2003

Annual Report (2003): Quality Care Means Your Well-Being Comes First

Lehigh Valley Health Network

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Quality care means your well-being comes first.

Report to the Community 2003
Lehigh Valley Hospital and Health Network
It’s what makes a product trustworthy...

an experience memorable...

a relationship dear. Quality matters in all areas of your life. But as Matt and Gwyn Baker (right) of Allentown can tell you, it matters most of all when you need medical care.

In late 2001, the Bakers learned that the lump Matt had found while shaving was a rare and serious tongue and throat cancer. In the following months, he underwent a 12-hour surgery, radiation and chemotherapy—along with all the emotions, changes and losses that confront every family when the diagnosis is cancer.

No one would call this a quality experience. But at Lehigh Valley Hospital, the Bakers received the very finest care.

“Our team of specialists absolutely, positively knew what to do,” Gwyn says. “And the cancer staff is so compassionate and caring.” Today, Matt Baker is back at work and feeling hopeful about the quality of his future.
Quality is something we deliver day in and day out at Lehigh Valley Hospital, and this year we were selected as the sole hospital in the country to receive the prestigious National Quality Health Care Award. One of our hallmarks of quality is how we link patient care, education and research. The education and research we do contribute to the quality of our care by bringing to the Lehigh Valley the finest teaching physicians and nurses and the very latest medical knowledge.

We are a community hospital, in the sense that we’re deeply rooted in our community—but we’re also more. You might call us an “academic community hospital.”

It’s one reason we won the national quality award. In the pages of this report, you’ll read about many more reasons.
That's how Service Star Joelle Milkovitz, R.N., makes her cancer patients feel. One of those patients, Ann-Margaret Rodgers, opened up to Milkovitz during her chemotherapy. She shared her hopes for the future—and when she became engaged, it was Milkovitz she called with the happy news. A few months later, Milkovitz attended the wedding.
our well-being matters to the people caring for you at Lehigh Valley Hospital. At its core, quality health care is about service—about taking that extra step to make your life better.

We search for people with a gift for reaching out to others. And when members of our team do an extraordinary job—like Joelle Milkovitz, R.N. (see previous page) or Gary Nicholas, M.D. (in photo at left)—we honor them as Service Stars.

Part of a quality relationship is empathy, being able to put yourself in the other person's shoes. Staff members on our neuroscience unit did that this year when several of them decided to get stroke screenings themselves. They took the results seriously by making lifestyle changes to reduce their risk. It was a chance to learn firsthand what their patients experience.

Profiles of personal service
—Vascular surgeon Gary Nicholas, M.D. (upper photo), earned a Physician Service Star Award this year for his "truly caring" dedication to patients like Thomas Shuhler of Palm. Nancy Nocek, L.P.N. (lower photo), was one of the nurses who cared tenderly for burn patient Donald Miller, shown with her here. Read their story, next page.
Another aspect of a quality relationship is being able to listen. It's an attitude exemplified by the women who make up HealthSpring, Lehigh Valley Hospital and Health Network's newest family practice. To address the whole range of their patients' concerns, the five family physicians there are partners with a psychiatrist and psychologist. They'll use secure e-mail and group education sessions to stay in touch with their patients and help them help themselves.

When you have a quality relationship with your caregiver and hospital—when there's a warm, strong, trusting connection there—it lifts your spirits and helps you heal. Donald Miller of Allentown knows that. Four years ago, he was admitted to the Lehigh Valley Hospital Burn Center with third-degree burns over 60 percent of his body from an electrical accident at work.

As he struggled to survive, night-shift nurse Nancy Nocek, L.P.N., was among his caregivers. "When my family left at the end of the day, I was emotionally drained," Miller says, "but Nancy's voice at night was always so soothing."

