

CheckUp

this month

CheckUp takes a holiday in December—look for the next issue on Jan. 20, 2000. Season's Greetings!

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LVHHN Staff Shine with PRIDE at Star Celebration

Lehigh Valley Hospital and Health Network's fourth annual Star Celebration on Oct. 1 honored special individuals and teams around the network who went beyond their routine duties to demonstrate many qualities that define health care at its best: compassion, creativity, collaboration and customer and community service. Read on, and see why "ALL HOSPITALS ARE NOT ALIKE."



GEORGE GULDIN AWARD

MHC's Respiratory Therapy/Pulmonary Department

MHC's respiratory therapy/pulmonary department was recognized for successfully redesigning their department, integrating MHC and LVH respiratory and pulmonary personnel, enhancing the staff's educational qualifications, and introducing new treatments and professional development opportunities. As the result of these efforts, they increased the quality of care and improved their patient satisfaction scores. Their dedication and hard work made the staff worthy of receiving the George Guldin Award for exceptional contributions toward the implementation of new or more efficient work practices, according to Lou Liebhaber, chief operating officer, who presented the award. Accepting the award on behalf of her department, Karen Pfister, R.R.T., MHC respiratory/pulmonary manager, acknowledged her staff for working as a team and never losing sight of the importance of patient and physician satisfaction.



Representing MHC's Respiratory Therapy/Pulmonary Department (L-R): Lynda Yocum, CRT, Greg Klovach, CRT, Helen Cherewaty, RRT, Lori Hartung, RRT and Karen Pfister, RRT, Manager.

GEORGE GULDIN AWARD

ED Scheduling Committee at CC&I-78

When they're not treating ill or injured patients, the members of this committee spend countless hours each month scheduling the 95 employees in the emergency department to ensure adequate coverage. They recently redesigned the process, so it takes about half the time as before to put together a month's intricate staffing plan, a feat that earned them this honor. "Our schedule is a complicated puzzle that is difficult to manage," wrote Valerie Rupp in her nomination letter. "But this team does it stupendously!"



The committee members sharing this honor for process improvement include (L-R): Ann Gallagher, Kelly Altemose, Joann Gallagher, Donna Grather, Cheryl Lansenderfer, Jan Wagner and Donna Sowden. (Not pictured: Margie Fuerst, Ernie Rivera, Valerie Rupp and Rose Schierer.)

MOST CREATIVE REWARD & RECOGNITION PROGRAM

Patient Accounting Department



Representing the Patient Accounting Department (L-R): Marty Beishline, Sandra Colon, Colleen Yons, Michele DeLuise, Marge Scarcia, Sally McGinley, Kim Repnyek and Joanne Kurtz.

This department created its own, unique employee recognition policy to honor workers with a gift certificate, party or picnic for accomplishments, and also cites those in other departments. For the last four years, the department has rewarded internal achievements and honored staff of other departments with the Mona Lisa Award (always does things with a smile), the AT&T Award (reach out and help someone) and the Nike Award (I run for my customer). "Other departments are quite surprised and honored as a recipient," said Sandra Colon, patient accounting director.

Susan Hontz

Mammography technologist Susan Hontz "cares for all of her patients like they're the most important patient," said Elisabeth Ladd, R.N., program director of Breast Health Services. So it's no surprise Hontz received 23 letters thanking her for the compassionate care, earning her the Most Commendations from Patients Award. "Women who come for mammograms are often very, very worried—even when it's only a screening," Ladd said. "Susan establishes a rapport with these women and helps them relax and feel comfortable. It means so much to them during this time of anxiety."

MOST COMMENDATIONS FROM PATIENTS AWARD



Please turn to page 10

LEHIGH VALLEY
HOSPITAL AND HEALTH NETWORK

BENEFITS UPDATE



HEALTH PLAN CHANGES ENHANCE ACCESS TO CARE

Major improvements to the Choice Plus health plan will make it more convenient for members to receive care, effective Jan. 1, 2000. These improvements are summarized below, and members are encouraged to thoroughly review them and the entire Benefits Open Enrollment packet when it arrives in their home the week of Nov. 22.

The deadline for filing benefits changes with human resources is Dec. 10.

The Choice Plus improvements include:

- Direct access to obstetrics/gynecologic care. Plan members will be able to receive treatment, diagnostic testing and other specified physician services from any ob-gyn physician participating in the Choice Plus Network without obtaining a referral from her primary care physician (PCP). Specialty physicians include: perinatologists, gyn oncologists, infertility specialists, reconstructive pelvic surgeons and general surgeons who treat breast abnormalities.
- Continuous access to specialty care. Members may receive continuing care from specialists under a single referral, no longer needing a new referral from his/her PCP for each visit or treatment, depending on the type of referral the member receives from the PCP. The PCP will specify on the referral form the level of care covered by each referral, as:
 - a. Consult only
 - b. Consult and diagnostics, or
 - c. Consult and treat.

Referrals are valid for only 90 days from the date issued.

- Precertification by specialist. A member's PCP or specialist may obtain precertification on behalf of the member. However, if the referral to the specialist was for "consult only," the specialist must obtain a new or amended referral from the PCP before requesting precertification on the member's behalf.
- Fax service for referrals. In an effort to improve members' access to plan benefits, members may require their PCPs and ob-gyns to fax referrals to specialists and other providers. This new service will eliminate the need for members to pick up referrals in person or receive them by mail. Members must provide the PCP or ob-gyn 72 hours notice for non-urgent referral requests, otherwise the PCP or ob-gyn may charge the member \$10 for the faxing service.

Valley Preferred, Out-of-Area and Choice Plus changes effective Jan. 1, 2000:

- Chiropractic services. Members will no longer need precertification from the plan to receive chiropractic treatment, though a physician's referral will still be required. Benefit level of payment is unchanged, but reimbursement will be limited to 12 visits per benefit plan year.
- There will be no changes to the Choice Plus and dental premiums for 2000. For staff choosing to purchase Valley Preferred next year, there will be an increase in the premium, the details of which are in the open enrollment packets.

Questions about the information above?

Contact your benefits counselor:
Gerriane Keiser, 610-317-4739, or
Janet Miller, 610-317-4730

For benefit-related questions, call Spectrum Administrators, 610-402-7410.

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LVHHN Nurses Win NIGHTINGALE AWARDS

Two nurses from Lehigh Valley Hospital and Health Network won prestigious Nightingale Awards of Pennsylvania at the organization's annual gala on Oct. 29. Lynn Dashner, L.P.N., gastrointestinal nurse, received the Clinical Practice L.P.N. award, and Deborah Swavely, R.N., M.S.N., C.D.E., director, Helwig Diabetes Center, won the Advanced Practice R.N. award. LVHHN is the only organization this year with two winners. Both women live in Emmaus.

The Nightingale Awards of Pennsylvania organization honors nurses annually in the categories of Registered Nurse Clinical Practice, Licensed Practice Nurse Clinical Practice, Advanced Clinical Practice, Research, Education and Nursing Administration. They also award scholarships to Pennsylvanians pursuing careers in nursing, including advanced practice degrees.

In her nominating letter, Marie Porter, director of LVH's gastrointestinal lab (GI), describes Dashner as a technically skilled, patient-centered nurse whose confidence and compassion make her an exceptional colleague and care giver. Dashner has received two Friends of Nursing awards at LVHHN: the Outstanding L.P.N. honor in 1993 and the Digestive Sciences Award at this year's gala. "Lynn is dedicated to being the true definition of a nurse in the trenches," Porter wrote.

