2006


Lehigh Valley Health Network

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Reinvesting in Success
2006
Report to Our Member Physicians, Associates and Community

Greater Lehigh Valley Independent Practice Association, Inc.
Lehigh Valley Physician Hospital Organization, Inc.
Reinvesting in Success

The past year has seen the Lehigh Valley Physician Hospital Organization, Inc. and our preferred provider organization, Valley Preferred, achieve record levels of success from many perspectives. Outstanding financial performance, higher customer satisfaction levels, innovative product development, increased physician and customer enrollments; these are some of the more tangible measures of success.

But driving these measurable criteria are less apparent distinctions which have long-defined our organization's modus operandi and serve as more essential reasons for the peak performance manifested in 2006. These include our PHYSICIAN-DRIVEN structure; strong PARTNERSHIPS with providers, insurers, business clients and patients; strategic focus on POSITIONING the organization to address the ever-changing challenges of our industry; and REINVESTING in the quality of our organization to maintain the leadership role we have all worked so hard to define, to pursue and to achieve.

Beyond the balance sheet and positive outcomes of 2006, we have also compounded our long-term commitment to recirculating the financial gains into the future of our organization. This is not an industry that rewards participants for past laurels. We owe it to our constituents to be forward-thinking in planning, and to have the ready resources to put these plans into action. Our performance history shows that this policy of reinvesting, consistently building up the quality in our core competencies, benefits the organization in many meaningful ways. This past year saw these benefits stand out in several milestone achievements, among these:

- Forged new partnerships and product development, like the Lehigh Select multi-tier coverage plan developed in concert with a leading national insurer
- Advanced development of signature programs like our Corporate Health Enhancement Programs
- Bolstered community outreach efforts, exemplified by the highly successful launch of the new Valley Preferred Spirit of Courage Award program
- Pioneered improvements in our physician membership support, including new progress in pay-for-performance, data collection/sharing and Electronic Medical Records initiatives
- Led exploratory efforts toward the formation of a Regional Healthcare Information Organization (RHIO). Secured a Dorothy Rider Pool Trust Planning Grant to help fund this initiative
Subsequent pages contain further details on each of these highlights and several others achieved through our commitment to enhancing the quality of our organization.

Additional validation of our vision and management philosophy is found in a national feature article published in 2006 by the American Association of Preferred Provider Organizations. Along with several of the largest names on the American managed care landscape, our regional organization is showcased as a leader in innovation, possessing a unique working model that has bred significant success. And this is in an industry in which the playing surface is seldom level, the goalposts are always moving, and the field is littered with hundreds of once-robust competitors now either struggling to survive or gone from the game entirely. Why have some failed while others, like our organization, have flourished?

One important answer to that question is that our leadership team has consistently redirected the yields of our success back into the organization’s efforts, initiatives and resources. And we will continue to do so as we aim for even greater, stronger performance in the coming years for the benefit of our member physicians, their patients, our stakeholders and the quality of healthcare throughout the communities we serve here in Eastern Pennsylvania.

As always, we salute the energetic efforts of all who have helped shape our past successes and look forward to working together as we continue to carry our message of Care Beyond the Coverage into the future.

Bruce A. Ellsweig, M.D.
Chair, Board of Trustees,
Greater Lehigh Valley Independent Practice Association, Inc.

Gregory G. Kile
Executive Director
Lehigh Valley Physician Hospital Organization, Inc.

David M. Caccese, M.D.
Chair, Board of Trustees,
Lehigh Valley Physician Hospital Organization, Inc.
Reinvesting in...

CORPORATE HEALTH ENHANCEMENT PROGRAMS

One of our most visible signature services, Valley Preferred's Corporate Health Enhancement Programs provide a spectrum of worksite wellness programs, health awareness tools, health screenings and other ways for employers to initiate a culture of wellness within their company and improve management of health insurance costs. While there are thousands of wellness programs throughout the health care industry, Valley Preferred's model continues to gain traction because it is a uniquely hands-on experience driven by our member physicians. Programs are implemented on a customized basis by members of our own team and have proven to generate meaningful information to help employers and employees pursue healthier lifestyles.

In 2006 we added several new features to our Corporate Health Enhancement Programs and record numbers of employers and employees took advantage of the programs' ever-evolving benefits. Among the enhancements are dozens of new health screening features, improvements to our free online Health Risk Assessments and other wellness services. Due to the dramatically expanded interest among the corporate community, plans are now underway to expand staffing, provide more value-add employee health services and enable Valley Preferred to share this popular Care Beyond the Coverage experience with more companies in 2007.

