

# LVHN QUARTERLY

Spring 2017

Health Center at Palmer Township

## TWO HEALTH CENTERS TO OPEN

**LVHN is extending its commitment to the people of Northampton County by opening two new health centers in the Easton area in June.** With these new facilities, LVHN will have 21 health centers located in six counties to give people convenient access to care close to home.

The ribbon cutting for the Health Center at Easton, 2401 Northampton St., will take place June 9. The two-story, 40,000-square-foot center is located on the site of the former Bimbo and Schaible's Bakeries, which occupied the space for almost 100 years. Colleagues at the Health Center at Easton will begin seeing patients on June 12.

### Services include:

- ▶ ExpressCARE
- ▶ LVPG Family Medicine
- ▶ LVPG Obstetrics and Gynecology
- ▶ LVPG Pediatrics
- ▶ Adult rehabilitation (physical therapy)
- ▶ Imaging (X-ray and ultrasound)
- ▶ Laboratory testing from HNL

On June 14, dedication ceremonies will be held for the Health Center at Palmer Township, 3701 Corriere Road. This two-story, 57,000-square-foot center has a strong connection to Lehigh Valley Children's Hospital. Colleagues at the Health Center at Palmer Township will begin seeing patients on June 15.

### Services include:

- ▶ Our first Children's ExpressCARE
- ▶ ExpressCARE
- ▶ LVPG Bariatric Medicine
- ▶ LVPG Cardiology
- ▶ LVPG Ear, Nose and Throat
- ▶ LVPG Endocrinology
- ▶ LVPG General and Bariatric Surgery
- ▶ LVPG Infectious Disease
- ▶ LVPG Neurology
- ▶ LVPG Obstetrics and Gynecology
- ▶ LVPG Optometry and Optical Effects
- ▶ LVPG Orthopedics and Sports Medicine
- ▶ LVPG Pediatrics
- ▶ LVPG Pediatric Surgical Specialties
- ▶ LVPG Urology
- ▶ Adult and pediatric rehabilitation (physical, occupational and speech therapy)
- ▶ Imaging (X-ray, CT scan, ultrasound, vascular studies, bone densitometry)
- ▶ Diagnostic testing (home sleep testing, cardiac diagnostics, neurology diagnostics, pulmonary testing, audiology)
- ▶ Laboratory testing from HNL

LVHN's commitment to Northampton County will be expanded even further with the grand opening of the Family Health Pavilion at LVH-Muhlenberg on June 19. The pavilion will feature a Family Birth and Newborn Center and an Inpatient Rehabilitation Center.

-Ted Williams

## your TO-DO LIST

### 1. Schedule your remaining PTO.

The last day to use PTO in fiscal year 2017 is Saturday, June 17.

### 2. Complete the fourth quarter bundle by June 30. Click the TLC icon on your SSO toolbar.

### 3. Visit the Health Center at Easton.

Attend the Community Open House on June 10, 10 a.m.-noon. RSVP at [LVHN.org/EastonEvent](http://LVHN.org/EastonEvent).

### 4. Tour the Health Center at Palmer Township.

Attend the Community Open House on June 14, 5-8 p.m. RSVP at [LVHN.org/PalmerEvent](http://LVHN.org/PalmerEvent).

### 5. Tour the Family Health Pavilion at LVH-Muhlenberg.

Attend the Community Open House on June 19, 5-8 p.m. RSVP at [LVHN.org/FamilyEvent](http://LVHN.org/FamilyEvent).

# HELPING PEOPLE WITH AFib



Robert "Buzz" Hill  
LVHN WATCHMAN™  
Recipient

In one of our latest marketing campaigns, we're sharing information about atrial fibrillation (AFib) and a treatment option with people who may have the condition.

## What is AFib?

AFib is a common heart rhythm condition. Many patients with AFib are prescribed blood-thinning medication that prevents blood clots from forming in the left atrial appendage, a finger-like projection that can trap blood and cause a clot. If the clot escapes, it can cause stroke.

## Alternative to blood thinners

For patients who have difficulty taking blood thinners, LVHN offers an FDA-approved alternative called WATCHMAN.™ The umbrella-like device is threaded through a vein in the groin to the left atrial appendage where it is deployed. Over the course of several months, tissue grows over the device,

effectively blocking the left atrial appendage and preventing a clot from forming.

## How we're sharing information

Patients or potential patients who fit certain demographic profiles or who have searched online for information about AFib are seeing ads on Facebook and Google about our heart program. Potential patients have an opportunity to download a guide with details about AFib and WATCHMAN.