This year, Miller returned to the Burn Center as a volunteer, counseling other burn patients and giving back what Nocek and her colleagues gave to him. "Even after you are discharged," he says, "the caring and support continue." And this year, Nancy Nocek was named L.P.N. of the Year by Advance for L.P.N.s magazine.
Quality care is a team effort

How can we keep our patients' experience great as our campus grows? That's what staff members throughout Lehigh Valley Hospital—Muhlenberg asked themselves this year. The project team took several steps to heighten sensitivity to patient privacy and convenience. Scores on patient satisfaction surveys kept rising, and the project won a Quality Quest Award.

The quality of the caregiving team at Lehigh Valley Hospital means you can feel confident you're in the best possible hands. A prime example of that is our Stroke Rapid Response Team. With stroke, “time is brain.” The drug tPA offers new hope for many patients, but it must be given within three hours of the first symptoms. Thanks to our specially educated stroke team, patients at Lehigh Valley Hospital get tPA and other vital therapies within just 90 minutes, on average. This year, we expanded the stroke team to Lehigh Valley Hospital—Muhlenberg.

The quality of good teamwork is evident not just in the Stroke Center but in all aspects of care at Lehigh Valley Hospital. Thanks to strong recruitment and retention programs, we employ more than 1,600 registered nurses during a national nursing shortage. Our vacancy rate is 4.3 percent, compared with up to 20 percent nationally.

Examples of Quality Quest in action at Lehigh Valley Hospital—Muhlenberg
—previous page, clockwise from top left: Joni Wright, R.N., cares for patient Milton Ramos of Bethlehem... technical partner Nilsa Bonilla visits with Irene Yost of Walnutport... physical therapist Sean Griech works with patient Raymond Rice of Emmaus... technical partner Laura Gilson has a smile for Maryann Heck of Easton... and housekeeper Lucy Vasquez fluffs a pillow for Dorothy Scheffler of Bath.

The major expansion at Lehigh Valley Hospital—Muhlenberg will be complete in 2005.
And more than 200 nursing students are committed to working here when they complete their education through our scholarship program.

Lehigh Valley Hospital also attracts a superb team of physicians. The 69 doctors who joined our medical staff this year come from such renowned institutions as Johns Hopkins University, Walter Reed Army Medical Center, The Massachusetts General Hospital and The Children's Hospital of Philadelphia.

Teamwork is one of the main reasons Lehigh Valley Hospital consistently earns awards. This year, we were again named among America's Top Hospitals for heart care and heart surgery by U.S. News & World Report. It is the eighth consecutive year we’ve made the best hospitals list. And we received the John M. Eisenberg Patient Safety award for our commitment to protecting our patients. Our new patient safety video is the first of its kind nationwide.
Financial stability—for now and for the future—is a key element in quality health care. It is the foundation on which Lehigh Valley Hospital and Health Network is able to provide award-winning care to our patients and maintain a longstanding commitment to the health of our community.
Our Commitments to the Community

COMMUNITY EDUCATION AND PREVENTION
1. Community health education publications $965,850
2. Office of community health 488,339
3. Pastoral care 448,149
4. School health 198,759
5. Materials to promote health-related activities 182,566
6. Helwig Health & Diabetes Center education and outreach programs 179,294
7. John and Dorothy Morgan Cancer Center 127,000
8. Physician referral and health information line 126,423
9. Health promotion and disease prevention 71,884
10. AIDS Activities Office 70,196
11. Communities in Schools 38,000
TOTAL $2,896,460

DIRECT PATIENT CARE
1. Bad debt $9,781,102
2. Medical assistance shortfall 7,493,448
3. Medicare shortfall 7,231,257
4. Uncompensated charity care 4,907,792
5. Clinic subsidy 1,945,580
6. Mental health/mental retardation programs 927,883
7. Blue Cross Special Care shortfall 250,000
8. Pharmaceuticals for discharged patients 99,938
9. Patient representatives and interpreting service 56,565
TOTAL $32,753,535

COMMUNITY PARTNERSHIPS AND SUPPORT
1. Value of volunteer assistance $2,562,682
2. Value of local partnerships 761,036
3. Local contributions 142,053
TOTAL $3,465,771

