

JANUARY 2013

CheckUP



**More Than
Colleagues**

What they have in
common, page 4

How Healthy Is Your Communication?

Let's resolve to strengthen our conversational skills in 2013



New Year's Day is like a virtual eraser. It's a fresh start, a clean slate, a time to look forward and make positive changes in our lives. Often our New Year's resolutions involve healthy habits like eating smarter and exercising more often. These are worthwhile goals, and you should feel good about pursuing them. But don't overlook another area that needs to stay healthy: our communication.

How we relate to those around us affects us personally and professionally. It impacts time, trust and teamwork, at which we all need to be at our best. We can see evidence of this impact in our quality, safety and efficiency metrics. We can even measure the impact on our satisfaction and engagement through tools like the 2013 employee survey, coming in April.

What's difficult to measure is feelings. How do colleagues – and our patients – feel when communication breaks down?

The answer may be different for each of us, but one thing is certain: Communication challenges lead to tension and conflict. Diffusing conflict and building stronger relationships is the goal of Crucial Conversations® (page 6), a forum you will be invited to attend beginning in February. Crucial Conversations is a valuable resource to assure direct, sincere and meaningful communication. I attended a workshop more than three years ago and still rely on many of the techniques I learned.

In addition to conflict resolution, Crucial Conversations can help us convey messages with respect, a communication tip that often was shared at Employee Forums this past fall. Our Crothall colleagues are demonstrating the value of respect through a new initiative (page 8). By asking patients to identify their cleaning priorities, housekeepers build trust and let patients know their needs and wishes will be respected at all times.

How healthy is your communication? As we look ahead to 2013, let's make sure to include "strengthen communication skills" on our list of resolutions. It's a habit that surely will pay dividends throughout the year as we carry out our mission to heal, comfort and care.

*Terry Capuano, RN
Chief Operating Officer*

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On the cover Kristin Menconi-Drost, MD, Karina Reed, MD, and Kara Coassolo, MD, three sisters who grew up in Tamaqua, are all physicians within Lehigh Valley Physician Group.

Bringing Home the Medal

Noga Nir-Kistler swims her personal best in the Paralympic Games

The roar of 18,000 fans vibrates London's Olympic Park Aquatic Centre. It's the first time Noga Nir-Kistler feels such powerful energy. She soaks it in as she prepares for the biggest swim of her life – the 100-meter breaststroke in the 2012 Paralympic Games. The journey here was challenging, rewarding – and to those who witnessed her dedication – inspiring.

At age 19, Nir-Kistler noticed swelling in her hand. It was reflex sympathetic dystrophy syndrome, a nerve disorder that caused her to lose the use of her hand for one year. Physical therapy helped her regain mobility, but two years later the syndrome attacked her legs. "One day I was fine, the next day I couldn't get out of bed," says Nir-Kistler, who at the time was a lifeguard, swimming instructor and table tennis player. "My world turned upside down."

"Don't false start. Get a good dive." The horn sounds, Nir-Kistler propels herself off the starting block and into the water. "Race smart. You're prepared for this."

Paralyzed from the waist down, Nir-Kistler never allowed her wheelchair to stop her dreams. She played table tennis in the Beijing Paralympic Games in 2008. Two years later she gained the courage to dive back in the pool. Gradually she swam longer and faster. When her husband, Fred, encouraged her to swim competitively, she embraced it.

There's concern at the wall – the halfway point. The Austrian swimmer in the next lane is currently in third place, a full body length ahead. "Don't panic. Keep the pace."

Intense training prepared her. Nir-Kistler, 33, swam 4,000 yards every day, lifted weights twice a week and took her dog on a two-mile walk daily. Then there's work. Not only is she a customer service representative in our health network's information services call center, she also works part time in a Pennsylvania Driver's License Center. "I had the support of a team of people," she says.

The Austrian is fading. Nir-Kistler is gaining ground. The crowd is thunderous. The end of the race is in view. "Dig deep. One more stroke." She touches the wall, raises her head from the water and looks at the light bulb on her starting block. If it's lit, she's a medal winner. It is. The scoreboard displays her official time – 1:50:76, four seconds faster than she ever swam the event before – a bronze-medal performance.

