On Jan. 3, Pocono Health System became part of LVHN. It was a day of celebration at what is now our eighth hospital campus, LVH-Pocono. After the celebration, colleagues quickly began the process of integrating our organizations. Here’s what has taken place since then.

**Acting President named**
Elizabeth Wise (shown above with anesthesiologist Musa Tangoren, MD) was named Acting President of LVH-Pocono. In her previous role as the hospital’s Chief Operating Officer and Chief Nursing Officer, Wise helped expand services, empowered nurses to participate in decision making and furthered the hospital’s reputation as a quality care provider. She believes the right decisions will always be made if we consider the most important thing: the patient.

**“LVHN Way” introduced**
New colleagues gained an understanding of what it means to be part of LVHN. They learned about PRIDE behaviors and implemented visibility walls and daily huddles to track goals. Managers learned about our mission, vision and brand, performance evaluation process, service recovery, cascading information to colleagues, opportunities for leadership development and more. Department leaders from both organizations came together to begin the integration process.

**Marketing campaign launches**
As Monroe County’s only full-service hospital, LVH-Pocono is the only hospital in the region that provides a comprehensive list of health care services including mother-baby, heart, emergency, trauma, neuro and stroke care, and more. LVH-Pocono gives people access to quality care close to home. To inform people about the hospital’s new name and services, we launched a marketing campaign. Its imagery includes photos from iconic Pocono locations with the message: “Your life is here. Your access to great care is too.”

**ExpressCARE opens**
We opened our first ExpressCARE in Monroe County at the Health Center at Blakeslee to meet community need for more convenient outpatient care. In response to the ongoing trend of cases shifting from inpatient to outpatient care, we made adjustments to staffing at LVH-Pocono to meet patient volume. We’re also pursuing non-labor cost reductions through efficiencies made possible by the merger.

**Emergency department (ED) team formed**
A team of clinical leaders and experts from LVHN and LVH-Pocono are taking steps to enhance care and patient flow in the ED. They’re exploring ways to invigorate and re-energize the ED to enhance the patient experience, reduce expenses, plan for growth and improve the perception of the ED.
FAMILY HEALTH PAVILION TO OPEN THIS SUMMER

When the new Family Health Pavilion opens this summer at LVH–Muhlenberg, it will offer inpatient rehabilitation and obstetric (OB) services in Bethlehem for the first time. Initial planning began in 2011 as a way to bring women’s specialty services to Northampton County. A few years later, leaders revised the plan to include inpatient rehabilitation services.

The new pavilion will help us expand access to services in an area that is experiencing significant population growth. As the health network expands into new communities, it also will help us meet anticipated demand for our expertise in high-risk maternal fetal medicine (MFM), neonatal intensive care in our NICU and services provided at Lehigh Valley Children’s Hospital.

Here’s what we’re doing to get ready for the opening this summer:

► **We’re hiring.** We held hiring events in January and February to fill open positions in the NICU, OB (labor and delivery, mother-baby) and rehab. We plan to fill about 130 positions.

► **We’re integrating services.** Families who deliver at LVH–Muhlenberg will have access to the most comprehensive MFM services in the region through physician-to-physician consults and telemedicine services, as well as access to neonatology and pediatric subspecialists for high-acuity newborns. Patients who need higher level care will get rapid transport to LVH–Cedar Crest.

► **We’re educating colleagues.** We’ll hold simulations and other in-depth education so colleagues can practice their response to various scenarios. Those scenarios are being developed by clinical and operational leadership, and working groups in charge of clinical care, wayfinding, the transfer process, labs, radiology and more.

In Case You Missed It

**LVHN DAILY**

Get details on these stories by searching the corresponding hashtag (#).

► Dr. Nester explains the Communication Cascade in first CEO Update (#CEO)

► Terry Capuano discusses the significance of wearing the LVHN badge (#Terry)

► Meet the presidents of our hospitals and LVPG (#President)

► CFO Ed O’Dea to retire at year’s end (#CFO)

► MyChart Bedside expands (#MyChart)

**OB CAMPAIGN FEATURES REAL PATIENTS AND FAMILIES**

Last fall we launched a campaign to promote obstetric (OB) services in Northampton County. Now in phase two, the campaign is making a big splash throughout the Lehigh Valley with creative new ads celebrating the diversity of our region’s families. And some very special talent is stealing the spotlight: LVHN colleagues and patients.