PROFESSIONAL AND PATIENT EDUCATION
1. Medical education $8,132,710
2. Nursing education 5,116,227
3. Patient education and publications 216,224
4. Clinical education 20,000
5. Emergency education 242,749
TOTAL $14,727,910

GRAND TOTAL $53,843,676
## Sources and Uses of Revenue Analysis

### Fiscal Year 2003

#### Sources of Revenue Analysis

<table>
<thead>
<tr>
<th>Source</th>
<th>Actual FYE 06/30/03</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net patient service revenue</td>
<td>$666,544</td>
</tr>
<tr>
<td>Other operating revenue</td>
<td>40,253</td>
</tr>
<tr>
<td>Investment earnings (realized)</td>
<td>6,340</td>
</tr>
<tr>
<td><strong>Total Sources of Revenue</strong></td>
<td><strong>$713,137</strong></td>
</tr>
</tbody>
</table>

#### Uses of Revenue Analysis

<table>
<thead>
<tr>
<th>Use</th>
<th>Actual FYE 06/30/03</th>
</tr>
</thead>
<tbody>
<tr>
<td>Salaries, wages and employee benefits</td>
<td>$338,035</td>
</tr>
<tr>
<td>Supplies, purchased services and other expenses</td>
<td>244,462</td>
</tr>
<tr>
<td>Depreciation and amortization</td>
<td>42,439</td>
</tr>
<tr>
<td>Interest</td>
<td>14,506</td>
</tr>
<tr>
<td>Community service and uncompensated care</td>
<td>53,844</td>
</tr>
<tr>
<td>Provision for new programs, facilities and equipment replacement</td>
<td>19,849</td>
</tr>
<tr>
<td><strong>Total Uses of Revenue</strong></td>
<td><strong>$713,137</strong></td>
</tr>
</tbody>
</table>

### Combined Revenue Sources and Uses

**June 30, 2003 and 2002**

#### Sources of Revenue

<table>
<thead>
<tr>
<th>Description</th>
<th>2003</th>
<th>2002</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net patient service revenue</td>
<td>$666,544</td>
<td>$584,749</td>
</tr>
<tr>
<td>Other operating revenue</td>
<td>40,253</td>
<td>26,909</td>
</tr>
<tr>
<td>Investment earnings (realized)</td>
<td>6,340</td>
<td>9,622</td>
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<tr>
<td><strong>Total Sources of Revenue</strong></td>
<td><strong>$713,137</strong></td>
<td><strong>$621,280</strong></td>
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</table>

#### Uses of Revenue

<table>
<thead>
<tr>
<th>Description</th>
<th>2003</th>
<th>2002</th>
</tr>
</thead>
<tbody>
<tr>
<td>Salaries, wages and employee benefits</td>
<td>$338,035</td>
<td>$303,012</td>
</tr>
<tr>
<td>Supplies, purchased services and other expenses</td>
<td>244,462</td>
<td>210,068</td>
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<td>Depreciation and amortization</td>
<td>42,439</td>
<td>40,032</td>
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<tr>
<td>Interest</td>
<td>14,506</td>
<td>14,261</td>
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<tr>
<td>Community service and uncompensated care</td>
<td>53,844</td>
<td>39,968</td>
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<tr>
<td>Provision for new programs, facilities and equipment replacement</td>
<td>19,849</td>
<td>13,939</td>
</tr>
<tr>
<td><strong>Total Uses of Revenue</strong></td>
<td><strong>$713,137</strong></td>
<td><strong>$621,280</strong></td>
</tr>
</tbody>
</table>
# Lehigh Valley Health Network and Component Entities

