Creating your healthy future

Report to the Community 2005

LEHIGH VALLEY HOSPITAL AND HEALTH NETWORK
What kind of future did you envision when you were young? Maybe you saw yourself as an inventor...a rock star...a tennis pro...a world traveler...the parent of a big family. Your concept of your future-self evolved over time, as you came to know your strengths and interests, responded to events, and developed a sense of how you could have an impact in the world. Your future may have turned out very differently from those earliest visions. No one can predict the opportunities and challenges that arise in each of our lives. But it’s also true that our future is not entirely an accident. Humans have enormous creative potential—what we can envision, we have the power to make happen.

Think about how you envision your life, your health, your future from now on. At Lehigh Valley Hospital and Health Network, we’re thinking about it, too.

$84,097,468 in Service to Our Community
That’s the total we invested this year in direct patient care, community health education, professional and patient education, and community partnerships. (See details on page 20.)
When you were young and envisioned how your future would be, chances are you didn’t spend much time thinking about your health. It was something you took for granted. Maybe you went right on taking it for granted for years, until one day you faced a health problem or crisis.

Good health is a precious gift, and protecting your good health is our mission at Lehigh Valley Hospital and Health Network. It began with a vision—of a vibrantly healthy community, and the highest-quality health care for everyone in it.

Nearly 40 years ago, a local visionary named Leonard Parker Pool looked at The Allentown Hospital and imagined what it might become when it “grew up”—a network of hospitals, health centers and more, all working together to bring a new level of healing and hope to the people of the Lehigh Valley. We’ve brought his vision to life. In the following pages, you’ll read more about that, and what we’re envisioning for the future.

Powerful as a vision can be, it takes planning, organization and determination to make it a reality. It takes resources, including strong fiscal management and the generous support of people like Leonard Pool. Most important of all, it takes teamwork. Our health network is a whole team of visionaries, ready to be your partner in creating your healthy future.

Elliot J. Sussman, M.D.
Jefferson K. Aiken Jr., D.Min.
President and Chief Executive Officer
Chair, Board of Trustees

A Focus on Your Needs
We work to give our patients the “ideal experience.”

A Complete Health Network
We believe health care should be convenient for you.

The Finest Care, Here at Home
From tele-intensivists to support groups, our care is leading-edge.

An Investment in Tomorrow
As researchers and educators, we bring you the latest knowledge.

A Healthier Community
Our mission includes reaching out to you and our neighbors.
A high-risk mother has special needs

When they learned they were expecting the baby they’d always dreamed of, Carolyn and Joe Thomas of Whitehall were overcome with joy—and fear. Carolyn has a serious heart condition, and pregnancy would be an added health stress. But after she met with maternal fetal specialist Wayne Hess, M.D., of Lehigh Valley Hospital, she knew she was in the right hands.

Hess and his colleagues on our high-risk childbirth team worked with Carolyn’s obstetrician, monitored her closely and developed detailed plans for the birth. Carolyn would have a C-section to protect her heart. But should she continue her heart medication? It might damage her baby’s kidneys, but if she stopped, she herself could die. “Carolyn’s risk was much greater than the baby’s,” Hess says. “We agreed to lower the dose.”

On Dec. 16, 2003, Carolyn gave birth to her son, Seth, who is thriving. “Dr. Hess visited us every day in the hospital, even during his vacation,” she says. “He and his team did everything they could to ensure my baby and I stayed healthy.”
How would I want to be cared for if I were in the hospital?” It’s a question our caregivers often ask themselves. Health care professionals tend to focus on the clinical side of medicine. But at Lehigh Valley Hospital, we know the human side is every bit as important.

We were national pioneers in changing the way we deliver care to make it more patient-focused. For example, Lehigh Valley Hospital doesn’t have central nurses’ stations—our nurses do all their work near the bedside, so they’re more available to patients. Unlike in many hospitals, our patients don’t see a stream of new faces each day. Instead, they get continuous care (and emotional support) from the same team. And all our new facilities have private rooms.

We constantly study our patients’ needs and design programs to create what we call the “ideal patient experience.” A striking example is maternal fetal medicine—the team of specialists who care for women (like Carolyn Thomas, at left) with high-risk pregnancies. In the past, the team worked closely with obstetricians around the region. This year, we expanded the program so patients who need it have direct access to our specialists throughout their pregnancy and delivery. As Carolyn Thomas would tell you, expert care makes all the difference to a worried mother-to-be.

When someone is in the hospital, the family needs care and support, too. Our neuroscience intensive care unit has begun an expansion of family visiting hours. Research shows that families are less anxious when they can visit at almost any time, and they also have easier access to physicians to hear their loved one’s progress. We’re developing another new program to help family members: a color-coded electronic system tracking the status of patients in surgery. A password-protected kiosk in the waiting room will provide constant updates.