The campaign — which was developed around the theme “Between Before and After” — promotes OB services at the new Family Birth and Newborn Center opening at LVH–Muhlenberg this summer. It also features real-life patients – moms, dads, babies and siblings – on the parenthood journey.

Last year, we unveiled phase one of the multi-channel campaign with a website, Wheel of Fortune-style billboards and online ads. Phase two includes social media content and our first-ever OB television commercial, which promises to create even more awareness and excitement for services we provide at both LVH–Muhlenberg and LVH–Cedar Crest.

Ads in newspapers and lifestyle magazines will introduce our community to personal nurse liaisons, a new role created to support moms from their first appointment until after baby arrives. A March advertorial scheduled to appear in regional editions of Redbook, Woman’s Day and Good Housekeeping feature Parenting Education Manager Deanna Shisslak and her daughter, Natalie Shisslak Krause, RN, who works on the pediatrics unit of Lehigh Valley Children’s Hospital.

-Sheila Caballero
Creating a New Birthing Experience

Q How are we creating a new birth experience for moms and families?
Creating a new experience involves much more than building our new Family Health Pavilion at LVH–Muhlenberg. We started by framing our decision making around questions that focused on creating an experience that would differentiate us from others, so families wouldn’t want to deliver anywhere else. That helped guide our philosophy of care. We also talked with new moms, pregnant moms and future moms. They told us they want a personal relationship with their health care team and more choice to shape the delivery experience. All women, particularly millennials of child-bearing age, expect great care from LVHN and want to feel listened to and respected.

Q What are we doing to help meet expectations?
A personal nurse liaison will guide care from the first office visit until after baby arrives. The nurse liaison will answer questions, give advice and provide education on the phone and in the office. Providers will have more time during office visits to answer questions and develop relationships. Respect and choice will drive every interaction.

Q How is pregnancy education changing?
Learning styles vary, so we created more educational options including classes, one-on-one education, videos and our free Baby Bundle package available as a mobile app, e-book and in print. Moms will get an After Visit Summary (AVS) after every visit. Some will include links to educational videos. We’ll also have baby bath demonstrations, lactation support, videos and other education at LVH–Muhlenberg before discharge to support the entire family. And MyChart, available on tablets at the new pavilion, will allow families to follow a roadmap of their care.

Q How are we creating a consistent experience?
Our new maternity care pathway standardizes the prenatal experience for moms no matter which provider, office or hospital she chooses. It’s integrated into Epic and tells the team what to cover at each visit. Every mom will get a maternal preference list at 28 weeks. Her provider will discuss labor and delivery preferences at 32 weeks. Together they’ll choose medically appropriate options. Health care is always on a journey to improve. Standardization throughout our Lehigh Valley facilities will improve quality and safety.

Q What choices are included on the maternal preference list?
Moms want more options for managing the discomforts of labor. Some may choose to delay an epidural. Others may want to use a birthing ball or chair, hydrotherapy in the shower, or change positions during labor. Low-risk moms can choose to deliver at LVH–Muhlenberg or LVH–Cedar Crest. We know breastfeeding is best, but moms will choose how they feed their infants, and we’ll support that decision. These preferences and others will be managed through Epic. Everything we’ll do is designed to give families the best possible experience.

-Sheila Caballero

Mary Bianchi, RN
Vice President, LVH–17th Street and Women’s and Children’s Service Line

Visit LVHN.org/welcomebaby.
**ARE WE REACHING OUR GOALS?**

As we strive to achieve our goals related to the Triple Aim (better health, better care and better cost), we’ll use this chart to track our progress throughout fiscal year 2017.