**COMBINED STATEMENTS OF FINANCIAL POSITION (In Thousands) June 30, 2003 and 2002**

<table>
<thead>
<tr>
<th>ASSETS</th>
<th>2003</th>
<th>2002</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Current assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash and cash equivalents</td>
<td>$38,460</td>
<td>$24,461</td>
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<tr>
<td>Patient accounts receivable, net of estimated uncollectible accounts (2003 -$12,692, 2002 -$7,970)</td>
<td>93,141</td>
<td>91,430</td>
</tr>
<tr>
<td>Prepaid, inventories and other current assets</td>
<td>21,595</td>
<td>24,376</td>
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<tr>
<td>Assets whose use is limited or restricted-current portion</td>
<td>13,182</td>
<td>13,589</td>
</tr>
<tr>
<td>Net current assets of discontinued operation</td>
<td>3,159</td>
<td>7,233</td>
</tr>
<tr>
<td><strong>Total current assets</strong></td>
<td>$169,537</td>
<td>$161,099</td>
</tr>
<tr>
<td><strong>Noncurrent assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Assets whose use is limited or restricted</td>
<td>240,423</td>
<td>218,839</td>
</tr>
<tr>
<td>Assets limited by board for capital improvements</td>
<td>13,404</td>
<td>13,303</td>
</tr>
<tr>
<td>Assets limited by management</td>
<td>58,688</td>
<td>19,196</td>
</tr>
<tr>
<td>Assets limited under bond indenture agreements—held by trustee</td>
<td>1,638</td>
<td>2,311</td>
</tr>
<tr>
<td>Assets limited under workers’ compensation arrangements—held by trustee</td>
<td>5,994</td>
<td>2,443</td>
</tr>
<tr>
<td>Assets limited under primary professional liability arrangements</td>
<td>7,137</td>
<td>0</td>
</tr>
<tr>
<td>Assets limited by board for retained excess professional liability arrangements</td>
<td>17,486</td>
<td>16,205</td>
</tr>
<tr>
<td>Assets limited to fund deferred compensation and other liabilities</td>
<td>68,179</td>
<td>68,886</td>
</tr>
<tr>
<td>Assets restricted by donors</td>
<td>350,104</td>
<td>335,679</td>
</tr>
<tr>
<td>Property and equipment, net</td>
<td>8,224</td>
<td>8,928</td>
</tr>
<tr>
<td>Investments</td>
<td>17,187</td>
<td>12,851</td>
</tr>
<tr>
<td>Deferred financing costs, net and other noncurrent assets</td>
<td>$786,464</td>
<td>$684,641</td>
</tr>
<tr>
<td><strong>Total noncurrent assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total assets</strong></td>
<td>$956,001</td>
<td>$855,730</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LIABILITIES AND NET ASSETS</th>
<th>2003</th>
<th>2002</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Current liabilities</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accounts payable</td>
<td>$18,208</td>
<td>$21,597</td>
</tr>
<tr>
<td>Accrual for estimated third-party payer settlements</td>
<td>21,885</td>
<td>19,540</td>
</tr>
<tr>
<td>Accrued compensation</td>
<td>20,666</td>
<td>19,738</td>
</tr>
<tr>
<td>Other accrued expenses</td>
<td>18,562</td>
<td>19,459</td>
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<tr>
<td>Pension</td>
<td>16,806</td>
<td>3,800</td>
</tr>
<tr>
<td>Professional liability</td>
<td>1,750</td>
<td>1,155</td>
</tr>
<tr>
<td>Workers’ compensation</td>
<td>1,015</td>
<td>1,065</td>
</tr>
<tr>
<td>Current portion of long-term debt</td>
<td>5,222</td>
<td>5,722</td>
</tr>
<tr>
<td><strong>Total current liabilities</strong></td>
<td>$104,054</td>
<td>$92,086</td>
</tr>
<tr>
<td><strong>Noncurrent liabilities</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Long-term debt, net of current portion</td>
<td>376,675</td>
<td>317,120</td>
</tr>
<tr>
<td>Negative goodwill, net</td>
<td>0</td>
<td>10,760</td>
</tr>
<tr>
<td>Deferred compensation and other liabilities funded with matching assets</td>
<td>17,486</td>
<td>16,205</td>
</tr>
<tr>
<td>Pension</td>
<td>46,977</td>
<td>50,557</td>
</tr>
<tr>
<td>Professional liability</td>
<td>20,941</td>
<td>7,020</td>
</tr>
<tr>
<td>Workers’ compensation</td>
<td>2,128</td>
<td>680</td>
</tr>
<tr>
<td>Other liabilities</td>
<td>2,018</td>
<td>2,691</td>
</tr>
<tr>
<td><strong>Total noncurrent liabilities</strong></td>
<td>$466,125</td>
<td>$405,033</td>
</tr>
<tr>
<td><strong>Total liabilities</strong></td>
<td>$570,179</td>
<td>$497,119</td>
</tr>
<tr>
<td><strong>Net assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unrestricted</td>
<td>316,643</td>
<td>287,725</td>
</tr>
<tr>
<td>Temporarily restricted</td>
<td>15,574</td>
<td>17,701</td>
</tr>
<tr>
<td>Permanently restricted</td>
<td>53,605</td>
<td>53,185</td>
</tr>
<tr>
<td><strong>Total net assets</strong></td>
<td>$385,822</td>
<td>$358,611</td>
</tr>
<tr>
<td><strong>Total liabilities and net assets</strong></td>
<td>$956,001</td>
<td>$855,730</td>
</tr>
</tbody>
</table>
Jefferson (Jeff) Aiken Jr., D.Min.
Senior Pastor
First Presbyterian Church

