

Vol. 7, No. 17

September 9, 1994

## *Clothes To You*

### **Hospital Program Benefits Patients, Families**

Nearly 300 people recently converged on an Allentown church for an unconventional yet inspiring "service."

Inside St. John's United Church of Christ, employees of Lehigh Valley Hospital were distributing more than 4,700 pieces of new clothing, valued at \$27,000, to low-income hospital patients and their families. Others lending support to the effort were the Council of Churches, St. John's Church, Leh's Department Store, Allentown MACK, and the Actofoil Company.

The clothing was provided through Gifts in Kind America (GIKA), an organization that serves as a clearinghouse for material goods donated by major companies, in this instance, Sears. GIKA earmarks the goods for use or distribution by member charitable organizations.

Patients and their families who would benefit from the program were identified by hospital personnel and area agencies that serve them. Eligible individuals received a voucher entitling them to 10 pieces of clothing apiece.

Prior to distribution, the large inventory of sweaters, pants, shirts and numerous other articles of clothing was sorted according to type and size by hospital personnel and other volunteers.

The actual distribution was scheduled for three days, but the response was so tremendous that, by the middle of the second day, the clothing supply was depleted.

"I was really impressed with the turnout for this event," said Jody Millard, director of annual giving in the hospital's development department and coordinator of the clothing distribution. Millard noted that she was not only referring to the number of former patients who participated but the employees who volunteered their time for the cause.

"You can only imagine the amount of work that goes into sorting and helping people select from nearly 5,000 pieces of clothing," she adds. "But, after seeing the look on people's faces as they admired their new wardrobes, it was well worth the effort." ■



Employees and other volunteers stand amid racks of clothing ready for distribution.

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## *Biometer Produces Ultraviolet Radiation Readings*

### **Skin Cancer Prevention Efforts Enhanced**

To promote the prevention of skin cancer, the John and Dorothy Morgan Cancer Center at Lehigh Valley Hospital is now providing daily readings of ultraviolet (UV) radiation intensity and recommendations regarding exposure to the sun at different times during the day.

The readings are produced by a Solar UV-Biometer that has been installed on the roof of the cancer center. The only device of its kind in the region, the biometer measures the intensity of the sun's UV rays. This information is processed in a data acquisition unit and transferred to a computer to calculate the sun index.

The UV radiation is rated on a scale of 1 to 15; the higher the value, the more intense

the radiation and its potential to harm skin unprotected by sunscreen.

For example, if the meter indicates that the peak UV intensity of the day occurs at 12:50 p.m. with a reading of 8.8, light-skinned people could stay out in the sun without sunscreen for 20 minutes without suffering skin damage while people with medium and dark skin could stand 36 and 62 minutes, respectively.

"The readings from the UV meter will become an essential guide for the people of our region to protect themselves from the sun's potentially harmful rays," says Alan Schragger, MD, a dermatologist and unit director, skin cancers, at the Morgan Cancer Center. Dr. Schragger notes that fifty percent of all cancers diagnosed are skin cancer and the most common forms are preventable.

In cooperation with the hospital, The Morning Call will print the sun index on its weather page while WAEB radio and Service Electric Cable TV 2 will announce the UV radiation information on their weather forecasts. ■

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## *Program to Address Ethical Considerations in Patient Care*

There are times in the course of caring for patients when clinical expertise and knowledge seem inadequate, particularly when patients and their families are struggling with ethical questions that have no easy answers.

For all healthcare personnel who inevitably face these situations, a unique educational program is now offered to address "Decisions Near the End of Life." The program consists of four one-hour seminars and is offered during day and evening hours in the GICU at CC & I-78. Attendance is recommended at all four seminars.

Beginning in October, the seminars will be held every Wednesday at noon with medical residents on rotation in the GICU. Meanwhile, sessions for middle and night shift employees will be held from 8:30 - 9:30 p.m. for four Thursdays beginning Sept. 27 and continuing Oct. 11 and 25 and Nov. 8. In addition, monthly seminars have been scheduled for 7:30 - 8:30 a.m. on the first Thursday of each month (Oct. 6, Nov. 3 and Dec. 1.)

Staff members from all disciplines are encouraged to register to create a stimulating dialogue. For more information or to register, please contact Gail Brunst, critical care office, at ext. 8450 or via E-mail or Joseph Vincent, MD, Marilyn Guidi, RN or the Rev. Emily Jean Gilbert, program coordinators. ■

CheckUp is a biweekly employee publication of Lehigh Valley Hospital, Public Relations, 1243 S. Cedar Crest Blvd., Allentown, PA 18103. Interoffice mail submissions should be addressed to 1243SCC-PR. For additional information, call extension 3000. Lehigh Valley Hospital is an equal opportunity employer. M/F/D/V

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## *United Way Campaign Encourages Employee Support*

As missions go, Lehigh Valley Hospital and the United Way have a lot in common. Each is dedicated to meeting the physical, psychological and social needs of the people of the region. Together, they are helping to build a better community.

If you would like to support that goal, please consider contributing to the United Way Community Giving Way. It's a worthy cause. And a winning proposition!

As a contributor, you will be eligible for a Cancun holiday, a Disney World vacation for four and many other great prizes. And, the more you give, the more chances you have to win. For example, for a donation of \$1 to \$25, you get one chance; for \$26 to \$51, three chances; for \$52 to \$104, six chances and so on.

