2010


Lehigh Valley Health Network

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Inspire

ANNUAL REPORT ON PHILANTHROPY

2010

Luther V. Rhodes III, M.D.

Supporting research and education in infectious diseases

A PASSION FOR BETTER MEDICINE

Lehigh Valley Health Network
Transformation Through Cooperation

Facing health care reform, we must work together to ensure our strength.

Do you know how health care reform will affect you? Do you fully understand the health care reform bill? If your answer is "no," you’re not alone. It's inconceivable to think how the average person could comprehend such a lengthy and complicated document! That's why it is imperative for us to prepare for tomorrow today.

At Lehigh Valley Health Network, we are preparing for health care reform by undergoing a transformation. Throughout the health network, we are finding new efficiencies and pioneering new ways to care for our community. By transforming our not-for-profit organization, we're helping to ensure we remain a strong and viable charitable institution.

We can't, however, prepare for the future alone. To ensure we are as strong as we can be, we need your participation. Your financial support helps to ensure we have the necessary resources to heal, comfort and care for the people of our community no matter what health care reform brings our way.

In this *Inspire*, you'll meet several people who share our commitment to transform and strengthen health care in our communities. Luther V. Rhodes III, M.D., gave to promote research and educational opportunities for our infectious disease specialists, transforming the way in which they care for patients. A gift from Mary Kay and Jeff Grim gives health network caregivers a place to rejuvenate, ensuring they're at their best when caring for patients. Plus, numerous people contributed to the success of our annual Golf and Tennis Classic and Lehigh Valley Hospital–Muhlenberg Summer Festival, strengthening the level of care we provide to our community.

In this report, you'll see the names of hundreds of other community-minded individuals who support our charitable mission. They are the people with foresight who support our goal of world-class care close to home. To each and every one of you, we offer our sincere thanks.

Jefferson (Jeff) K. Aiken Jr., D. Min.
Chairman, Development Committee

Charles G. Lewis
Senior Vice President, Development
Marketing and Public Affairs

Lehigh Valley Health Network
A PASSION FOR BETTER MEDICINE
The Changing Landscape of Health Care

We must adapt while remaining loyal to our ideals

Health care today is about change. We're in the midst of a biological revolution with scientific breakthroughs and groundbreaking new treatments being discovered regularly. Such rapid-fire change brings a level of uncertainty to the health care delivery system.

Health care reform adds to the uncertainty. Why? The health care reform bill is lengthy and complicated—about 2,000 pages thick. It will take nine years to implement. Plus, it's filled with terms and regulations that remain undefined.

While the bill is far from perfect, it's a good start at reform because it provides coverage for 32 million Americans currently uninsured. That's a 10 percent increase in the number of people who will seek care in the American health care delivery system.

With more people seeking care, challenges will arise. Bruce Vladeck, Ph.D., a recognized expert on health care policy, notes that although we'll provide insurance for 10 percent more patients, the health care system will receive only 1 to 1.5 percent more dollars due to a decrease in government reimbursement rates for care.

Given these challenges, health care providers will feel tremendous pressure. People will look to health networks to decrease the cost of health care and increase the quality. It's a challenge, one that Lehigh Valley Health Network approaches with energy and enthusiasm. In recent years, we've redoubled our efforts to find new efficiencies and give our patients the high-value care they expect and deserve. Our journey with the System for Partners in Performance Improvement (SPPI) continues.

Yet for all the talk about change, not everything will. Our core values, professionalism and commitment to our patients remain constant. These principles are the foundation of our passion for better medicine.

We trust our relationship with you also will remain strong. Support from our community helps us provide the leading-edge services you and your family members deserve. Now more than ever, our future strength depends upon your financial support of our mission. With you standing confidently with us, I'm certain we can face the challenges of health care reform and continue to meet the ever-growing health care challenges of our community.

During these changing times, we are fortunate to have so many people whose vision and commitment for a healthier tomorrow remains steadfast. I offer my heartfelt thanks for your fortitude and generosity.