Sometimes there is no one to visit a patient—a heartbreaking situation when the patient’s life is at an end. Unit coordinator Heather Ward encountered such a patient last year and spent hours sitting with the woman and giving her comfort. That simple act spurred our palliative care team (which focuses on controlling symptoms and reducing suffering) to begin a formal program called No One Dies Alone. “Our research shows that up to 30 percent of people who die in the hospital may have no one there to keep them company,” says palliative care specialist Daniel Ray, M.D. The new program, which began its pilot phase this fall, brings in specially educated volunteers to be with dying patients.

A vision for burn victims—Our Regional Burn Center is a pioneer in objectively measuring burn scars (using equipment shown here with surgeon Sigrid Blome-Eberwein, M.D.). We’ll use the results of that research in a new Image Enhancement Center offering scar treatments and cosmetic techniques to help burn victims recover their self-esteem.

Our cancer patients’ satisfaction level is consistently in the top 1 percent nationwide, due to skilled and friendly staff, concern with patient comfort, less waiting time, easy scheduling and good explanations from physicians.

Our Regional Burn Center is one of only six in a 150-mile radius accredited by the American Burn Association.

In hospitals with maternal fetal medicine, there are 15 percent fewer problems in full-term babies and 54 percent fewer problems in premature (earlier than 37 weeks) babies.
Lester Eick of Bath (shown here) was given just months to live by another hospital. When he defied the odds and got stronger, he came to Lehigh Valley Hospital for a second opinion. After surgery to remove his tumor, Eick received follow-up radiation and chemotherapy treatments close to home, at the Cancer Center at Lehigh Valley Hospital—Muhlenberg. He’s now in remission and walks easily without a cane or wheelchair. “They’re wonderful people,” he says of staff members including (l-r) Linda Fekula, radiation therapist, Mary Weierbach, secretary, and Amy Marker, R.N., oncology nurse.

The expanded cancer center in Bethlehem contains double the treatment spaces for chemotherapy patients and a second high-energy linear accelerator. Another key advance is Gamma Knife radiosurgery, a new alternative to brain surgery that treats tumors and other abnormalities in even the most difficult-to-reach areas.
Award-winning nurses—Nancy Robson, R.N., and her fellow emergency department nurses at Lehigh Valley Hospital—Cedar Crest were named Best Nursing Team this year by Advance for Nurses magazine.

High-quality health care that’s convenient and easily accessible—that is our goal for you and your family at Lehigh Valley Hospital and Health Network. Each year we work to make our services more readily available by improving our three hospitals, building regional partnerships, growing our staff and carefully controlling costs.

It’s been an exciting year at Lehigh Valley Hospital—Muhlenberg. In March, we dedicated “the big blue H”—our new state-of-the-art building with the dramatic H-shaped entry. The hospital, with a total of 188 beds in all-private rooms, features an expanded Regional Heart Center, new Center for Critical Care, expanded Cancer Center (see photo, left) and new Diagnostic Care Center for fast and convenient testing.

Innovative safety features are built right in. For example, medications are securely stored in patient rooms rather than centrally, for easy access and less chance of error. And the hospital features art displays, natural light and even room service (see page 3).

Another major ceremony took place in August at Lehigh Valley Hospital—Cedar Crest and I-78: groundbreaking for the new seven-story patient tower. The building will be named the Kasych Family Pavilion for generous donors Charles Kasych Jr., and his sister, Anna Kasych, of Whitehall. The pavilion will contain a 32-bed ICU, new transitional open-heart unit, expanded Regional Burn Center, three new medical-surgical units and space for future growth.

Scheduled to open in 2008, the pavilion is the centerpiece of a $181.5 million expansion project to meet the growing demand for our hospital’s services. The project includes three parking decks and a new medical office building designed for a team approach to complex health problems. We’ll also increase our emergency department, X-ray and CT scan testing areas, and add operating rooms and education space.

Lehigh Valley Hospital and Good Shepherd Specialty Hospital made a space shift this year that benefits both. Good Shepherd moved from our Cedar Crest to our Muhlenberg campus, gaining a central location and all-private rooms in a part of the hospital vacated when the new facility opened there. We, in turn, added 32 medical-surgical beds in the former Good Shepherd space, gaining much-needed capacity at Cedar Crest until the expansion there is completed.

Meanwhile, Lehigh Valley Hospital—17th and Chew has seen its own enhancements this year. In response to high demand for arthroscopic surgery (“minimally invasive” procedures using tiny incisions), we’re adding two state-of-the-art orthopedic operating rooms with the latest video and digital imaging equipment.

Demand also has grown for our pediatric clinics at 17th and Chew—visits are up 5 percent in

Lehigh Valley Hospital’s inpatient satisfaction level ranks in the 93rd percentile compared with other similar-size hospitals nationwide.

Each year, health care information company Verispan ranks health networks nationwide. Lehigh Valley Hospital and Health Network ranks No. 1 in the Northeast and No. 10 in the nation.