Andrew E. Cummins
Group Vice President, Chemicals Group
Air Products and Chemicals, Inc.

John T. Dickson
President and Chief Executive Officer
Agere Systems, Inc.

Jean W. Farrington
Library Development Officer
Lehigh University

Jeffrey P. Feather
Chairman and Chief Executive Officer
SunGard Pentamation, Inc.

Richard J. Green
President and Chief Executive Officer
Firstrust Bank

Irwin Greenberg
President, I.G. Consulting

William F. Hecht
Chairman, President and
Chief Executive Officer
PPL Corporation

Arnold H. Kaplan
Chief Financial Officer (Retired)
United Health Group

Darrell G. Kirch, M.D.
Senior Vice President for Health Affairs
Dean of the College of Medicine
Penn State University
Chief Executive Officer
Milton S. Hershey Medical Center

William H. Lehr
Executive Consultant
Insurance Management Services

Donald L. Levick, M.D.
President Elect, Medical Staff
Lehigh Valley Hospital

Timothy J. McDonald–
Vice Chairman
Chairman
Lafayette Ambassador Bank

Edward M. Mullin Jr., M.D.
Past President, Medical Staff
Lehigh Valley Hospital

Alexander D. Rae-Grant, M.D.
President, Medical Staff
Lehigh Valley Hospital

J. B. Reilly
President, Landmark Communities

Arthur J. Rothkopf
President, Lafayette College

Elliot J. Sussman, M.D.
President and Chief Executive Officer
Lehigh Valley Hospital and Health Network

Kathryn P. Taylor
Vice President (Retired)
Sanus Corp. Health Systems

Marvin L. Woodall–
Chairman
Vice President, International (Retired)
Cordis, Johnson & Johnson

Susan C. Yee
Chief Executive Officer
Active Data Exchange, Inc.

Darrell G. Kirch, M.D., surgery resident

Dale Dangleben, M.D., surgery resident
Quality care is innovative

To prevent admission delays, we have a new, more efficient system for discharging patients and getting rooms cleaned for the next patient. It's all tracked on a big electronic "bed board," color-coded to tell staff the status of each bed and alert our patient transporters to go into action!

A transporter's busy day—Linda Hinkle gets her patients started on the trip home from the hospital. She's shown here with Michael Taghavia of Allentown (above) and Kristen Smith of Allentown.
In today's fast-changing health care environment, quality can happen only if you're thinking three steps ahead—and innovation is part of our culture at Lehigh Valley Hospital.

