Fetterman
AIDET in Action

With training now complete, colleagues are discovering ways to ‘make it their own’

For the past 15 years, Dawn Van Winkle, R.N., has been a role model for effective communication. She instinctively goes the extra mile to put her patients and families at ease, addressing their fears and concerns up front and always letting them know what’s going to happen next. Attending a recent AIDET training workshop not only reinforced those instincts, but also gave her new insights she’s now putting to use every day.

“I make sure to thank my patients at the end of every bedside shift report,” says Van Winkle, who works the 7 p.m.-7 a.m. shift on 6T at Lehigh Valley Hospital–Muhlenberg. "I also ‘manage up’ the nurse that follows me. I say, ‘I’m leaving now and Mary Ann here is going to take over. She’s great and will take good care of you today.’ It seems simple and only takes a few seconds, but it’s amazing how much patients appreciate that personal hand-over.”

Van Winkle attended one of the nearly 200 AIDET training workshops held throughout our health network from April through June. The 90-minute sessions introduced the principles of AIDET and gave colleagues the opportunity to begin customizing those principles to their specific daily interactions. Whether it’s at the bedside, in a hallway or behind a desk, AIDET is already helping us make those interactions as positive as possible.

‘E” for explain – Dawn Van Winkle, R.N., shares details about an upcoming procedure with patient Harold Coleman of Pen Argyl and his wife, Judith. Recognizing that family members have their own concerns and questions, Van Winkle makes it a priority to include them in condition updates and treatment discussions whenever possible.
A friendly challenge
For Jane Wrisley, the most memorable aspect of AIDET training was the “10 x 5” rule—always smile and make eye contact with people within 10 feet of you, and give them a verbal greeting at 5 feet. Wrisley, senior director of planned giving in the development department, always considered herself to be a friendly person. But thanks to AIDET, she now challenges herself to acknowledge every single person she encounters.

“The AIDET class heightened my awareness about the need to be more open to others in common areas like our parking lots and hallways,” she says. “The other day I stopped three times to give people directions as I was walking to a meeting at Lehigh Valley Hospital–Cedar Crest. The person with me began to wonder if we were ever going to reach our destination, but those people were obviously lost so they became my priority.”

Next steps
All colleagues who attend AIDET training are expected to fill out a worksheet with their own customized phrases for each of the five fundamentals of communication, as well as “Key Words at Key Times” for their specific customer interactions. If you haven’t done so already, complete your worksheet and give a copy to your supervisor so he or she can begin observing you using AIDET on the job.

Additional AIDET classes will be held in the coming weeks for new colleagues and others who did not attend one of the spring sessions. Register now through eLearning (enter AIDET into the Catalogue Search Box for dates, times and locations). Starting this fall, AIDET training will be added to Connections, our new-hire orientation.

—Gerard Migliore

What did you learn?
One of the comment boxes on the AIDET training evaluation form asked participants, “What is your most important learning from today?” Here’s what some colleagues had to say:

• “Communication is the key to reducing patient anxiety.”
• “All steps of AIDET are not required at all times—just parts.”
• “Strengthening inter-department and co-worker relationships creates a ripple effect of positivity.”
• “Future reimbursement will be tied to patient survey responses.”
• “AIDET will be integrated into our organization. We’re serious about it.”
• “I can make a difference.”
Honoring Military Heroes

Now there’s a place to share stories about the defenders of our freedom

It was Veterans Day 2009. While delivering a package in Lehigh Valley Hospital–Cedar Crest’s management suite, courier and Vietnam War veteran Larry Deibert asked a colleague, “Why doesn’t our health network do anything for Veterans Day?” Walking by was Ron Swinfard, M.D., then chief medical officer. “Why don’t you ask him?” the colleague responded. “He’s a Vietnam veteran.” Swinfard listened as Deibert shared his thoughts.

One of Deibert’s ideas—a Lehigh Valley Health Network website called “Military Heroes”—is now a reality. It’s a place where military men and women can share their stories, and where family, friends and colleagues can recognize those who are serving or have served our country. “I’m flattered that Dr. Swinfard liked my idea,” Deibert says. “It gives people a place to share their feelings and express themselves during difficult times.”

Deibert has many stories to share. He was overweight when drafted by the Army in 1969, but dropped 79 pounds during his training. He served in Vietnam with the 557th Military Police Company. “I saw things I never want to see again,” Deibert says. The sight of Vietnamese people rummaging through the mess hall garbage for food particularly affected him. “They were so poor,” he says. “It made me realize how good we have it.”