Tender care at the end of life—The inpatient hospice unit at Lehigh Valley Hospital—17th and Chew is even more comforting after renovations including a waterfall and an overnight room for families. Here visiting patient Leon Baringoldz are his wife, Jewel Baringoldz (left), daughter Randi Senderowitz (right), and granddaughters Rissa, 13, and Marlee, 9, all of Allentown.
for myocardial infarction, the clinical term for heart attack

the past year. Waiting times for well-child visits used to be 30-45 days. Our new Advanced Access program, the first of its kind in a clinic setting, lets parents call ahead and get an appointment within three days.

One of the features of our emergency departments at Cedar Crest and Muhlenberg is MI* Alert, a protocol that ensures quick diagnosis and treatment for anyone having a heart attack. The goal is to open the blocked vessel with angioplasty in 90 minutes or less (the “gold standard” in heart care). The faster the treatment, the less permanent damage to the heart.

This year, we expanded MI Alert into outlying areas. A collaborative program with Gnaden Huetten Memorial Hospital, Palmerton Hospital and Greater Hazleton Health Alliance gives residents in those communities access to our specialized heart care (see photo, left). The program builds local awareness of how to respond to a heart attack and streamlines the transfer here, when necessary, by MedEvac helicopter. We’re also working in partnership with Grand View Hospital and its cardiologists to bring state-of-the-art technology to their community through their own cardiac catheterization lab.

Great health care requires great caregivers—and finding them is a challenge for hospitals around the country today. Nursing shortages have been a problem for many years. Now, a significant shortage of physicians is developing.

At Lehigh Valley Hospital, we’re competing successfully to bring you the highest-quality professional team. We built our nursing staff from 1,750 to 1,900 this year and increased our medical staff by 99 to a record total of 1,101. Even in hard-to-find specialties like maternal fetal medicine, physicians choose to practice here. (We have six of these specialists at Lehigh Valley Hospital.)

We make it a point to attract the best people, and to make sure they know how much we value them by offering programs like Culture of Wellness, an employee benefit that helps them stay healthy. And we put our values as an employer on the line by taking part in surveys like the Best Places to Work in PA. Last year, Lehigh Valley Hospital was the No. 1 hospital in the state, and in the top two of all large companies.

The cost of health care is a concern to virtually all Americans. Hospitals are challenged to keep costs to a minimum, while at the same time offering the highest-quality programs and the latest technologies. Lehigh Valley Hospital keeps this balance. Data from Solucient (the leading health care information service) shows that our three hospitals are in the 26th-28th percentile for expenses per admission—meaning that 72-74 percent of similar-size hospitals have higher costs than ours. Over the nine years these data have been available, we’ve regularly ranked in the lowest 50 percent for total costs.

We’re cutting costs while caring for more people (inpatient admissions increased 8.4 percent this year) with more complex illnesses. We manage to do it by being as
efficient as possible. In fact, our approaches are so innovative that hospitals around the world come to consult with us. We expedite patient transfers and discharges, and electronically track the status of every hospital bed so it’s cleaned promptly for the next patient. Our new Capacity Throughput Council is dedicated to ensuring that we operate at peak efficiency.

The point of all this is to make the best use of our resources in caring for you. Financial stability is a key element in quality health care. It allows us to invest in new programs and facilities to better meet your needs, and to care for the poor in our community.

One measure of an organization’s financial success is its bond rating. This year, we were upgraded to A1 status by Moody’s and A+ by Standard and Poor’s. And we won Stevie Awards—“the business world’s Oscars”—for Best MIS and Systems Organization (for our technologies to improve patient care and safety) and Best Support Team (for boosting bed capacity and cutting emergency wait times).

Of course, good management is only one aspect of financial success for a nonprofit organization like Lehigh Valley Hospital and Health Network. Just as important is the support and partnership of our community. Through the years, a series of visionaries including Leonard Pool, Carl Anderson, John and Dorothy Morgan, and the Fred Jaindl family have invested in helping us grow from a good hospital to a great one.

Now, we’re asking for our community’s support in our new fundraising campaign, “Investing in Excellence Here at Home.” With a $45 million initial five-year goal, the campaign will give donors the opportunity to help us build new facilities, enhance patient care, research and education, and improve our community’s health.

The new pavilion at Lehigh Valley Hospital—Cedar Crest looks into the future of hospital construction. We’re following national “green building” guidelines and working with caregivers like Vicki Girodo, R.N. (left), and Lisa Devlin, technical partner, to create an ideal healing environment in environmentally efficient surroundings.

Among our “green” elements:
- water-saving fixtures
- building materials made from recycled or renewable resources
- environmentally friendly flooring and paint
- energy-efficient lighting and mechanical systems
- use of natural daylight and colors to promote healing
- landscaped “healing gardens” for areas of respite

We’re also recycling all used construction materials and using recycled rain water for landscaping irrigation.