Nir-Kistler hasn't decided if she'll swim competitively again, but does know there are more things on her "to-do list." To her, the bronze medal is symbolic of what you can accomplish if you put your mind to it. "If my story inspires someone," she says, "the hard work was worth it."

–Rick Martuscelli



To see Noga Nir-Kistler and other colleagues at their best, visit Mission Central and watch this year's Employee Forum video.

All in the Family

Three physicians are
colleagues, friends and sisters

No one is more proud of the Menconi sisters than their 91-year-old gram. “She loves to tell everyone about us,” says Kristin Menconi-Drost, MD, a pediatrician/internal medicine physician with ABC Family Pediatricians.

The “us” she is referring to is herself and her two sisters – all of whom are physicians in our health network. Kara Coassolo, MD, the middle sister, is a high-risk pregnancy physician with LVPG Maternal-Fetal Medicine, and Karina Reed, MD, the youngest of the three by 10 years, is a gynecologist/obstetrician with College Heights OBGYN Associates. “We’ve heard all the jokes about how our parents must be proud, but broke,” Menconi-Drost says.

The daughters of an attorney and nurse, the sisters were influenced by their father’s ambition and drive, and their mother’s dedication to her work at Gnaden Huetten Memorial Hospital. During their time at Marian Catholic High School in Tamaqua, they were involved in activities ranging from volleyball and swimming, to cheerleading, track and chorus. Although they each had separate interests, they all excelled in science and math classes.

In 1990, Menconi-Drost went off to the University of Pennsylvania to major in Biological Basis of Behavior with plans to attend medical school, and was joined there a year later by Coassolo. By the time they were finished with medical school – both went to Temple University School of Medicine and even roomed together – their younger sister was deciding on her own career path. “I explored other options in medicine like physical therapy and occupational therapy,” Reed says. “But then I spent the day shadowing Kara when she was doing her residency, and I knew that being a doctor was what I really wanted too.” After completing undergraduate

studies at Dickinson College, she continued the family tradition and went to Temple for medical school.

Although Menconi-Drost was the first sister to blaze the trail to become a physician, it was Coassolo who first joined our health network six years ago. “Growing up in Tamaqua, I knew Lehigh Valley Health Network was the hospital of choice for more advanced care,” she says. “Our own family members had received great care here, plus the Lehigh Valley was a place where I could raise my family and be close to our parents, so joining the health network was a natural choice.”

When Menconi-Drost was relocating to Pennsylvania from Hawaii, Coassolo encouraged her to think about our health network. She did, joining ABC Family Pediatricians almost five years ago. It seemed inevitable that Reed would work here as well, which she began to do in 2012.

All part of the women’s and children’s service line, the sisters are teased occasionally by their colleagues. “Someone just said to me last week, ‘How many of you are there?’” Coassolo says. “I told her it’s just the three of us, and we all work here.” Other colleagues are quick to point out the sisters share mannerisms and sound alike. There is a resemblance as well, especially between Coassolo and Reed. “We look more like our dad, and Kristin looks more like our mom,” Reed says.

The sisters cross paths at work sometimes, but like most siblings, they need to juggle busy schedules (they each have their own families) to spend time together outside of work. “No matter what we do, we have fun together,” Reed says. “We’re pretty good friends, and obviously we have lots in common.”

—Amy Koch



Lehigh Valley Physician Group physicians (l-r) Kristin Menconi-Drost, MD, Karina Reed, MD, and Kara Coassolo, MD.



Talking it Through

Learn to have a crucial conversation
and reap the rewards



Conversation and collaboration – The skills Barbara Sikora (right) learned in a Crucial Conversations® workshop help her partner with colleagues like hospice's Dianne MacDonald to solve problems and restore time, trust and teamwork when they're missing.

OACIS clinical coordinator Barbara Sikora takes up to 200 phone calls a week. Some are from doctors who want to refer a patient to OACIS, our palliative medicine service that helps people manage advanced complex illnesses. Others are from patients who want the service. Sikora's challenge – many of the referrals and patients don't meet the criteria necessary to benefit from OACIS services. That's when Sikora has to have a difficult – or crucial – conversation with the caller to explain that OACIS isn't what the patient needs.

Sikora is prepared to have these conversations because she participated in a Crucial Conversations® workshop. It taught her how to have a conversation with someone when the stakes are high, opinions vary and emotions are running strong. "It gave me tools to have a conversation appropriately," she says. "It also taught me the listening skills I need to best meet the needs of colleagues and patients. I learned that all conversations – no matter the content – are crucial."

