

Lehigh Valley Health Network
LVHN Scholarly Works

LVHN Weekly-Pocono

Newsletters

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LVHN Weekly-Pocono

Lehigh Valley Health Network

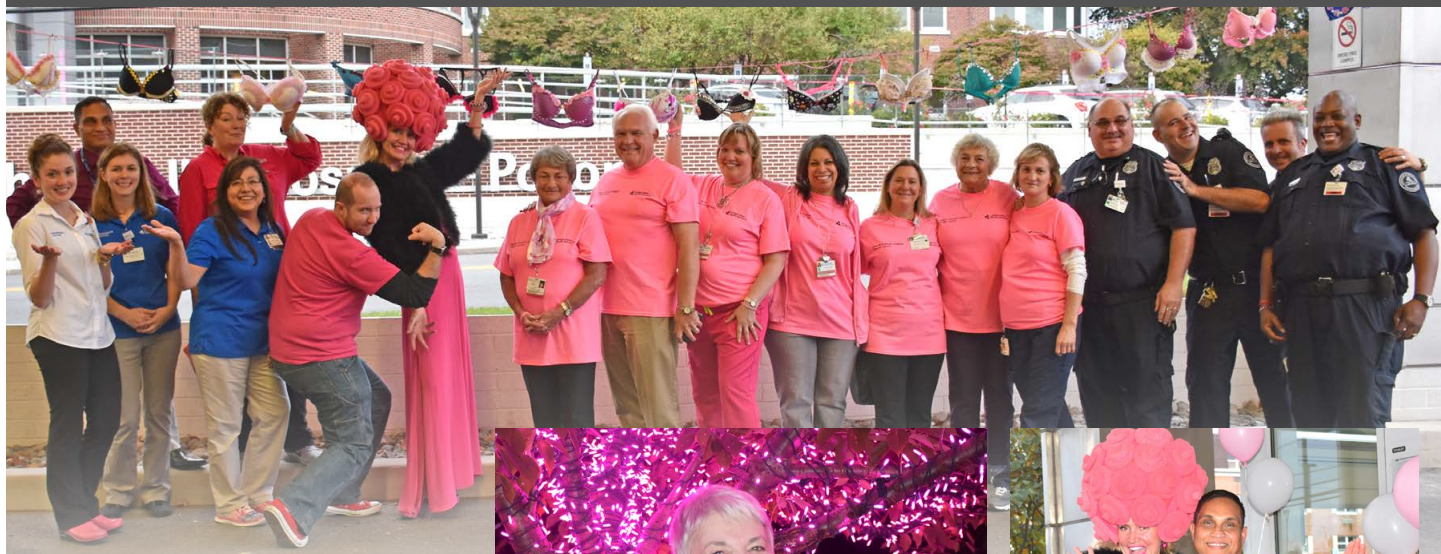
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Pink Light Walk

Wearing pink pants, prints and paraphernalia, colleagues participated in the 17th annual Pink Light Walk. LVH-Pocono held the event in collaboration with East Stroudsburg University in support of breast cancer awareness.

LVHN Surgical Oncologist Lori Alfonse, DO, served as the emcee of the event. Keith Weinhold, Senior Vice President of the LVHN Cancer Institute, spoke about the leading-edge services and technology our health network offers and recognized all the organizations supporting the walk.

The "Tree of Hope," which glowed with thousands of new LED lights, was lit by cancer survivor, Bobbie Long. She thanked colleagues from our Cancer Center team for saving her life, as well as her family, friends and church congregation for their love and constant support.

Margaret the Pink Fire Truck was also a big hit at the event. The team of colleagues who helped organize the event, including Breast Health Nurse Navigator Lutchana Beckford, made the Pink Light Walk a huge success.



The Rewards of Volunteerism



Our volunteers are important members of the LVH–Pocono team. While we appreciate all they do for our organization and community, they too are rewarded by their experience. That is especially true for one of our teen summer volunteers, Angelica Feldman. She says, “Volunteering at the hospital was a new yet wholesome experience. Learning my way around was a challenge, but nobody hesitated to help and direct me the right way. I absolutely adored the senior volunteers. They were all so devoted and generous toward others. I especially enjoyed making new friends. The atmosphere was friendly, and I felt at ease each time I volunteered.” Thanks to Feldman and all our volunteers for helping us heal, comfort and care for the people of our community.

