



SEPTEMBER 2007

The Pulse Expands with New Editions and Wider Circulation!

I am pleased to announce the expansion of *The Pulse* newsletter. This edition marks the first monthly installment, which will be published in September, October, December, January, March and April. The monthly issues will be designed as “news briefs” to capture breaking news and other timely and short-term news items. The larger, quarterly issues, published in November, February, May and August, will continue in their current format and include broader, in-depth updates on hospital policies and organizational initiatives, as well as news on hospital event and human interest items. Copies of the monthly issues will join the quarterly issues on more than 20 *Pulse* newsstands located across the organization. Notifications will continue to be distributed when new issues hit the stands. All editions are also archived (with color photos!) on both Frankford Hospitals’ Intranet (www.fhcs.org) and Internet (www.FrankfordHospitals.org) sites.

Thank you to everyone who has been contributing story ideas, content and photos. Please keep the information coming!

Maria

Maria Cerceo Slade
Director, Marketing,
Public Relations and Communications
Editor, Frankford Pulse
Frankford Hospitals

Frankford Hospitals’ Nurse Champions Usher in New School Year with “Pack the Backpack” Charity Drive

Frankford Hospitals’ Nurse Champions recently sponsored the school supply drive, “Pack the Backpack,” at all campuses. The drive, held from July 24 through August 3, received an overwhelming response and generous donations of backpacks, notebooks, binders, folders, crayons, markers, pencils, pens, glue sticks, and other school supplies from many Frankford employees and friends. These donations helped “pack” 70 backpacks and an additional 170 Frankford Hospital bags with a variety of essentials for reading, writing, arithmetic and much more. Recipients of the donations included Decatur School, Bethanna, St. Vincent’s Home, Bucks County Red Cross Shelter, A Woman’s Place Shelter, Frankford Group Ministries, Children’s Choice and Wissinoming Fellowship Bible Church. The group’s efforts were recently highlighted in an issue of the *Northeast Times*. Thank you to all who participated! ♦



(Standing, from left to right): Nurse Champions Maryanne Fenerty, RNC; Kathleen Neil, RN; Maryanne Bejuki, RNC, BSN; Bonnie Kohler, RN, CNOR; Georgine James, Marian Harrington, RN, MSN, CCRN; Stacey Prociuk, RN, BSN, CCRN; and Mary Walsh, RNC, BSN; (Kneeling, from left to right): Bea Leyden, RN, BSN, CCRN; Dawn Ward, RNC; Barb Gelenberg, RN; Jessica Dempsey, RN, BSN; Shawn O’Donnell, RN; and Laura Staudenmayer, RNC, gathered at the Torresdale Campus on August 7 to assemble backpacks and bags of school supplies as part of Frankford’s “Pack the Backpack” charity drive.

Frankford Hospitals
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Frankford Hospital Nurse Returns from Third Missionary Trip to El Salvador

By Susan Shotzbarger, RNC, EPS Staff Nurse, Torresdale Campus



A typical El Salvadorian family assisted through missionary efforts.

This June marked the third year that Frankford Hospital generously agreed to sponsor my trip to El Salvador for a week of service with the Handmaids of the Sacred Heart of Jesus. The group of 27 volunteers included teachers, nurses, parent chaperones and 16 high school students, including my 17-year-old daughter, Mary. Our work included construction, teaching, caring for malnourished babies, coordinating recreational activities at an orphanage, and community nursing.

On each trip, we have made our home in the medical district of San Salvador, the capitol city. Most of my time was spend in Las Delicias, a devastated village that once flourished as a coffee producer. With the help of

many intrepid volunteers this summer, the first medical clinic was completed along with the most up-to-date drainage ditch in all of El Salvador. Our small group dug, and dug, and dug...ensuring that the much needed clinic will not be carried away by the frequent mudslides the area endures.