In February and March, all colleagues will have the chance to attend a Crucial Conversations forum. (See page 7 for details.) Until then, use the tips Sikora learned in the workshop to restore time, trust and teamwork with colleagues and patients.

Listen closely. Don't have a preconceived notion about what the person will say or request. Only respond once you understand the person's needs.

What Sikora does: "I remind myself that the conversation isn't about me. It's about meeting a patient's needs."

Be honest. Beating around the bush creates false expectations.

What Sikora does: "I like using the word 'however.' I tell people, 'OACIS isn't exactly what you need. However, I will help you find the service that can be most helpful.'"

Be aware of body language and tone of voice. When anxiety shows, address it.

What Sikora does: "When I recognize negative body language or tone of voice, I say, 'You look or sound stressed. How can I help?' You'd be amazed how it improves the situation."

Reframe. By having a crucial conversation with a colleague, you may find a solution to a problem from which others can benefit.

What Sikora does: "I keep my responses positive and think about how we can support each other to solve a problem."

–Rick Martuscelli



Attend a Crucial Conversations® Forum

You'll learn the skills you need to solve problems, strengthen relationships and restore time, trust and teamwork during a Crucial Conversations forum. They'll be facilitated by Dave Angel, a master certified trainer in Crucial Conversations. His experience and engaging style have helped employees at companies like General Electric and Fox TV feel even more rewarded and energized at work.

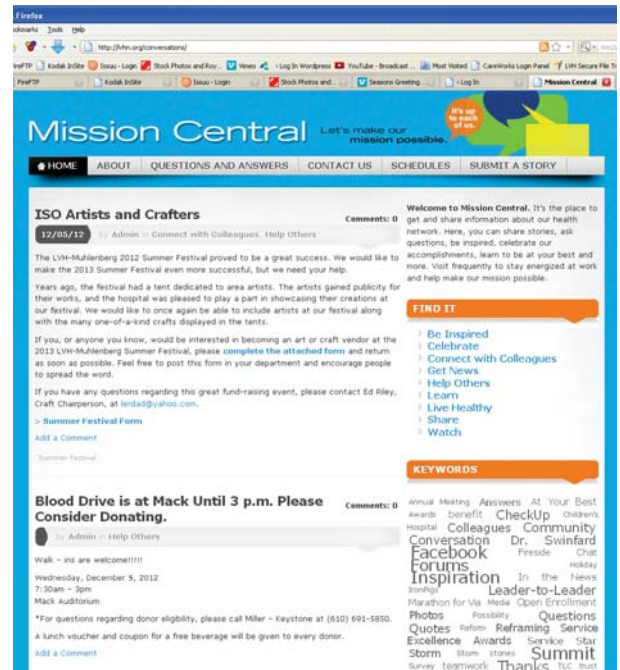
Forums are four hours and will be held on:

- Thursday, Feb. 14: 3-7 p.m.
- Friday, Feb. 15: 7-11 a.m. and 1-5 p.m.
- Tuesday, Feb. 19: 3-7 p.m.
- Wednesday, Feb. 20: 8 a.m.-12 p.m. and 1-5 p.m.
- Wednesday, Feb. 27: 7-11 p.m. and 11 p.m.-3 a.m.
- Tuesday, March 12: 3-7 p.m.
- Wednesday, March 13: 7-11 a.m. and 1-5 p.m.



Beginning Dec. 24, visit TLC and click the Crucial Conversations icon (shown) on the home page to access the registration page.

- For help with registration, call Donna Kulp at 484-884-0204.
- If you have questions about the Crucial Conversations forums, call Charlene Bergstresser at 484-884-0217.



What's New on Mission Central?

More and more colleagues are visiting Mission Central on the intranet (lvh.com). They're discovering how it keeps them informed and engaged in our health network. Mission Central is jam-packed with information. You can visit it to:

- ▶ **Get** details about health network events
- ▶ **Learn** ways to restore time, trust and teamwork
- ▶ **Watch** videos of colleagues sharing tips or presenting at Leader-to-Leader meetings
- ▶ **Read** health network news and inspiring stories
- ▶ **Submit** a story about something great or unique happening in our health network
- ▶ **Comment** on anything you read or see

That's just for starters. There's so much more on Mission Central, and now it's easier to find what you're looking for. More categories were added to the "Find It" section. The "Questions and Answers" page also was categorized to make it easier for you to get answers to questions colleagues are asking about on Mission Central and at Employee Forums.