When the once quiet man returned home, he had come out of his shell. He got involved with the Boy Scouts, taught Sunday school, wrote books, joined the Veterans of the Vietnam War and spearheaded a project that created a Vietnam Veterans Memorial at the Macungie VFW. “I learned discipline, respect and how to do things promptly,” he says. “Without Vietnam, I wouldn’t have been involved in so many things.”

Today, the retired letter carrier brings his life lessons to Lehigh Valley Hospital–Cedar Crest’s mailroom, where he works part-time. “I always smile, even when I’m having a bad day,” he says. “I want to help people stay uplifted.”

He’s doing just that now that the ideas he shared with Swinfard are happening. Plans for a Veterans Day service are in the works (learn more in a future CheckUp), and colleagues are using “Military Heroes” to express their emotions and cope with the challenges of a military life.

—Rick Martuscelli

Paying tribute — After serving as president of a committee that built a Vietnam Veterans Memorial at the Macungie VFW, Larry Deibert of courier services came up with the idea to create a Lehigh Valley Health Network website to honor members of the armed forces.
“My step-daughter, Ashly (21), was killed in Iraq when a bomb exploded under her vehicle. Ashly was awarded the bronze star and purple heart. Locally, Brookside Road was renamed Sgt. Ashly L. Moyer Memorial Road in her honor. She was promoted to sergeant shortly before her death. It’s impossible to describe how her death changed my life. Giving back is how I process my grief. I’m president of the local chapter of Gold Star Mothers, chair a 5K walk/run to support the troops and veterans, and was involved in a project to create a memorial garden in Lower Macungie Township. Freedom has taken on a new meaning for me. I no longer take it for granted.”

Deb Moyer, R.N.
Home Care

“After serving in Iraq, Afghanistan and other areas in southwest Asia, I returned home to work at Lehigh Valley Health Network. In October, I was again called to active duty to work as a case manager in the Army’s Wounded Warrior Program. I’m helping to return soldiers with battlefield injuries back to their home units. Using a medical home model, I help them navigate the health care system and work with physicians in their home communities to restore their health. I’m gaining valuable experience about what it takes to effectively manage patients’ care in this era of health care reform. While it’s challenging being apart from my wife and two children, I’m proud to care for the soldiers who have given so much in defense of our freedom.”

Randall Fritz, R.N.
Valley Preferred

“Before coming here, I worked as a nurse in the Long Island State Veterans’ Home. I had the blessing of developing relationships with many of the residents. They shared their insight and wisdom about being in war, active duty, away from home and returning. One gentleman explained that when you’re in a foxhole with your buddy and you see him die, you know that war is hell. The care I gave these men and women does not compare with the knowledge they gave me. They were all my heroes and will live forever in my memory for providing me with freedom and sharing their wisdom.”

Heidi Guevara, R.N.
Transitional Skilled Unit

Share Stories About Your ‘Military Heroes’
Join the conversation and talk with each other at veterans.lvhn.org

More Places to Share Your Stories
- Share your favorite quote at passion.lvhn.org
- Discuss your Lehigh Valley Hospital–Muhlenberg memories at muhlenbergmemories.lvhn.org
A Perfect Fit
Colleague finds his medical school match with SELECT

Future physician Kirk Chassey, currently a technical partner in Lehigh Valley Hospital–Cedar Crest’s emergency department, applied to 14 medical schools before he heard about SELECT, a medical education program created by our health network and the University of South Florida (USF) College of Medicine. SELECT stands for Scholarly Excellence. Leadership Experiences. Collaborative Training. “When Dr. Andy Miller told me about SELECT, I felt like the blindest squirrel who found the mother of all nuts,” Chassey says. “The program sounded like a perfect fit for me.”

Chassey grew up in Easton and graduated from Penn State University in 2005 with a degree in kinesiology. He thought he might pursue medicine one day, but wasn’t quite ready. So, he moved to Vail, Colo., where he worked as a personal trainer. In 2008, he liquidated his assets to buy a condo in the famous ski town, but the sale fell through. “I was at a crossroads,” he says. “I had all this money, my belongings were packed and the timing felt right. I drove back to Penn State where I registered for their post-baccalaureate pre-med program.”