Jack Lenhart, M.D., Valley Preferred's Medical Director and a leading advocate for our corporate health and wellness programs, is acutely aware of a gap in the current health culture that our Corporate Health Enhancement Programs are designed to bridge. "It's hard to exercise, lose weight or stop smoking. But statistics show that the highest percentages of success are achieved in supportive environments—family support, physician support, workplace support. The system is not currently structured to support a true wellness environment. It's now designed to support episodic, acute treatment. And we're changing that," explained Lenhart.

"The reality is that many people are resistant to visiting their doctor's office for any number of reasons. But they do go to work. So we are reaching them with our series of Corporate Health Enhancement Programs to develop cultures which encourage lifestyle changes."

Lenhart points out that Valley Preferred's Corporate Health Enhancement Programs deliver benefits for key stakeholders in the healthcare continuum:

EMPLOYEES are educated and given tools to take charge of their personal wellness and pursue healthier lifestyles. A primary goal of our program is to identify individuals with health risk factors and compel them to visit their family physicians.
for treatment and continued follow-up. Rather than supplanting the family physician's role, we are enhancing it by identifying new groups of at-risk patients and directing them to their own personal physicians for appropriate treatment.

EMPLOYERS are given a way to initiate a culture of wellness within their company and make a meaningful move toward improved management of healthcare costs. Employers with groups of fifty or more employees now receive aggregate information to identify health risks in their employee population, along with options to address them, like the United Health Manage•ment services of Valley Preferred's Preferred Health Management program.

PHYSICIANS whose patients participate may now be provided with a printed evaluation form from participating members with results of their online Health Risk Assessment. The provision of this form is at the option of the member. It serves to keep physicians in the information loop and provides a time-effective tool with which to make clinical recommendations for improved health. If patients served by Valley Preferred's contracted payers require disease management, physicians can easily refer them to our Preferred Health Management team which will provide patient education, motivation, and regular communication with both patient and primary care physician.

As a result of new improvements made in 2006, health profiles used internally by Preferred Health Management are now streamlined. "We've aggregated both patient reported and physician reported data for more effective health coaching," said Susan Phifer, R.N., Director of Preferred Health Management. "Knowing what both parties are saying is essential to assisting the patient in working through barriers to attaining better health. Practice profile data is now easier for our team to access, review and share in a variety of ways."

Preferred Health Management
Lehigh Valley Physician Hospital Organization, Inc.

INSURERS are given solutions to steer the employee population toward better health practices. The Valley Preferred alliance strengthens employee efforts and opportunities for improved wellness, resulting in healthier employees and reduced absenteeism.

Industry fact:
For every dollar spent by an employer on case management, the savings may be eight times that in terms of reduced healthcare expenses. Savings are due to reductions in inpatient admissions, emergency room use, and fewer chronic disease exacerbations.

— Information source: Calculated by HMS Healthcare, a Denver-based regional healthcare network.

"Thank you for this Health Fair. It alerted some employees to health problems they were unaware of. In doing so, it's very likely some lives were saved."
— Comment from Participant Evaluation Review of Valley Preferred Health Fair conducted for employees of Fabri-Kal Corporation, Hazleton and Mountain Top, PA.

"...thank you for making our Health Fairs a Success. The employees thoroughly enjoyed the knowledge they received through your activities. Thank you for making these unique screenings available to our employees."
— Tara Koehler Benefits and Web Administrator, B. Braun Medical, Inc.
Reinvesting in...

PARTNERSHIPS and NEW PRODUCTS

By exhibiting a strong commitment to improving the quality of our Corporate Health Enhancement Programs, Valley Preferred continues to attract the attention of leaders in the health insurance industry. Several years ago, this commitment to quality was the foundation for an alliance with Oxford Health Plans.

According to a statement issued by Oxford in 2004, “...the goal is to improve the health of members, enhance their quality of life, and lower the direct and indirect costs of healthcare. This is the cornerstone of the relationship forged between Oxford Health Plans and Valley Preferred.”