<table>
<thead>
<tr>
<th>Network Goal</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Decrease sepsis mortality</td>
<td><img src="green_icon" alt="Result" /></td>
</tr>
<tr>
<td>Increase MyLVHN engagement</td>
<td><img src="green_icon" alt="Result" /> <img src="green_icon" alt="Result" /></td>
</tr>
<tr>
<td>Inpatient Access</td>
<td><img src="green_icon" alt="Result" /> <img src="red_icon" alt="Result" /></td>
</tr>
<tr>
<td>- Decrease ED length of stay for patients being hospitalized</td>
<td></td>
</tr>
<tr>
<td>- Shorten transfer times between units</td>
<td></td>
</tr>
<tr>
<td>Inpatient Experience</td>
<td><img src="red_icon" alt="Result" /> <img src="red_icon" alt="Result" /> <img src="red_icon" alt="Result" /></td>
</tr>
<tr>
<td>- Meet HCAHPS goals</td>
<td></td>
</tr>
<tr>
<td>Clinical Pathways</td>
<td><img src="green_icon" alt="Result" /></td>
</tr>
<tr>
<td>- Standardize care, improve outcomes and reduce cost for six common procedures</td>
<td></td>
</tr>
<tr>
<td>Ambulatory Diagnostic Service Access</td>
<td><img src="red_icon" alt="Result" /></td>
</tr>
<tr>
<td>- Increase percentage of patients scheduled within five days for CT, MRI, cardiac testing</td>
<td></td>
</tr>
<tr>
<td>Ambulatory Diagnostic Service Experience</td>
<td><img src="green_icon" alt="Result" /></td>
</tr>
<tr>
<td>- Meet Press Ganey goals</td>
<td></td>
</tr>
<tr>
<td>Optimize cost per patient encounter</td>
<td><img src="green_icon" alt="Result" /></td>
</tr>
</tbody>
</table>

**Green** = Meeting our goal  
**Red** = Opportunity for improvement

Goal must be achieved at the end of fiscal year 2017 to earn a Shared Success Plan (SSP) bonus in October.

Results as of Feb. 7, 2017
An ExpressCARE video visit is a new and convenient care option now available to patients who use MyLVHN. Patients with a minor illness or injury can schedule a video visit through MyLVHN. Once connected through the secure portal using a video-capable, web-enabled device, patients can see and interact with an ExpressCARE provider, much like an office visit.

ExpressCARE video visits are a new way to increase patient engagement with MyLVHN.

Patient engagement and interactivity with the portal is a FY17 goal tied to earning an SSP bonus (see page 4).

ExpressCARE video visit facts:
- Video visits are limited to patients age 18 and older who have a minor injury, illness or other non-life-threatening health concern. If you are experiencing an emergency, call 911.
- Providers come from LVHN’s ExpressCARE locations.

The cost of a video visit is $49. Check with your insurance provider to determine if you have coverage for an LVHN video visit.

To access a video visit:
- Log into your MyLVHN account.
- Click the “Scheduling” tab and select “Schedule an Appointment.”
- At the bottom of the page, select “ExpressCARE Video Visit.”
- Select a time/day for your video visit.

In MyLVHN, you’ll receive confirmation in your messages. Under “Upcoming Appointments,” you’ll be able to test your device and connection up to 15 minutes before your appointment.

During your visit, interact with the ExpressCARE provider just as you would at an in-office appointment. Explain your problem, symptoms and other information to help the provider make a diagnosis.

- Jenn Fisher
**BEHAVIORAL HEALTH CARE NAVIGATORS HELP WHEN YOUR LIFE GETS DIFFICULT**

We all want life to be stress-free. Yet many individuals and families face difficulties that may require outside assistance. If you or a loved one is struggling with emotional, behavioral or addiction issues, the behavioral health (BH) care navigation team at Populytics can help.

While some stress is a normal part of life, constant stress can lead to more serious medical problems like depression, anxiety and addiction. Often, life transitions may affect feelings of well-being and cause stress. Getting help from a BH care navigator will assist you in feeling better faster. If behavioral health or addiction issues have surfaced, a BH care navigator can provide you with resources under your LVHN Health Plan.

Free and confidential services are available to all LVHN Health Plan members. Call when you need:

- A referral to a behavioral health or addiction assessment
- A referral to a psychiatrist, therapist, specialty provider or treatment facility for a child, adolescent or adult
- Help developing a care plan, or support integrating back into your life after discharge from an inpatient treatment program
- Information about resources available in the community such as support groups and financial assistance
- BH case management to support a loved one in crisis

- Sheila Caballero

**TWO TRIPS TO FLORIDA**

Colleagues who like Florida should love two extended trips planned by the LVHN Recreation Committee for the latter part of 2017.

**Key West – Oct. 2-6**

This tiny island separates the Atlantic Ocean from the Gulf of Mexico and is actually closer in distance to Havana than Miami. The Caribbean community flavor is unmistakable with streets lined with historic mansions, conch houses, tin-roofed cottages and gardens bursting with colors. Key West is teeming with sidewalk cafes, open-air bars, and world-class pubs and restaurants. This getaway includes round-trip air between Allentown and Key West, and four nights at Sheraton Suites Hotel. For additional details, pricing and registration information, contact Nicole_M.Maranki@lvhn.org.