After completing the program, he started working here as a support partner while going through the medical school application process. He was excited to begin gaining practical experience. “As a support partner, I learned how to comfort patients without providing direct patient care,” he says. “It seems simple, but if a patient is cold, all he or she really wants is a blanket.”

Paul Delpais, R.N., our emergency services director, recognized Chassey’s aspirations and skill, and offered him a job as a technical partner. “In this role, I learned to appreciate how everyone works as a team—the doctors, nurses, technical and support partners, and others who collaborate to care for patients,” Chassey says.

With this outlook, it’s no wonder he was impressed by the SELECT curriculum. Students in this program will be educated as part of a collaborative clinical team. They will learn to manage health care costs, using the latest technology while ensuring patients receive only appropriate tests. Students will be prepared for health care reform while remaining dedicated to delivering the highest-quality care. “The curriculum stands out from other medical schools,” Chassey says. “I attended an information session and was blown away by the curriculum and the passionate faculty members. I had to apply.”

He traveled to Tampa, Fla., for his first interview and knew for certain this was the school for him. “The second I walked in the door I felt like a person, not a number, which was how I felt at other medical school interviews,” he recalls. Through that interview, he was accepted into USF’s College of Medicine and invited to interview for the SELECT program.
He thoroughly enjoyed the unique SELECT interview which focused on his potential to understand and relate to individuals on an emotional level. “The questions weren’t the typical ‘Why do you want to be a doctor?’” he says. “They were questions that explored what makes me tick. I felt the interview panel got to know me on a personal level.”

Chassey was thrilled when he received a voice mail that he was accepted into SELECT. (He works nights so he misses even the best phone calls when he’s asleep.) He heads to Florida in July to start his journey to become a physician. He’ll be there for two years before returning to our health network in 2013. “It’s going to be great,” he says. “It’s a perfect fit.”

—Amy Koch
Americans’ waistlines are growing at an alarming rate, and obesity is approaching epidemic proportions. That’s leading to an explosion in chronic conditions such as diabetes. As a health network committed to keeping our colleagues and community healthy, we try to help people make smart eating choices when they work or visit loved ones in the hospital. That’s why the cafeterias have offered healthy selections for a long time.

Now, we’ve added healthy vending machines to our lineup. “We want the community and our colleagues to eat right, but we weren’t practicing what we preach with our vending machines,” says Kimberly Procaccino, our director of nutrition services. “Now we are.”

The healthy vending machines, dubbed 2bU, have kosher, vegan, gluten-free, organic and locally sourced selections. They’re located in the second floor of the Jaindl Family Pavilion at Lehigh Valley Hospital–Cedar Crest; by the first-floor elevator at Lehigh Valley Hospital–Muhlenberg; near the red elevator at Lehigh Valley Hospital–17th Street; in Mack Boulevard’s first-floor vending area; and at each of the health network’s three fitness centers. Each machine accepts credit cards and is equipped with a touch-screen panel so you can get nutritional value and calorie count information before you purchase your snack. The machines aren’t limited to snacks. There are healthy drinks too.

People who want to buy a soda and candy bar will still find vending machines with such traditional fare—at least for now. Our deans of wellness will circulate a survey this summer to find out exactly what colleagues would like to see offered in our vending machines. “The 2bU machines are 100 percent healthy,” Procaccino says. “The other machines are a mix of traditional vending items and Balanced Choices selections, which have the little green leaf logo.” The survey will determine whether people prefer the 2bU machines or how they’d like the mix offered in traditional machines to be altered.

Currently, most of the vending machines offer a selection that’s 80 percent traditional and 20 percent healthy. The survey also will determine whether people feel premium healthy items should carry a premium price tag, or whether the items should all be the same price, with some of the unhealthy selections helping to offset the cost of the healthy choices. “No matter what is decided, we feel it’s important to offer healthy options,” Procaccino says. “I think people in the community and our colleagues will appreciate it.”

—Amy Koch
Sitting in a Virginia burn center, Jason and Lyndora Swartzentruber were concerned about their 3-year-old daughter, Janalou, and disappointed with the care she was receiving. The day before, Janalou fell into a pot of hot water. Second-degree burns covered her buttocks and leg.