When she's away from the GI lab, Dashner extends her commitment to her profession and people in need. She is currently serving her second term as chair of LVHHN's Professional Nurse Council and is quite active on its legislative committee. As co-chair of the Council's Community Outreach Committee, she helps coordinate the network's annual holiday gift-giving activities for needy families and school children, often playing the role of Mrs. Santa Claus. She has also held leadership positions in state and

national societies of GI nurses, and participates in their educational meetings.

Patient care, patient teaching and research have been Swavely's key activities in her 20+ years with LVHHN, where she has received Friends of Nursing awards



LYNN DASHNER

in education and research. As the director of the Helwig Diabetes Center and a diabetes educator, she is leading a group of physician and nurse colleagues in the design of illness prevention and disease management strategies for diabetics. Swavely has coordinated two research studies on the effectiveness of educating patients prior



DEBORAH SWAVELY

to their discharge from the hospital, one of which received grant-funding from Sigma Theta Tau, a national honor society for nursing.

This year, Swavely led an interdisciplinary group in the planning and implementation of the community-based multimedia Health Library and Learning Center at the Health Center at Trexlertown. She instructs undergraduate and graduate nursing students at LVHHN, and often presents and publishes professional articles on the prevention, early detection and treatment of diabetes and heart disease. She is a frequent volunteer at community wellness events around the Lehigh Valley. ■

by Rob Stevens

The following nurses from LVHHN were also nominated for Nightingale awards: Wendy Amig, R.N.C., M.S.N., C.R.N.P.; Kimberly Bartman, R.N., C.V.N.; Judith Ann Berrier, R.N.C.; Carol Fox, R.N., M.A., C.C.R.N.; Mary Agnes Fox, R.N., M.S.N.; Edith Gray, R.N., M.S.N., C.E.N.; Diana Haines, R.N., M.S.N., C.S.; Claranne Mathiesen, R.N., M.S.N.; Anne Panik, R.N., M.S., C.E.N.; and Marsha Venanzi, R.N.

ABOUT OUR



PEOPLE

LVH Exhibits at AAMC Annual Meeting

LVH physicians and staff presented the following exhibits at the "24th Annual Innovations in Medical Education" program, which took place in October in conjunction with the annual meeting of the Association of American Medical Colleges:

- "Medicine in the Community: Learning to Serve and Innovate," by **Martyn Hotvedt, Ph.D.**, director, Center for Education; **Robert Laskowski, M.D., M.B.A.**, chief medical officer; and **Michael Oberholzer**, Center for Education.

- "Serology in Rheumatology: Self-Paced Case Studies," by **William Iobst, M.D.**, rheumatologist; **John Frankenfield**, Center for Education; and **Ina Ashford**, Center for Education.
- "Use of Palm Style Computers in Medical Education," by **Larry Glazerman, M.D.**, ob-gyn; and **Christopher Sarley**, Center for Education.
- "Guidelines for the Management of the HIV-Positive Patient," by **Margaret Hoffman-Terry, M.D.**, medical director, HIV Ambulatory Clinic. ■

LVHHN Y2K Ready and Waiting



Since November 1997, the infamous Y2K "bug" has kept many people throughout LVHHN busy with intense preparations for the coming New Year. Five full-time employees have been dedicated to testing and resolving Y2K issues, according to Harry Lukens, chief information officer.

"We feel very good about LVH's readiness in all major and even most minor areas," he said. "Computer systems, biomedical equipment, telecommunications systems, security/parking systems and more, they are all resolved and the critical systems have contingency plans."

A well-documented, frequently-tested disaster recovery plan has been implemented for various failed systems scenarios. Every major problem (i.e., lack of power or water) has been played out and contingency plans put into place, Lukens said.

"All the clinical services staff members and people from I/S, internal audit, biomedical engineering, supplier services, and numerous other departments have been planning and working toward one major goal," said Terry Capuano, senior vice president, clinical services, "to continue the delivery of quality patient care."

LVHHN has been and will continue to be in close communication with area utility suppliers and other critical vendors such as Blue Cross, Medicare, Medicaid and Aetna/U.S. Healthcare. "We've been talking with the City of Allentown and PP&L about water and power contingency plans," Lukens said. Hospital vendors have been required to submit a Y2K compliance statement for their products and equipment used on site.

Staffing in many areas will be increased during the shifts from Dec. 31 through Jan. 3. "Many, many people will be in the hospital working during this time to fix things if and as they happen," Lukens said.

And, if employees are concerned about their paychecks arriving on time, there is a contingency plan in place for that, too. "Both exempt and non-exempt payroll will be run prior to Jan. 1 because of the way the payroll schedule falls," said Mary Kay Gooch, vice president, human resources. "After we run the last payroll for 1999, which includes the Jan. 1 checks, we're going to run another payroll as an added cushion for the following pay period."

Lukens wish for the New Year is simple. "I hope it's a dull New Year's Eve and that those of us working through the night can all go home in the morning with a sense of relief that all our hard work paid off." ■

by Maria Kammetler

NITE LITES ~ SEPT. 18, 1999



Photo: T. Amico

Standing L-R: Jill Baroni, Alice Dalla Palu, Judith Sabino, Tom Wasser, Ellen Bishop, M.D., Linda Faust and Lynn Blanchard. Seated L-R: Dan Dillard, Steve Russos, Mark Young, M.D., and Lawrence Kleinman, M.D.

Puttin' on the Ritz Nite Lites raised \$275,000 to support the department of community health and health studies, represented by the group pictured left, and the Activities of MESH!

Get ready for next year's Nite Lites on Sept. 23, 2000. This spectacular gala will benefit the department of obstetrics & gynecology.

Terry Capuano Wants to Lead Clinical Services to the TOP

Terry Capuano's vision for clinical services at LVH and MHC includes lots of "high-five moments," she says, referring to athletes' practice of celebrating excellence.

This might seem like an ambitious agenda, but the new senior vice president isn't apologizing or backing down.

"Why *not* strive to provide the best care in the country? What's wrong with being Number One?" she asks.

And she's confident the clinical staff can reach that pinnacle and is prepared to lead the charge.

But, don't expect to only hear from her through memos or see her only in meetings and at formal hospital events.

"I need to be out there listening and building relationships," Capuano says.

Though a nurse by profession, Capuano insists she's looking to all care givers to help raise the levels of clinical quality and customer satisfaction in the hospitals. "Clinical services (the name Capuano coined to replace 'patient care services') is more than nursing. It includes respiratory therapy, physical, occupational and speech therapy, and pharmacy," she said.

"To become the best, we'll need to collaborate with physicians, nurses, therapists and support staff—everyone involved in providing patient care," Capuano adds.

She's encouraged by the discussions she has had with human resources on ways to improve retention



(L-R) Terry Capuano, senior vice president of clinical services, visits with Tina VanBuren and Sherry Waselus on the Special Care Unit.

and recruitment of staff, and she's working with her unit directors and management engineering to remove duplicate activities on the units to lighten the load for many people. She plans to involve clinical services staff in activities such as these to retain the talented care givers in the network.

But she knows she can't do it alone, and she'll rely on her soon-to-be-chosen management team to forge critical links to the care givers in the hospitals. "I'm looking for good communicators with leadership skills and experience in management," she says.