In addition to the grand prizes, contributors will be eligible for two candlelight gourmet dinners for 10 people at either hospital site, two weekend getaways at a quaint bed and breakfast, five dinners for two at some of the Lehigh Valley's finest restaurants, tickets and transportation for two to a Broadway show, tickets and transportation for two to Radio City, two season passes to Dorney Park and Wildwater Kingdom, two sets of 12 movie passes to an AMC theater and reserved hospital parking for 10 lucky winners at each site for the entire year.

You can also be among the 100 employees eligible for a paid day off. To improve your

chances, complete and return the pledge card that you receive from your campaign leader as soon as possible. Five winners will be selected by daily random drawings at each site from Monday, Sept. 19 to Friday, Sept. 30. Entries will be collected daily at each off-site location and delivered to the hospital sites for the drawings.

All prize winners will be selected by random drawings on Oct. 28 and announced in the Nov. 11 edition of CheckUp.

Luis Martinez, vice-president, human resources, and a member of the Community Giving Committee, said that goal of the hospital-wide campaign is not so much to top last year's contributions but to increase employee participation.

"There is no greater need than in our own community and no greater opportunity for us to make a difference," he says of the campaign. "The United Way touches lives through a wide range of health and human service agencies and all of them depend on our support through this annual campaign." Martinez notes that donors can, however, designate the recipient of their gift by completing a donor choice designation form.

Serving on the committee with Martinez are Bob Smith, food services; Gail Evans, development; Marguerite Rusyn, engineering; Lisa Miller, neurosciences; William Wycoff, pastoral care; Kim Hitchings, professional development; Susan Hoffman, public relations; Dorothy Pfeiffer, radiology; D. James Ezrow, social services; Hazel Kramer, volunteer services; Judy Natale Sabino, community health; and John Welsh, payroll. ■

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### **HR Development Information** *(from page 8)*

**Sept. 22** Strategies for Creating Physician/Hospital Alliances for the Development of Community Care Networks

**Oct. 6** Coding for ICD9-CM

**Oct. 27** Strategies for Aligning with Other Organizations for Community Networks (AONE)

**Nov. 17** Governance Models for Newly-Emerging Health Networks

**Dec. 15** Reporting Performance Information to the Public ■

# Bulletin Board

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## ***Graduate Program Information Available***

A representative of the College of St. Francis will be available to answer questions about the school's graduate program in health services administration at an informational meeting on Thursday, Sept. 15 from 11 a.m. - 1 p.m. in the conference dining room, CC&I-78. Interested employees who are unable to attend can call 800-735-GRAD for more information.

## ***Preceptor Program Planned***

Nurses who completed the hospital-sponsored preceptor course during 1993-94 will be honored at a special recognition reception on Thursday, Oct. 20 at Hotel Bethlehem. The event is being coordinated by the Preceptor Planning Committee of the Nursing Education Council. Look for more details in upcoming issues of CheckUp.

## ***Motivational Speaker's Talk Highlights Hospital Heroes***

John Cassis, a nationally-recognized motivational speaker, will present "Hospital Heroes," the 4th Annual Medallion Lecture sponsored by the Professional Nurse Council. A speaker whose insight and wit has challenged audiences throughout the nation to face modern day demands with sensitivity and laughter, Cassis will speak on Thursday, Oct. 20 from 10:15 - 11:15 a.m. in the auditorium at 17th & Chew, and from 1:15 - 2:15 p.m. in the auditorium at CC&I-78. *(Please note the actual time of the CC lecture which was listed incorrectly in the last issue of CheckUp.)* All hospital personnel are invited to attend the lecture which is being funded with a Friends of Nursing Endowment Trust Fund.

## ***Videotapes Available on Issues of Aging***

The Lehigh Valley Hospital Geriatric Interest Network has videotapes available of its Seminar on Aging, Geriatrics and the Elderly (SAGE) to educate both clinical and non-clinical personnel about issues affecting elderly patient and visitors. The tapes cover a variety of topics including sensitivity to the

needs of the elderly, medications, loss and the physical and psychological aspects of aging. The tapes may be used to meet the JCAHO requirement to provide training and education in the care of specialty populations (geriatrics). In addition to being available in the nursing learning lab and the medical library at CC&I-78, copies of the tapes are in circulation at both hospital sites and can be reserved by contacting Jeanine DeLucca at ext. 2655 or Martha Matlock at ext. 8252 or via Email.

## ***Bloodmobile Seeks Donors***

Lehigh Valley Hospital has arranged for Miller Memorial Blood Center to have a bloodmobile on Monday, Oct. 10 from 7 - 10:30 a.m. in room 900 on the ground floor of the School of Nursing. Employees interested in donating blood can sign up on the registration form posted in their department or contact Employee Health at ext. 8869 to schedule an appointment.

## ***Cancer Center Parking Restricted***

Please note that employee parking at the John and Dorothy Morgan Cancer Center is restricted to the last four rows of the east lot. The area borders the route 309 off-ramp and Cedar Crest Boulevard. The remaining spaces are for patient and visitor parking.

## ***Adult Transitions Needs Used Magazines***

The Adult Transitions partial hospitalization program is in need of old magazines for various therapeutic activities such as Art Expression. Anyone with a surplus of "Good Housekeeping" or "People" can drop them off at the office at 1259 S. Cedar Crest Blvd. or contact Ann Pierre via Email to arrange pickup.