In 2006, the working model pioneered by this earlier alliance was taken to an exciting new level when Valley Preferred announced an innovative health insurance product called Lehigh Select. Offered exclusively to employers in our geographic core of Lehigh and Northampton Counties, Lehigh Select is a unique three-tiered point of service (POS/PPO) plan that teams the Valley Preferred provider network and our Corporate Health Enhancement Programs with leading insurer HealthAmerica/HealthAssurance.

The three-tiered plan offers subscribers lower out-of-pocket costs when they visit a select group of Valley Preferred providers. The top two tiers of coverage include the HealthAmerica/HealthAssurance network. For Tier One coverage, visiting one of our select providers incurs the lowest out-of-pocket expense and the highest level of coverage. Under Tier Two, employees can access all other HealthAmerica/HealthAssurance participating providers with some additional out-of-pocket expenses. Regardless of which option is chosen, employees enjoy a lower or zero deductible and no referrals to specialists.

The combined resources of Valley Preferred and HealthAmerica/HealthAssurance give this new alliance a powerful array of disease management capabilities. Valley Preferred offers programs for patients with Congestive Heart Failure, Hyperlipidemia, Hypertension and Vascular (including Coronary Artery Disease) while HealthAmerica/HealthAssurance offers programs for Asthma, Diabetes and other special disease case management programs.

According to Robert L. Dawson, President and CEO of HealthAmerica/HealthAssurance, the alliance with Valley Preferred proved attractive for many reasons.

“Valley Preferred has built a strong franchise in the Lehigh Valley with a community partnership of doctors and hospitals committed to delivering local healthcare effectively and efficiently.”

— Robert L. Dawson
President and CEO, HealthAmerica/HealthAssurance

“We were impressed with many of their wellness initiatives, particularly their Corporate Health Enhancement Programs. Valley Preferred’s commitment to customer service and creating cultures of wellness among client employee populations dovetails with our own. By working together, we can
deliver even greater value to Lehigh Valley businesses and their employees.

By concentrating on the formation of strategic partnerships like this, Valley Preferred is focused on addressing the leading concerns of employers today. "Cost and quality of employee health plans remain the leading concerns of companies across America," said Gregory Kile, Executive Director and CEO of Valley Preferred. "Lehigh Select is designed from the ground up to address quality and cost concerns in a meaningful way for employers here in the Lehigh Valley."

Reinvesting in...

CLINICAL INTEGRATION

Building an effective culture of clinical integration throughout the Lehigh Valley Physician Hospital Organization, Inc./Valley Preferred network, we are well ahead of the national curve on integrating information for a composite view on any given patient. The capstone for these efforts will be a network-wide Electronic Medical Records system that will upgrade our data collection and recording capabilities into a faster, more accurate digital environment enabling access to shared information streams and evidence-based best practices.

In our ongoing process to determine the best pathways to take in the incorporation of an EMR system, a survey was conducted during 2006, drawing a substantial response from our physician population. Given the information gathered from this research, we are continuing our assessment of the facts at hand and the options now successfully in place in similar circumstances throughout the United States. Particular emphasis is on exploring creative ways to subsidize or otherwise mitigate start-up and system transition costs for our member physicians. Conversion to any new system will not be an easy process but we remain convinced EMR is an inevitability and, more importantly, a significant opportunity to improve care and help control healthcare costs by providing more timely and accurate information at the point of care.

"One of the main drivers for implementation of EMRs is the need to increase the accuracy of drug prescribing practices. Numerous studies have confirmed widespread and often significant quality issues with prescribing patterns using conventional methods, including illegible handwriting, unrecognized drug interactions, and inadequate attention to potential medication side effects. Studies conducted by the CDC have shown that drug reactions accounted for 2.5% of all ER visits, and nearly 7% of outcomes requiring hospitalization.

Prescribing modules are among the immediate improvements physicians can realize by implementing EMRs in their practice. While not foolproof, the information they can provide has great potential for improving the safety of medication prescribing and use."

— John Jaffe, M.D.
Executive Medical Director,
Valley Preferred

Advancement Toward EMR
Reinvesting in...
COMMUNITY OUTREACH

Successful Launch for New Valley Preferred Spirit of Courage Award Program

The synoptic version of Valley Preferred’s service description is “a community partnership of doctors and hospitals.” The emphasis on community has been a mainstay of Valley Preferred throughout our existence, enhancing our brand and enforcing our belief that goodwill is also good business. This philosophy was taken to a bold new level in 2006 with the creation and launch of the Valley Preferred Spirit of Courage Award program. This effort showcases the courage of ordinary individuals who have performed extraordinary feats of bravery to help others and recognizes key Partners in Prevention in our community.