A ‘Green’ Vision
For most of us, a case of the flu is just unpleasant. For 26-year-old Martha Hotaling of Bushkill, it was nearly fatal. Stricken with major flu complications last January, she “coded” (stopped breathing) for a couple of minutes and had no measurable pulse. Fortunately, she was in the Lehigh Valley Hospital intensive care unit (ICU), under the watchful eye of tele-intensivist Matthew McCambridge, M.D.

McCambridge and his colleagues work from our new advanced ICU, a command center near Lehigh Valley Hospital—Cedar Crest that’s equipped with the most sophisticated technologies. Through remote-control cameras and other equipment, the team enhances our on-site critical-care staff at both Cedar Crest and Muhlenberg, ensuring 24-hour care.

During Hotaling’s first 12 hours of tele-intensivist care, she needed some 50 interventions—including heart catheterization, kidney dialysis and surgeries on her arms and legs to relieve deadly pressure. “At one point we didn’t know if they could save her heart,” says her mother, Martha Schikschneit (see the two, at left). But after five weeks in the hospital and rehabilitation to restore her strength, Hotaling was on the way to recovery. Today she’s back at work as a honeymoon concierge, and in October danced at her own wedding with husband Ken.
Having tele-intensivists watch over her daughter via video was unsettling at first for Martha Schikschneit (see story at left). “But once I got used to the ‘doc in the box,’ it was great,” she says. “They kept us informed about her condition and were really good about explaining what they were doing and why.”

This new technology is the perfect example of how far Lehigh Valley Hospital has come in bringing to life Leonard Pool’s long-ago vision: to have the very finest health care available right here in the Lehigh Valley. Telemedicine opens whole new ways to share our expertise. Not content with an off-the-shelf approach, we have a system that lets us customize alarm settings for each patient’s unique condition.

The equipment captures data electronically. This gives our ICU staff and tele-intensivists instant information, and frees them from manual charting so they can spend more time attending to patients’ needs. “The system allows us to be even more vigilant in caring for our most critically ill patients by augmenting the bedside physician,” says Stephen Matchett, M.D., medical director of Telehealth Services. “This is proven to shorten hospital stays, improve recovery and in some cases, save lives.”

Lehigh Valley Hospital—one of the first true “digital hospitals”—has invested more than $30 million over the last four years in technologies like the tele-intensivist system. Digital archiving of X-rays, MRIs and other images makes it easier for our physicians to access, view and share them. Bar codes on medications and patient wristbands help our nurses ensure that the right patient gets the right drug at the right time. And our physicians order prescriptions and tests directly into computers. The net result is greater safety for our patients and leading-edge health care for our region.

The past year offers many examples of leading-edge care. One of the most dramatic involved two children (see photo, right) injured in separate auto accidents and rushed to our trauma unit, near death from intracranial (inside the skull) bleeding. Christopher Lycette, M.D., the new director of neurosurgery at Lehigh Valley Hospital—Muhlenberg, removed half of each child’s skull to make room for brain swelling that could otherwise be fatal. The bone segments were stored in a freezer while the patients spent two weeks in pediatric intensive care, protected by helmets. Months later when the swelling subsided, Lycette replaced the skull segments. “The procedure is not yet widely accepted,” he says, “but it was the best chance for the children’s survival.”
We’re now laying the groundwork for an enhanced pediatric program to better serve all the children of our region. We plan to create a kind of “hospital within the hospital” staffed by a team of physicians and others specializing in childhood conditions. This year, we brought the first pediatric gastroenterologists to our region and added a pediatric rheumatologist, hematologist, allergist and second pediatric surgeon, among others, to our specialty staff.

We’re also developing an Adolescent Medicine Service to better serve an age group prone to behavior that raises the risk for disease or injury. Surveys show that young adults in our own region are especially at risk for obesity, unhealthy eating, binge drinking and smoking. And nationally, adolescents are shown to be less likely than adults to get the good preventive health care they need.

Another specialty that will be a focus of the fund-raising campaign is cancer care. Our Breast Health Services program has grown 400 percent since 1996, and now serves 30,000 women a year in nine counties. We’ve begun converting to digital mammography, which will dramatically reduce our patients’ waiting times and increase our capacity by up to 50 percent. We also began offering breast MRI this year.

Ovarian cancer is now the fourth-leading cause of cancer deaths in American women. This year, Lehigh Valley Hospital added two gynecologic oncologists (women’s reproductive cancer specialists) to the medical staff for a total of three, the region’s largest such program.

Cancer patients this year are benefiting from a new combined PET/CT scanner. It allows our specialists to diagnose and monitor the stage of cancer and determine its exact location. And for our trauma, heart disease and stroke patients, a new 64-slice CT scanner captures precise images of any area of the body very quickly, reducing the times patients are required to hold their breath during the scan.