-Jenn Fisher

get more INFORMATION

Visit [LVHN.org/watchman](http://LVHN.org/watchman).

In Case You Missed It

## LVHNDAILY

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

- ▶ Dr. Nester delivers the State of the Health Network Address (**#CEO**)
- ▶ LVHN plans for the future of health care in Hazleton (**#Hazleton**)
- ▶ Meet the 2017 Friends of Nursing Award Recipients (**#FON**)
- ▶ Three departments moving to Three City Center (**#3CC**)
- ▶ LVHN, VA agreement expands Veterans Choice Program (**#Veterans**)

# COMMUNICATION CASCADE UPDATE



We continue to introduce new ways to share information and communicate with one another as part of the Communication Cascade, which highlights the role of leaders in keeping you informed. We launched the Communication Cascade to improve communication between management and staff, which is one opportunity colleagues identified in the Colleague Survey. The Communication Cascade includes:

- ▶ **State of the Health Network addresses** – LVHN President and CEO Brian Nester, DO, MBA, FACOEP, recently presented the first of two annual addresses. Watch the video or read about it on LVHN Daily by searching **#CEO**.
- ▶ **CEO update** – Each month, Dr. Nester talks about a timely topic in a video. Search **#CEO** on LVHN

Daily each month to watch the video or read what he said.

- ▶ **Town Hall meetings** – Presidents of our hospitals and LVPG are holding Town Hall meetings to update you on health network and site-specific news.
- ▶ **Department meetings** – When your supervisor shares the headlines from LVHN Weekly, ask questions or read the full story on LVHN Daily.
- ▶ **PRIDE rounding (shown above)** – Every other week, leaders will visit units to talk with colleagues about their successes, challenges and questions.
- ▶ **Casual Conversations** – Leaders will invite a small group of colleagues to discuss ways to make LVHN even better.

- Rick Martuscelli

# CREATING A GREAT PLACE TO WORK



**Lynn Turner**  
Senior Vice President and  
Chief Human Resources Officer

## **Q** What characteristics make an organization a great place to work?

Before I joined LVHN in February, I worked for an organization that appeared on the Fortune 100 Best Companies to Work For list nine times. I learned that great places to work give employees the opportunity to pursue their passions and flourish in an environment of professional and personal development. These organizations also consistently recognize employee accomplishments, have a work environment that encourages innovation, and attract and retain an experienced workforce. These characteristics help employees feel personally and professionally fulfilled, which is perhaps the most important step in building and sustaining a successful organization. LVHN already has these characteristics and is a great place to work. I'm excited to help make it even better.

## **Q** How will you make LVHN an even better place to work?

We need to create an exceptional colleague experience from the minute an individual is contacted by our talent consultants until they choose to exit the health network. We can accomplish this by creating an exceptional welcoming experience,

supporting colleagues professionally and personally throughout their career, and celebrating the successes of our workforce. It will not be one thing, but many things that will create an environment in which LVHN will continue to be recognized as the employer of choice in the region.

## **Q** How are we using the Colleague Survey results to enhance colleague satisfaction?

The survey provides a good baseline of what we do well and where we have opportunities for improvement. Survey results tell us one thing we can improve is the visibility of our leaders. We're taking steps to make leaders more available to you through the Communication Cascade. The presidents of our hospitals and LVPG are holding Town Hall meetings to give you health network and site-specific news, as well as answer your questions and hear your feedback. Leaders throughout the organization are rounding on different units during different shifts to learn about your success, challenges and questions. They'll also be hosting Casual Conversations with small groups of colleagues for more face-to-face, two-way communication. Learn more about the Communication Cascade on page 2.

## **Q** How will we ensure colleague satisfaction is always a top priority?

There are two things we will do. First, one of our health network goals in fiscal year 2018 (FY18) will be related to our commitment to colleagues. The specifics of that goal will be announced near the beginning of FY18 this summer. Second, we will conduct Colleague Surveys more frequently to ensure we are following up on our actions and implementing tactics to make LVHN a great place to work and receive care.