A CLEAN CONNECTION

Housekeepers engage patients to better meet their needs



A personal touch – Housekeeper Wendy Heller takes pride in her cleaning. She also enjoys chatting with patients to help them relax. “After patients see me in the room a few times, they often warm up and start talking,” she says. “If they say they’re nervous about a procedure, I try to ease their fears. I want them to know I’m always here for them.”

Meet Our Patient-Centered Council

Colleagues on our Patient-Centered Experience (PCE) team work to discover and implement ways to enhance the experience patients, families and visitors have at our health network. Supporting these colleagues are the members of our PCE Advisory Council. They’re former patients, family members and community members who are passionate about helping us give the people of our community the quality care they expect and deserve. The group gathers quarterly to learn about specific PCE projects and offer feedback about how we can enhance the patient experience even more. They are (front, l-r) Rev. Donald Knapp, Virginia Knapp, Sharon Brown, Rev. Margie Maldonado, Gregg Scully, Marlene Ritter, Pat Welsh; (back, l-r) Molly Sebastian, Hollie Deifer, Joan Sweeney, Julie DiCicco, Bob Chabala, Pam Bechtel, Gina Jones and Susan May. PCE Advisory Council members not pictured are Donna Baver-Rovito, Nancy Eckert, Evelyn Hertl, Lissette Lahoz, Guillermo Lopez Jr., Sarah Ochoa and Marjorie Stevens.



What does “clean” mean to you? That’s what your housekeeper wants to know if you’re a patient on 4T at Lehigh Valley Hospital–Muhlenberg. It’s part of a new program designed to identify and address patients’ needs for their environment, and better integrate our general services partners into daily care routines.

“We share the same goal as our clinical partners,” says Patricio Manzanares, a resident regional manager of Crothall, the company that oversees general services at our health network. “We want to help patients get better.”

During their orientation, housekeepers learn Crothall’s 10-step approach for entering, cleaning and exiting patient rooms. Steps like dusting, mopping and sanitizing are bookended by patient interaction designed to demonstrate respect and enhance satisfaction. When they finish cleaning, for example, housekeepers ask, “Is there anything else you need?” If the patient requests water or a blanket, the nursing staff is alerted.

The new 4T program, which began as a pilot last fall, takes patient engagement to an even higher level. A general services manager visits patients upon check-in and every morning thereafter to introduce the day’s housekeeper. Patients are asked if they have a preferred name or nickname. “It creates an immediate connection and builds trust,” Manzanares says.

After the manager explains the 10-step process, patients are encouraged to share any special cleaning preferences. Can’t stand a dusty television? We’ll wipe it down daily. Like your floors extra shiny? We have a tool for that. Don’t want food scraps in your wastebasket? We’ll make sure it doesn’t happen.

Performance on these focus areas and standard cleaning steps are tracked on “patient expectations” boards (see inset) that face the hallway for easy viewing by managers. The boards are updated regularly and include face icons that reflect patients’ current feelings about their room: green (happy), orange (neutral) or red (unhappy). If green isn’t selected, a manager immediately investigates. “We want honest feedback so we can make things right and show patients we care,” Manzanares says.



The program, which will soon expand to Lehigh Valley Hospital–Cedar Crest, should help raise our HCAHPS (Hospital Consumer Assessment of Healthcare Providers and Systems) scores. The national standardized survey tracks how well we’re performing in key patient satisfaction areas, including communication, staff responsiveness and keeping the room environment clean and quiet. Our scores are compared to other hospitals nationwide and impact the level of reimbursement we receive from the government for the care we provide.

Most importantly, providing an environment where our patients and families feel comfortable will help them have the best possible experience at our health network. “We’re excited about our growing partnership with patients,” Manzanares says. “Their input helps us enhance cleanliness, safety and satisfaction.”

–Gerard Migliore





A realistic experience – Patient care scenarios in the Interdisciplinary Simulation Center teach (clockwise from left) Jennifer Dineen, RN, Mike Price, RN, Rebecca Senseney, RN, Mark Butsavage and Stephanie Sarge, RN, how to respond to the same crisis in real life.