We debuted three new procedures this year for people with spine and joint problems.

- “Reverse” total shoulder replacement—Unlike the conventional approach, a metal ball is attached to the shoulder bone and a plastic socket to the upper arm bone. This lets the larger deltoid muscle, not the rotator cuff, do the heavy lifting. Our team of 30 fellowship-trained orthopedists includes the only surgeons in the region offering the procedure. It’s ideal for older people with worn-out rotator cuffs who would otherwise have to live with pain and immobility.

1,720 seriously ill or injured people were transported by the MedEvac helicopters.

Our hospitals had a total of 83,118 admissions and 113,173 emergency room visits this year.

Lehigh Valley Hospital—17th and Chew Streets, Allentown
New disc replacement surgery—This pioneering procedure uses an artificial disc made of plastic sandwiched between metal endplates. A boon for selected patients with a diseased disc in the lower spine, it gives them significant pain relief, faster recovery, greater flexibility and fewer complications than spinal fusion.

Nonsurgical treatment for spine fractures—Our pain specialists now offer percutaneous vertebroplasty to help fracture patients resume normal activity. Medical-grade cement is injected into the collapsed vertebra to stabilize it and ease the pain.

We also added this year to our team of hospitalists, physicians who specialize in caring for you when you’re in the hospital. They function as your doctor’s “eyes and ears,” available 24 hours a day to respond to your needs and answer your questions. Our team now totals 14 hospitalist physicians and one physician assistant.

Postpartum depression has been much in the news this year, and our network’s own Lehigh Valley Physician Group has a new resource for women with this condition. The group set out to address common but undertreated health problems including postpartum depression. The program they created includes patient and physician education and a new Depression After Delivery support group.

At last, a new shoulder—Wilbert Mauser of Allentown had already given up playing ball with his grandchildren, Sean and Jessica, but last January his shoulder pain grew unbearable. Orthopedic surgeon James Hoffman, M.D., offered him a brand-new type of shoulder replacement. Mauser is an active grandpa again.
Heart Help for Women—More than 700 women attended our April symposium featuring actress Phylicia Rashad (whose father died of heart disease and diabetes). The symposium launched a new program we created to educate women and their physicians about women’s heart health.

Arctic Sun (see page 13) is just one example of the pioneering treatments available to people in the Lehigh Valley. Because our hospital is so active in research and education, our patients have access to the latest medical knowledge.

Heart and stroke care is one of our main areas of research, and we’re now coordinating and promoting that effort in a new centralized Cardiovascular Research Institute. The Institute will support research into such questions as the value of stents versus surgery in clearing blockages of the carotid artery; and the usefulness of a new device in treating atherosclerosis of the renal (kidney) artery.

Researchers throughout our network also are studying:

- An accelerated type of breast cancer treatment in which a balloon-tipped catheter delivers radiation directly to the lumpectomy site. “Partial-breast irradiation” takes only five days, versus 34 days for standard whole-breast treatment.
- The best method to help depressed adolescents quit smoking. Depression raises the likelihood of early smoking, which nearly always continues—with all its damaging health effects—into adulthood.
- How to reduce the rate of hospital-acquired infections. Pennsylvania is the first state to collect information on this nationwide problem, and we’re one of six hospitals studying new ways to reduce the infection rate as much as possible.

Hand-in-hand with research goes education. More than 440 members of our medical staff hold university appointments, and thousands of health care professionals take part in programs sponsored by our Center for Education.

We also provide dozens of health education programs to the community, and one of this year’s highlights is Heart Help for Women. In a study of 500 local women ages 40-70, we discovered that 83 percent are at risk for a first heart attack, but only 33 percent realize it. Many women still think breast cancer is their greatest risk; the truth is that heart disease kills more women than all cancers combined. Through Heart Help for Women, we’re raising women’s awareness of their heart attack risk factors and symptoms, educating physicians, and improving communication between women and their doctors.

Another education program designed to promote heart health is VIP (Vascular Improvement Plan) for Life®. Focusing on such areas as cholesterol, blood pressure and metabolic syndrome, the program helps people make lifestyle changes to better manage or reduce their risk for vascular disease. We’re now offering VIP for Life® to local employers as well as community members.

Community education is built right into our new facility at Lehigh Valley Hospital—Cedar Crest. A multi-purpose Medical Education Center and library will have an easily accessible area in front for patients and the public. Visitors can find health-related information in a variety of formats, with an e-librarian to help them navigate. The Center also will have class and lecture space, and resources for health professionals.

57,562 community members attended health classes, fairs, screenings and other programs this year.

Your best chance of recovery from stroke is to get clot-busting medication within 180 minutes. Our certified Primary Stroke Center administers it, on average, within 88 minutes.

This year, 185 residents took part in our graduate medical education and dental residency programs, and more than 2,159 doctors, nurses and others attended our continuing medical education programs.