- Rick Martuscelli

read more Q&As

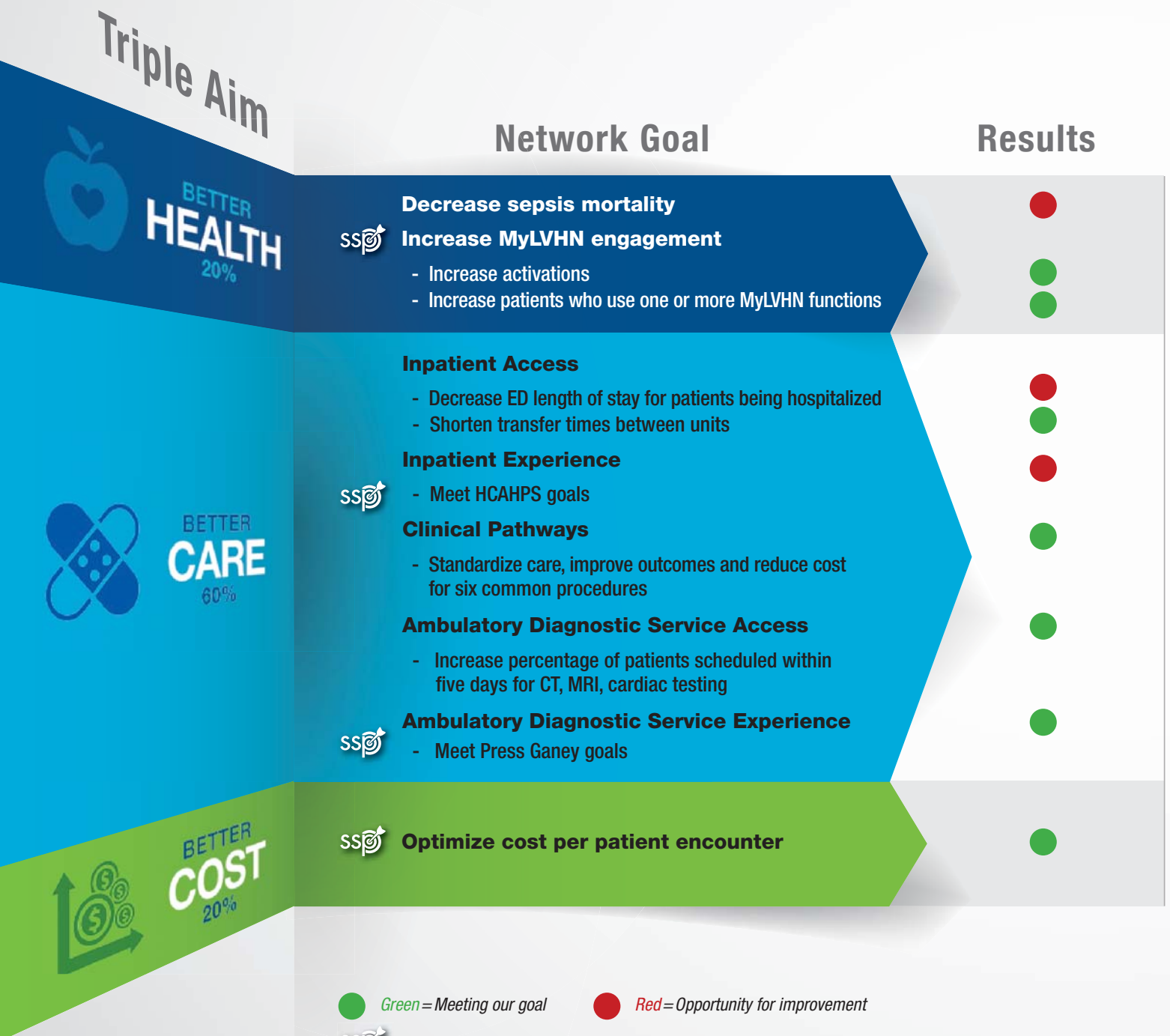
**LVHNDAILY** 

Search #Q&A for information on many topics.




# 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.



● *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 May 10, 2017*

# A PATHWAY FOR PATIENT SUCCESS



**Patients who elect total joint replacement at our Lehigh Valley campuses know what to expect throughout the surgical process thanks to our clinical pathway for total joint replacement.** Soon, patients at our other campuses also will receive care based on the pathway.

The concept is based on the principles of lean manufacturing – also used in health care – as a way to standardize processes, remove waste and improve value for customers. The pathway is helping us meet our Better Care goal (see chart on

page 4) and improve patient satisfaction scores.

A collaborative team including (l-r) Amy Seng-DeLong, Eric Lebby, MD, and LouAnn Newman looked at ways to remove variation in care by standardizing and streamlining processes. Here's a look at the improvements:

- **Standardized education** – Creating an enhanced experience starts with setting expectations through standardized education for patients and families throughout the continuum of care.

- **Streamlined processes** – The pathway streamlines surgical methods, pain management, rehabilitation and other processes to reduce variation on more than 2,000 surgeries annually.
- **Supply chain savings** – We standardized the items in our supply chain to achieve competitive prices.
- **Standardized order sets** – Consistency of care allows us to adopt best practices and improve outcomes such as mobilizing patients the day of surgery.
- **Daily huddles** – Collaborative huddles enhance information sharing and insight to ensure patients remain on the pathway or receive interventions as needed.