A Bigger, Better Simulation Center

More space means more educational opportunities for colleagues and students

William Bond, MD, couldn't stop smiling as he walked down the hall of our newly expanded Interdisciplinary Simulation Center, stopping at every room to explain its amenities.

"Everyone in our health network is very excited about the opportunities this opens up," says Bond, our medical director for education technology. "We've received tremendous support since the day we launched."

That milestone occurred in 2009, when the Simulation Center opened on the second floor of 1247 S. Cedar Crest Blvd. Back then, it had four rooms that mirrored burn, intensive care unit and medical-surgical patient care rooms at Lehigh Valley Hospital–Cedar Crest. Expanding the center was in the planning stages since before the original launch. It came to fruition almost three years later, thanks to support from the health

network, community and Dorothy Rider Pool Health Care Trust.

Now there are 20 rooms for simulations to accommodate medical and nursing students as well as health network physicians, nurses and other caregivers. There were more than 1,900 simulations in 2011. Everything from standard patient care to operating room procedures to emergency responses to birthing techniques can be simulated with professional actors, task trainers or high-fidelity mannequins serving as patients.

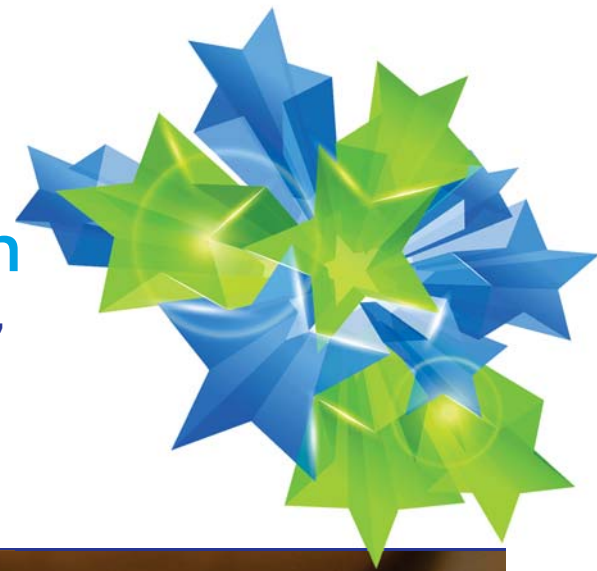
"We've gone from 3,000 to 10,000 square feet," Bond says. "We have the opportunity to do much more with this resource. It's especially significant given our partnership with the University of South Florida Morsani College of Medicine." Medical students in our SELECT program currently studying in Tampa, Fla., will transition to our health network this

May to begin third-year studies.

Each simulation room is equipped with an audio-visual system featuring multiple cameras. Instructors can observe and record students at work, yielding a valuable review and feedback tool. Aside from learning high-quality, safe care, the goal is that the teamwork and skills learned will carry over into the clinical environment.

The expansion also created a greeting area, second debriefing room, several multipurpose rooms and six new classrooms. This may not be the end of the expansion. "We'll be using every bit of space this expansion has presented us," Bond says. "As our commitment to education grows, if we continue to receive such great support, there's no predicting where it could go."

–Ted Williams



Service Star of the Month

**Bobbie Cozzie-Nester, RN, emergency department,
Lehigh Valley Hospital–Cedar Crest**

Nominated by James Walker, RN



Visit Mission Central

on the intranet (lvh.com) to read the stories of our Service Star nominees:

Bryon Scott, RN, emergency department, Lehigh Valley Hospital–Cedar Crest

Lorene Heffner, Health Center at Moselem Springs

Susan Lowery, emergency department, Lehigh Valley Hospital–Muhlenberg

Jean Losagio, RN, emergency department, Lehigh Valley Hospital–17th Street

Kimberly Forsht Whitaker, RN, interventional progressive coronary unit

Interventional Radiology Team, Lehigh Valley Hospital–Cedar Crest

Engineering Team, Lehigh Valley Hospital–Muhlenberg

Amy Breininger, transitional skilled unit

Emergency Preparedness Team



An alert sounded in Lehigh Valley Hospital–Cedar Crest’s emergency department. A patient who had suffered a traumatic injury was en route via ambulance. Core trauma nurse Bobbie Cozzie-Nester, RN, wasted no time in calling a trauma alert and worked with colleagues to prepare for the patient’s arrival.