Before arriving at the burn center, the Swartzentrubers, a family from Harrisonburg, Va., received help from members of their Mennonite community who knew how to treat burns. They had been applying a burn and wound (B&W) ointment made from natural ingredients, and wished to continue to do so. The hospital, however, wouldn’t allow it. “We were worried about how Janalou would come out of this,” Lyndora says, “but we, as well as many others, were praying and trusted God to help us.”

They searched for a burn center that would permit the use of B&W ointment. When they called our Regional Burn Center and talked to burn surgeon Daniel Lozano, M.D., they found it. “It’s important to address our patients’ health care needs and cultural needs,” Lozano says. “We felt the ointment could be used as long as it was done under our supervision and would not harm Janalou.”

An air ambulance transported Janalou from Virginia to Lehigh Valley International Airport. When the Swartzentrubers arrived at the Regional Burn Center, they were impressed by our staff. “We knew they wanted to see us and actually felt their caring,” Lyndora says.

A team from the Mennonite community accompanied Janalou. While they performed the dressing changes using their traditional methods, our staff monitored her vital signs and pain, and treated other health problems associated with her burns. “They built a good relationship with us, and that built trust,” Lyndora says. “We trusted in their care and knew they were there to help us.”

Five days later, Janalou was well enough to go home. “Our family is very grateful to the Lord for healing Janalou and for opening the door at Lehigh Valley Hospital,” Jason says.

Two months later, the Swartzentrubers returned to Allentown to thank our staff for their sensitivity and compassion. “It feels good when a patient returns,” Lozano says, “but this time it was extra special.”

–Rick Martuscelli

The Care They Were Looking For

Mennonite family travels from Virginia to receive culturally appropriate burn care

Learn more about caring for patients from diverse cultures.

Visit the intranet lvh.com and click “Resources,” “Clinical,” “Clinical Services,” and “Cultural Competency Resource Center.”
BE AN ADVOCATE

A Better-Than-Ever Marathon

Thanks to colleague participation and community support, the Lehigh Valley Health Network Marathon for Via has experienced significant growth and success. To continue the trend, Via of the Lehigh Valley partnered with two nationally recognized event managers: MSG Promotions, owned and operated by Mimi Griffin, and Barb McKeever, race director for the Philadelphia Triathlon and SheROX Triathlon series.

The new partnership will result in enhancements to the race. A packet pickup and race expo will take place at the all new SteelStacks in Bethlehem. The Finish Line Festival will be redesigned to provide better runner support and be more family and spectator friendly. New relationships with area hotels, including the Sands Casino, also are being developed.

**R&R Spotlight**

Being called a “great dictator” would be a dubious honor for most people … unless your ability to clearly and accurately dictate medical information qualified you to be named our health network’s very first “Medical Dictator of the Year.” Vascular surgeon James Goodreau, M.D., was recently awarded that title by the medical transcription department, topping 35 other practitioners nominated by the staff. Goodreau was presented with the department’s “Golden Telephone Award” during a May 24 ceremony. The award was established to highlight superior dictation quality, which leads to improved medical reports and patient care. It also elevates staff morale. “When our transcriptionists hear great dictation, it makes their day,” says Suzanne Goodell, director of medical records and transcription services.

Does your department have unique R&R activities? If so, call 484-884-0809 or e-mail Gerard_A.Migliore@lvhn.org and share your story in CheckUp.

**The Buzz in Our Community**

- Chief of cardiothoracic surgery Ray Singer, M.D., and general surgeon Pat Toselli, M.D., were featured in The Morning Call and the Salisbury Patch for competing in one Restaurant’s Sushi Surgeons competition.
- The Morning Call featured emergency medicine physician Alex Rosenau, M.D., in an article about the increase in emergency department use nationwide.
- Toxicologist Matthew Cook, M.D., was interviewed by 69 News (WFMZ-TV) and The Morning Call about the harmful affects of the drug known as “bath salts.”
- The announcement of the hiring of Lehigh Valley Health Network Marathon for Via race director Barb McKeever and event planner MSG Promotions was covered by The Morning Call, 69 News (WFMZ-TV) and Service Electric TV-2 News.
- The Morning Call helped spread the word about our redesignation as a Magnet™ hospital, which was announced at the recent Friends of Nursing celebration.
- To celebrate EMS Week, we sponsored the local leg of the National EMS Memorial Bike Ride and held barbecues for EMS providers. 69 News (WFMZ-TV), Service Electric TV-2 News and The Morning Call covered the events.