Once these administrators are in place, Capuano will seek opportunities to meet routinely with front line staff, both on rounds and in formal meetings, and on the units and in departments as often as possible. "I don't want to be in meetings all day long," she insists. "The most important work in the hospitals is providing patient care and supporting the clinical staff." ■

by Rob Stevens

LEHIGH VALLEY HOSPITAL RECEIVES CONSUMER CHOICE AWARDS

LVH recently received two awards that further affirm its position as the region's health care leader. The hospital received 1999 Consumer Choice awards from the National Research Corporation (NRC), recognizing it as the top-rated area hospital and the preferred provider of heart care services. NRC is a national authority in health care performance measurement.

This is the third consecutive year that LVH has been the chosen hospital of area residents surveyed by NRC. It joins 125 hospitals nationwide on this honor roll, including its clinical, research and educational affiliate, the Milton S. Hershey Medical Center, and Penn-CARE partners Abington Memorial Hospital and Doylestown Hospital.

This is the first year NRC has honored hospitals as the most preferred facility for heart care services in their metropolitan statistical area, as defined by the U.S. Census Bureau. NRC's decision to recognize preferred facilities for specialty care was made to reflect the growing importance of consumer choice in health care. LVH ranks with other national leaders in the field of cardiac services on this list, including Johns Hopkins Hospital, Massachusetts General Hospital, Cleveland Clinic Foundation and the Texas Heart Institute.

The awards, previously called the Quality Leader Awards, were changed this year to Consumer Choice Awards to reflect the growing role that consumer choice plays in the marketplace.

Each year since 1996, NRC has honored the most preferred hospitals for overall health care services in metropolitan areas. This year, winning criteria was based on NRC's nationally syndicated study of more than 170,000 households reflecting 400,000 covered lives. Surveys are conducted in the contiguous 48 states and more than 100 market areas. ■

by Rob Stevens



Lou Liebhaber, COO

Lou Liebhaber

Issues & Initiatives

Issues & Initiatives is a series of activities providing employees with information about current health care issues at Lehigh Valley Hospital and Health Network.

THANK YOU for Keeping LVHNN Out of the Headlines!

Penn health system will cut 1,700 jobs

LAYOFFS from 14 hospitals in the Penn health system will occur over eight months. By then, more than 20 percent of its workforce will have been eliminated in 14 months.

Geisinger business dips after merger

Geisinger Health System announced that it would eliminate 1,700 jobs over the next eight months as part of its largest restructuring in the company's history.

Operating losses swamping N.J. hospitals

Operating losses at New Jersey hospitals are swamping the state's health care system, according to a survey by the New Jersey Hospital Association.

Aid cuts, managed care blamed for deficits

Health care hospitals operated at a loss in 2001, according to a survey by the National Association of Hospital Administrators.

Teaching Hospitals in Trouble

The nation's teaching hospitals are facing deep financial trouble, brought on by the growth of managed care and cost-cutting measures in government health programs.

| Year | Operating Margin (%) |
|------|----------------------|
| 1998 | 1.2 |
| 1999 | 3.8 |
| 2000 | 1.7 |
| 2001 | 3.1 |
| 2002 | 4.2 |
| 2003 | 3.9 |
| 2004 | 3.2 |
| 2005 | 3.1 |
| 2006 | 3.0 |
| 2007 | 2.9 |
| 2008 | 2.8 |

S.I. Hospital Sets Payback Of \$45 Million

\$39 Million of Free Care Will Also Be Provided

By KATHERINE E. FINCKELSTEIN
Staten Island University Hospital has agreed to reimburse the state Medicaid program for improper bills it has paid.

More job cuts expected at Penn health system

Top officials told employees yesterday to expect job losses at the region's largest health system, but they said that exact numbers had not been determined and that it would take several weeks to do so.

Turmoil hits PSU Geisinger

Penn State Geisinger to lay off employees

Health system has lost millions of dollars
Jobs will be lost and unprofitable rural clinics may close under Penn State Geisinger Health System's latest plan to free itself from the financial riptide that resulted in first-year operating losses of \$21 million.

Workers fear for hospital's life

Episcopal Hospital will lose some services but survive, Temple officials say. Others are not so sure of its fate.
By Josh Goldstein
Episcopal Hospital — will it live or die? That was the question doctors, nurses, community leaders and hospital officials tried to answer yesterday for City Council members of Episcopal's staff said they worry that the Temple University Health System, which acquired the financially ailing Kensington hospital in December, plans to close the 140-bed facility and funnel the patients to the system's other hospitals.

"Your commitment to innovation helps us avoid the misfortunes that many health systems across the country are facing."

—Lou Liebhaber, COO

Pam Repetz Works Wonders and BAGS the BIG BUCKS

Pam Repetz didn't receive a knock on the door but the element of surprise was just as exciting. "This is your check for \$10,000," announced Lou Liebhaber, COO, (alias Ed McMahon), as he handed this speechless patient care specialist the check before a roomful of applauding colleagues last month. "It's people like you working on the front line every day who know what is best for the customer and the patient."
Repetz was awarded the biggest single Working Wonders payoff in the four-year history of the program. Her idea eliminates the practice of always hanging two IV bags and costly tubing when, in some cases, only one bag is necessary. The result? An annual savings to LVH of \$184,000.
"I was surprised to find out what a savings it was," Repetz said. "You don't realize the cost of things."
What this 24-year LVH veteran did realize, after attending an evidence-based seminar earlier this year, was the need to question current practices and research methods. "The staff needs to start looking at what we do and why we do it, for they are the best suited to do so," she said.
Repetz began questioning the practice of piggybacking a separate saline bag with continuous medication after noticing that nurses who had worked in

other hospitals did not follow this process. "Pam questions everything," said Mary Jean Potylycki, director of 4A/4C medical-surgical units. "She is always willing to go the extra mile to care for patients and make sure staff has the knowledge and skill they need."
Twenty-seven telephone calls later to regional and local hospitals confirmed that LVH was the only hospital using this costly method. A literature search showed no evidence to support this practice. Fred Pane, LVH pharmacy director, confirmed that the continuous medications could be run alone. Repetz presented her findings to Nurse Practice Council and a policy change was implemented Oct. 1.
According to Liebhaber, this recognition comes at a time when the department's frustration with several failed attempts at Working Wonders ideas was at its peak. "This is a little bit of what I call the inspirational shower of ideas," Liebhaber said. "Turning frustration into something positive."



Lou Liebhaber surprised Pam Repetz with the BIGGEST single Working Wonders check for \$10,000.

Repetz, who is completing her M.S.N. at Villanova University, plans to use the money to pay off a 19-year old nursing school loan and to take a vacation to celebrate her 25th wedding anniversary. "You have to be willing at times to put your ideas forward in order for change to occur," Repetz said. Working Wonders—there's no purchase necessary to enter an idea. Who's next? ■

by Marion Varec

NICU Comforts Parents with Special Remembrance



OCTOBER SERVICE STARS, NICU STAFF MEMBERS:
Seated, L-R—Kim Breinich, respiratory therapist; and Jan Larson, R.N. Standing, L-R: Rose Hoke, R.N.; Deb Rabuck, R.N.; Wendy Cramsey, R.N.; Sue Sanders, R.N.; and Ruth Kotz, R.N.

The news of a new baby is very exciting. Parents begin to incorporate the little person into their lives — they think of names and have hopes and dreams for their child. When a baby is born too early or seriously ill, it is devastating for the family.

“Hopes and dreams are set aside,” said Sharon Hanuschak, R.N., of the neonatal intensive care unit. “They enter a highly technical world of equipment—nothing like the nursery at home where the baby should peacefully sleep. Somewhere beneath all the tubes and wires lies their fragile newborn.”

When families experience a tragic loss, there is a special group of NICU staff members who provide

a comforting and memorable service. They step forward to provide the families with everlasting memories of their child.