Valley Preferred teamed with the Burn Prevention Foundation along with the Lehigh Valley Hospital Regional Burn Center and Burn Recovery to implement this program. It was launched in a ceremony at Lehigh Valley Hospital’s Muhlenberg Campus in Bethlehem on September 21 to an enthusiastic crowd of more than 360. Adding to the excitement of the event were a variety of gleaming rescue vehicles and hundreds of fire, police and EMS professionals in full uniform. Twelve award recipients and their unselfish deeds were described in detail by the three Masters of Ceremonies: Gregory Kile, Executive Director and CEO of Valley Preferred; Daniel Dillard, Executive Director of the Burn Prevention Foundation; and Daniel Lozano, M.D., Medical Director of the Lehigh Valley Hospital Regional Burn Center and Burn Recovery.

An enthusiastic crowd of more than 360 gathered under a bigtop tent to honor the recipients of the award. A variety of gleaming fire trucks, EMS vehicles and rescue equipment festooned the grounds, enhanced by hundreds of professional fire, police and EMS officials in full uniform.

"This program is one way to honor those who dedicate their lives to protecting families from the tragedies of burns," said Kile. "We were very moved by the overwhelming support of the community for this event during its first year. Our goals were to heighten awareness for burn prevention and honor those with the courage to save others. Both goals were achieved in dramatic fashion and we thank all those who helped to make this a tremendous success." Planning is currently underway for next year's program which will be held on October 2, 2007.
Valley Preferred Donation Helps Lehigh Valley Hospital Regional Burn Center and Burn Recovery Expansion

In 2006, more than 500 burn victims were treated at the Lehigh Valley Hospital Regional Burn Center and Burn Recovery. Given the growth of our core Lehigh Valley market and the fact that the center serves a 40-county area, this number is projected to increase significantly in the coming years.

To meet this need, the Lehigh Valley Hospital Regional Burn Center and Burn Recovery has planned to double in size. Joining other donors, Valley Preferred made a gift of $32,900 toward the effort with the funds earmarked for a second treatment room, which will be called the Valley Preferred Treatment Room. “Contributions like this enable us to care for more burn patients of any acuity, from critical care up to medical/surgical levels,” said Jacqueline Fenicle, R.N., M.S.N., Director of Patient Care at the center. The project is slated for completion in 2007. Valley Preferred’s donation was made through the “Investing in Excellence Here at Home” campaign conducted by the Lehigh Valley Hospital and Health Network.

An Active Sponsorship Year Across the Community Calendar

A major component of Valley Preferred’s community outreach is to ally with organizations committed to issues of health and wellness consistent with our own. This objective was well-served in 2006.

Major sponsorship and volunteer efforts carrying the Valley Preferred banner throughout the past year include: an expanded role as the Title Sponsor of the Professional Racing Series at the Lehigh Valley Velodrome; active partnership with the American Lung Association through co-branded asthma testing kits and the appointment of Valley Preferred General Manager Laura Mertz to the regional chapter’s board; sponsorship in the Women’s 5K Classic to fight breast cancer; sponsorship and team entry in the American Heart Association’s Lehigh Valley Heart Walk; primary sponsorship in Team Tania’s 150-Mile City to Shore Bike Tour to support research for Multiple Sclerosis; Lehigh Valley Hospital’s 11th Annual Nite Lites, and numerous other community events throughout our 11-county service region.

Community Outreach

In a special ceremony at the Lehigh County Government Center, Valley Preferred was honored for its role as a long-term supporter of the Lehigh Valley Velodrome.

Shown above (from left): Marty Nothstein, COO, Lehigh Valley Velodrome; Bob Martin, Chairman, Lehigh Valley Velodrome Board of Directors; Don Cunningham, County Executive, Lehigh County; Laura Mertz, Valley Preferred General Manager; Erin Hartwell, CEO and Executive Director, Lehigh Valley Velodrome.
"While employers are increasingly turning to condition-based disease management programs and other approaches aimed at complex, high-cost cases, many of them are also focusing on employee wellness. Many employers are working to keep employees healthy and to encourage them to take proactive steps toward better health."