—Matthew Burns

**Spread the word, because there’s still time to register for the marathon, half-marathon, 5K-walk or to volunteer.**

Visit lvhn.org/marathon for more information.

JOIN THE CONVERSATION at facebook.com/lvhealthnetwork
A Guide to Our Care

Best Heart Surgery Results in Pennsylvania

If you know someone who needs heart surgery, tell him he won’t find a hospital in the commonwealth better than ours. Lehigh Valley Hospital is the only Pennsylvania hospital to achieve lower-than-expected mortality ratings in five of eight categories related to heart bypass surgery and heart valve surgery in the recently released Pennsylvania Health Care Cost Containment Council (PHC4) Cardiac Surgery (2008-2009) report. That means our heart surgery program leads Pennsylvania in quality and gives our patients the best chance for a successful surgery.

Educating Tomorrow’s Pediatricians

Our new three-year pediatric residency program is the first and only program in the region. Beginning next fall, six residents will rotate through a variety of educational experiences including primary care, inpatient care, neonatal and pediatric intensive care, and subspecialty pediatrics. The program will focus on quality of care, medical home, and patient- and family-centered care initiatives to prepare residents to become effective pediatricians who are prepared for the challenges of medicine in the future. For more information, call Rich Mazzaccaro, M.D., or Kris Rooney, M.D., at 610-402-7632.

LVPG Practice Updates

There have been recent moves within the family medicine practices that are part of Lehigh Valley Physician Group. Natalie Rice, M.D., is now practicing at Orefield Family Medicine. Noel Brouse, D.O., joined Danielsville Family Medicine to take Rice’s place. Holly Binnig, M.D., has joined Bethlehem Medical Center. James Frommer Jr., D.O., joined West Broad Street Family Medicine and Michelle Dilks, D.O., has moved from Lehigh Family Medical Associates to Hellertown Family Health. All of the practices offer comprehensive family medicine.

Spirit of Courage: Honoring Local Heroes

To honor the people who devote their lives to keeping us safe, we’re hosting the Valley Preferred Spirit of Courage Award Celebration at Lehigh Valley Hospital–Muhlenberg on Oct. 4. The event honors men and women who have risked their lives to save others from a burn injury or death by fire. People who have done an outstanding job promoting fire safety and burn prevention also are honored. For information about sponsoring or attending the event, which benefits the Burn Prevention Network and our Regional Burn Center, call 610-969-3930.

Spanish-Speaking Financial Coordinators Available

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.
WHAT’S HAPPENING

Come to the Hackerman-Patz House ‘Sneak Peek’ July 15

The Hackerman-Patz House at Lehigh Valley Hospital–Cedar Crest is ready to open and start making life a little easier for families of patients who live outside our immediate service area. Local families that have a loved one admitted to one of our emergent, critical or intensive care facilities are also welcome, as are patients who travel long distances for ongoing outpatient appointments at our health network. Designed to serve as a comfortable, affordable “home away from home,” the house includes 20 private guest rooms with private bathrooms, and amenities such as a library, children’s playroom and laundry facilities. Construction was largely funded by Willard Hackerman and his wife, Lillian-Patz Hackerman, who previously established other Hackerman-Patz houses in the Baltimore area.

You're invited to tour the house during a special “Sneak Peek” July 15, 11 a.m. – 1 p.m. and 3 – 5 p.m. Light refreshments will be served. Call 610-402-CARE to register.

PRIDE in Our People

Our partners in care

As part of EMS week, we hosted barbecues to thank members of the more than 140 emergency medical service squads who transport patients to our health network. At the Lehigh Valley Hospital–Cedar Crest event, Jason Piccini (center) of Allentown was reunited with Allentown EMS providers Jeff Baker (left) and Dustin Wentz. Along with their colleague Mike Eshleman (absent from photo), Baker and Wentz resuscitated Piccini and transported him to our emergency department when he suffered cardiac arrest. Allentown Mayor Ed Pawlowski joined our president and chief executive officer Ron Swinfard, M.D., to present the first responders with a plaque in honor of their service.

We reached our goal

You showed your passion and helped create the region’s first Children’s ER at Lehigh Valley Hospital–Cedar Crest. With the help of children from our day care, vice president of development Lise Twiford (right) announced that our fourth-month employee campaign raised $563,835, far exceeding the $500,000 goal. She thanked those who contributed, as well as the members of the Children’s ER campaign committee for their hard work. All colleagues were invited to an event in the Children’s ER to celebrate the campaign’s success and to listen to the children sing songs.