***For Cakes, Cameras and Clowns — The Tree Top Shop Is the Place to Stop***  
Musical and light-up message cakes, talking toys, single-use cameras and battery-operated, hand-held poker games are among the new merchandise featured in the Tree Top

# Bulletin Board

Shop, CC&I-78. For the collector, the shop also carries a full line of Cherished Teddies, including Halloween, Thanksgiving and Christmas bears, as well as Emmett Kelly clowns. Coming soon are miniature animal tea sets, dog mugs and many other items ideal for birthday, anniversary or Christmas gifts. You may also want to consider a New York City gourmet food tour, bargain-priced at \$25 and scheduled for Tuesday, Oct. 4, sponsored by the Lehigh Valley Hospital Auxiliary. For more information, stop by the Tree Top Shop or call Emilie Schmauch at 395-1469.

## *Mark Your Calendar*

A Country/Western Dance sponsored by the Recreation Committee will be held on Saturday, Oct. 8 at the Alburdis Recreation Hall. Admission is \$10 per person.

The hospital's annual **Holiday Bazaar** is slated for Thursday and Friday, Nov. 10 and 11 at a soon-to-be-announced location. Any craftsperson interested in participating in the bazaar can contact Sharon Bartz at ext. 8480.

The **S.S. Oceanbreeze** will cruise to Aruba, Barbados et al on Sunday, Feb. 26 - Sunday, March 5, 1995. Total cost per person is \$1,283.50 based on double-occupancy in the ship's inside staterooms. A \$200 deposit is required by Sept. 30, 1994. For details please call Kay Zelina at ext. 9455.

## *Diabetes Classes Scheduled*

The Helwig Diabetes Center has announced its fall schedule of classes for adults with diabetes. The fee for each class is \$20. Registrants may be accompanied by a family member or friend at no extra charge. Advance registration and an assessment of the registrant's diabetes education needs are required.

The title/topic and time of the classes are:

### **What is Diabetes?**

*Sept. 13, 7-9 p.m. & Oct. 31, 9-11 a.m.*

### **Medicines**

*Sept. 15, 7-9 p.m. & Nov. 9, 9-11 a.m.*

## **Special Food Situations**

*Sept. 22, 7-9 p.m. & Nov. 9, 9-11 a.m.*

## **Learning the Exchange List**

*Sept. 20, 7-9 p.m. & Nov. 2, 9-11 a.m.*

## **Exercise**

*Sept. 27, 7-9 p.m. & Nov. 14, 9-11 a.m.*

## **High and Low Blood Sugar**

*Sept. 29, 7-9 p.m. & Nov. 16, 9-11 a.m.*

## **Diabetic Complications**

*Oct. 4, 7-9 p.m. & Nov. 21, 9-11 a.m.*

## **Foot Care**

*Oct. 11, 7-9 p.m. & Nov. 28, 9-11 a.m.*

## **Coping with Diabetes**

*Oct. 6, 7-9 p.m. & Nov. 23, 9-11 a.m.*

## *Messenger Service Hours Change*

Hours of operation for mailroom messengers at 17th & Chew have changed due to a large decrease in mail volume during weeknights and weekends. Messenger service will now only be available Monday through Friday from 7 a.m. - 4:30 p.m. and Saturday from 9 a.m. - 3 p.m. No Sunday service will be provided. However, the mailroom staff will be processing more outgoing mail on Saturdays to improve turnaround time on test results and regular correspondence. Should these changes have an adverse effect on your area of operation, please contact Rick Cardona at ext. 2546 or via Email.

## *HealthStyle Mailing List Update*

*HealthStyle*, one of three new hospital publications, was recently distributed to all employees of Lehigh Valley Health Network. That mailing was followed by a general mailing to a large target audience in the Lehigh Valley. Because the second mailing included the names of employees who are involved in various community activities and functions as well as the names of employees' spouses, some households received multiple copies of the magazine. We are now in the process of merging and purging all of the mailing lists to eliminate duplication in the next mailing. If you have any questions or receive multiple copies of the November issue of *HealthStyle*, please call Public Relations at ext. 3001. ■

# Site & Facilities

## *Cedar Crest & I-78*

**Departments Relocate to Cancer Center**  
Departments that recently relocated to the fourth floor of the John and Dorothy Morgan Cancer Center include: Human Resources, Human Resource Development, Employee Health, Peoples First Credit Union, Legal Services, Risk Management, IQA/RUM and Nursing Services including Education, Quality Assurance, Safety and Professional Development. Also, scheduled to move to this location is the Continuous Ambulatory Peritoneal Dialysis Unit, Research and Development and Neurosciences.

**Fire Department Schedules Onsite Visit**  
On Sept. 19 at 7 p.m., the Western Salisbury Fire Department will conduct a flow test on the hospital's firefighting system. During the test, the fire department's equipment will be stationed on the service road behind ICU. The flow test will involve spraying water off the upper roof. Unless the weather forecast indicates otherwise, you can leave your umbrellas at home.

**Lithotripsy Addition Nearing Completion**  
Construction is proceeding on an extension of the lithotripsy area alongside the shock/trauma unit. A dock has already been added to facilitate transport of the portable lithotripter. The project is scheduled for state inspection on Sept. 12.