Following the pathway is the right thing to do for our patients and has resulted in fewer infections, decreased length of stay, lower costs and reduced readmissions.

- Sheila Caballero

# CREATING AN EXCEPTIONAL CUSTOMER EXPERIENCE



**It's our mission to care for everyone in our community.** When people are sick, we call them "patients." We also help people stay well to avoid becoming a "patient." As we fine-tune our focus on delivering an exceptional experience, we're using the word "customer" to describe everyone we encounter: patients, families, visitors and community members.

To create a consistent, exceptional customer experience at every LVHN touchpoint – and to help us meet our experience goals (see chart on page 4) – we developed a new structure containing groups that concentrate on specific issues and tactics.

**The Customer Experience Steering Committee** leads our work to build lasting relationships with customers and oversees the task forces below. The goal: Make LVHN among the nation's best in delivering an unsurpassed experience.

**The Fundamental Operations Task Force** focuses on our physical environment and day-to-day work. For example, it ensures all areas are clean, damaged furniture and facilities are repaired, and signs help people find their destination. One of the group's first projects: Welcoming wayfinding that helps families find LVH-Cedar Crest's Children's Specialty Center (see rendering).

**The Physician Communication Task Force** helps physicians practice communication techniques that

drive patient satisfaction. These techniques include skills for listening, being respectful, explaining things in ways patients can understand and participating in collaborative rounds.

**The Personal Connections Task Force's** work involves giving patients a warm welcome and fond farewell. Deliberately operationalizing service into the admission and discharge processes is an example of what it's doing.

**The Analytics/Masurement Task Force** uses data to help task forces know where to focus their work for the greatest return. Currently, the team is reducing the number of questions on patient surveys so more patients who had a great experience take time to respond.

**The Patient/Family Advisory Council** will give community members a voice in our journey to create an exceptional experience. The group is forming now and will begin meeting this summer.

- Rick Martuscelli

LVHN Quarterly is a magazine  
for LVHN colleagues.

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## DETAILS ABOUT MyTOTAL REWARDS

Your health and financial wellness are important to us, and you deserve to be rewarded for all you do for our patients, their families and one another. To give you a better understanding of your total rewards package, LVHN provides MyTotal Rewards.

Accessible from the Employee Self-Service page on Lawson, MyTotal Rewards is an online statement you can review to gain an understanding of everything LVHN provides as part of your total compensation and benefit package. Your statement is specific to you and provides information about your:

- **Compensation**, including your base pay, bonuses or incentives, differential pay and other compensation on an annual and year-to-date basis.
- **Health care and income protection benefits**, including your medical, dental and vision plans, flexible spending account, life and disability

insurance plans, and other benefits provided by LVHN.

- **Retirement**, including your pension, matching 403(b) or 401(k) and other benefits that help you plan and save for life after LVHN.
- **Work and life balance**, including details about your paid time off (PTO), sick time, tuition reimbursement, Culture of Wellness benefit and more.

The information on your statement is updated periodically and available for you to review and print any time on Lawson

- Rick Martuscelli

### how to find LAWSON

Click the **Lawson icon** on your SSO toolbar.

## SAY 'THANKS' WITH PRIDEpoints



### John F. Kennedy had a way with words.

"We must find time to stop and thank the people who make a difference in our lives," he said.

Most of us spend the majority of our time with colleagues. How about thanking them for a job well done?

It's easy with LVHN's PRIDEpoints portal. It's accessible from your SSO toolbar. Click to launch PRIDEpoints and then select "Send ecard." You can choose from dozens of work-appropriate cards, plus others celebrating or acknowledging milestones in life, such as birthdays and anniversaries.

### Kudos, Barbara!

Regional Heart Center Administrative Partner Barbara Kozak (pictured) has received the most non-birthday cards of all colleagues since the system launched last fall. "What I like most about receiving and sending PRIDEpoints cards is that it's a fast and easy way to recognize someone for their special efforts no matter how small," she says, "because sometimes small acts of kindness make a big difference."

### 21,000 cards and counting

Between November 2016 and April 2017, more than 21,000 ecards have been sent to colleagues. Additionally, 1,552 colleagues received \$35,400 in points from leaders that they can redeem for gift cards and other prizes.

Human resources (HR) hopes to roll out the PRIDEpoints program to our other hospital locations in the latter part of fiscal year 2018.