Details about the patient started coming in. He had a self-inflicted gunshot wound to the head. Paramedics discovered he was recently diagnosed with terminal cancer. When the patient arrived at the hospital, the trauma team worked furiously to save his life. Despite their best efforts, it became apparent the patient wasn’t going to survive. He was placed on life support.

When the family arrived and found out what had happened, they were obviously devastated. Cozzie-Nester immediately

began to console them. She answered their questions and gave them anything they needed.

When the trauma team placed the patient on comfort measures and withdrew life support, Cozzie-Nester moved the family to a private room. There, she provided emotional support and kept them as comfortable as possible.

“This is just a small example of what Bobbie does every day when she comes to work,” says nominator James Walker, RN. “It shows just how caring she is. Her empathy in this situation went above and beyond. She truly makes a difference at Lehigh Valley Health Network. I am proud to call her a colleague.”

–Matthew Burns

They're Advocates

As Superstorm Sandy raged outside, Amy Keesler, RN, was watching a DVD with her family in their Sellersville home when she heard a loud thud. Her 5-year-old daughter, Ellie, had fallen off the sofa and was bleeding badly from her head. The 7BP caregiver knew they had to get to our Children's ER, storm or no storm. The trip through Sandy's fury was unforgettable. Pelting rain, blackened street lights and exploding transformers made for difficult travel, but they arrived safely. "They gave Ellie an iPad to keep her attention as they tended to her wound," says Amy, who with Ellie is telling others about their positive experience. "The Children's ER staff was just fantastic, and Ellie had a great story for 'show and tell' at school."



Are you an advocate for our health network?

If so, call 484-884-0806 or email Ted.Williams@lvhn.org and share your story in CheckUp.

WELLNESS ROLE MODELS

THE SPARTAN RACE TEAM

Dave Lomas, RN (second from left), doesn't like to run. But the Lehigh Valley Hospital–Muhlenberg recovery room caregiver enjoys exercising and challenging himself. So a five-mile obstacle course race on a ski slope was right up his alley. Lomas even talked a friend, (l-r) Jeffrey Kushner, and four colleagues – Steph McClure, RN, Ian Sullivan, Ramsey Veitch and Myrtle Nguyen, RN – to join him at the Spartan Race at Blue Mountain



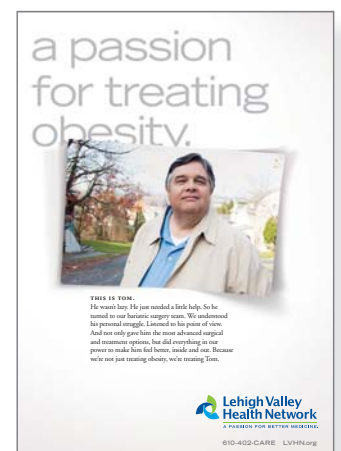
Ski Resort. Some of their obstacles included carrying 40-pound beanbags and 5-pound buckets filled with stone, climbing over walls and along cargo nets, and crawling under barbed wire. "I was sore quite a few

days after, but we had a lot of fun," Lomas says. "I hope we can get more colleagues to sign up next summer."

- ▶ For a list of Culture of Wellness programs, visit the human resources website on the intranet (lvh.com) and click "Benefits" and "Culture of Wellness Brochure."
- ▶ To register for Culture of Wellness programs, call **610-402-CARE**.

New Ads Show Our Passion

Our passion for caring for people shines through in our new ad campaign. The campaign does more than inform our community that we have the most advanced surgical and treatment options or that we are the "first" in our region. It tells people that colleagues care deeply about our patients and their families. The ads feature people who need obesity, heart or cancer care, as well as robotic surgery. They explain that we do more than treat the condition. We treat the person. The majority of the campaign's ads will be on TV and radio. You might even see an ad in a local movie theater before the feature presentation begins. You'll notice print, billboard and internet ads too. The campaign started in early December and will last through March. Look for it, and tell your family and friends about our passion for caring for people.