**Administrative Offices Ready for Occupancy**  
Offices for senior management and a conference room for the Board of Trustees are nearing completion on the third floor of the Anderson Wing. The offices are scheduled for occupancy on Sept. 15. Meanwhile, renovations are in progress for new nursing administration and staffing offices in the area previously occupied by Human Resources. At the same time, offices and departments surrounding the existing annex and the administrative offices are being relocated so renovations can begin in the GI Lab and Pre-admission Testing.

## *17th & Chew*

**OB Faculty Area Under Construction**  
During the construction of the new OB faculty waiting area, the south corridor of the first floor, Schaeffer Wing, will be restricted to the OB faculty group. The corridor will reopen to pedestrian traffic following the completion of the project, tentatively scheduled for Oct. 5. Egress changes for this area have been posted at each end of the construction site. Earlier this month, administrative offices for the OB/Gyn Department were completed and occupied on 1 Tower, the former Transitional Care Unit.

**Dental Service Relocates**  
The Dental Service, including the dental clinic, laboratories and administrative functions, has relocated to newly-renovated quarters on 1N, the former OTU/Express Care area. Calls regarding patient care and continuing education can be directed to Pat Atno, supervisor, ext. 2245. Information about the residency program is available through Linda, the dental secretary, Monday through Friday from 8:30 a.m. - 12:30 p.m., ext. 9636. To reach Dr. Incalcaterra, asst. program director, GPR, call ext. 2910.

**Outpatient Testing To Be Consolidated**  
Also on the first floor, renovations are proceeding on schedule for a unit that will consolidate outpatient diagnostic services including EEG, EKG, respiratory therapy, pulmonary function and heart station. However, to facilitate the ambulatory surgery project, EEG, EKG, respiratory therapy and heart station will temporarily relocate to the ICU on Sept. 12 since the outpatient testing unit will not be completed until mid-October.

**New Ambulatory Surgery Unit To Open**  
On 2nd floor Tower, renovations are under way for a new ambulatory surgery (short procedure) unit that will adjoin the Operating Room suites.

**LDRs Nearing Completion**  
On 3T, the former Mother-Baby Unit is now being renovated for 10 new Labor/Delivery/Recovery (LDR) rooms. The project will continue through early October. Subsequently, the existing Labor and Delivery Unit will be converted into a high-risk antepartum unit for women who require hospitalization during pregnancy. ■

# About Our People



## ■ *ABCs Campaign A Success*

Charity may begin at home but it flourishes at Lehigh Valley Hospital. In response to the ABCs Campaign for Children, employees donated notebooks and numerous other school and personal supplies for distribution to children living in local shelters. The campaign was sponsored by the Lehigh Valley Coalition for Affordable Housing and coordinated at both hospital sites by the Professional Nurse Council (PNC). Special thanks to everyone who contributed to the campaign and also to Gloria Hamm (pictured at left) who packed and delivered the carload of contributions.

## ■ *Published*

Kim S. Hitchings, RN, MSN, manager, professional development, nursing services, and Gwendolyn D. Rosser, program coordinator, HR Development, co-authored "A Model for Management Development" an article that was published in the July/August issue of "Staff Development Insider."

## ■ *Personnel Changes*

**Sharon McNamara**, who previously supervised the telephone answering service operators (TAS) at HealthPage, has assumed

the position of supervisor of all the telephone operators (paging, telephone and TAS).

In addition to serving as director of patient care services in the Mother-Baby Unit (MBU), **Carol Diehl** has assumed management responsibility for 4S. That responsibility was previously held by Suzanne Corriere who is now stationed in the GI Lab, CC& I-78. Please direct any mail or questions regarding 4S to Diehl at her office on the fourth floor, MBU. She can also be reached at ext. 2599 or beeper 3391.

**Patricia Boyer, RN**, has been named manager of the Dialysis Center (consisting of hemodialysis and peritoneal dialysis.) Boyer, who was previously stationed in the ICU, replaces Doris Fisher, RN, who has returned to her home state of Texas.

## ■ *Congratulations! ...*

... to **Gwendolyn Rosser**, program coordinator, HR Development, on her inclusion in the Who's Who Worldwide 1994/95 Registry.

... to **Betty Anton**, Assistant Director of Volunteer Services, on her election as president of the Society of Volunteer Administrators of the Lehigh Valley. ■

## HR Development Information

### Hospital Orientation

The next hospital orientation will begin at 8 a.m. at CC&I-78 on Monday, Sept. 19. An optional tour of both sites will be held on Wednesday, Sept. 21 beginning at 1 p.m. at 17th & Chew and 2:30 p.m. at CC&I-78. Reservations are required for the tour. To register, call ext. 4761.

### CPR Certification

CPR Certification will be held in two parts and attendance is required at both. Part I will be held Wednesday, Sept. 14 from 9 a.m. to noon in room 900, School of Nursing, 17th & Chew. Part II will be held Wednesday, Sept. 21 from 9 a.m. to noon, also in room 900, School of Nursing. To register, complete and return the appropriate form on the monthly HRD calendar, outside HRD, room 1914, School of Nursing, 17th & Chew, or outside the HR benefits area at CC&I-78.

### CPR Recertification

CPR Recertification will be held in the 24-hour period beginning at 10 a.m. on Wednesday, Sept. 28 at CC&I-78, Nursing Learning Lab, 2nd floor, General Services Building.