— AAPPO White Paper, “Trends & Innovations in PPO Care Coordination”

Reinvesting in...
ADDRESSING NATIONAL DIRECTIVES

Valley Preferred Exemplified for Innovation in National Report by the American Association of Preferred Provider Organizations

The American Association of Preferred Provider Organizations released a white paper in October, 2006, entitled “Trends & Innovations in PPO Care Coordination.” The document examines care coordination across America’s PPO delivery system and outlines several exemplary approaches used to improve the quality, efficiency and effectiveness of healthcare services. The National Academy of Sciences Institute of Medicine has repeatedly called for better care coordination as a means to improve quality. AAPPO’s paper demonstrates that select Preferred Provider Organizations are using a mixture of tools and innovative care coordination strategies to meet the needs of patients, payers and providers.

Valley Preferred was one of the organizations showcased in the article, along with other industry leaders, whose work is serving to elevate the standards of quality and accountability in patient care. It notes that several years ago, Valley Preferred initiated Preferred Health Management (PHM), a comprehensive care management unit that supplies a variety of care coordination services, including a program that targets chronic conditions frequently found among its members. The article states: “With its PHM program, Valley Preferred uses a hierarchy of ‘triggers’ to identify patients for care coordination. Using a claims pool, the company first examines whether the patient has been admitted to the hospital. Second, the PPO determines whether the patient has been to the emergency room one or two times in the last year. Third, the company looks at whether the patient has been to see his/her physician more than two times in the last year. Valley Preferred also stratifies its patient claims first by dollar amounts, then by disease category, and finally by comorbidity and severity. This process enables the company to identify those patients with the greatest risk of incurring high future healthcare costs.”

The article then refers to some of the Valley Preferred wellness services that we provide under our brand’s performance promise of Care Beyond the Coverage.

“While employers are increasingly turning to condition-based disease management programs and other approaches aimed at complex, high-cost cases, many of them are also focusing on employee wellness. Many employers are working to keep employees healthy and to encourage them to take proactive steps toward better health. PPOs are working with employers and payers to execute wellness and prevention programs. Some tools used for outreach and education in wellness programs include health risk
assessments, workplace screenings, counseling sessions and brown bag health lunches."

Another important component of our unique care/communication architecture—the Physician Self-Audit—was also recognized for its innovative nature and effectiveness.

"Valley Preferred's member physicians participate in a self-auditing program which measures outcomes on a per-patient basis. Physicians also audit their practices to ensure that they are providing evidence-based standards of care for patients with certain diseases. Each physician examines his or her own outcomes using the self-auditing tool. Valley Preferred then reviews and measures the chart audits against national peer standards. Performance-based incentives are offered to those physicians and practices whose quality and efficiency results are consistent with national parameters."

Executive Order for Increased Transparency on Cost and Quality of Healthcare

An Executive Order was issued last summer aimed at federal agencies that provide coverage to nearly one in four Americans with health insurance. The order from President Bush was issued through the United States Department of Health and Human Services and, in essence, asks providers to shape new initiatives to provide consumers with easy-to-use information about the price and quality of healthcare. According to the release issued by the federal agency, "a new information format will enable consumers to make informed choices among doctors and hospitals, and it will help support doctors and hospitals that deliver high-quality care and avoid unnecessary healthcare costs, creating opportunities to improve care and lower the costs."

There are many facets to this Executive Order, and the Valley Preferred public policy team is currently gathering information in order to plan a policy direction in accord with federal directives. Two of our organization's top executives have been involved with the American Association of Preferred Provider Organizations' Public Policy Committee for several years; Gregory Kile is currently committee co-chair and Laura Mertz is an active committee member. Their experience and counsel will be a valuable resource in helping Valley Preferred's public policy team to respond to this mandate.

One section of the order titled "Promoting Quality and Efficiency of Care," calls for the development and identification of approaches that facilitate the provision and receipt of high-quality and efficient care, and that such approaches "may involve pay-for-performance models of reimbursement consistent with current law."
We are now well ahead of the curve on this part of the directive. “We have been doing pay-for-performance for almost a decade,” pointed out John Jaffe, M.D., Valley Preferred’s Executive Medical Director, “and we obviously believe in this method. This has proven to be an effective way to measure quality, reduce variation and adhere to the pathways and protocols of quality healthcare.”