A Guide to Our Care



Top 10 Nationwide for Heart Bypass Surgery

The University Health Consortium (UHC) ranks Lehigh Valley Health Network eighth in the nation for heart bypass surgery outcomes. Among the other hospitals in the top 10, our health network completed the most bypass surgeries, 478. Other hospitals in the top 10 completed as few as 67 bypass surgeries. That means we're caring for more patients and providing nationally recognized care. UHC is an alliance of 116 academic medical centers and 276 of their affiliated hospitals.

NICU BabyCams

Our neonatal intensive care unit (NICU) now has a web camera service that allows parents to view their premature infant on the Internet through a live video stream. BabyCam, which made its debut in November, is being provided on nine cribs. The web camera service, which is funded by the Dorothy Rider Pool Health Care Trust, will be expanded to 15 beds later in 2013. This program was developed at the University of Arkansas for Medical Sciences (UAMS).

Our health network is the first site in the nation to implement it outside of UAMS.



Kim Sidor Runs Marathon Following Stroke Care

Kim Sidor of Allentown was training for a marathon when she felt faint during a workout. Her symptoms worsened, and a trip to the ER revealed a ruptured aneurysm, causing a hemorrhagic stroke. The next day, the 41-year-old mother of three underwent a noninvasive procedure known as coiling during which the aneurysm was treated via a catheter threaded through her groin up to her brain. It was directed by neurointerventional radiologist Darryn Shaff, MD, at the Lehigh Valley Hospital Stroke Center, which recently was named Pennsylvania's first and the nation's third comprehensive stroke center. A year later, Sidor competed in the marathon and can't thank her caregivers enough.

Welcome Sarah Friedman, MD

Sarah Friedman, MD, has joined Lehigh Valley Urogynecology and Reconstructive Pelvic Surgery, a Lehigh Valley Physician Group practice. She received her medical degree from the State University of New York Downstate Medical College and completed her obstetrics and gynecology residency training at Albert Einstein College of Medicine in New York. She went on to complete fellowship training in Female Pelvic Medicine and Reconstructive Surgery at Johns Hopkins Medical Center in Baltimore. She is very experienced in the medical and surgical treatments of pelvic floor disorders (urinary incontinence, pelvic organ prolapse, problems with bladder and bowel control), including minimally invasive vaginal surgery and da Vinci robotic surgery.



Gamma Knife Radiosurgery With PERFEXION®

Every year, more than 40,000 people nationwide take advantage of Gamma Knife radiosurgery, a safe and effective treatment for brain malignancies and neurological disorders. Gamma Knife radiosurgery with PERFEXION is only available in this region at Lehigh Valley Health Network. Gamma Knife radiosurgery does not actually involve the use of a knife. It's a precise treatment method that delivers extremely focused radiation beams to targets in the brain. Generally, the treatment requires only one session, and patients usually can return home upon its completion. Recently, Robert Prosnitz, MD, joined our Gamma Knife team, bringing years of experience in radiation oncology to our well-established group of radiation oncologists.

Caring for Grandchildren

Raising children today is very different from generations ago. Cribs, car seats, feeding, sleeping and parenting approaches have changed. If you're a grandparent, these changes may lead to stressful situations with your grown children. Reducing that stress is the goal of "Caring for the Grandkids," a two-hour workshop that covers effective communication and conflict resolution, limit-setting and positive discipline strategies. Parents and grandparents alike are encouraged to attend and learn how to make caring for grandchildren a fun and fulfilling experience. The next workshop is Feb. 25, 6:30-8:30 p.m. To learn more or register, call 610-402-CARE.



PRIDE in Our People | For more stories recognizing colleagues, visit Mission Central.



Our Community at Its Best

Clinical dietitian Susan O'Donnell (center) teaches Brooke Hartman (left) and Patricia Helfrich about healthy food portions during our 2012 Annual Meeting and Wellness Expo. They were more than 400 people in attendance who listened to president and chief executive officer Ron Swinfard, MD, and other senior leaders tell our community how our health network helps people be at their best. At the wellness expo, colleagues shared fitness and nutrition tips with community members, administered free flu shots and demonstrated new technology being used at the Healthy You Fitness Center that monitors exercisers' vital signs to help them get the most out of their workout.