**A Magical Holiday at Disney – Dec. 5-9**

Spend five days and four nights in one of the great entertainment complexes of the world with four theme parks and two water parks. Available packages include accommodations at Disney’s Pop Century Resort, a four-day park “hopper” ticket that will permit you to move from theme park to theme park at your leisure, and a special Disney dining plan. LVHN’s partnership with Never Grow Up Vacations includes several special extras designed to make your Disney experience even more magical. For additional trip details, pricing and registration information, contact Latoya_S.Mitchell@lvhn.org.

- Ted Williams

**Search the Rec Committee Website.**

PICK UP THE PACE WITH FIRST STRIDES®

Women ages 12 to 112 who want to put some distance between themselves and the nearest couch can sign up for First Strides®, a program that has helped thousands of women embrace walking and running for fitness.

Each spring and summer, First Strides volunteer mentors educate women like (l-r) Marissa Robbins, Lisa Demarre, Linda Fasching and Lisa Boyle about how they can safely start walking and running. Women are grouped with others of like-fitness and learn stretching and warm-up drills to help prevent injuries. The mentors also guide Striders as they build endurance by alternating walking with running, or alternating between slower- and faster-paced walking. The final goal of the 10-week program is to prepare women to participate in a 5K race. (Race location depends on the time of year you select. Separate fee required.)

Sign up today
To register, visit firststrides.wordpress.com. Select the location, day and time that work best for you. Locations include Lehigh Parkway in Allentown, Bethlehem Township Community Center or Hanover Township Community Center.

The website also offers injury prevention and running materials, including a 10-week journal you can use to track your journey to the 5K finish line.

Bonus: The First Strides class fee is reimbursable through LVHN’s Culture of Wellness benefit. When you register, complete the box that asks for your LVHN Health Plan number (formerly Choice Plus). First Strides will track your attendance and submit final records for Culture of Wellness reimbursement. You must attend eight of the 10 classes to qualify for reimbursement.

- Jenn Fisher

CULTURE OF WELLNESS REIMBURSEMENT PROCESS CHANGES

In January, the Culture of Wellness reimbursement process changed because these reimbursements must be taxed to meet the Internal Revenue Code regarding employer wellness program requirements. Here is what you need to know:

- Your reimbursement will be included in your paycheck each pay period as they are processed. On your paycheck, your reimbursement will be listed in a line called “Wellness.”

- There is no change to the submission process. You or the program host will continue to submit any Culture of Wellness claims to Populytics. As always, you can view your claims and usage on MyPopulytics.com.

- Rick Martuscelli
"An ounce of prevention is worth a pound of cure." It's a proverb in which Bill McQuilken believes so strongly, he's devoted his career to it.

McQuilken joined LVHN 10 years ago as Trauma Prevention Coordinator. He spends his days in numerous public settings educating people how to avoid accidents and injuries using these LVHN programs:

► **Safety Town:** Teaches children grades pre-K to third how to be safe in their everyday lives.

► **Distracted Driving/DUI Simulator:** Gives drivers the virtual experience of driving while texting or impaired.

► **Operation SAFE RIDE:** Provides free child safety seats to community members.

► **Car Seat Safety Checks:** Certified child seat technicians ensure they're installed properly.

► **Fall Prevention Program:** Teaches seniors how to be safe inside and outside their homes.

► **Car Fit Program:** Technicians ensure seniors' vehicles provide maximum comfort and safety.

LVHN also provides pedestrian, bicycle and playground safety programs as part of our overall trauma prevention program. “It’s a team effort,” McQuilken says. “Colleagues like Deanna Shisslak (Manager, Parent Education) really have built many of these programs. There are dozens of community partners as well, such as the police, health bureaus and local school districts. If I start listing the people I’m indebted to I’ll forget someone.”

McQuilken developed his passion for helping his neighbors in his first job as highway safety liaison for Pennsylvania Department of Transportation. From there he went to the Pennsylvania chapter of American Academy of Pediatrics to focus on child safety before arriving at LVHN in 2006.

“I’ve made a lot of contacts over those years that have been invaluable in our efforts,” he says. “We’ve grown our initiatives so much since I started, and we know they make a difference.”

A great example is the driving simulator, which McQuilken was able to purchase and modify to feature local police officers and judges. It’s a service school districts would normally pay for, but LVHN offers it for free. Survey data indicates simulator drivers learn from their mistakes. “If more kids wear seat belts because of a simulator experience,” McQuilken says, “then we’ve accomplished something.”

- Ted Williams