### Symposia Reminder

The Human Resource Department has announced the next topic of the Regional Symposium Series which will be held in the auditorium at CC&I-78.

■ *Perinatal and Neonatal Nursing Care: A Positive Report Card* will be held Friday, Sept. 16. Topics will include: "Antepartum Perinatal Evaluation," "Termination of Pregnancy for Genetic Abnormalities," "Neonatal Cardiovascular Assessment," "Management of Premature Rupture of Membranes: Optimizing the Outcome," "Neonatology in the Nineties," "Regionalization and Perinatal Outreach: The Advantage," "Differential Diagnosis of Respiratory Distress in the Newborn," "Obstetrics International - Discussion and Case Presentations on Obstetrics in the British Isles," "Intrauterine Growth Retardation," and "Medical-Legal Hazards in

Perinatal Care."

■ *Seventh Annual Cardiovascular Nursing Seminar* will be held Wednesday, Sept. 21. Topics will include: "Trends in Cardiovascular Nursing," "Medical Management of Heart Failure," "New Horizons in Interventional Cardiology: A Nursing Perspective," "Mitral Valve Replacement vs. Repair," "Revascularization," "Cardiac Drug Update," "Aortic Dissection," "MI Update: Right. Left or In-between," "Women and Heart Disease," "Cardiac Trauma," "Care for the Caregiver," and "Diabetes and Heart Disease."

■ *Preventive Medicine 1994* will be held Saturday, Oct. 1. Topics will include: "Immunizations," "Nutrition and Prevention," "Cancer Screenings in the '90s," and "The Preventive Examination."

■ *Sixth Annual Neuroscience Symposium: Outpatient Management of Neurological Disorders* will be held Friday, Oct. 14. Topics will include: "New Avenues in Seizure Management," "Outpatient Approach to Neuromuscular Disease," "Diagnosis and Management of Sleep Disorders in Neurology," "Management of Low Back Pain - When to Apply the Cutting Edge," "Outpatient Management of Multiple Sclerosis," and "Headache Management in the '90s."

■ *Cancer Update 1994: Ovarian Cancer* will be held Friday, Oct. 21. Topics will include: "The Diagnosis of Early Carcinoma of the Ovary," "Surgical Treatment of Ovarian Carcinoma," "Radiation Therapy for Ovarian Carcinoma," "Chemotherapy for Ovarian Carcinoma," and "Nursing Care of the Woman Experiencing Ovarian Cancer."

For more information and to register, please call ext. 1210. ■

### AHA Teleconferences Available

Issues relevant to healthcare providers are addressed in American Hospital Association teleconferences available through HR Development. The cost per program is \$600 which can be split among interested departments. The teleconferences are usually approved for CEUs by a professional organization. For more information, please call Jack Dunleavy at ext. 4761 or via Email.

(please turn to page 3)



# CheckUp Extra

September 9, 1994

## *Hospital Introduces Magazine Series*

As the nationwide emphasis on changes in healthcare gathers momentum, healthcare industry experts believe the most successful hospitals will be known as much for what they do outside their walls as they are for what goes on inside those walls.

That is true in the case of Lehigh Valley Hospital where provider outreach programs and shared services are being developed and integrated with a consortium of existing services and facilities to strengthen the hospital's offering of prevention and education programs. The hospital, as part of Lehigh Valley Health Network, is responsible for providing comprehensive healthcare to residents of eastern Pennsylvania and areas of New Jersey and New York.

### **Magazines Support Hospital Mission**

To increase access to its broad range of services, Lehigh Valley Health Network recently launched three new magazines for general consumer audiences. Each with its own specific focus, the publications will reach hundreds of thousands of area residents. According to Elliot J. Sussman, MD, the publications represent part of an ongoing commitment to keep the general public informed about the trends and preventive measures in healthcare. "We consider our Network information-centered, not only in terms of the residency program and teaching affiliation with Penn State University, but also in terms of the wellness and education programs we offer to our various audiences," noted Sussman.

### **Healthy You Brings Patients Back to School**

More than 50 different classes, lectures and support group programs that make up Lehigh Valley Health Network's educational focus are featured in one of the three new publications — *Healthy You*. *Healthy You* features articles on illness and injury prevention, timely health tips, and detailed articles on Lehigh Valley Health Network services as well. For example, the first issue to be released Sept. 14, highlights steps for ensuring healthier babies, and ways to avoid back injuries. Published on a quarterly basis, *Healthy You* is distributed via insertion in Allentown's *The Morning Call* and Easton's *The Express Times* newspapers.

*HealthStyle* is another Network publication that is circulated to regional residents four times each year. This consumer-oriented magazine also provides educational, informative features on current research, health trends and prevention topics. Its first issue was mailed Aug. 19 with the second scheduled for early November.

The third new publication, *WomanCare*, highlights key health matters of special interest to women. Obstetric and gynecologic topics serve as the magazine's editorial core, but its content also draws from other aspects of the Network's health endeavors, such as reducing the risk of heart disease among women. Printed in a four-color, 12-page format, the magazine is mailed quarterly to women throughout the region with the first edition premiering in late September. Courses and lectures that pertain specifically to women's health issues are also featured throughout

The issue dates of the magazines will be staggered throughout the year to ensure that

Lehigh Valley Health Network reaches the public with fresh information that is of real value.