Making More Transplants Possible

For the seventh consecutive year, Lehigh Valley Hospital–Cedar Crest received a Silver Department of Health and Human Services Medal of Honor for achieving national benchmarks in organ donation and transplantation. Award-winning criteria included converting at least 75 percent of eligible candidates into donors. The donated organs often go to local recipients, but are sometimes used by others needing transplants across the country. The achievement reflects our commitment to supporting families through the donation process, as well as our collaborative relationship with Gift of Life Donor Program, our region's organ procurement organization. President and chief executive officer Ron Swinfard, MD (right), proudly displays the medal with Howard Nathan, Gift of Life president and chief executive officer.



Recognition for Latino Leadership

The Latino Leadership Alliance of Lehigh Valley honored our health network with its 2012 Community Partnership Award. The honor recognizes community leaders, organizations and businesses that have done outstanding work for community development. "Lehigh Valley Health Network has made cultural awareness a part of health care and has partnered with the Latino community, affording them the opportunity to provide input," says Cynthia Atamian, president of the Latino Leadership Alliance. Shown here are (right) family doctor Edgaro Maldonado, MD, and Rosa Dutan of Allentown inside Centro de Salud LatinoAmericano, a bilingual, bicultural primary care practice at Lehigh Valley Hospital–17th Street.

Schedule

For more details on classes (including times, locations and costs), call **610-402-CARE** or visit lvhn.org and click "Programs and Events."

Culture of Wellness

Starting Jan. 3 – Prenatal Education for Teens

Jan. 4, 17 and 30 – Car Seat Check Events – **FREE**

Jan. 4 and 5 – Preparing for Childbirth, Friday-Saturday Class

Starting Jan. 7 – Monday Morning Moms

Jan. 7, 9 and 17 – Postpartum Support: Understanding Emotions After Delivery – **FREE**

Jan. 7 and 24 – Breastfeeding Baby

Jan. 7, 14, 20 and 28 – Maternity Tour – **FREE**

Jan. 8 and 15 – Baby Care Series Class

Jan. 9 through 13 – Preparing for Childbirth Class, Including Baby Care & Breastfeeding

Jan. 12 – Preparing for Childbirth, One-Day Class

Jan. 12 – New Parents' Workshop

Jan. 14 – CPR for Family & Friends

Jan. 19 and 20 – Preparing for Childbirth, Saturday-Sunday Class

Jan. 23 – Raising Boys Parenting Workshop

Jan. 26 – Baby Care Class

Healthy You Fitness Center Group Classes

Being a member of the Healthy You Fitness Center allows you to partake in a variety of classes.

Call 610-402-CARE for more information.

See a list of class locations and descriptions at LVHN.org/healthyyou. Classes are offered at two locations.

VALIC Retirement Income Strategies for Employees 50 and Older

To register, visit valic.com and enter the code.

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Nightingale Award Winner

Jayne Febraro, RN, an educational specialist in our division of education, has been honored with a Nightingale Award of Pennsylvania. She was a finalist in the nurse educator–staff category and was announced as the recipient in the category during the Nightingale Awards Gala in October. The awards recognize and honor exceptional nurses who practice in the state of Pennsylvania. The awards program has been in existence for 22 years, and our health network has had 17 nurses who have received Nightingale Awards during that time.

More Than 11,000 Served

Despite some long odds – including cold temperatures in the face of continued cleanup from Superstorm Sandy – more than 700 volunteers gathered to protect our community at our 15th annual Community Flu Shot Campaign. We vaccinated more than 11,200 people at our drive-through clinics at Allentown's Dorney Park and Coca-Cola Park in mid-November. Community members also donated nearly 13,500 pounds of food for the AIDS Activities Office, Allentown Area Ecumenical Food Bank, Allentown Rescue Mission and Second Harvest Food Bank. In 15 years we've distributed more than 101,000 free flu shots and collected more than 44,000 pounds of food to help community members who need it most.



A Black Out Benefit

Black Out 6, a black-attire party, raised more than \$33,000 to support programs and services provided at our AIDS Activities Office and Hepatitis Care Center. Nearly 800 people dressed to the nines for the event, which for the first time was held at Bethlehem's ArtsQuest Center at SteelStacks. AIDS Activities Office medical director Tim Friel, MD (second from left, with wife Kristin Friel, MD, left), spoke about the importance of HIV and hepatitis education and prevention. President and chief executive officer Ron Swinfard, MD (with his wife Sara Viessman, MD), thanked the sponsors and attendees for making the event a huge success.

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January 2013

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35 Years

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