Rachel Burnis of Scranton discovered that for herself during a pregnancy ultrasound last year. When the scan revealed a potential problem, her doctor forwarded it by computer to a maternal fetal medicine (high-risk childbirth) specialist at Lehigh Valley Hospital. Burnis came here for further testing, but our specialists were able to monitor her in her hometown throughout the rest of her pregnancy. The availability of “telemedicine” is one of the reasons she has a healthy son today.

In the coming year, we will extend this capability to critical care patients with the addition of “tele-intensivists,” critical care specialists who monitor the patient through a camera, microphone and computer in the patient's room. The tele-intensivists will collaborate with doctors and nurses in our critical care units, providing round-the-clock care of the highest quality.
Telemedicine is even helping monitor patients in their own homes. Through Lehigh Valley Home Care, specially designed HomeMed monitors installed in the home take daily readings of blood pressure and other vital signs. Abnormal readings prompt a quick intervention, before a problem has time to worsen. The technology extends the hands of caregivers—and in the process, prevents unnecessary trips to the hospital.

Lehigh Valley Hospital has offered leading-edge treatments for a long, long time. This year, we performed our first pancreas transplant—a surgery that literally cures diabetes in some patients, and often reverses the serious complications of that disease. In September, Rose Douglas of Weatherly became the first person in the region to have biologic glue injected into her brain to prevent bleeding during surgery to correct a blood vessel abnormality. It's a highly delicate procedure performed only in a few select medical centers.

Our intensive care staff is beginning to develop a new model of care for critically ill patients and their families, thanks to a three-year, $375,000 grant from the Robert Wood Johnson Foundation. Everyone who comes to our ICUs gets state-of-the-art medical care. The grant will help us improve the quality of our patients' experience by including emotional and spiritual care in this high-tech, high-pressure environment. We were one of four grant recipients selected from 242 competitors across the country.

The groundwork for new treatments and care approaches like these is laid in the research phase, and Lehigh Valley Hospital is active in many different areas of research. For example, our cardiac team is taking part in a study of gene therapy in the treatment of patients with severe heart disease. A growth-stimulating gene is injected into the coronary artery to promote formation of new blood vessels.
Quality care is convenient

You can connect easily with us.

Group visits enrich the all-important doctor-patient connection for people with diabetes. Each month, groups of patients meet for checkups, education, question-and-answer sessions and sometimes even low-sugar cooking demonstrations. Sharing their common needs and obstacles has helped them take better care of themselves.

In a group session on diabetes (large photo), family physician Jack Lonhart, M.D., and registered dietitian Monica Pyzio of Helwig Health and Diabetes Center (standing) lead the discussion. In small photo, family physician Brian Stello, M.D., conducts another group visit.
Because you have to be able to connect with the doctor when you need to, we've been expanding the places where you can do that throughout Lehigh Valley Hospital and Health Network.

Visit Lehigh Valley Hospital—Muhlenberg these days and you can see a dramatic expansion in the works. At our Bethlehem campus, you already have access to the services of The Regional Heart Center. New this year is Chest Pain Alert ER, a program to ensure that people having a heart attack receive treatment in our cardiac catheterization lab as promptly as possible, day or night.

Specialized cancer care also is available now in Bethlehem. Ten years ago, there were no comprehensive cancer centers in our community. Now, there are two—the John and Dorothy Morgan Cancer Center at Lehigh Valley Hospital—Cedar Crest and the new Cancer Center at Lehigh Valley Hospital—Muhlenberg. Our cancer centers earned the highest accreditation this year of any cancer program in the region.

We're making it more convenient to go to the doctor's office as we expand the numbers and range of our Lehigh Valley Physician Group. There are now nearly 200 physicians in more than 50 offices as far north as Brodheadsville and as far east as Forks Township.

Connecting you with the health care resources you need and making it as convenient as possible—it's a big part of quality health care at Lehigh Valley Hospital.

Quality is—a health center in your neighborhood.