### Education Improves Quality of Life

John C. Stavros, vice president of planning, noted, "Being able to teach people how to be healthy and then helping them improve the quality of life on a continuous basis allows us to reach far beyond the walls of our facilities. Educational programming is a core element of our overall planning efforts."

"These magazines represent an important step for us, because they increase awareness of and generally strengthen the educational

efforts we've had in place for some time now," said Stavros. "They should also make it clear that we are a major regional and national healthcare resource for all the people we serve."

"These publications are a natural complement to the strides we've made in our clinical efforts. For example, we're very proud that in 20 years we've helped thousands of heart patients. And we're also very proud of our ability to reach out to the region with heart care education. The individuals we rarely see in the hospital because we've influenced their healthy lifestyle are as much a success story for us as those we helped in our cardiac unit." ■

### LEHIGH VALLEY HEALTH NETWORK MAGAZINE PUBLICATION SCHEDULE

	AUG	SEPT	OCT	NOV	DEC	JAN 1995	FEB	MARCH	APRIL	MAY	JUNE	JULY
HealthStyle	X			X			X			X		
Healthy You		X				X		X			X	
WomanCare			X			X			X			X

# MARKETPLACE

## Items for Sale

Commodore C64 Computer - 1541 disk drive, 14" color monitor, supergraphic jr. printer interface, voice messenger synthesizer with easy speech 64, several software packages, blank disks, excellent condition. Call 965-8763 with best offer.

Commodore Computer "64" - 13" color monitor, disk drive, keyboard, printer, lots of disks, games and special programs. Call 820-9920 with best offer.

1985 GE Space Saver Microwave Oven (above stove with vent system) 750 watts, \$250 OBO. Call 717-325-2646.

PREVUE Dog Crate Model 405 - large breed size, 3" legs, removable pan, \$50 OBO. Call 966-2797 after 6 p.m.

Dinette Set - 42" round butcher block table (formica) with 18" leaf and 4 vinyl covered arm chairs, \$90. Call 262-4409.

Lotus 10 speed bicycles (1 tan and 1 blue); men's, brand new tires and tubes, toe clips included with one bike. Very good condition, asking \$75 each, \$125 for both OBO; Schwinn Tandem bicycle, 5 speed, near mint condition, asking \$350 OBO; Photography equipment, perfect for the photo student this fall, includes Omega B66 enlarger, trays, easel, and bottles, Minolta X-GM 35mm camera with 135mm telephoto lens and 45mm normal lens. Also included is a Vivitar 2400 flash and camera bag. \$300 OBO takes all. Call 435-0861.

Kitchen or Dining Room furniture, pine oval table with 2 leaves, extends to 84 inches. 4 chairs and 2 captain's chairs. Asking \$300. "Mini Max" exercise system. Asking \$100. Call 435-1783.

Bedroom Suite - girls' antique white finish w/ brass-plated trim. 4-drawer chest; 5-drawer chest; two twin headboards w/mattresses, box springs + frames. All in like new condition. \$200. Call 838-7206.

Bicycle - girls 21" speed Giant Rincon Shimano 200 GS 24" knobbies

14" frame. Excellent condition \$175. Call 683-6999.

Chairs - Windsor reproductions by Cohasset Colonials. 4 side 2 arm excellent condition \$375. Call 683-6999.

RCA-19" Channelock Remote Color TV portable with stand - \$50. Good condition. Lane "Recliner" - New Lt. grey/Beige excellent condition. \$200. Call 965-5673.

Stained glass windows - varied sizes & colors. Neon - several pieces with transformers. Call 866-1899.

"J Disc" 27" red rear racing disc wheel; free wheel hub; sew up rim includes Victoria CX sew up racing tire. \$150. Call 965-8186.

Evette Alto Saxophone, good condition. Great for student starting out. Asking \$500. Call 776-7417.

Rifles for sale: Deer rifle, Remington 71 with Tasco 9 power scope, belt action, asking \$400. 12-gauge Winchester Model 37 Shotgun, asking \$250. Topper Model 158, 12-gauge Shotgun, asking \$125. Call 398-3137, leave message.

Ski Boots - Salomon "Evolution 7" size 10 1/2 4 buckle - stiff adjust & power strap - used one season - have out-grown \$175. 2 Sears bar stools, wooden with backs \$80 for the pair. Sharp - half-pint microwave with carousel, \$75. Call 767-6663.

Little Tike Turtle sandbox. \$10. Water Bed, snow white dual heaters, king size, 2 bladders, waveless. Looks like regular bed on regular frame. 1 yr. old \$1000. Call 253-9756

Dog for sale! Best offer. 1 yr. old white West Highland Terrier, spaid female. Has shots, housebroken. Loves to be with people, especially children. Dog needs a good family that can spend time with her. Call 398-3745.

Beautiful Brouhill Cherry dining room table with 6 chairs lighted hutch and server. \$1,500. Call 760-0708 leave message.

Kenner starting line-up figures - Sell, buy or trade. Call 434-7984.

Child's BR set contemporary - 3 pieces include chest of drawers, pier chest, desk with bookcase. Asking \$300. Bought 2 years ago for \$600. Call 820-9541 leave message.

Craftmatic adjustable twin bed - \$200. Sharp Carousel II Convection Microwave Oven \$200. Both in good condition. Call 965-5210.