Elliot J. Sussman, M.D.
President and Chief Executive Officer
Elliot J. Sussman, M.D., uses its funds to strengthen our health network

Physicians from other continents share their knowledge. National experts address health network leaders on important issues. Two organizations join together to educate tomorrow's physicians.

These are three of the many programs funded by the Leonard Parker Pool Chair in Health Systems Management. It enhances the overall advancement of the health network in three key areas—management development, organizational development and education.

"We view our organization as a tricycle, with the rear wheels of education and clinical research supporting the larger, front wheel of patient care," Sussman says. "This chair—and all our chairs—provide added power to those rear wheels, allowing us to enhance the care we deliver to our community."

Funded by the Dorothy Rider Pool Health Care Trust, the chair’s accomplishments include a program that brings Kenyan medical residents to our health network, which helps them deliver a higher level of care in their homeland. In return, our doctors travel to Kenya and gain a different perspective on caregiving.

The chair also helps support the health network's new partnership with USF Health at the University of South Florida. It will teach tomorrow's doctors with a new health care curriculum that reflects current-day realities of being a physician, including quality, patient safety and efficiency.

This partnership—called SELECT (Scholarly Excellence, Leadership Experiences, Collaborative Training)—will enroll its first students next year. Students will spend their first two years learning at USF Health in Tampa, then spend their final two years living in the Lehigh Valley and practicing at our health network.

"Life is about relationships," Sussman says. "Building these new educational relationships will help our health network become stronger. That in turn will help create a healthier community."
Commemorating our commitment to education and research

Endowed chairs support education and clinical research in a specific field of medicine. Although they are rare at community hospitals, Lehigh Valley Health Network has 12 of them. The cost of funding a chair is $2 million, and the interest generated from that investment supports education and research opportunities. Here are photos from an event that celebrated our endowed chairs and introduced new chair holders to our community.


2 Supporting nursing excellence—Dick Fleming and his late wife, Peggy, established The Peggy Fleming Endowed Chair in Nursing, the first endowment of its kind in the nation at a non-university hospital.

3 Enhancing heart care—As the new holder of The Walter M. May and A. Hazel May (standing) Endowed Chair for Excellence in Cardiology, Ronald Freudenberger, M.D. (seated), plans to further education and clinical research in heart care.

4 Community support—(l-r) Lehigh Valley Health Network Board of Associates president Kathleen Miller, health network volunteer Bob Killgore and Lehigh Valley Hospital Auxiliary member Helen Hallock enjoy the event in Lehigh Valley Hospital–Cedar Crest’s Kasych Family Pavilion.
Fulfilling a Need

An endowment from Luther V. Rhodes III, M.D., supports research and education in infectious diseases

"Finding adequate funding for necessary medical research is increasingly a challenge," says Luther V. Rhodes III, M.D. "Even when secured, the challenge of inspiring busy clinicians to participate in research is formidable." That's why Rhodes, Lehigh Valley Health Network's chief of infectious diseases, changed the plans for his gift.

“I originally wanted to give to the health network in my will,” Rhodes says. “But with the need for funding and the important work of infectious diseases, I decided to give now.”

His generous donation created the Luther V. Rhodes III, M.D., Endowed Fund in Infectious Diseases. Interest generated from the gift’s investment will perpetually support research and education in infectious diseases.

“We need to stimulate research and educational opportunities for our physicians, physician assistants and nurses,” Rhodes says. Because Rhodes recruited all of the physicians in the department, he knows his gift will be used wisely. "I trust them because they have a fire in their belly," he says.

Endowment-funded projects under way include:

• A study examining the frequency of patients entering the hospital who carry the bacterial infection MSRA. The results will help specialists determine the most effective antibiotic treatments and methods to prevent transmission.

• A scholarship to send an infectious disease physician to Harvard University for a course on teaching—a most useful skill as the health network and University of South Florida partner to educate tomorrow’s physician leaders.

• A day-long infectious disease symposium for physician assistants.