“Heart Help for Women”—More than 700 women attended our April symposium featuring actress Phylicia Rashad (whose father died of heart disease and diabetes). The symposium launched a new program we created to educate women and their physicians about women’s heart health.
Researchers help create tomorrow’s treatments

Arctic Sun—already saving lives

Neurologist John Castaldo, M.D., has a cool new treatment—literally—for heart and stroke patients. The device, called Arctic Sun, lowers the patient’s body temperature to 95 degrees Fahrenheit for 24-48 hours following a major stroke or heart stoppage. “The cooling limits oxygen flow to the brain, reducing swelling and preventing additional damage,” says Castaldo (center, large photo). Lehigh Valley Hospital is one of six around the country doing final research on the device, which uses temperature-controlled, water-filled pads attached to the patient’s skin.

Arctic Sun helped save the lives of two local people this year. Robert Kosharek, 70, of Allentown (left, large photo) was on his way to the pharmacy in January when his heart suddenly began quivering in a lethal rhythm, then stopped completely. Paramedics rushed him to Lehigh Valley Hospital, but he was in a deep coma and doctors feared permanent brain injury. Kosharek became the first person treated with Arctic Sun at our hospital. Within months he was back to his job as court crier at the Lehigh County Courthouse.

Bob Johnson, 45, of Bechtelsville (right, large photo) was practicing tae kwan do when he went into cardiac arrest and fell to the floor, hitting his head. Out of concern for possible head trauma, he was airlifted to Lehigh Valley Hospital, and there he, too, was treated with Arctic Sun. Today, Johnson is fully recovered.
Connections like this are the reason Brescia and several IS colleagues volunteer twice a month at Daybreak. They serve meals, clean tables and offer friendship to the nearly 100 people the center serves daily—men and women who are homeless, HIV positive, under drug or alcohol treatment, or coping with mental disabilities. For 25 years, Daybreak has been a place where they can socialize and develop life and job skills. It’s a program of the Lehigh County Conference of Churches.

“We have a lot in common.” It’s a remark Steve Brescia (left, small photo) made to Ralph Green (right) across the table at Daybreak, the Allentown center for people in need. At first glance, the remark might seem surprising: Brescia, a senior network analyst in information services (IS) at Lehigh Valley Hospital, is a volunteer at Daybreak; Green is one of the center’s clients. But the two discovered they both grew up in the Poconos and have ties to the same elementary school.

“These people need someone who will listen and share,” says Sandy Haldeman, IS clinical applications director (in large photo with José Casals and John Warcholak). She knows volunteering is vital to a facility with just five paid staff—and it’s enriching for the volunteers, too.
Reaching out to people in need is part of our mission at Lehigh Valley Hospital and Health Network. It happens individually—as in the case of our information services staff (see photos, page 14)—and also through the dozens of free programs we offer or partner in each year. The goal is to help create a healthier community, in mind, body and spirit.

The IS team is just one example of the many ways Lehigh Valley Hospital staff members make community connections. This year, psychiatrist Laurence Karper, M.D., helped conclude a two-year study of how best to meet the needs of homeless people who are drug-addicted. Karper is on the board of the Allentown Rescue Mission, which has served homeless men for the past 100 years. Half its clients are mentally ill or coping with substance abuse.

Knowing of the shortage of caregivers for the homeless, Karper and a group of colleagues secured funds from the Dorothy Rider Pool Health Care Trust to pilot a treatment and support program. They found that psychiatric care helped the men in the study decrease their drug use and become more settled in their housing.

Plastic surgeon Walter Okunski, M.D., has a similar relationship with the Easter Seals cleft palate clinic. Funded by the Pool Trust and housed in our dental clinic at Lehigh Valley Hospital—17th and Chew, the clinic offers specialized care at no cost to children in need.

Special-needs groups aren’t the only recipients of free care at Lehigh Valley Hospital. We invested $84.1 million this year in service to our community, including uncompensated care for those unable to pay for needed services, and clinics and other programs for people with limited income. No one is ever denied emergency care due to inability to pay.

One of the best ways to create a healthy community is to lay the groundwork early in life. Lehigh Valley Hospital has a number of health programs for children and adolescents. To help little ones understand how to prevent accidents, this year we created a portable child-sized village called Safety Town. It teaches children in grades K-2 about bike, seatbelt and burn safety.

Our ALERT Partnership works to prevent alcohol and drug abuse and related social problems in the Lehigh Valley. This year, ALERT worked with East Penn School District on its new program “Take Back Our Children.” It included a Safe Student awareness campaign to prevent drunk driving and enhance enforcement during the high-risk spring driving season.

Lehigh Valley Hospital is also a part of the Child Advocacy Center of Lehigh County. This not-for-profit organization was created to protect child abuse victims; assist child welfare, mental health, law enforcement and advocacy professionals; and build community awareness about the problem of child maltreatment.