“The art of photographing our infants in death is an art these individuals have truly mastered,” Hanuschak said. “Using lighting, makeup and certain colors and props, they literally bring life back to these infants. Their careful positioning and attention to detail presents the infant in a way that the parents have never experienced during their critically ill newborn’s short life. The lasting memories are priceless. The infants look perfect.”

Because of the special meaning to the parents, the seven women are creating a tool to help other staff provide the same memorable service. “It’s a special remembrance that families hold dear for generations that follow,” said Sharon Smetzer, director of the NICU. “They truly exemplify caring.” ■



Where Learning Comes NATURALLY...

MAGIC YEARS CHILD CARE across from 17th & Chew has limited openings in most age groups. If you are interested in touring the newly renovated daycare, please call *Mary Schuster*, 610-402-2949, to arrange your visit. Remember, hospital employees are eligible for discounted tuition rates.

MAGIC YEARS FEATURES:

- Specialized programs for infants, toddlers, pre-schoolers and school-age children.
- Kindergarten readiness program.
- Private, academic, full-day Kindergarten.

MHC's Wound Center Celebrates a Year of Healing

A “year of healing” aptly describes this month’s first anniversary of the Wound Care Center at Muhlenberg Hospital Center. Opened in October 1998, the center has treated over 250 people in the region who suffer from chronic, non-healing wounds, usually caused by complications of diabetes, poor circulation or long-term immobilization.

“We have had some wonderful success stories over the past year,” notes Peg Cowden, program director. “We have treated patients of all ages, helping many who thought they would never be able to heal their chronic wounds and some whose wounds had been misdiagnosed and not treated appropriately.”

Nearly five million Americans suffer from such wounds, most often associated with inadequate blood flow to a wound site. These wounds can result in serious infection, gangrene and even amputation.

“At the Wound Care Center, we offer patients with nonhealing wounds a comprehensive approach to treatment,” said Marc Granson, M.D., the center’s medical director. “Patients are evaluated to determine any underlying condition that might

inhibit the natural healing process. Then, an individualized treatment program is planned.”

One element of the treatment is the application of Procuren Solution, which contains natural growth factors released by platelets from the patient’s own blood. Growth factors have been shown to promote growth of skin, soft tissue and blood vessels at the wound site.

In addition to innovative care, patients are taught to care for their wounds at home and offered advice on nutrition and exercise that might aid in the healing process and prevent future wounds. Patients with wounds on their feet are taught how to protect their feet and walk correctly. Special shoes, which protect feet and relieve pressure, may also be prescribed.

“Treatment of nonhealing wounds is a very specialized service,” Cowden adds. “As part of a nationwide network of Wound Care Centers operated by Curative Health Services, Muhlenberg shares in the cumulative experience resulting from the treatment of over 200,000 patients nationwide since 1988.” ■

by Melissa Wright



A PITCH TO PLAY!

The LVH modified softball team wants you to consider signing up for its’ 21st season in the East Penn Modified League, which starts next spring. If you can throw, hit and field, why not join these LVH players and friends next year on the diamond?

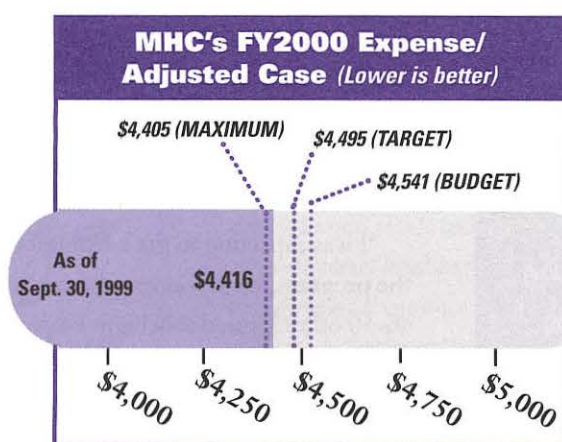
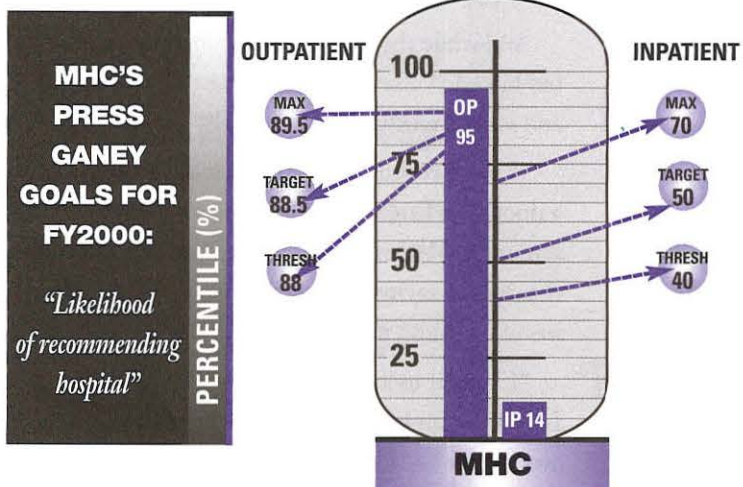
Pictured Above: Kneeling L-R: Geoff Hallock (surgery), Sammy Sosa, Jim Zwickowitz, Jen Summers (O.R.) and Kenny Weiner. Standing L-R: Marty Hotvedt (education), Andy Fried (MOB II), Andy Schweitzer, Ed Ziegenfuss (MOB II), Rick Cardona (logistical support services), Ron Shock (nursing), Fred Pane (pharmacy), Dave Rice (advanced clinical technologies) and Erwin Fried (MOB II).

Helping Others for the Holidays...

Last winter, hundreds of people at LVHNN made the holidays special for families and children of the Perinatal Partnership. Anybody interested in providing food and gifts this season, call outreach worker **Damarie Lugo**, 610-402-2801. Your support is appreciated!

MHC SHARED SUCCESS PLAN PROGRESS

(as of Sept. '99)



Four LVHHN Teams Win Awards from Quality Valley U.S.A.

Congratulations to the process improvement teams from LVHHN that received awards last month from Quality Valley U.S.A.

This was the network's third year participating in the QVUSA program, which recognizes area organizations that demonstrate continuous improvement of their operations and services. Winners are entitled to display the QVUSA logo on their advertising, letterhead and business cards. *And the winners are...*

1 Highest Achievement Award— Scorecard Deployment Team

Last year the LVH Scorecard Deployment Team developed and launched a computerized, on-line reporting tool for the timely analysis of cost, quality and member satisfaction data.

Using the "balanced scorecard" enables managers to quickly and accurately detect workload variations and make modifications without compromising quality or satisfaction.

2 Highest Achievement Award— Neonatology (NICU) OI Team

In April 1998, a NICU team created a process that has reduced lengths of stay by more than two days while maintaining clinical quality and family satisfaction.

The cornerstone of this improvement process is the Neonatal Discharge Planning Guide, developed to help parents become more involved in the discharge planning process and learn to care for their infant at home. Also, outreach to hospitals closer to the families' homes, better collaboration among the NICU team members, and input from patient families have helped improve the NICU experience.

3 Highest Achievement Award— 6C Work Redesign

The 6C oncology staff at CC&I-78 implemented patient centered care in 1995, resulting in increased patient and staff satisfaction while controlling costs and maintaining the quality of care.

The key activities of the redesign were:

- 1 Revising all work processes on the unit, redefining staff roles and focusing on team care giving.
- 2 Renovating the facility to promote work efficiencies and enhance patient, family and clinician convenience.
- 3 Improving communication by equipping team members with cellular phones, pagers and portable computers.