While Rhodes feels rewarded to see his gift at work, he’s even more excited to know it will have a lasting impact. "The endowment enhances our staff’s skills,” he says, “which in turn improves patient care in our community.”

A TRUSTWORTHY TEAM— Luther V. Rhodes III, M.D. (center), is confident (l-r, standing) Eric T. Young, M.D., Mark C. Knouse, M.D., (seated, l-r) Sharon Kromer, R.N., and Jaan P. Naktin, M.D., will ensure these funds from the endowment will enhance education and research in infectious diseases.
18th Annual Golf and Tennis Classic

Community members and friends of Lehigh Valley Health Network gathered at historic Saucon Valley Country Club in May to celebrate the 18th annual Golf and Tennis Classic. Below are snapshots from the event.

SERVING UP SOME FUN—Lehigh Valley Health Network president and chief executive officer Elliot Sussman, M.D., was one of 29 tennis players who hit the courts.

FABULOUS FOURSOME—(L-r) Jon D. Hernandez, M.D., Ph.D., Robert L. Williams, Matt Van Driesen and Jack Ferdinand, representing sponsor Coordinated Health, enjoy the challenging golf course.
PHASTASTIC PHILLIES—Bob Schermerhorn, principal, Entertainment Services Group, displays his raffle prize: baseballs signed by Pete Rose, Mike Schmidt and Steve Carlton of the 1980 World Champion Philadelphia Phillies.

THE WINNER IS—Lehigh Valley Health Network president and chief executive officer Elliot Sussman, M.D., congratulates Sodexo Food and Nutrition general manager Andy Barsky on winning the raffle grand prize: a $2,500 AAA East Penn travel voucher.

GOLF WITH FRIENDS—That's what (l-r) Brian Richardson, David Richardson, M.D., Peter Sullivan and Jose Barreto did while representing sponsor T-System.
Festival Frivolity

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 volunteers and community members who ran the four-day August event made this year's festival a success.

**TAKE A CHANCE**
(L-r) Ray Frederick, Polly Rayner, Anne Horosky, Kathy Contrino, and Nancy and Tara Flanagan sold tickets that gave people a chance to win fantastic prizes.

**PLAYIN' AT THE POND**
Former Lehigh Valley Hospital-Muhlenberg Auxiliary president Grace Ritter celebrates 18 years of volunteerism at the Duck Pond, a popular festival game that has participants pull a duck from the pond to win a prize.

**HOLD ON!**
Four-year-old Jared (left) and 3-year-old Justin of Easton couldn't be happier to be taking a spin on one of the festival's many children's rides.
TASTY TREAT
(L-r) Evelyn Mengel, Barbara Jones, Eleanor Brown and Beverly Walp had no problem selling their delectable homemade baked goods.

DEDICATED VOLUNTEER
Harold Fabian (left) was honored by Bethlehem Business Administrator Dennis Reichard (center) and Lehigh Valley Health Network president and chief executive officer Elliot Sussman, M.D., for his 20 years of service as the festival’s chairman.
The Leonard Pool Society held its annual meeting in June. David and Lisa Helmer graciously hosted the event at their business, Knopf Automotive in Allentown, where they had some of their collection of new and antique automobiles on display. At the meeting, members celebrated their aggregate gift of more than $189,000. It will be used to support the health network’s soon-to-open Children’s ER, the Miles of Smiles Mobile Dental Clinic and the GlitterBug hand-washing program. Here are scenes from the event.

**HEALTH NETWORK SUPPORTERS**—Anesthesiologist and Leonard Pool Society Advisory Board member Karen A. Bretz, M.D., and her husband George Kopchick, support Lehigh Valley Health Network’s mission.

**FAMILY MEDICINE MEMBERS**—(L-r) New members Christine and Jonathan Burke, D.O., enjoy the event with John Gray, D.O., and his wife, Kathy M. Gray, C.R.N.P., an Advisory Board member.
AT THE MEETING, MEMBERS CELEBRATED THEIR AGGREGATE GIFT OF MORE THAN $189,000

PHYSICIAN GIVING—(L-r) Theodore G. Phillips, M.D., cardiothoracic surgeon, Thomas M. McLoughlin Jr., M.D., chair of the health network's department of anesthesiology, and Ronald S. Freudenberger, M.D., chief of cardiology and medical director of the Regional Heart Center, understand the importance of giving back to the community.