HELPLINE FOR MONROE COUNTY

PoconoInfo is now

CALL **2-1-1**
Get Connected. Get Answers.



United Way
of Monroe County



Helpline for Monroe County: Dial 2-1-1

Connecting with community services is as easy as dialing 2-1-1. Together with Pocono Alliance, United Way of Pennsylvania, the Monroe County Admin Office and Family Service Association of Northeastern PA, United Way of Monroe County has established this one-stop information and referral service to easily provide access to customized human services in our community. More than ever, this resource will help eliminate guessing, unnecessary calls, confusion and feelings of helplessness by having residents reach out through this free, three-digit telephone number.

Out and About

LVH–Pocono colleagues could be spotted throughout our community this week at local events. Their goal: Give people the information they need to live happy, healthy lives. Colleagues were out and about at:

- Jackson Township Fire Company** ▶
- Pocono Leadership Prayer Breakfast** ▼
- Pocono Mountains Red Cross Blood Drive**
- NAACP Kidney Disease Awareness Event**



Medicare Patients of LVHN Providers Eligible for New Affordable Health Plans

Colleagues who know someone who is Medicare-eligible

and has an LVHN physician as a health care provider should let that person know about several affordable 2018 Medicare Advantage health plans through Highmark Blue Shield. These health plans will be made available during the insurance company's annual election period running from Oct. 15 through Dec. 7.

The wide range of plans include a zero dollar monthly premium that will be offered in Lehigh and Northampton counties, and plans with very low price points that will be available in Carbon, Schuylkill, Monroe, Lehigh and Northampton counties.

LVHN entered into a partnership with Highmark Blue Shield last year in order to create long-term health improvements that would lower costs for both individuals and employers.

This press release provides more details on the new Medicare Advantage plans being offered through Highmark Blue Shield.

HIGHMARK BLUE SHIELD ANNOUNCES 2018 MEDICARE ADVANTAGE PLANS FOR CENTRAL PENNSYLVANIA

PITTSBURGH (Oct. 1, 2017) – Highmark Blue Shield announced today a wide range of affordable Medicare Advantage health plans for Medicare-eligible individuals to choose from during the 2018 annual election period, which begins Oct. 15 and runs through Dec. 7, 2017.

"Our plans are simple to understand and easy to use," said Debbie Smith, Senior Vice President of Senior Markets at Highmark. "We offer affordable plans at multiple price points including zero dollar monthly premium plans. We are especially pleased that Highmark's extensive network in Central Pennsylvania includes in-network coverage with our strategic partner Lehigh Valley Health Network."

"Partnering with Highmark for the benefit of our Medicare-eligible population is an excellent adjunct to the recent expansions of Lehigh Valley Health Network into the east-central regions of Pennsylvania," said Gregory Kile, LVHN Chief Insurance Officer. "Our quality care and the flexible options provided by Highmark are a perfect match for optimizing the health of our communities."

Community Blue Medicare HMO, Highmark's most popular Medicare Advantage plan in Western Pennsylvania, will now be available with a zero premium for the first time in Central Pennsylvania. Members pay:

- ▶ No additional monthly premiums
- ▶ No co-pays for primary care visits
- ▶ No co-pays for tier one preferred generic drugs at preferred pharmacies
- ▶ No deductibles



"Seniors tell me they love the idea of zero premium plans, but then ask how much the monthly premium is," Smith noted. "They cannot believe such plans are possible. Yet, Highmark has over 20,000 members enrolled in zero premiums plans who already know they're not too good to be true."

Community Blue Medicare HMO zero premium plans offer members robust medical and prescription drug benefits as well as many supplemental benefits. Like members in other Highmark Medicare Advantage health plans, they can access routine dental cleanings every six months, routine vision care, free SilverSneakers gym memberships, routine chiropractic treatment and hearing aids. Annual wellness exams and preventive health screenings are also included. Consumers can read more about zero premium plans on the [Highmark Health Blog](#).

Community Blue Medicare PPO is Highmark's new product offering for 2018. Community Blue Medicare PPOs offer the same benefits and use a similar network as the Community Blue Medicare HMO plans, with the additional freedom to travel across the United States and find in-network coverage. Detailed descriptions of all Highmark Medicare Advantage plans, including network and pricing are available at [Shop.Highmark.com/Medicare](#).

