

# PTDCHAT

PenTeleData's Customer Newsletter

JULY 2009

JUL 09

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## We are **Partners in Health Care** - Lehigh Valley Health Network

Lehigh Valley Health Network – it's a name known for miles and miles, and recognized as one of the very best when it comes to providing superior health care. For example, *U.S. News & World Report* consistently names them one of "America's Best Hospitals." Plus, the U.S. Centers for Medicare and Medicaid Services recognizes them for having the highest heart attack survival rate among the 4,000 U.S. hospitals that provide heart attack care. The American Nurses Credentialing Center names them a Magnet Hospital, the highest honor for nursing excellence. And the Leapfrog Group says they take "big leaps" in quality and safety.

In addition, *FORTUNE* magazine says they're one of the 100 Best Companies to Work For, while *Modern Healthcare* says they're one of the 100 Best Places to Work in Healthcare.

Even their building construction received national attention, since two of their new buildings are Leadership in Energy and Environmental Design (LEED) certified, the national benchmark for "green" buildings.

Lehigh Valley Health Network has consistently grown in recent years, meeting the community's ever-changing health care needs. Their health network includes three full-service hospitals, community health centers, primary care and specialty physicians (a total of 1,100 including 400 who are employed by the health network), pharmacy services, imaging services, home health and hospice services, community clinics, Health Network Laboratories, and Valley Preferred Health Coverage. With so much to offer, it's no surprise that they invest in the most advanced computer technology. In fact, they call themselves a "digital health network", meaning that their computerized systems protect patient



safety, save lives and ensure that they treat and diagnose all patients as quickly and accurately as possible. The American Hospital Association has named them among the "100 Most Wired" and "25 Most Wireless" hospitals in the United States.

A few years ago, Lehigh Valley Health Network began looking for alternatives to their existing data and Internet provider. After meetings with representatives from PenTeleData, they felt comfortable starting a relationship, one that has since grown tremendously.

Their initial concern was connecting remote physician offices with the hospital, to allow them access to the Electronic Medical Records (EMR) application. This required secure connections between doctors' offices, other campuses and other hospitals that may request an opinion from a Lehigh Valley physician. In addition, they needed support for their TeleHealth initiatives, to provide video conferencing and subsequent better patient care. TeleHealth is the ability for doctors or nurses to get real-time updates on their patients, to offer remote monitoring and faster diagnoses. Leading-edge computer and network security systems are used to ensure that every patient's confidential information remains private.

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## UPCOMING EVENTS

### July 7-11, 2009

#### Walnutport Carnival

Time: Tuesday & Thursday,  
7 PM—11 PM  
Wednesday, Friday and  
Saturday 6 PM—11 PM  
Place: Walnutport, PA

### July 31-August 9, 2009

#### Musikfest

Time: July 31, 5PM -11PM  
August 1-9, Noon – 11PM  
Place: Downtown Historic  
Bethlehem

### August 6-10, 2009

#### Carbon County Fair

Time: 3PM -11PM  
Place: Carbon County Fairgrounds  
Palmerton, PA

### August 23-29, 2009

#### West End Fair

Time: Sun., Wed., Sat. 10 AM-11PM  
Mon., Tues., Thurs., Fri.,  
Noon-11PM  
Place: Gilbert, PA

## Letter from our GENERAL MANAGER

Dear Valued Customer,

Welcome to PenTeleData's quarterly newsletter, the *PTD Chat*. As always, there's a lot we want to share.

On a serious note, I know that summer is a busy time for everyone, and the last thing you're probably thinking about is computer security. Unfortunately, cyber crime is growing at an alarming rate. The grim reality is that no one is immune, and the risks get higher every day.

The most important thing you can do to protect yourself is to be sure that your computer is equipped with an anti-virus program, an anti-spyware program and a firewall. Equally important is to keep all security patches up to date. If you're unsure about how to set these up, our Computer Patrol can help. Visit [www.ptdpatrol.com](http://www.ptdpatrol.com) or call

1.877.610.9090 to learn more about our services and pricing.

The warm weather is about fun, and we're proud to be involved with many of the local fairs, trade shows and sporting events. When you see the PenTeleData name, stop by to say hello – we're always glad to meet the people in the communities we serve. Without your continued business and support, none of what we do would be possible. On behalf of everyone here at PenTeleData, thank you.

Have a great summer. We'll chat again in the fall.

Sincerely,

John H. Williams  
General Manager  
PenTeleData

### Partner in Business—Lehigh Valley Health Network *(continued from page 1)*

Over time, their networking and technology demands expanded, and PenTeleData has supported that growth. Whether it's multiple dedicated Ethernet solutions to connect physicians' offices, Internet bandwidth for the LVHN facilities, firewalls with monitoring to ensure patient confidentiality, virtual networks, or Unleashed wireless hot spots, Lehigh Valley Health Network needs the very best when it comes to reliability – in fact, lives depend on it. Richard Fronheiser, I/S Manager, explains, "PenTeleData has proven to provide reliable services as well as support. We feel that when there are problems, they understand the sense of urgency accompanied with health care, and react timely and accordingly." He also mentions, "Before we had our switched Ethernet services with PenTeleData, we frequently dropped 'pings' to our remote routers. Today, we hardly ever see a drop in connectivity."