Besides our three hospitals and the special services they provide, Lehigh Valley Hospital and Health Network now has a total of six community-based health centers around the region. Through our health centers, we bring family physicians, specialists and extra services right into your neighborhood.

The latest, the Health Center at Bethlehem Township, opened this fall. One of the extras there is a Health Network Laboratories satellite, where you get prompt test results from staff members like phlebotomist Brenda Brown (shown above).

Many of our health centers have become hubs of community health, offering screenings, health fairs and other resources for your good health.
Quality care is community-focused.

We reach out to you.

Interpreter Rosa Bruno reaches out to Spanish-speaking patients at our Lehigh Valley Physician Practice Center. After specialized training in medical interpretation, Bruno—a native of Puerto Rico—knows how to be “invisible,” so the patient and doctor can communicate directly. We’re expanding our interpreter services and studying their impact on patient outcomes.

Rosa Bruno interprets for Jesus Colon of Allentown and Stacey Smith, M.D., at Lehigh Valley Physician Practice Center, Lehigh Valley Hospital—17th and Chew. More than 40 percent of the center’s patients are Spanish-speaking.
igh-quality health care doesn't wait to be called. It's proactive, keeping a pulse on community needs and constantly finding new ways to help you and your neighbors stay healthy and well-informed.

Community outreach always has been a high priority for Lehigh Valley Hospital. We offer a full range of wellness programs to people of all ages—programs like Step It Up, in partnership with Wegmans Food Markets. Participants in this new program used pedometers to track their steps and build fitness.

This year, we paid special attention to our growing ethnic populations. Supported by a grant from Voluntary Hospitals of America (VHA), our Helwig Health and Diabetes Center created programs for a Hispanic school. One of those, the Children's Cooking School, became the subject of a VHA video that will help hospitals around the country prevent childhood obesity and diabetes.

The staff at Helwig also is working with the Association for the Blind and Visually Impaired of Allentown (and others) to adapt Helwig's manual on type 2 diabetes for those with vision problems.

For the past three years, Lehigh Valley Hospital has operated an innovative heart disease prevention study called LOVAR.* This year, we are adding the renowned Dr. Dean Ornish Program, a rigorous combination of a whole foods diet, exercise, stress management and group support. We are one of only 22 hospitals nationally to offer the Ornish program. It rounds out the choices we can give our community in the critical area of heart health.

*Lowering of Vascular Atherosclerotic Risk
How Community Service Adds Up

34,578 community members attended health promotion classes, screenings, health fairs and injury prevention programs this year.

$289,219 was donated to United Way by our employees.

89,308 was the total number of visits to Lehigh Valley Hospital's clinics, providing high-quality care to low-income community members.

47,064 hours of free care and education were donated by our physicians.

1,554 seriously ill or injured people were transported by the MedEvac helicopters.

108,054 calls were made to 402-CARE for health information and service referral.

13,301 physicians, nurses, residents and other health care professionals took part in educational activities through our Center for Education.

1,886 people with diabetes were helped by the educational programs of Helwig Health and Diabetes Center.

Quality care is service

Community service has been part of the mission of Lehigh Valley Health Network since our founding in 1899. Each year, we invest thousands of hours and millions of dollars in the health and well-being of the people of our community, especially those in need. Details for fiscal year 2003 (July 1, 2002-June 30, 2003) are below.

COMMUNITY EDUCATION AND PREVENTION

TOTAL . . . . . . . . $2,896,460

These activities include classes and lectures, screenings, health fairs, publications like Healthy You, school health programs, and sponsorship for such groups as Communities in Schools, AIDS Activities Office and Women's Health Services.

DIRECT PATIENT CARE

TOTAL . . . . . . . . $32,753,535

Our hospital subsidizes many clinics and other health care programs for low-income citizens and families. We also provide nearly $5 million in charity care for people outside the private or public insurance safety net. And we absorb a total of more than $24 million in bad debt and Medicare/Medical Assistance "shortfalls"—the difference between what these programs reimburse us and the actual cost of care.