4 Significant Progress Award— Fall Prevention Task Force

The high rate of patient falls seen last year on the 32-bed 6B med/surg unit led a multidisciplinary team to create a High Risk Fall Assessment Tool and fall prevention strategies.

A registered nurse completes the Assessment form for each patient on 6B within 24 hours of the patient's admission. A fall prevention plan is implemented for every patient identified as high risk and integrated into the daily care of the patient.

Data for the time period Sept. 1998 through Feb. 1999 show a significant reduction in patient falls on the 6B unit. The program and results have been shared with LVH staff and other colleagues in health care and academia regionally and throughout the U.S. ■

by Rob Stevens



i Check out **CheckUp** on the Intranet at **www.LVH.com** for the names of the team members in the above photos.

Local Efforts Reach 'Round the World

and Kruskal's Gamma

Risk Factors

| | None | One | Two | T |
|--------------|------|-----|-----|----|
| Not-Infected | 135 | 245 | 116 | 74 |
| Infected | 16 | 19 | 27 | 36 |

Interpretation Table

Significant Association.

Factors are associated with infection.

Tom Wasser has had requests from as far away as Italy for copies of his computer program (shown in background above) that tracks hospital surgical infection rates.

Want to know just how far the Internet has extended Lehigh Valley Hospital and Health Network's influence and reputation? Ask Tom Wasser.

You could describe it as "think locally, act globally," a twist of a popular 1980s ecology theme. In 1997, Wasser of community health and health studies, designed a series of software programs to help LVHHN's infection control (IC) staff track hospital-acquired infections.

A Ph.D. biostatistician, Wasser says he "wanted to provide a tool so IC could easily calculate infection rates each month, and so I didn't have to do it manually."

Through his research, Wasser learned that software of the kind he had written was rare, maybe even non-existent. So, last November he published a journal article in *Infection Control and Hospital Epidemiology* on his program for monitoring and predicting surgical infections. He also offered free copies of the program, giving readers the choice of receiving it via E-mail or on a disk sent by snail mail.

"I was expecting to get a handful of requests for the program," said Wasser, who has written some 40-50 other journal articles in his career, most in which he offered reprints.

Within a month, the letters and E-mails were coming in strong. He's still amazed by the responses, which, to date, total more than 50. They come from

physicians, information technicians and epidemiologists who specialize in infection control. That wasn't a big surprise; where they came from was.

He's heard from community hospitals in Ohio and West Virginia, and major medical centers in Washington, D.C., Utah and Massachusetts. He even had a request from a major in the U.S. Air Force, who is in the office for Prevention and Health Services Assessment.

The ones that really amazed Wasser came from as far away as Argentina, France, Italy, Brazil and other international locations. In fact, almost as many requests come from overseas as from the U.S.

And while the distance is significant, technology has linked Wasser closer than ever to his readers, and more quickly, he explains.

"I had a request via E-mail for the software from a doctor in England, which I sent off to him the same day. Within minutes, I got a message from the doctor saying he had received the program, installed it and it was working fine.

"It's great to know our 'grassroots' efforts at LVHHN can benefit people and organizations around the world." ■

by Rob Stevens

CheckUp this month

The Transformation of 17th & Chew A Brand New Clinic Meets Community's Needs

A smaller waiting room isn't what you'd expect when you walk into the renovated internal medicine, specialty and walk-in clinics at Lehigh Valley Hospital's 17th & Chew site. But then you don't feel like you're in a clinic. And that was the point.

"We've created an environment for patients that is much more focused on meeting their needs," said John Fitzgibbons, M.D., chair of the department of medicine at Lehigh Valley Hospital. "We're seeing patients quickly, which is why we didn't need a big waiting room. Patients won't wait."

Now called the Lehigh Valley Physicians' Practice, the clinics are designed to feel like a private practice to patients and the 66 medical and surgical residents who practice there.

The new clinic is just one of the improvements to transform outpatient services at 17th & Chew, which also boasts a renovated emergency room, adolescent center and a Center for Healthy Aging.

Scheduled to open in June 2000, the Center for Healthy Aging is a place for older adults to visit the doctor, stop by a community agency, research health concerns and participate in an exercise class. The adolescent center, which opened this fall at the former School of Nursing, provides an avenue to bring teens and community together.

The physician practice, which primarily serves underinsured and uninsured patients, also is a place

for the community. It includes internal medicine four afternoons a week, walk-in care five mornings a week and rotating specialty clinics, including endocrinology, dermatology, pulmonology, neurology, rheumatology, allergy, immunology, surgical, urology, orthopedics, podiatry and HIV. It provides physicals for schools, drivers' licenses and community members from Hogar Crea drug rehabilitation center and the Allentown rescue mission.

"This new clinic layout truly feels like a private practice," said second-year resident Steven McCullough, D.O. "Patients make appointments, come in, check in at the reception area and are brought back to a private examination room."

McCullough served on a committee that helped design the model practice, which opened on the building's first floor on Oct. 4. It features computers in the exam rooms, individualized scheduling so first-year interns get more time with patients than second- and third-year residents, and a separate area where residents can consult privately with attending physicians.



Resident Steven McCullough, D.O. (left), cares for Marcelina Rivera (center) of Wescosville with her granddaughter Rosa Nieves. Patients see the same doctor and nurse at each visit, developing a long-lasting and trusting relationship.

In addition to attending physicians who rotate into the practice, four attending physicians have moved to the new practice from Cedar Crest—Jon Brndjar, D.O., Jenni Levy, M.D., Michael Pistoria, M.D., and Frances Salerno, M.D., chief of geriatrics.

"We're improving the teaching process by having the attending physicians at 17th & Chew with the residents," Fitzgibbons said.

Expanding from 13 to 18 rooms, the practice has three pods: one for walk-in patients, another for specialties, and the third for IV patients and continuity care. The design enables residents to be with the same patients during their three-year residency.

"We've tried to create an environment for residents that is closer to what they'll be doing when they go out to a real practice," Fitzgibbons said, "rather than the traditional hospital clinic where patients take a number and wait." ■



(L-R) Christina and Kaitlin Goy, both 5, with their dad Richard Goy, M.D., at the Neighborhood Luncheon on Oct. 30 at 17th & Chew. The event celebrated LVH's commitment to 17th & Chew with lunch on the lawn and tours of renovations at the campus.

FORMER ALLENTOWN AUXILIARY DONATES \$200,000 FOR SERVICES AT 17th & CHEW

The former Allentown Auxiliary has made a donation of \$200,000 to enhance community health services at the 17th & Chew street campus.

"We're so happy we found a home in the 17th & Chew neighborhood for our funds and look forward to providing more gifts with remaining monies from the former Allentown Auxiliary," said Jeanne Tilghman, former Allentown Auxiliary president, who along with Betty Jean Killgore co-chairs the new Auxiliary of Lehigh Valley Hospital.

The goal of the grant is to preserve 17th & Chew street's tradition of community service through initiatives of the department of community health and health studies (DCHHS). "The spirit of 17th &

Chew street will continue as this generous gift benefits the community, from 17th & Chew and beyond," said Mark Young, M.D., chairman of DCHHS.

The health studies unit assess various programs to ensure continued delivery of quality care. Community initiatives involve outreach programs and collaborations with non-profit organizations, serving children and adults across the Lehigh Valley. Health care initiatives focus on clinical programs such as the AIDS Activities Office and a school-based health clinic operated at Central Elementary School. ■

Healthy You Programs

Brings You...