PenTeleData is proud to be the dependable technology behind healthcare in our community. As Lehigh Valley Health Network continues to expand, we will continue offering the latest technology available to meet the area's growing medical care needs.

### Internet Vulnerabilities—Is your Computer Safe?

April Fool's Day was a popular day this year, but not for the usual reasons. Instead, Internet users everywhere were waiting to see what would happen with the anticipated Conficker Computer Worm.

Luckily, if you kept your security patches up to date, use a firewall, and installed current anti-virus software, you probably had little reason to worry. If you haven't protected your computer, then this was just one of many reasons to be concerned. Most threats don't get as much media attention, but that doesn't mean that they are any less dangerous. While the Internet is an awesome and amazing tool, it is very important to stay vigilant about guarding against potential predators. As always, if you are unfamiliar with what this means, or would just like assistance, our Computer Patrol can help. For more information, visit [www.ptdpatrol.com](http://www.ptdpatrol.com) or call 1.877.610.9090.

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# We Live In Amazing Times!

## *It's true. You can now sit on a chair in the sky!*

Take, for example, bubble wrap. It's always been fun for people of all ages. Anyone lucky enough to get their hands on some automatically knew the rules: always share (which was sure to bring good karma), don't pop it in the store until it's been purchased, and don't pop it in quiet public places (like the library).

Today, although arguably not quite the same, there's a popular cell phone that boasts an application (or program) for "just about everything". Amazingly enough, that includes an environmentally friendly game that allows for popping bubble wrap on the touch screen (hence no garbage), and a silent setting that makes it library compatible. That same phone offers a variety of other applications, including white noise for those who need it, a calorie tracker, pedometer and nutrition education. Who could have imagined that a cell phone could help manage health and well-being? Or even that a cell phone would exist?

Even the most basic cell phone offers text messaging. A typed message, similar to sending an e-mail, can be forwarded to one or many people for an immediate response. This is a far cry from the rotary dial phone that was used until the 1980s (and is still in use by a few households across the country). This telephone used interrupted electrical pulses, known as pulse dialing, to transmit the number dialed. The unmistakable sound of the dial returning to its starting position is one that most of today's youth will probably never know.

Many people have fond (or adventurous) memories of learning to drive and their first time getting lost. There was no cell phone to call for directions, and no GPS. One had to stop and ask for help, or navigate to familiar territory. Those days are gone.

Throughout time, people have used a variety of methods to determine their position on Earth, and to navigate from one place to another, including measurements to celestial bodies like the sun and stars. The development of artificial satellites made the transmission of radionavigation signals possible, and sparked a reliable and two-dimensional navy system called Transit. This laid the foundation that would revolutionize navigation – the Global Positioning System. GPS is a satellite constellation that can indicate location in three dimensions, based on the distance from the user's position to four GPS satellites as they orbit. It was originally developed in the early 1960s by the United States Department of Defense to meet military requirements, including weapon delivery and accurate navigation. Even before it became operational, GPS was adapted to the civilian world. By the time the GPS constellation neared completion, in the early 1990s, manufacturers were aware of its capabilities. During Operation Desert Storm, a conflict in the Persian Gulf, there were a limited number of military receivers. The Department of Defense relied on Trimble navigation and Magellan Systems to manufacture emergency supplies. The success of the technology and news coverage of the conflict serviced as free publicity for these companies, and civilian use became widespread.

Today, GPS is commonplace in new cars, cellular phones and more. The days of large paper maps and routing a trip have been replaced by an easy to use touch screen that details directions to a destination.

Technology advancements also change the concept of time. In 1927, when Charles Lindbergh made the first solo airplane trip across the Atlantic Ocean, it was considered a "Godlike act". Now, less than a century later, aviation and air travel have had a profound impact on American life. Trips that once took days, weeks or months, sometimes on foot, now take only a few hours. Still, delays at the airport or trips with the absence of wireless Internet on the plane are seen by most as major inconveniences, when in reality, the entire concept is pretty amazing – actually sitting on a chair in the sky!

Speaking of convenience, using a credit card machine once meant the business owner dragging out a large block of a contraction to copy the plastic card's imprinted numbers, and as one comedian explains it, "a call to the president" to make sure that money was available. Today, ATM and credit card use is commonplace, a tribute to the growth of the Internet.

Internet was originally conceived in the 1960s for the United States military to allow a community of computers to share information over a distance. Its development was spurred for both research purposes and military applications. By the 1990s, Internet was widely available, first through a dial-up modem and later with high-speed cable access. Its evolution quickly changed many things, including research opportunities, social networking, shopping, work from home opportunities and more. A perfect example of the awesome networking possibilities, other than online dating, is the opportunity available to students preparing for college. Social networking sites, such as Facebook and MySpace, allow students to meet hundreds of their classmates, prior to arriving on campus. Instead of wondering who they will meet, or being anonymously assigned to a dorm, bonds of friendship can be formed from all over the country, without face to face contact.