COMMUNITY PARTNERSHIPS AND SUPPORT

TOTAL . . . . . . . . $3,465,771

Each year Lehigh Valley Hospital contributes major funding and volunteer assistance to a number of community groups, including schools, local government programs and firefighters.

PROFESSIONAL AND PATIENT EDUCATION

TOTAL . . . . . . . . $14,727,910

Educating our patients is a major responsibility, especially with today's shorter hospital stays. We also operate a large number of professional education programs for medical students, medical residents, nurses, therapists, emergency workers and others.

GRAND TOTAL . . . . . . . $53,843,676
The many faces of quality

Front cover
Clockwise from top left: Namisha of Allentown with Abby Letcher, M.D., at The Caring Place; James Jaffe, M.D., interventional radiologist; Damarie Lugo, community outreach; Laura Gilson, technical partner with patient Maryann Heck; Cindy Hoberica, R.N., care management

Page 1
Clockwise from top left: Geraldine Laubach, technician, sterile processing; Vicki McIntosh, technical/administrative partner, transitional open heart unit; L. Wayne Hess, M.D., maternal fetal medicine specialist; Francine Miranda, R.N., patient safety; Miguel Colon, general services supervisor; Abimael Dominguez, registrar, Diagnostic Care Center; Karin Brixius, R.N., pediatric intensive care unit; Lester Uhler, volunteer; (and in center), Vinky Pathak, D.D.S., dental resident.

Inside back cover
Clockwise from top left: Sallie Zahrour, dental clinic secretary; Joanne Mann, R.N., Lehigh Valley Hospice; Pamela Fallstich, emergency department unit clerk; Eric Gertner, M.D., internal medicine; Jesus Magalona, operating room technologist; Scott Dorney, information services.
Lehigh Valley Health Network
Community Annual Meeting
Agenda
December 3, 2003

Welcome
Mary Ann Woodell
Chair, Board of Directors

Innovation
Jefferson Health
Action Team, O.M.P.

Call to Order
Mr. Woodell

Approval of November 2003 Minutes
Mr. Woodell

Election of Trustees and Officers
Ivan Greenberg
Chair, Community Committee

Medical Staff President’s Report
Mr. Woodell

President’s Report
Jeff T. Dicker
Ann W. Taylor
Robert Felker
Richard L. Green
William E. Hecht
William K. Kepley

Chair, Trustees and Development Committee
Robert L. Kistler, M.D.

Chair, Governance Committee
William H. Leder

President and CEO
Elton J. Simmons, M.D.

Closing Remarks
Mr. Woodell

Adjournment

Board of Trustees 2003

Jefferson Health
Action Team, O.M.P.

Andrew E. Cunningham
John T. Dicker
Ann W. Taylor
Robert Felker
Richard L. Green
William E. Hecht
William K. Kepley

Robert L. Kistler, M.D.

President and CEO
Elton J. Simmons, M.D.

Chair, Diagnosis
Robert L. Kistler, M.D.

Chair, Ethics
William E. Hecht

Chair, Governance
Robert L. Kistler, M.D.

Chair, Nominating
William H. Leder

Chair, Trustees and Development
Robert L. Kistler, M.D.

Chair, Governance
Robert L. Kistler, M.D.

Chair, Trustees and Development
Robert L. Kistler, M.D.

Chair, Diagnosis
Robert L. Kistler, M.D.

Chair, Ethics
William E. Hecht

Chair, Governance
Robert L. Kistler, M.D.

Chair, Trustees and Development
Robert L. Kistler, M.D.

Chair, Diagnosis
Robert L. Kistler, M.D.
Singing troubador Danny Farole of Nesquehoning tried to ignore the burning in his chest—until tests revealed five severely blocked arteries. Bypass surgery saved his life.

Today the beloved entertainer, age 70 and in good health, sings the praises of his doctors and nurses at Lehigh Valley Hospital. "The care," he says, "was terrific!"

Quality care weaves the fabric of our lives.