FULFILLING THEIR MISSION

Creating a healthy community is the goal of The Leonard Pool Society. Helping to do just that are the 2010 Advisory Board members. They are (standing l-r) Ellen B. Bishop, M.D., Kathy M. Gray, C.R.N.P., Karen A. Bretz, M.D., Kevin J. Sprague, Clair D. Miller, Lisa B. Fraenkel, Robin A. Rosenua, Linda A. Ebert, (sitting l-r) Patti Lehr, Wenda L. Boyer, Joann Brusko, Gale S. Schlechter, Libby Aiken, Mary B. Gedney and immediate past president Judy Puchyr. Not pictured are president Patricia D. Mullin, George R. Eichler, M.D., Julie A. Gubernick, M.D., Thomas O. Miller, Kathleen A. Reilly, David M. Richardson, M.D., Paul L. Vikner, Thomas V. Whalen, M.D., and Robert C. Wood.
Enhancing Care by Supporting Caregivers

Mary Kay and Jeff Grim believe in Lehigh Valley Health Network’s staff

Mary Kay and Jeff Grim know the dedication, commitment and passion displayed by Lehigh Valley Health Network’s employees. It’s something Mary Kay sees every day as the health network’s senior vice president of human resources. “Our staff members are very skilled at what they do,” she says. “It makes us feel proud to be associated with the health network.”

The staff’s drive inspires the Grims to support health care in a unique way. Their gift to the health network named a staff lounge at Lehigh Valley Hospital–Cedar Crest. “Our caregivers are under a lot of stress,” Mary Kay says. “The lounge gives them a place to rejuvenate so they can be at their best when they’re caring for patients.”

Whether supporting the health network or volunteering time with other not-for-profits, such as Meals on Wheels, Jeff understands the importance of giving. “It creates a synergy within an organization, and helps it get stronger and better,” says the retired Parkland School District director of business administration.

The Grims help create a synergy within the health network as members of the Leonard Pool Society and through their support of Nite Lites. They've also supported hospice care, in recognition of the end-of-life care Jeff's mother received at our health network, and cancer care, in memory of Mary Kay's parents, both of whom battled the disease.

“Everyone has a story about how health care touched his or her life,” Mary Kay says. “We encourage people to find the area of care they’re passionate about and support it. We know from experience that when you make a contribution, you get something back in return.”
The 1899 Society continues its 100-plus-year tradition of supporting Lehigh Valley Health Network through philanthropy. Like the community members who have helped support the health network throughout its rich history, members of the 1899 Society lead the health network into the future through estate gifts.

The 1899 Society's sixth annual luncheon was held in June at Lehigh Country Club.

1 LOCAL VISIONARIES—Long-time 1899 Society members (l-r) William Gillingham, Mary Louise Wright, R.N., and Mildred Gillingham enjoyed the event at Lehigh Country Club.

2 FAMILY SUPPORT—Susan and Joel Weiner are proud to support the health network through their 1899 Society membership and their family's creation of the Max and Bessie Weiner Family Endowment Fund in Support of Nursing Scholarships.

3 AN ENJOYABLE AFTERNOON—(l-r) Sister Gunnel Sterner, former Lehigh Valley Hospital-Muhlenberg chaplain and current 1899 Society member, Josephine Ritz, R.N., Lehigh Valley Health Network manager of nursing resources for development, and Helen Neubauer, Board of Associates and 1899 Society member, look forward to attending the annual luncheon.