In early June, I enlisted the help of my fellow employees requesting donations of Tylenol, Imodium, cough medicine, etc. I gratefully received enough medical supplies to fill four large suitcases that we took with us. Three other boxes were shipped separately. I was truly overwhelmed by everyone's generosity. Sister Gloria, of the Handmaids of the Sacred Heart of Jesus, assures me they will be lining the shelves of the new clinic for the official opening on October 1. A simple supply of Tylenol or Imodium can save the life of an infant or child afflicted with Dengue Fever or intestinal disease. I am fortunate enough, through the help of the generous hospital staff, to literally put these precious medical supplies into the hands of mothers and grandmothers of sick infants and children.

Each year, as I reflect on my trip, I feel blessed to have had the opportunity to assist, even in a small way, in improving the lives of these beautiful people. Sister Gloria says we are "the hands, feet and eyes of God reaching out to the El Salvadorian people." At moments, I believe her! ♦

Human Resources Department Announces Dates for Full, Active Open Enrollment for Medical Benefits

Frankford Hospitals will be conducting a full and active Open Enrollment process for the Plan Year beginning January 1, 2008 to ensure eligibility of all current enrollees and their dependents for medical benefits. In order to verify eligibility criteria for employees and their dependents, all those interested in participating in a health plan offered by Frankford Hospitals will be asked to submit specific documents along with their 2008 Benefit Election Form to Human Resources at any campus. Human Resources will be sending additional information along to all employees regarding the upcoming enrollment process and necessary documentation.

The Open Enrollment period will begin October 15, 2007 and end on November 16, 2007. More information about the process and available health plans and long-term investment option will be available at all three campuses on the following dates from 7 am to 4 pm:

- **Friday, November 2**
Frankford Campus (Cafeteria)
- **Monday, November 5**
Torresdale Campus (Main Lobby)
- **Tuesday, November 6**
Bucks County Campus (Cafeteria)

For more information on the Open Enrollment process for 2008, please call the Human Resources Department at 2-4103. ♦

Frankford Hospitals' Smoke-Free Initiative: An Update

Smoke-Free Campaign Go-Live Set for the Great American Smokeout (November 15)

As mentioned in previous issues of *The Pulse*, in e-mailed communication and home mailings to all employees, Frankford Hospitals have made a commitment to become a smoke-free environment on Thursday, November 15, the date of the American Cancer Society's Great American Smokeout. The first phase of this new policy will prohibit smoking by employees and tenants on the grounds of all Frankford-owned and leased facilities, including hospital campuses, outpatient centers and office buildings located in Philadelphia and Bucks County.

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Frankford Hospitals' Smoke-Free Initiative: An Update

Smoke-Free Campaign Go-Live Set for the Great American Smokeout (November 15)

Frankford's Senior Leadership has committed to a hospital-sponsored smoking cessation voucher program to support the smoke-free initiative. All employees who smoke will be eligible to receive a \$100 voucher toward the cost of smoking cessation intervention therapies. These therapies will include medication, as well as nicotine replacement patches and/or gum. Vouchers will be redeemed and fulfilled through the Outpatient Pharmacy at the Torresdale Campus. More information regarding the voucher program and smoking cessation resources and education will be made available in the coming weeks. To learn more about cessation resources and education available at Frankford and in your community, a dedicated "Tobacco-Free Hot Line" – **extension 2-1122** – has been established. Staff from Frankford's Wellness Centers will be available to respond to calls and questions related to the smoke-free initiative or forward callers along to the appropriate contacts.

We look forward to your support of this important initiative. ♦

Joann McGettigan, RN, Named Director of Care Management



Joann McGettigan, RN, was recently named Director of Care Management. Most recently serving as the Interim Director of Care Management, Joann previously held the position of

Performance Improvement Manager for the Care Management Department since December 2005. In that role, Joann and her team worked diligently to improve the quality outcomes for Frankford Hospitals in the area of the Core Clinical Indicators that are publicly reported to the Centers for Medicare and Medicaid Services (CMS). Joann has been a member of the Care Management Department since 1999 and has more than 30 years of service with Frankford. She is also a graduate of the Frankford Hospital School of Nursing. In her new position, Joann and her team will continue to improve the clinical outcomes and patient experiences of those individuals that Frankford is so privileged to serve. ♦