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Our ALERT Partnership works to prevent alcohol and drug abuse and related social problems in the Lehigh Valley. This year, ALERT worked with East Penn School District on its new program “Take Back Our Children.” It included a Safe Student awareness campaign to prevent drunk driving and enhance enforcement during the high-risk spring driving season.

Lehigh Valley Hospital is also a part of the Child Advocacy Center of Lehigh County. This not-for-profit organization was created to protect child abuse victims; assist child welfare, mental health, law enforcement and advocacy professionals; and build community awareness about the problem of child maltreatment.

Plastic surgeon Walter Okunski, M.D., has a similar relationship with the Easter Seals cleft palate clinic. Funded by the Pool Trust and housed in our dental clinic at Lehigh Valley Hospital—17th and Chew, the clinic offers specialized care at no cost to children in need.

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Our Spirit of Women program focused this year on the challenges of growing up with a program called “Mom and Me.” The goal: to help mothers and their preteen daughters understand what to expect and how to negotiate their way through the changes of puberty.

On the campus of Cedar Crest College, an exciting new resource is taking shape—the Da Vinci Discovery Center. Our new Creative Health Resources team, in partnership with the Pool Trust, created a “medical challenge” at Da Vinci, in which school students learn how to diagnose and properly treat the patient. Health and safety messages are an integral part of the project. For high school students, we are developing a live video broadcast in which students interact with our operating room team—opening minds and a new world of career opportunities.

A major health problem facing children and teens is the rising rate of obesity in this country. Our new program Body and Nutrition Explorers is one way Lehigh Valley Hospital is working to address the problem. This six-week health and fitness program for children ages 9-13 and their families promotes healthy lifestyles. Each week, participants have fun “exploring” dietary strategies to boost energy, control weight and prevent disease. They also sample physical activities like kickboxing, strength training, tai chi and yoga.

Another major health problem for more than 6,000 school-age children in the Lehigh Valley is asthma. This common chronic disease is on the rise nationally and too often is not well-managed. The result: asthma attacks that frighten the family and cause a race to the emergency room.

Lehigh Valley Hospital is part of a new educational partnership seeking a better solution for asthma management. The partnership, titled HEY! (Health Education for Youth), also includes AmeriHealth Mercy Health Plan, the Wellers Health Education Center, CVS Pharmacies and the Allentown School District. Its first project is HEY—Let’s Talk About Asthma! The pilot program this spring reached 570 Allentown fourth-graders, who learned how to recognize and prevent asthma attacks and how to help themselves and their classmates in case of an emergency.
“The goal,” says pediatrician Michael Consuelos, M.D., one of the program’s organizers, “is to significantly reduce the number of asthma attacks in the Lehigh Valley. Control and prevention are the most effective ways to do that.”

At the other end of the age spectrum is a program called Life Links for older adults. Lehigh Valley Hospital helped create Life Links as a member of the United Way’s Lehigh Valley Alliance on Aging. The program stems from a recent survey of Americans ages 50-75. These are the growing numbers of “younger old,” who won’t need intensive health care or support for many years.

What they do need is opportunities—59 percent of those surveyed see retirement as a time not to slow down but “to be active and involved, start new activities and set new goals.” We’ll help them with the Life Links Seminar Series—Your Future, Your Way. It explores such topics as financial planning, health and wellness, civic engagement, employment, learning, relationships and life’s meaning.

Another growing population segment in the Lehigh Valley is the Latino community, projected to make up 36 percent of Allentown’s population by 2009. With this growth comes a need to address economic, cultural or language barriers that may affect Latinos’ access to good health care.

We’re building a number of programs with that goal in mind. One example is Centro de Salud, our bicultural, bilingual internal medicine practice. This year the practice went full-time with a dedicated clinical and administrative staff. The best measurement of Centro de Salud’s success is its low “no-show” rate (19 percent, compared to 28-37 percent in our other medical-surgical subspecialty clinics). When patients keep appointments, it shows they feel comfortable in their “medical home”—and that makes for better long-term outcomes.

The key is good communication between patients and their health provider. “More than three-quarters of the local Latino population is most comfortable speaking Spanish,” says Edgar Maldonado, M.D., medical director of Centro de Salud. To meet that need, we’re increasing bilingual staff in our community health practices (Lehigh Valley Physicians’ Practice has risen from 18 to 62 percent), and expanding our team of medical interpreters.
Our Community Exchange program moved in an exciting new direction this year.

Based on the concept of “time dollars,” Community Exchange connects people who have skills to share. Last year, more than 400 members helped each other with transportation, home maintenance, food shopping and other tasks that added up to more than 7,560 hours of service. Now, volunteers can earn time dollars and use them for complementary health services (such as yoga) at our HealthSpring family practice. In the future, we’ll expand the concept into senior centers, The Caring Place Youth Development Center and other health-related settings.