Electric Range - apt. size excellent condition, used only 2 months. Asking \$200 OBO. Call 954-8938.

Moving Sale: laser clean kerosene heater 12,800 btu/hr and 2-5 gal cans. \$180, 50' power snake (professional) \$160, TV stand with glass window \$35. Sherwoods Oak baby crib with mattress, pad \$195, McCulloch electric chain saw \$40. Full size bed with mattress \$90. Frog sand box & slide \$25. Call Sam at 398-6212.

Procardia Track - (similar to Nordic Track) \$100 OBO. Call 965-6692.

6" Craftsman Thickness Planer, new 2 HP 220 V motor \$225. Call 776-7417.

Hoover upright vacuum cleaner. Works well. Best offer. Call 439-8803

Family room coffee table, and Cornese end tables - walnut - have concealed storage space - \$250; 2 contemporary, walnut base lamps - \$50. Call 481-9450

Efel coal stove 55,000 btu's, hopper fed, excellent condition \$600 OBO. Call 398-3923 after 5 pm.

Approximately 350 used golf balls, most in good condition. Make an offer for entire quantity. Call 391-9377 evenings or weekends.

Schwinn "World" men's bicycle; 27"; 10 speed; \$80; Call 391-9377.

Thor drum set: includes bass, snare, 2 tomtoms, hi hat & regular cymbals with stand, stool, sticks & books. Great for beginners. \$350. Call 965-8186

Roseville Pottery: large Columbine Jardiniere and Magnolia Vase, \$350 each; also, Nippon and other hand-painted vases, \$40 - \$200. Call 740-0746.

## Vehicles for Sale

RARE 1975 Jaguar XJ6C Coupe - Taupe with black hard top, runs great, fine condition, elegant look; \$9,500. Call 366-1001.

1987 VW Golf - GL 4-door hatchback, great condition, A/C, radio, automatic transmission. One owner, 120,000 miles \$2000 - OBO/price negotiable. Call 366-7923.

1964 Triumph Spitfire - restoration started, majority still apart. Tons of parts. Asking \$2,500. Call 776-7417.

1987 Mustang LX fuel injected 4 cylinder, AT, AC, PS, electric locks, alarm system, plus more. Runs great, looks sharp. \$5500 OBO. Call 285-2907.

1989 Chev. Iroc-Z. Excellent cond. low mileage, V8 - auto, alloy wheels, t-tops, prem stereo system. Black AC, pwr brakes & steering asking \$7500 OBO. Call 797-6752 leave message.

86 Nissan long bed truck, 4 wheel drive, 5 spd., power steering, power brakes, sliding cab window, Alpine auto reverse cassette, new tires, Smitly built bumper matching silver cap. \$4500. Call 395-1969.

1971 Ford LTD Convertible, newly painted, new top, excellent condition. \$3,500. Call 435-6922 evenings.

1986 Chevy Celebrity station wagon, green, FWD, auto., A/C good condition. Asking \$1,400 OBO. Call 740-0986.

1985 Honda Accord LX 4 dr., 5 spd., A/C, PW, PS, Cruise, 85,000 miles \$3750 OBO. Call 965-9748.

## Real Estate for Sale

Tamiment Resort in Poconos week of 4/29 - 5/6/95. 3 BR, 2 BA, W+D, completely furnished. Includes indoor pool, steam/sauna, horseback riding, Tamiment Hotel. Rent \$700/wk. or \$5000 (deeded). Call 965-5673. Ideal for Shad fishermen.

3 BR westend row home. Well maintained, move-in condition, with neutral colors. New roof and

new hot water heater. Very economical. Has 1 1/2 BA, LR, DR, eat in kitchen and FR, fenced in yard and off-street parking. Close LVH, 17th, asking \$78,500. Call 820-8626.

3 unit apartment, west Bethlehem, 1st floor 2 BR, 2nd & 3rd floor apartments 1 BR each. New paint & carpet in 2 units. Fully rented, never vacant. Rental income \$1220/month. Great investment property. Must sell \$85,000. Call 865-0805.

Slatington Victorian Single - 2.5 story, 4 BR, 1.5 BA, LR, FR, ultra mod. kit., 1st fl. laundry rm, free-standing coal/wood stove, Princess Ann Turret, vinyl siding/slate roof, 200 amp service, oil heat, 3 porches, fenced yard, off-street parking. Remodeling begun, needs new owner to finish - Be creative! \$67,000. Call 767-8443.

Contemporary custom built home with passive solar heat is nestled on 2 plus acres near Alburtis. Features include hardwood floors, open dining room and kitchen. Full size deck. Oversized 2 car garage includes automatic openers. Priced right at \$168,500. Call for appoint-

ment. Call 797-5300.

Allentown 5 BR end row - Includes brand new heating system with electronic air cleaning system, spotless. Only minutes away from Lehigh Valley Mall. Large LR, all new paint, stenciling, ceiling fans, garage, full basement with work area, balcony off master BR overlooks quaint backyard, front and back porches, WW carpeting in some rooms, finished wood floors in others. Great home for the starter family, ready to move in, asking \$69,900 OBO. Call 435-0861.

### Real Estate for Rent

Charming 1 BR Cape Cod in deep west end, 10 min. from hospitals, WW carpeting, washer/dryer hookup, lots of storage. No yard work! \$485/month + utilities. Available late fall. No pets. Call 434-1483.