Frankford Campus Welcomes New Hospitalists

The Frankford Campus recently expanded its Hospitalist Service with the addition of six full-time hospitalists whose names appear below. All board-certified or board-eligible in Internal Medicine, the hospitalists provide physician coverage to any inpatients at the Frankford Campus who need urgent or emergent issues addressed or whose attending physician is not available or requests their assistance. In addition, the hospitalists complete admission orders and history and physicals on most of the admitted medicine patients to the Campus. The hospitalists also act as the attending physicians for any patients who require an inpatient stay and do not have their own attending physician. Many of our Family Practice physicians who send their patients to the Frankford Campus, but no longer provide hospital coverage will also request their patients be admitted to the hospitalist service. Hospitalists are in-house at the Frankford Campus 24 hours a day, 7 days a week, 365 days per year. ♦

We welcome to the Frankford family:

- Yihung Huang, MD
- Satish Potluri, MD
- Vijaya Rasamallu, MD
- Muhammed Saim, MD
- Sirish Sanaka, MD
- JiJi Syamala, MD

Frankford Welcomes 2007-2008 Interns, Residents and Fellows

Please join Frankford Hospitals' Department of Medical Education and Medical Staff in welcoming the following new group of Interns, Residents and Fellows for 2007-2008. Welcome to the Frankford family and good luck to all in your new positions! ♦

Interns

Carmine Avellino, DO

Fred Bagares, DO

Kiran Bakshi, DO

Joel Barton, MD

Carrie-Ann Begnaud, DO

Jeanine Brinkley, DPM

Jeanine Cunningham, DPM

Andrew Cupino, MD

Joseph DelPriore, DO

Erin Finn, DO

Marina Leybovna Flikshteyn, DO

Cyrus Golsaz, MD

Katsiaryna Huseva, MD

David Kasper, DO

Huma Kausar, DO

Neil Khare, DO

David Kincel, DO

Sarah Klinge, DO

Amy Marcello, DO

Lamont Mitchell, DO

Jawaad Mohiuddin, MD

Kyle Poffenberger, MD

Abhilasha Ponnamaneni, MD

Jesse Richman, MD

Amanda Ryan, DO

Juan-Maria Sanfuentes, DO

Michael Smith, DO

Gauri Shripad Tilak, MD

Suzanne Todman, MD

Ann Stead, DO

Troy Trayer, DO

Maggie Umeres, DPM

Seth Vatsky, DO

Brian Walther, DO

David Well, MD

Mark Werley, MD

Lusia Yi, DO

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Residents

Nicole Bright, DO
Joseph Casperson, DO
William Clementson, DO
Brian Clohessy, DO
Melinda Conroy, DO
Carlos Cornejo, DO
Orlando Debesa, DO
Jessica DiNizio, DO
Lin Du, DO
Chuong Duong, DO
Marc Edwards, DO
Eric Felber, DO
John Fischer, DO
Matthew Foskey, DO
Mary Gessner, DO
Paul Giles, DO
Pamela Goldman, DO
Amy Hagan, DO
Kristopher Hillegas, DO
Michael Hoffman, DO
Mollie Jan, DO
Rajdeep Kooner, DPM
Kimberly Kovack-Hurley, DPM
Yong Kwok, DO
Lela Lankerani, DO
Joseph Laskas, DO
Angela Leo, DO
John Lewis, DO
Lori Lewis, DO
Jason Lovell, DO
John McMahon, DO
Kimberly O'Neill, DO
Anita Osmundson, DO
Denny Pacheco, DO
Elena Pappas, DO
Chhay Patel, DO
Spencer Penn, DO
James Polowczyk, DPM
Toni Price, DO
Yoko Savino, DO
Ayana Seibles, DO
George Shuert, DO
Matthew Smetanick, DO
Brian Sokalsky, DO
Stephen Soondar, DPM
Benjamin Sussman, DO
Huy Tran, DO
Darren Tremblay, DO

Linda Turner, DO
Giovanna Ungaro, DO
Elizabeth Winters, DO
Amy Witkin, DO
Matthew Young, DO

Fellows

Robert Davis, DO
William Jaffe, DO
Edward Kirsch, DO