Highmark's Medicare Preferred Value Network for Pharmacy is another new benefit for Medicare-eligible individuals in Central Pennsylvania. It is one of several ways Highmark helps members save money on prescription drugs. Members who choose to fill their prescriptions at participating pharmacies will save money on prescription co-pays and coinsurance, including a zero dollar co-pay for tier one preferred generic drugs. Participating pharmacies include Giant, Rite Aid, Walgreen's, Walmart, Costco, Sam's Club and other popular retail pharmacies.

Highmark's Freedom Blue PPOs, BlueRx PDP standalone prescription drug plans, and Medigap Blue Medicare Supplement plans round out Highmark's Medicare product offerings for 2018. Medigap Blue members have access to any local hospital in Pennsylvania and any physician of their choice.

TigerText – LVHN's New Secure Messaging System

An app is now available that permits colleagues to transmit clinical and other potentially confidential information safely in a more convenient, efficient way.

Clinicians often need to communicate with a colleague about a patient. How often does this happen?

- ▶ The colleague is on rounds or in the operating room and cannot be disturbed.
- ▶ The clinician phones and waits for the colleague to call back but is tied up when the callback comes.
- ▶ The clinician sends an alpha page asking the colleague to call but runs into the same callback issues.
- ▶ The clinician considers sending a quick text but realizes standard texting applications aren't secure and aren't to be used to transfer patient information.

Such headaches are commonplace and time-consuming. That is why LVHN has taken steps to address the problem with [LVHN Secure Messaging](#), a cellphone, web and desktop app called TigerText that's being used in hospitals across the country. It permits secure exchanges of patient information and other sensitive communications, including photos and video if necessary, in a moment's notice. LVHN also is working with TigerText on the implementation of role-based functionality, which is the ability to assign a provider to a role, allowing a user to text based on a role rather than needing to know who is on call.

"It's very similar to the texting feature in your cellphone with some significant enhancements," says LVHN Chief Medical Information Officer Donald Levick, MD. "It is a much more convenient, efficient way to securely exchange information versus picking up a phone to page someone, then having to wait until that person responds." In addition to the mobile app,



TigerText also offers web and desktop versions.

Levick's team, the information services (I/S) department and various clinicians, began testing the TigerText app in December and have been rolling it out to providers and other departments over the last nine months. While the primary target was clinical departments for the secure exchange of medical information, it's also proven to be a valuable tool among nonclinical departments that have the need for immediate confidential communications. TigerText is available to LVHN colleagues on all campuses who receive supervisor approval, and implementation is ongoing.

"We are working to define pilot programs to our nursing staff at this point," Levick says. "When the role-based functionality enhancement is complete, we will begin to pilot hospital-issued mobile devices for our nursing staff."

As cellular coverage has been an issue in some LVHN facilities and in some specific areas, colleagues always have the opportunity to access the Wi-Fi portion of LVHN's Guest Network. Visit the secure messaging page for [Wi-Fi details](#).

Initially, TigerText went live on Dec. 27, 2016, being deployed to 530 "early introduction customers" – LVH–Cedar Crest physicians and residents. TigerText was deployed to the entire medical staff in January and more recently has been made available network-wide. To date, more than 3,500 colleagues utilize TigerText and the expectation is the system will soon become a crucial element in LVHN communications. Already, more messages are being exchanged through TigerText than through health network pagers. You can [register for TigerText](#) today.

"Pagers have become outdated, and TigerText will likely be replacing them network-wide except for some specific uses, such as code pagers," Levick says. "We still have some things to work out, but I'm sure this will prove to be an invaluable tool in the near future."

POSITIVE PATIENT TESTIMONIAL

"My husband was a patient after a bad motorcycle accident. He spent a week there, and I just wanted to let you know how wonderful the staff was in taking care of my husband. Dr. Scherl and Dr. Kuhn were terrific in stabilizing his leg and giving us peace of mind. He came in as an emergency and was handled with such care. I know he has a long recovery ahead of him, but I am grateful for all the great care he received while he was a patient there. The nurses were wonderful. I am sorry that

I couldn't mention them by name, but since this happened my memory is failing me. The hospital was immaculate and the entire staff was patient and caring. Thank you for your dedication and all the effort that went to my husband's care. Also a thank you to security for keeping an eye on my car that had to be there when I left to transport my husband. Everyone I met was courteous, and operators were always helpful. God bless you all."