Better Health for Life from
Lehigh Valley Hospital and Health Network

Massage Madness Months

at MHC, Health Center at Trexlertown & Affinity

NOV. Any foot or aroma massage only \$20. Save \$10!

DEC. Get a massage & receive a \$10 gift certificate towards your next one!

JAN. 90-minute "deep" massage only \$55. Save \$15!

FOR AN APPOINTMENT, CALL...

Health Center at Trexlertown, 610-402-9355

Atria at MHC or Affinity, 610-402-7000

Why Weight? Weight Watchers "At Work" Program is coming to LVHNN!

Attend a FREE info meeting and talk with a WW rep.

Wed., JAN. 12

CC&I-78 at 7-9 a.m.; 11:30 a.m.-1:30 p.m. & 3:15-4:15 p.m.

Fri., JAN. 14

MHC at 11:30 a.m.-1:30 p.m. & 3:15-4:15 p.m.

Pre-registration required. Call 610-402-CARE!

Start Y2K the Healthy Way!

at the Health Center at Trexlertown

SAT., JAN. 1 • 10 A.M. - 1 P.M. \$20/person

If you partied hearty, now it's time to Party Healthy as you start the New Year—

- Eat fresh fruits and veggies with your choice of beverage.
- Enjoy a seated massage. • Exercise with a group.
- Visit the Health Library and Learning Center
- Receive a FREE LVH "Get Active" kit.

Pre-registration required. Call 610-402-CARE!



Say
'Happy Holidays' ...
with Poinsettias!

LVH Auxiliary's Annual HOLIDAY POINSETTIA & BAKE SALE

Dec. 2 and 3 • 7 a.m.-4 p.m.

CC&I-78 lobby (AND 17th & Chew Lobby—Dec. 3 only)

Poinsettias Brighten up your home or office this holiday season with beautiful poinsettias. And they make great gifts! Choose from single- or double-branch plants and hanging baskets priced from \$6.25-\$27.99. Advance orders must be picked up in lobby on sale day. Easy parking outside hospital entrance. For special delivery arrangements for 30+ plants, call Fran Schaeffer (610-437-1599) or Sylvia Kulp (610-966-6352).

Raffle Tickets sold outside CC cafeteria. Prize drawing on Dec. 3 at 4 p.m. Prizes include \$300 cash, millennium basket and gift certificates.

New Jaindl Pavilion Links Innovative Services

It's designed for patient and family comfort. The five-story, 260,000-square-foot Jaindl Family Pavilion at CC&I-78, which officially opens Jan. 8, links the Anderson Pavilion to the John and Dorothy Morgan Cancer Center through a naturally lit concourse.



The Jaindl Family Pavilion offers an effective combination of advanced technology, open design and family-centered processes for mothers and babies, diagnostic services, intensive care units, emergency care and heart care. Enhancing patient and family comfort, the pavilion's concourse will also house a Starbucks Coffee Bar and a barber shop.

Take a "walk" through the floors and learn more about innovative services in the new *Jaindl Family Pavilion*:

1ST FLOOR Diagnostic Care Center

"Everything about the Diagnostic Care Center, which opened in July, points to an 'ideal patient encounter,'" said Sheila Sferrella, radiology administrator and project design team leader of the center, which opened in July.

A computerized central scheduling system coordinates preregistration between doctor's offices so paperwork is complete before the patient arrives. There's just one request for insurance and clinical information, and multiple tests are done in one visit.

Patients proceed to private exam and treatment rooms, seeing few new faces. Often, tests are brought to the patient and results usually are delivered to physician offices.

The Diagnostic Care Center houses nuclear medicine, pulmonary, sleep study, blood draw, heart station, neurophysiology (EEG) and preadmission testing.

2ND FLOOR Express ER, Burn Center and Intensive Care Units

The new Express ER, opening in January, treats everything from bumps on the head, simple cuts and broken bones to sore throats, minor lacerations and ear aches—conditions that require attention but are not critical.

The goal of the Express ER is to treat and discharge patients in an hour or less, said Rick Shurgalla, administrative director of emergency medicine.

"But if a patient's condition turns out to be more serious, it's comforting to know that the Express ER is connected to the full service emergency department and our Level 1 Trauma Center." Also on the second floor, the medical intensive care unit (MICU), surgical intensive care unit (SICU) and trauma-neuro intensive care unit (TNICU) are together in a 28-bed unit that focuses on the patient and family.

The Burn Center moves from the third floor of CC&I-78, adding a large family room and overnight sleeping arrangements to accommodate the many families who travel outside the area to this regional center.

3RD FLOOR Labor and Delivery

Childbirth services moves from 17th & Chew to the Jaindl Family Pavilion on Jan. 14, creating the "ultimate birthing experience."

Parents will have access to the same high quality physicians and midwives in offices throughout the Lehigh Valley area as well as the same excellent nursing care in a family-friendly obstetrics area.

"Birthing is in most cases a happy activity, and we wanted to create a birthing place that feels like a living room when you walk in," said Stephen Klasko, M.D., chair, obstetrics and gynecology.

If something goes wrong, the unit is also equipped with every high-tech resource possible. This floor includes 10 suites for mothers with high-risk pregnancies, access to three perinatologists, 12 birthing suites, a massage tub and whirlpool and a cozy day room to relax with visitors.



More than 2,200 women attended the Women's 5K Classic health fair in the Jaindl Family Pavilion in October. The all-female race of walkers and runners, the largest in Pennsylvania, raised more than \$75,000 this year for the fight against breast cancer. A portion of the proceeds benefits programs initiated by LVHNN's Breast Health Services.

4TH FLOOR Mother-Baby and Neonatal & Pediatric Intensive Care Units

The fourth floor offers care for new mothers and a nursery for newborns. There are 27 private family rooms with special bassinets for babies to room with moms, sleeping chairs that open into beds for dads and seated showers.

The Level 3 neonatal intensive care unit (NICU), the largest and most experienced NICU in the region, will move from 17th & Chew, offering convenience near other mother-baby services, overnight sleeping areas and nursing rooms for mothers and babies.

This unit also features the Lehigh Valley's first pediatric intensive care unit (PICU), a result of collaboration with The Children's Hospital of Philadelphia (CHOP).

"We'll provide services for children who otherwise would have to go out of town for treatment," said John VanBrakle, M.D., chairman of pediatrics at Lehigh Valley Hospital. "This is a very well-coordinated system, close to the Level 1 Trauma Center, Burn Center and inpatient pediatrics unit."

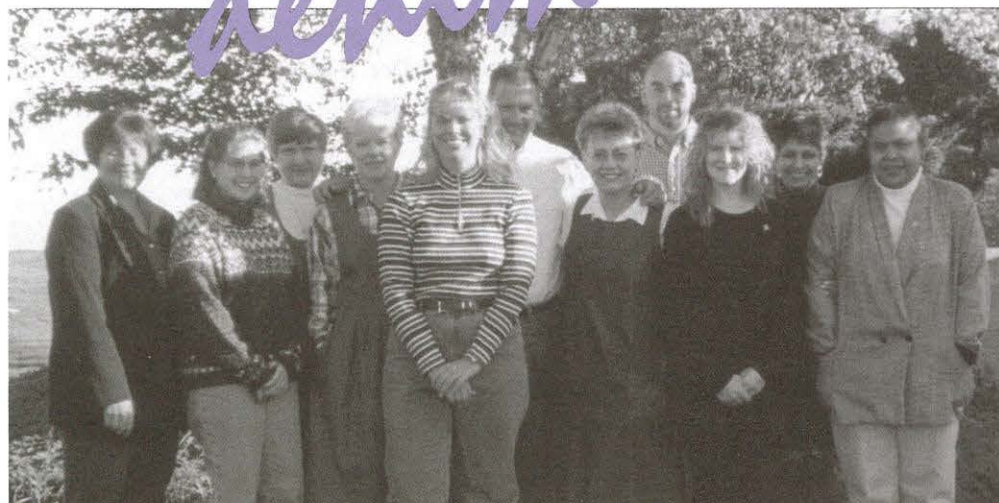
5TH FLOOR Heart Care Group

The Heart Care Group, the area's largest group of cardiologists and cardiac surgeons, is combining its two offices—scheduled to open in March in the Jaindl Family Pavilion—to increase patient convenience.