- Jenn Fisher



## REFER A NEW HIRE AND EARN A REFERRAL BONUS



**Makayla Snyder (left) referred her mom, Analesa (right), for a position as a medical assistant.** Now Makayla, a medical assistant at LVPG Ear, Nose and Throat—17th Street, is eligible for a referral bonus. You can earn one too when you refer qualified candidates for select Lehigh Valley-based positions.

Referral bonuses are being offered for experienced nurses, physical therapists, experienced I/S professionals and medical assistants in the

Lehigh Valley. When you help us attract qualified candidates by referring individuals within your social and professional networks, you could be eligible for up to \$1,000 in bonuses for each new hire.

While we are only able to offer referral bonuses in areas of greatest need, we continue to work diligently to fill positions throughout the health network. Doing the right thing for patients is always the right decision – that includes our

fiscal responsibility to the health network and our community.

**Earn up to a \$1,000 bonus for referring qualified:**

- Inpatient RNs\*
- Home care and hospice RNs\*
- Rehabilitation RNs\*
- Physical therapists
- I/S professionals (excludes entry level positions)

**Earn up to a \$500 bonus for referring qualified:**

- Medical assistants\*

*\*Minimum of one-year experience*

Referral bonuses are available for a limited time. Half of the award will be paid after successful completion of the employee orientation (or 60 days of active employment). The other half will be paid after one year of service.

*- Sheila Caballero*

### make a REFERRAL

1. On **LVHN.org**, search “Employee Referral Form” or...
2. On **HR’s intranet site**, click the “Quick Links” drop-down menu.

## BOARD THE BUS FOR NYC



**LVHN’s Recreation Committee is sponsoring a bus trip** to one of the finest scientific and cultural institutions in the world, the American Museum of Natural History in New York City, on Tuesday, July 11.

The world-famous museum, which was founded in 1869, is currently featuring exhibits on the unique and diverse culture of Cuba, rarely seen mummies of ancient Egypt, and the Titanosaur, a 122-foot long member of the last surviving group of long-necked dinosaurs. The price of the trip includes access to all of these exhibits as well as an amazing IMAX presentation on the Humpback Whale, and a space show titled “Dark Universe” at one of the nation’s foremost planetariums.

The bus leaves the rear parking lot at LVHN—Mack Boulevard at 8 a.m. and arrives at the museum at 10 a.m. You’ll have free time to wander the museum and grab lunch before the group tour begins. The bus leaves New York at 5 p.m. and arrives back at LVHN—Mack Boulevard at 7 p.m.

Tickets are \$80 for adults, \$70 for students and seniors age 65 and older, and \$55 for children ages 2-12. Contact Denise Hill at 484-862-3410 or [denise.hill@lvh.com](mailto:denise.hill@lvh.com) for more information and registration forms. Payment and reservations must be received no later than June 15.

For more details about the American Museum of Natural History and dining menus for its food court, visit [amnh.org](http://amnh.org).

*- Ted Williams*

**Marketing and Public Affairs**

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## HER PLATFORM: HEART HEALTH



**As a young girl, Kaitlyn Lucas loved performing on stage.** She dreamed about becoming the next Disney Channel star and took steps to get a Los Angeles agent. Then came an invitation to participate in a beauty pageant.

Currently a medical assistant at LVPG Pulmonary and Critical Care, Lucas attended her first pageant at age 12 and got hooked. More pageants followed. In 2016, as she was preparing for her next competition, the unexpected occurred.

The day started normally. She ate healthy and went to the gym for her regular workout. But something was off. She felt unusually fatigued and her face

was flushed. That night, she awoke from a deep sleep with symptoms similar to heart attack – palpitations, chest pain and shortness of breath.

Tests revealed pericarditis – an inflammation of the fluid-filled sac surrounding the heart – sometimes caused by strep throat. After several days, she was discharged from the hospital with medication and instructions to see a cardiologist.

Lucas eventually returned to her regular routine and pageant life. She uses her platform as Miss Pennsylvania International 2017 to educate others about heart health. “I didn’t choose my platform, my platform chose me,” she says.

Today, Lucas has regular checkups with her cardiologist and takes preventive antibiotics at the first sign of sore throat to avoid strep-related pericarditis. She also lives by the American Heart Association’s (AHA) Life’s Simple 7: get active, control cholesterol, eat better, manage blood pressure, lose weight, reduce blood sugar and stop smoking.

Lucas is taking classes to earn her bachelor’s degree in nursing. She’s also working with the AHA to promote CPR in high school curriculums. While she learned the hard way that no one should take their health for granted, she also knows little changes can make a big difference. It’s a message she’s happy to share with others.

- Sheila Caballero