4 A CHERISHED FRIEND—A long-time supporter of Lehigh Valley Health Network, 1899 Society member Dick Fleming established the Fleming Trust to support hospice, pain management, nursing, trauma and infection control services.
# DONOR LIST

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(July 1, 2009, through June 30, 2010)

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A Team of Triathletes

When Nick Fritz (right) was diagnosed with leukemia, his brother, Raymond, created Team Nick. The triathlon team’s goal: raise money to benefit children’s cancer care. While Nick received chemotherapy treatments at Lehigh Valley Hospital–Muhlenberg from caregivers like Leslie Simpson, M.D. (second from right), he participated in several marathons. Today, he’s cancer-free and Team Nick’s leader. Along with teammates (l-r) Michael Zardet and Daniel Fritz, Team Nick raised $1,100 for the health network’s pediatric oncology program at the Ocean City (N.J.) Triathlon/Duathlon. It took a 400-meter swim, 2-mile run, 16-mile bike ride and another 2-mile run to do so. To support Team Nick’s cause and motto, “Never Give Up,” e-mail Heather Ennis, Lehigh Valley Health Network’s director of annual giving, at Heather. Ennis@lvhn.org.
A “Revolution’ary” Donation

The 7-foot-tall Ferris wheel spinning in Toy Magic’s downtown Bethlehem store window brought smiles to many passers-by. It will evoke the same joy from patients in the soon-to-open Children’s ER at Lehigh Valley Hospital–Cedar Crest. Upon the store’s closing, owners Brian and Nellie Fais turned down many organizations to generously donate the motorized Ferris wheel to the health network. “We’re sad to see it go,” Nellie says, “but if it makes just one child smile, it will be worth it.” Made out of K’Nex building blocks, the Ferris wheel was displayed at the Franklin Institute before K’Nex had it moved to Toy Magic in 1998. There, it tallied more than 15 million revolutions.
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Pretty in Pink

Why did Lehigh Valley IronPigs players and mascot, Ferrous, wear pink jerseys during the May 9 game? To raise money for Lehigh Valley Health Network’s breast health education and early detection fund. Health network nurse Deborah Corcoran, R.N. (second from left), of Keller Williams Real Estate, sponsored the game and organized the fundraiser with her husband, Joe. Aaron Bleznak, M.D. (right), vice chair of operation and clinical affairs and assistant medical director of the health network’s department of surgery, enjoyed the game with his daughter, Hanna (left).
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Enhancing Care Through Education

Internationally recognized medical educator and dean of the University of Michigan Medical School James O. Wooliscroft, M.D. (second from right), spoke at the second annual Jeffrey Paul and Grace Kathryn Feather (left) Endowed Lectureship event. Interest from the Feathers' gift perpetually brings health care experts to the health network. Selected by Lehigh Valley Health Network's president and chief executive officer Elliot Sussman, M.D. (right), the speakers help physicians and staff stay current with the latest health care trends. Wooliscroft's presentation, "Medical Education—Looking Into the Muddy Crystal Ball," helped caregivers prepare for health care reform.
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Dr. and Mrs. Walter J. Okunski

Dr. and Mrs. Paul Orr

Mrs. Carolyn T. Oster

Ms. Margaret J. Parry

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Mr. and Mrs. Douglas C. Patt

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Mrs. Josephine M. Ritz

Atty. Joseph L. Rosenfield

Barbara and Michael Rossi

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Miss Frances R. Woman

Mrs. Mary Louise Wright

Ms. Susan Yee and Family

Mr. and Mrs. Russell R. Young

Dr.* and Mrs. Stanley E. Zeeman

Mr. and Mrs. C. Palmer Zigmund* "Deceased"

In memory of the men and women who have included Lehigh Valley Health Network in their estate plans, we celebrate their life and legacy of service to others.

Anonymous

Gary B. Bialock

Rev. Kenneth E. Hartranft

Mrs. Irmgard U. Hartzell

Virginia Hoffert

Mr. Kerry L. Moore

Darnice Rickert

Gloria P. Seifert

Beryl J. Wolf

Mabel Adams Trust

Raymond K. Bark Trust

Richard J. Butz Trust

G.B.F. Daily Trust

Willard B. Fuller Trust/Annie Fuller Davies

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