"Patients will be able to see their doctor, or one of our surgeons," said David Mancini, executive director of the group, "as well as have diagnostic tests, or visit our specialty clinics for Coumadin monitoring, heart failure or lipid management." ■

DONATIONS FROM

Denim



The staff of LVH/MHC inpatient and outpatient psychiatry took part in Denim Day on Oct. 8—a fund-raiser to benefit the Susan Koman Breast Cancer Fund. The proceeds from Denim Day totaled \$700. Pictured at left are the denim-clad members of the Base Service Unit at MHC: (L-R) Terry Norcott-Gibbons, Annie Schaller, Myrna Reichard, Sandy Pearl, Lori Ungurean, Brett Williamson, Gayle Keim Levas, Jim McDonald, Donna Shiffert, Miriam Torres and Angie Auilera.

Want a preview of the new Jaindl Family Pavilion? You're invited to tour the facility on Jan. 8 from 1-5 p.m. Expecting parents can learn more about the pavilion's Center for Mother & Baby Care at LVH's Baby Fest Weekend at Babies R' Us in Whitehall on Jan. 22 and 23. Call 610-402-CARE for details about these events.

It's 12:30 p.m. on Sunday.

Among the rolling hills in Pennsylvania Dutch country, the family feasts on a home-

cooked turkey dinner with mashed potatoes, stuffing, carrots—all the dressings.

Grandchildren giggle and poke at each other. Parents reminisce about weddings, births and other milestones.

The grandparents sit back and proudly smile...just like they do every Sunday.

It's the Jaindl family tradition.

"We're carrying on the dinners that my mother hosted for many, many years," said Fred Jaindl. "The backbone of Pennsylvania Dutch is hard work, smart work, honesty and family."

The family not only dines together, they work the family business together—the turkey farm, the bank, the land company—and they make important decisions together, too, such as the one to support Lehigh Valley Hospital.

"We're in a community where people care about their neighbors, even if they don't know who their neighbors are," said Fred and Anne Jaindl's daughter, Pat Jaindl. "We all agreed that supporting Lehigh Valley Hospital could benefit all our neighbors. It's an organization that everybody can lean on."

The Jaindl family has benefitted from Lehigh Valley Hospital, from the birth of grandchildren to caring for illness. When Fred Jaindl was hospitalized

THE LEGACY OF THE JAINDL FAMILY



The Jaindl Family. First row seated (L-R): Elizabeth Brown, Julie Jaindl, Zachary Jaindl, Luke Jaindl, Adam Jaindl, Josh Jaindl, Ericka Leuthe and Joanna Jaindl. Middle row seated (L-R): Mary Jaindl, Pat Jaindl, Ben Jaindl, Alice Brown, Beth Jaindl, Jackie Jaindl, Cathy Leuthe, Emily Brown and Jacob Jaindl. Last row standing (L-R): George Bogнар, Joe Brown, Mark Jaindl, Anne Jaindl, Fred Jaindl, David Jaindl, Jim Leuthe, John Jaindl Jr. and John Jaindl. (Not pictured: Derick Jaindl and Michael Jaindl—both away at college.)

last year, he chose Lehigh Valley Hospital because "I knew I would get great care. It's always been paramount in my mind."

Health care has always touched the lives of the Jaindl family. Anne Jaindl worked as a nurse; so did her mother and sister. Today, daughter Alice Brown, who once cared for patients at Lehigh Valley Hospital, is the family's company nurse.

In fact, Fred Jaindl himself wanted to be a doctor, but he never left the farm. Raised with devotion and loyalty to family, he helped his father operate the business, then a 60-acre, 2,000-turkey farm.

Today, the farm has grown to produce almost a million turkeys a year. Generations of families—including every presidential family since the Kennedy administration—has broken bread over a Jaindl turkey on Thanksgiving day.

"In a way, Fred is a doctor," Anne Jaindl said. "Farming is somewhat like medicine. He's constantly looking at the health of the animals. He's very tuned in to animal feelings...and people feelings."

That sensitivity surely attracted Anne Jaindl to her husband when they met more than 50 years ago, when Fred Jaindl used to "travel" with her brother, Buddy. "I heard he had a nice-looking sister, so I went to his house," Fred Jaindl said with a grin. "She was there with her boyfriend."

But that didn't stop him. "I saw her at a basketball game the next week...and we got married three months later in February," he said.

"This was a good time to get married because it was the only slow time for the turkey farm," Anne Jaindl said with a laugh.

Soon the couple began the family they always dreamed of having. While Fred Jaindl toiled on the farm, Anne Jaindl cared for their eight children at home. "I never thought of it as being work," she said. "We always had a good time. And today, the grandchildren are the icing on the cake."

Those grandchildren will someday carry on the legacy of the traditional Sunday dinners and bring new vitality into the community as their own children are born in the Center for Mother & Baby Care at the Jaindl Family Pavilion. "This great hospital is going to help our family for years to come," Pat Jaindl said.

And thanks to the gift from the Jaindl family, it will help yours, too. ■

by Pamela Maurer



Francis Salerno, M.D., Wins Prestigious National Award

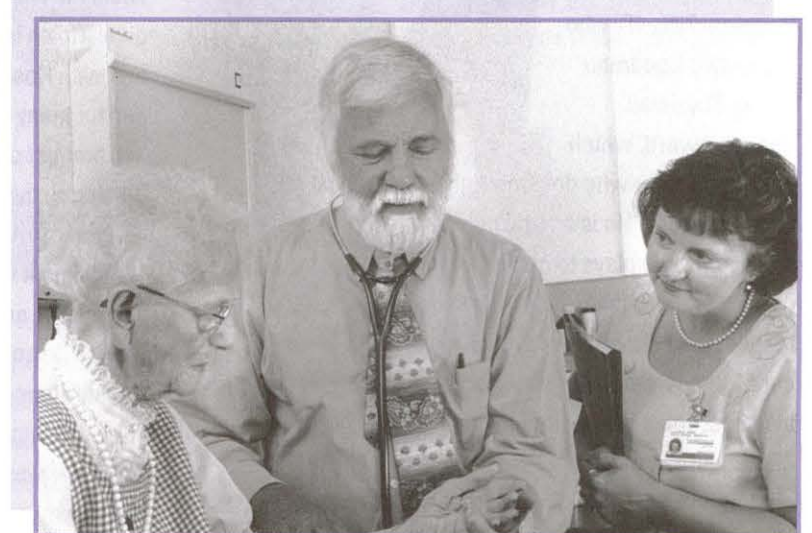
Francis Salerno, M.D., chief, geriatrics, received the 1999 Louis Braille Award for outstanding achievements in the field of geriatric and internal medicine and for being an inspiration to others with visual impairment. Salerno was honored with the award by the Associated Services for the Blind at an Oct. 13 awards dinner and ceremony at the St. Regis Hotel, Philadelphia.