PenTeleData was the first in the United States to offer its customers high-speed Internet services over cable lines. Now, with that same fiber-optic cable, some of the PenTeleData partners offer telephone service, and recently introduced Caller ID that displays directly on the television. In addition, our network enables many of the area's largest hospitals to offer TeleHealth, which is the communication that can be as simple as videoconferencing between providers in two locations or as complex as robotic technology.

One can only guess what technology will offer in the next few years, but one thing is certain: *we live in amazing times!*

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## CUSTOMER CONTEST

### JULY 2009

**PenTeleData is giving one lucky winner a family four pack of tickets to see either the Scranton Wilkes-Bare Yankess or the Lehigh Valley IronPigs (winner's choice).**

#### How to play:

Rack your brain to figure out the answer to this brain teaser below.

Then, send us an e-mail with your full name, address, daytime telephone number (where we can contact you), and the answer to the brain teaser to [chat@corp.ptd.net](mailto:chat@corp.ptd.net) All entries must be received by **7/31/09**.

Good Luck! PenTeleData

#### Brain Teaser:

**If you have it, you want to share it. If you share it, you don't have it. What is it?**

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## April 2009 Contest Winner

### FUN FACTS

As each and every cut and polished diamond is the result of the meticulous work of skilled masters, only one polished diamond in a thousand weighs more than a carat.

The first lighthouse to use electricity was the Statue of Liberty in 1886.

The largest movie theater in the world, Radio City Music Hall in New York City, opened in December, 1932. It originally had 5,945 seats.

When the first U.S. Congress set the president's pay at \$25,000 per year, they also established the vice president's salary at \$5,000.

Kittens are born both blind and deaf, but the vibration of their mother's purring is a physical signal that the kittens can feel - it acts like a homing device, signaling them to nurse.

Americans purchase an average of 100 cans of Campbell's Soup every second of every day in the month of January.

The oldest individual to win a medal in the Olympics was Oscar Swahn. He won a silver medal in shooting for Sweden in 1920. He was 72 years old.

The total water content of the oceans on Earth would take one million years to be cycled through the atmosphere as part of the water cycle.

Isaac Newton's only recorded utterance while he was a Member of Parliament was a request to open the window.

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### Congratulations to Nancy Hochrein of Mt. Bethel, PA.

**Nancy was the winner of a Family 4-Pack of tickets to see the Lehigh Valley IronPigs vs. the Louisville Bats on Friday, May 29th.**

QUESTION: What is a five letter word which becomes shorter with two letters added onto it?  
ANSWER: short

### PenTeleData Partnership to Air 30 Yankees Games!

Good things should never end, so we're proud to share that the Scranton/Wilkes-Barre Yankees and Blue Ridge Communications will continue their broadcasting partnership for 2009, an effort that will televise 30 Scranton/Wilkes-Barre Yankees home games from PNC Field.

Through a partnership with Blue Ridge Communications, customers of Service Electric Cable TV as far north as Wilkes-Barre and as far south as Allentown will be able to watch Yankees Baseball during the 2009 season. The increased area will cover more than 350,000 households in Northeastern Pennsylvania and the Lehigh Valley.

### Aphasia Awareness

**"For people without disabilities, technology makes things easier.  
For people with disabilities, technology makes things possible."  
- IBM 1991 training manual, as posted at [www.goodshepherdrehab.org](http://www.goodshepherdrehab.org)**

At PenTeleData, technology is important to us. People are too. That's why we are proud to participate in some of the region's greatest healthcare advancements, including TeleHealth and other programs designed to improve the well-being of our community.

June was National Aphasia Awareness month, and it's a subject very personal to some of us. We are a communications provider - it's what we do, so it's difficult to see a loved one who has trouble sharing their thoughts or opinions. Aphasia is an acquired communication disorder, usually caused by stroke or head trauma, which impairs a person's ability to

process language, but *does not affect intelligence.*

It affects the ability to speak, and sometimes causes difficulty reading and writing.

If you or someone you know is affected by aphasia, you can learn more and help. Visit the National Aphasia Association at [www.aphasia.org](http://www.aphasia.org) for a variety of resources, including public education, research, and support services.

### Would you like to listen to the Lehigh Valley IronPigs' games on the Internet?

*Take me out to the ballgame. Take me out with the crowd.* Most of us cannot make it to every IronPigs game (even the most devoted fans probably miss a few). So, would you like to listen to all 144 Lehigh Valley IronPigs games on the web? Now you can!

Both home and away games are broadcast on the radio by Nassau Broadcasting in Easton (owners of 99.9 The Hawk), via ESPN Sports Monster Radio Network. PenTeleData will audio stream the same announcements on the web. You won't hear the games online anywhere else - these Powered by PenTeleData transmissions are exclusive to the IronPigs' website. *Disclaimer: Hot dog, soda and popcorn not included.*