One of our most popular community health programs is Mini-Medical School, a lecture series given by the same specialists who teach “real” medical school. This year’s topic, “The Brain Has a Mind of Its Own,” was an in-depth look at mental illness. So many people wanted to attend that we offered a repeat version of the program.

In the area of disease prevention, HIV/AIDS continues to be a critical issue, as the rate of infection rises across the country. Our AIDS Activities Office is one of just a few sites in Pennsylvania offering free, anonymous testing with the new OraQuick Advance gum-swab test. It produces results in 20 minutes. In a new initiative, we’re providing the test to any pregnant woman in our hospital who hasn’t been tested for HIV. Prompt treatment—even during active labor—can greatly reduce the unborn baby’s risk for infection.

Yoga for heart health—Through our Dr. Dean Ornish Program, Gerard Jankaitis of Frackville, Roy Hildebrand of Nazareth and Mike Siwy of Whitehall (l-r) learned how yoga and meditation can help them reduce heart-damaging stress. This year, a total of 1,658 people took part in our yoga, tai chi, massage therapy and other stress-reducing programs.
## Combined Statements of Financial Position (In Thousands) as of June 30

### ASSETS

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## LIABILITIES AND NET ASSETS

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### Other Operating Revenue

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### Total Sources of Revenue

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### USES OF REVENUE

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### Combined Revenue Sources and Uses (In Thousands)

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<tr>
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</table>

## HOW WE'RE SERVING OUR COMMUNITY

### Community Education and Prevention

#### These activities include classes, screenings, health fairs, school health and publications like Healthy Rx.

- Community Health Education Publications: $502,317
- Preventive Care: $517,305
- Office of Community Health: $369,549
- School Health: $206,292
- Physician Referral and Health Information Line: $182,292
- John and Dorothy Morgan Cancer Center: $169,213
- Health Dialogue Center Education and Outreach Programs: $149,908
- AIDS Education Offices: $84,414
- Health Promotion and Disease Prevention: $14,911
- Affairs to Patients: $50,041
- Communities in Schools: $25,810

**Total: $5,831,133**

### Professional and Patient Education

#### We have education programs for patients, medical students and residents, courses, emergency workers and others.

- Medical Education: $329,312
- Nursing Education: $617,095
- Physician Education and Publications: $367,454
- Emergency Education: $297,322
- Clinical Education: $70,414

**Total: $12,231,968**

### Community Partnerships and Support

#### Each year, we give major funding and volunteer assistance to firefighters, local governments and other groups.

- Value of Volunteer Assistance: $2,337,716
- Value of Local Partnerships: $413,989
- Local Contributions: $246,403

**Total: $3,255,737**

### Grand Total

**$19,770,685**
A five-star rating drew him to Lehigh Valley Hospital

William Schuck lives near New York City and some of America’s finest heart hospitals. But a computer search persuaded him Allentown was the place to come for the risky surgery he needed—two valve replacements and a coronary bypass.

A leading health-quality Web site had given Lehigh Valley Hospital the highest (5-star) rating. In July, cardiac surgeon Raymond Singer, M.D., performed the complex triple surgery. Schuck, an avid bicyclist at age 78, recovered quickly. “I researched the Web because I wanted the best hospital,” he says, “and that’s what I found.”
Amy Miller, D.O., family medicine resident
David Feist, valet
Chris Rosa, Robert Muthard and Richard Ezar, supply distribution services
Julie Schmoyer, administrative partner
Sheila Ludwig, technical partner, with patient Anna Betz of Tamaqua
Zayda Gutierrez, medical secretary
Erica Vetter, physical therapist
Lester Frable, general services
Andrew Brown, respiratory therapist
Rosaline Owusu, R.N.
Erica Vetter, physical therapist
Erin Lombardo, patient transporter
Chris Rowe, Robert Herford and Richard Zurr, supply distribution services
Shelia Ludwig, technical partner, with patient Anna Betz of Tamaqua
Father Joseph Becker, chaplain
Lori Papciak, R.N.
Nancy Christmas, support partner
David Furst, CEO
Rosalind Owusu, R.N.
Lori Popioci, R.N.
Charles Peters, Whitehall, recognized he was having a stroke.

Tony Giglio, Emmaus, recovered from a severe car crash.

Casey Burns-Kantner, Coplay, survived a stray bullet while pregnant with Hailey.

Stephanie Heater, Bethlehem, fought her way back from a critical illness.

Rosa Castaneda, New Orleans (with husband Armando), weathered Hurricane Katrina and a heart attack.

Charles Peters, Whitehall, recognized he was having a stroke.

Rosa Castaneda, New Orleans (with husband Armando), weathered Hurricane Katrina and a heart attack.

Stephanie Heather, Bethlehem, fought her way back from a critical illness.

Visions of a healthy future restored—
These people faced life-changing health conditions this year and overcame them with help from our high-quality teams. Read their stories at www.lvhn.org.