In his acceptance speech, Salerno spoke of "interdependence" as the key to his professional success. "It is a sense of 'we-ness' that physicians, administrators, nurses and others have all supported," he said.

Although Salerno was hesitant about attending the event initially—because of the emphasis on his visual impairment—it turned out to be one of the highlights of his life. "I was very honored because my physician colleagues supported me with their presence at the awards ceremony," he said.

Salerno also received a letter from Pennsylvania Gov. Tom Ridge commending him on the award and his contributions, leadership and dedicated service to the community.

Francis Salerno, M.D. (center), recently recognized for his achievements, and social worker Laurene Roth (right), care for an elderly patient at the Center for Healthy Aging at 17th & Chew.



Salerno, who began to lose his vision to diabetic retinopathy at the age of 28 while completing his internship, has made extraordinary efforts to focus his energy on his abilities rather than his disabilities. After completing his internship, he went on to become the first visually-impaired physician to pass the American Board of Internal Medicine certification exam.

Salerno has been the recipient of numerous honors and awards and has been instrumental in developing the award-winning geriatrics program at LVHHN.

He was named clinician of the year by the American Geriatrics Society in 1993, physician of the year by St. Joseph's University in 1992, and recognized by the American Medical Association in 1989 and the Pennsylvania Senate in 1983. In 1996 and 1997, *U.S. News & World Report* rated LVH's geriatrics program, under Salerno's leadership, among the best in the country. ■

by Maria Kammetler

Star Celebration

Continued from page 1

**MOST
IMPROVED
PATIENT
SATISFACTION
AWARD**

MHC's Emergency Department

MHC's emergency department (ED) achieved a 9.5 point increase in their Press Ganey score for venous draws over the past year, making them the winners of the Most Improved in Patient Satisfaction award. This followed a year of process improvement efforts in the ED, particularly through the designation of one person to provide point-of-care phlebotomy and EKG services. Nancy Stevens, patient representative, presented the award to 10 of the ED's staff members who accepted it on behalf of their colleagues.



Representing MHC's Emergency Department—Standing, L-R: Tracie Trinchere, Lori Marsh, Chris Oczi, Cindy Honey, Carol Jeffries, Ruth Beal, Kate Adelman and Sharon Schippang. Seated, L-R: Bev Brown, Carol Mayberry and Anne Panik.

**SERVICE
STAR
OF THE
YEAR
AWARD**

Francine Sneska

Seeing the little girl smile for the first time was Francine Sneska's biggest reward. "She just stole my heart," she said. Battling blindness and other complications from AIDS, the little girl is often hospitalized for weeks at a time, with rarely any visitors. Francine Sneska, R.N., of the pediatrics unit, became especially close to the child. Sneska would stay late to take the little girl to dinner in the cafeteria and even brought her own two children to play with the child. Sneska has "truly made a difference" in the little girl's life, said Cindy Max, R.N., director of the pediatrics unit. "The child would crave constant attention, requesting someone, anyone, to sit by her side," she said. "Fran has come to her rescue."



**COMMUNITY
SERVICE
AWARD**

Melissa Kratz, R.N., clinical specialist, Cancer Services and Donna Kapes, administrative partner, 7C

Melissa Kratz (left) and Donna Kapes gave unselfishly of their personal time to make a difference in the lives of cancer patients and their families. They received this award in recognition of their exceptional community service in the Relay for Life fundraising event for the American Cancer Society. Kratz was a chairperson for the relay in Upper Perkiomen and Kapes was a team captain for the event in Lehigh and Northampton Counties. Their energy, enthusiasm and compassion made the fund-raising events a success. In Relay for Life, a team of people takes turns walking, jogging or running laps for a 24-hour period. The funds raised are used to assist cancer patients locally and nationally. The event highlights survivorship and finishes with a ceremony to remember loved ones and celebrate cancer survivors.



**CELEBRATION
OF
COMMUNITY
AWARD**

Father Daniel Gambet

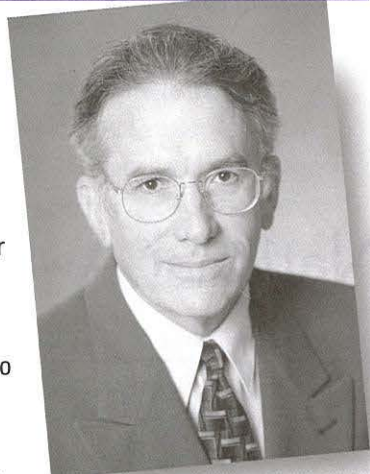
Father Daniel Gambet, former president of Allentown College of St. Francis de Sales and current member of the LVHNN board has been named the Celebration of Community Award winner. The award recognizes an employee or community member who has a long history of demonstrating exceptional service to the community through a program or individual action. The award was given in honor of LVH's 100th anniversary this year. Father Gambet is known for building a strong academic reputation for Allentown College. He served on many boards and committees—too numerous to list—including the United Way of Lehigh and Northampton Counties and the Better Business Bureau of Eastern PA. As a member of the LVHNN board he has served on the Community Relations Committee, the Audit Committee, and the Trust and Development Committee. Because of his keen wit, he is often sought out to be a speaker and master of ceremonies for community events. His receipt of this award recognizes him as a treasure of our community. ■



**PHYSICIAN
SERVICE
AWARD**

James Goodreau, M.D.

Vascular surgeon James Goodreau, M.D., practiced the PRIDE behaviors long before LVHNN launched its customer service initiative, according to Kim Bartman, R.N., 4C, who nominated Goodreau for the Physician Service Award, which honors a doctor who demonstrates exceptional customer service. "He is a genuinely caring individual who consistently displays to his patients, colleagues and nursing staff his inherent ability to listen, educate and respect the lives of those who are entrusted to his care," she wrote. Several of Goodreau's patients also cast votes in his favor, including one who wrote, "Dr. Goodreau personifies all that is the ideal in a doctor— knowledgeable, respectful of a patients dignity and privacy, and compassionate."



**WALKING
ON
WATER
AWARD**

Helen Lamparella

Patient care isn't Helen Lamparella's job at LVHNN, but that's how she often chooses to spend her spare time when the work day is done. Helen is a volunteer with Hospice, and for many years has brought peace and comfort to dying patients and their families, including a co-worker who developed brain cancer. Her generous commitment ranges from holding one's hand, to joining in prayer to cooking a meal. Helen was nominated by Sandra Colon, patient accounting director, who only recently found out about Helen's dedication to Hospice. "She does not speak of the hours she gives, but goes about her work quietly," Colon said. "Helen Lamparella is a shining example of PRIDE."



SERVICE ANNIVERSARIES

**Congratulations to those employees celebrating November and December 1999 service anniversaries!
Thank you for your continuing service to LVHNN.**

Check out *CheckUp* on the Intranet at www.LVH.com

and read the Nov. and Dec. listings for service anniversaries!

If you have news or a story idea for *CheckUp This Month*, send your suggestion by the 20th of the month for publication in the following month to Rob Stevens, editor, public affairs, 1770 Bathgate, using interoffice mail or e-mail. *CheckUp This Month* is an employee publication of Lehigh Valley Health Network's public affairs department. For additional information, call 610-317-4819. Lehigh Valley Health Network is an equal opportunity employer. M/F/D/V **Want to read *CheckUp* on-line? Open LVHNN's intranet page—www.LVH.com—and click on the *CheckUp* logo.**

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