Ft. Lauderdale Fla. Beautiful condo on beach 2 BR / 2 BA - fully equipped sleeps 6-8 full kitchen, pool available April 1-8, 1995. Pictures available. Call 965-4679 - leave message.

Parkland School Dist., 2 BR, LR, kit. w/microwave, 1 BA, basement, w/w carpet, ceiling fan, built in bar-b-q on back patio, lrg drive-way + storage shed, cats allowed. \$700/month. Security deposit, security check. Available Aug. 15th. Call 398-0731 after 3:30.

Beautiful 2nd flr. Catty. apt., approx. 1400 sq. ft., 3 BR, new kitchen w/storage, DW, central air, cedar closet, deck, attic for storage, off street parking, w/w carpet, washer/dryer hookup, quiet neighborhood, 2 private entrances, very clean, no pets. \$700 a month - includes heat + refuse. Call 432-9448 leave message.

Killington, VT - Enjoy Fall foliage or Winter skiing - 1 or 2 BR condo - fully equipped. Call 837-1822 or 437-4524.

Stone Harbor New Jersey Beach House for rent. Ranch duplex, 3 BR, newly furnished, w/w carpet, full deck, laundry room, charcoal grill, 2 blocks to beach, 3 blocks to town, full tile bath, outdoor shower. Available weekends in October. Call 439-0911 after 6:00 pm.

Vacation condo - Myrtle Beach 2 BR - 2 baths - w/d - tennis - TV - sauna - 2 pools - block from beach Call for rates. (803) 438-9678.

### Wanted

Child care - Experienced mom of 2 will provide quality care for your child in my west end home. Fenced yard, meals provided. References available. Call 435-3587.

Roommate wanted to share house with male hospital employee. In Salisbury Township. Quiet, nice neighborhood. Easy access to LVH cc. Only \$250/month + 1/2 utilities. Call 791-3575 leave message.

Full size headboard or complete bed. Cherry, mahogany, or brass. 4 poster or spool preferred. Call 439-8803.

Need someone that can do minor alterations on clothing. Call 740-9646 or Ext. 4886.

A ride from the Wilson area to LVH 17th. I work days starting at 0800. If anyone can help me, please call 559-3949 and leave message.

**Marketplace** is provided as a free service to employees of Lehigh Valley Hospital and is published in the first edition of **CheckUp** each month. All submissions must be on the attached form and must include the employee's name, department and a daytime telephone number. Submissions without this information will be discarded. **Only employees, volunteers and staff physicians may submit items for publication.** **Marketplace** ads may be run for only two consecutive months, and must be submitted for each edition of **Marketplace**. We reserve the right to reject, revise or edit submissions and publication does not constitute an endorsement of product or service. Deadline for submissions is the last day of the month preceding publication.

## Marketplace Submission

Send to **Marketplace, Public Relations, 1243SCC.**

### Check Category

- Items for Sale
- Vehicles for Sale
- Real Estate for Sale
- Real Estate for Rent
- Wanted

Copy (please print or type)

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Home Phone (will appear in ad) \_\_\_\_\_

Submitted by \_\_\_\_\_

Department \_\_\_\_\_

Daytime Ext. \_\_\_\_\_



**I'M WORTH IT!**

# Incentive Program

The Health Promotion and Disease Prevention Department is once again offering the *"I'm Worth It!" Incentive Program* for employees within the Hospital system. By participating in a variety of health promotion activities, you will again have a chance to win exciting prizes every month from **October 1, 1994 through June 30, 1995.**

Your health is important to you and to us and here are a number of ways in which you can make your health count and win prizes for doing so!

- Participate in our aerobic and conditioning classes. We are now offering over 70 weekly upbeat and exciting classes at 4 locations, including the new Allentown Sports Medicine and Human Performance Center. New specialty classes include Cardio Quick, Stretching Your Limits, and more. You will easily find one that is right for you.
- Attend health promotion classes such as aerobics, Think Light!™ Lowfat Living, L.E.A.R.N.® Weight Control, QuitSmart™ smoking cessation classes, smoking cessation hypnosis, stress management classes, supermarket shopping tours and a variety of specialty lectures.
- Attend individual health counseling with a Health Counselor in the areas of smoking cessation and computerized health risk analysis.
- Participate in special health promotion events such as the W.O.W™ Employee Walking Club, Great American Smokeout activities, National Employee Health and Fitness Month and many others held throughout the year.
- Select featured "Heartland Selection" wellness foods from the cafeteria menu when available.

Incentive tickets will be issued to you each time you participate in any department sponsored activities. You are then able to submit your tickets in the **Cafeteria Drawing Box** for monthly prizes. Drawings will take place each month on the first weekday of the month beginning **October 1** at Lehigh Valley Hospital, Cedar Crest & I-78 and Lehigh Valley Hospital, 17th & Chew. Employees working at other hospital locations can deposit incentive tickets at either hospital cafeteria.

**To learn more about our services and the "I'm Worth It!" Incentive Program, please call the Health Promotion and Disease Prevention Department at 821-2150.**

We look forward to your participation in the various activities throughout the year!

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**Health Promotion and Disease Prevention Department**

**LEHIGH VALLEY**  
**HOSPITAL**