Jaffe cautioned that any new federal standards must be thought through very carefully before they are issued to the national healthcare community. “It’s not as simple as making widgets. There can’t be rigid standards for procedures and care because patient problems are not uniform. We currently do well in pay-for-performance compared to many areas in the country, but even we realize that there are limitations that have to be addressed on an ongoing basis. Our concern at this point is that whatever standards are eventually issued be fair to the physicians and hospitals. There has to be some type of risk adjustment for acuity if you are going to address any individual provider’s or hospital’s care.”

Positioning for Future Growth

Valley Preferred’s move to larger quarters in the Roma Corporate Center ensures the space needed to facilitate growth projected for the coming decade.

Reinvesting in... FUTURE GROWTH

Management Restructuring and Move to New Quarters Readies Valley Preferred for Continued Growth

Born from an idea 15 years ago, Valley Preferred has grown into one of the largest provider sponsored PPOs in Pennsylvania, according to HealthLeaders-InterStudy (a Decision Resources company) from 2006. Anticipating the continuation of this growth, Valley Preferred has made significant changes in management structure and has moved to new, larger quarters.

Summer of 2006 saw Gregory Kile announce the appointment of Laura Mertz to General Manager of Valley Preferred. She has served as Director of Sales and Marketing since Valley Preferred was founded in 1993. Her new responsibilities include management of business activity and development of network relationships for Valley Preferred’s four internal operations: provider relations, business operations, sales/marketing and the Preferred Health Management division. Filling Laura’s shoes in a sales manager role is Selicia Chronister, a seven-year veteran with the organization and former Senior Sales Executive.

The growth of Valley Preferred has also necessitated a move to larger quarters and in December of 2006 the organization moved to a new 13,000 sq. ft. office suite in the Roma Corporate Center on North Cedar Crest Boulevard in Allentown. “To maintain our quality of service and growth, we have been consistently adding qualified personnel to the Valley Preferred team,” Gregory Kile said. “In the process, we simply outgrew our South 12th Street quarters, necessitating a move. We have now secured the workspace we will need to effectively handle the healthy growth our organization has projected for the coming decade.”
Growth Guided by Our Mission:

To ensure high value healthcare, satisfied patients and positive outcomes at an affordable cost.
2006 Year in Review

Greater Lehigh Valley Independent Practice Association, Inc.

- Payer Performance Review Survey conducted among General Membership.
- Drs. Louis Spikol and Richard Battista share their experience on Electronic Medical Records with General Membership.

Lehigh Valley Physician Hospital Organization, Inc.

- Develops Evidence-Based Clinical Guidelines for Asthma, Congestive Heart Failure, Coronary Heart Disease and Diabetes.
- Drives Clinical Integration to next level of Year 3 of three-year plan.
- Electronic Medical Records Survey proves helpful in formulating plans to help practices implement and acquire EMR.

Preferred Health Management

- New upgrades streamline patient referral process and enhance Patient Health Reports used by physicians with patients in their Disease Management programs.

Valley Preferred

- Laura Mertz assumes new role as General Manager.
- Allies with HealthAmerica/HealthAssurance to create Lehigh Select, a new regional PPO health plan.
- Appoints Selicia Chronister as Sales Manager.
- Engages as Presenting Sponsor of Valley Preferred Spirit of Courage Award program.
- Receives International Communicator Award of Distinction for creative marketing campaign.
- Supports expansion efforts of Lehigh Valley Hospital Regional Burn Center and Burn Recovery.
- Corporate Health Enhancement Programs exceed client health fair expectations.
- Customer Satisfaction Survey Results rate Quality of Service — “100% Good/Excellent.”
- Sponsors new initiative with American Lung Association.
- Serves as Title Sponsor of Lehigh Valley Velodrome’s 2006 Professional Racing Series.
- Initiates first Valley Preferred Corporate Challenge Team to compete at Lehigh Valley Velodrome.
- Membership increases 10% since 2005.
- Provider network growth exceeds 3,400 physicians.
- Network payer claims activity since inception (1994) surpasses $1.4 billion.
- Preferred Vendor Program provider participation shows steady gains.
- Dr. Jack Lenhart, Medical Director, discusses Diabetes Prevention and Management on local radio talk shows – WLEV and WCTO.
- Dr. John Jaffe, Executive Medical Director, educates ESPN Sport’s Golf Show listeners on Skin Protection.
**Greater Lehigh Valley Independent Practice Association, Inc.**

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