Displaying our passion

In late May, sign crews put the finishing touches on the pedestrian bridge at Lehigh Valley Hospital–Cedar Crest. These giant-size versions of our health network logo display our passion for better medicine for guests, patients and visitors. We’ve also installed banners with the health network’s logo and tagline along the hospital’s entrance road. Some banners include the word “welcome” to appropriately introduce people to the hospital. Later this month we also will add new signs to the side of the Kasych Family Pavilion.
Schedule

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

Culture of Wellness

- July 5 and 21 – Breastfeeding Baby
- Starting July 6 – Preparing for Childbirth Series
- July 7 and 27 – Car Seat Check
- July 9 and 10 – Preparing for Childbirth, Sat.-Sun. Class
- July 10 – Sibling Tour/Adult Maternity Tour
- July 11 – Safe Sitter
- July 11 – CPR for Family and Friends
- Starting July 12 – Baby Care Series
- July 16 – Preparing for Childbirth, One-Day Class
- July 22 and 23 – Preparing for Childbirth, Fri.-Sat. Class

Employee Discounts

- Hersheypark – Save up to $17.95 per ticket. Visit tinyurl.com/LVHTKTS and enter code: 42618.
- Dorney Park – Save up to $8 per ticket. Visit mygroup.dorneypark.com and enter company ID: lvhealth2011.
- Six Flags Great Adventure – Save up to $42.99 per ticket. Visit tiny.cc/jtl1s and enter username: LVHN and password: SixFlags1.

Recreation Committee Events

- Sept. 29 – Menopause The Musical at Sovereign Performing Arts Center, Reading. $84/person includes bus, show and buffet

Visit the “LVH_Recreation_Comm” bulletin board for more details.

VALIC Retirement Seminars

- July 19 – LVH-17
- July 20 – LVH-M
- July 21 – LVH-CC
Visit valic.com to register and enter one of the following codes:
LVH-17 seminar: LVHALL11AK
LVH-M seminar: LVHTKTS11AI
LVH-CC seminar: LVHALL11AN

eLearning Becomes TLC

This summer, the eLearning system will be upgraded and renamed The Learning Curve (TLC). You’ll be able to launch TLC by clicking on a new icon (shown above) on your SSO toolbar. TLC will continue to be a central place for training records and will have many of the same features as the current system. However, it will have a new look and be easier to navigate. The home page will have direct access to all your training, as well as links to tutorials and other popular functions. In addition to the current features available to managers, TLC will allow managers to more easily track activities completed by staff. For more details, visit the current eLearning home page, and watch for more information this summer.


Nominated by Cindy Ventre, R.N.

Teamwork saves lives. Eleven colleagues at Lehigh Valley Hospital–Muhlenberg proved it when they partnered to care for a man with a severe gastrointestinal bleed.

When Amanda Oakes, R.N., received a call in the intensive care unit (ICU) to prepare for a patient, she wanted to help the team that was currently caring for him. She immediately went to interventional radiology where colleagues were attempting to resuscitate him. There she found Catherine Fischer, D.O., Paul Myers Jr., D.O., Elizabeth Evans, D.O., Scott Hamilton, D.O., and Stephanie Caprioli, R.N., infusing the patient with new blood and working tirelessly to revive and stabilize him. Tracy Hartman and Alicia Seyfried helped the interventional radiologist find the source of the bleed and stop it, while Francine Albright, R.N., Michael Guelzow and Lourdes Fernandez, R.N., made sure the team had an adequate supply of blood and supplies.

“This team worked for two-and-a-half hours to save this patient’s life,” says ICU nurse Cindy Ventre, R.N. “It wasn’t the actions of one single caregiver, but the team’s actions as a whole that gave the patient a new lease on life. It was awe-inspiring to hear this story and to know this is the type of care we deliver every day.”

–Matthew Burns

Service Stars of the Month

Congratulations to Award Nominees

Glenn Mackin, M.D., medical director of neuromuscular diseases, Lehigh Neurology
Michael Mauser and the engineering department at Lehigh Valley Hospital–17th Street
Crystal Lorrah, trauma/neuro intensive care unit
Michelle Motsko, case management
Herbert Robinson, information services

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.