

## Convenience Campaign Launches in the Lehigh Valley

This message is from Brian Nester, DO, MBA, FACOEP, Lehigh Valley Health Network President and Chief Executive Officer.

The campaign – which tells people to call, click, walk in or have a video visit – will be phased in at LVH-Hazleton as new convenience features are implemented here.



**We live in the age of convenience.** When you want a product or service, you'll likely choose the one you can get with a few clicks on an app. Today, convenience increasingly drives which businesses we patronize, and which products and services we choose in our daily lives.

Health care consumers expect convenience too, and the industry is in a race to meet and exceed those expectations. At LVHN, we are rapidly embracing convenience. As the region's health care leader, we've taken steps to make it easier for people to make an appointment and access our services so that they have an exceptional experience from the first moments they consider us for care. By allowing patients to schedule their own appointments and tests, we're also strengthening our ability to partner with patients to help them achieve optimal health. Convenience is not only good strategy; it's the first sign of respect we can give people. It's also the first step in our journey to deliver our world-class care in more convenient ways.

On July 18, we launched a "convenience campaign" in the Lehigh Valley region. The campaign asks you to imagine a health network that gives you what you expect when you need care. That health network is LVHN, where you can:

- ▶ **Call** 888-402-LVHN (5846) to access LVHN services.
- ▶ **Click** a "Find a Doctor" profile on LVHN.org to schedule an appointment with a new primary care provider, or log into MyLVHN to schedule with one of your current providers.
- ▶ **Walk in** to an ExpressCARE without an appointment to get treatment for a common illness or minor injury, or one of our ERs if the illness or injury is more serious.
- ▶ **Have a video visit** 24/7 if you are age 18 or older and have a minor illness or medical concern.

This is more than a campaign. It's a shift in the way we present ourselves to the community. As an LVHN colleague – and an ambassador for our health network – you play an important role. The patient experience begins with providing convenient access, but it continues with the service you provide. Remember: Excellent service is not an extra. It's an expectation. So, continue to do the things you're likely already doing. Greet people warmly, listen attentively, answer their questions, ensure all their needs are met before ending the interaction, and do all the small, but important, acts specific to your job that help our patients and their loved ones feel they come first.

At LVHN, our passion for better medicine will always drive us to provide high-quality care. People expect that of us too. Now, it's time for us to affirm that access to high-quality care at LVHN is just a call, click or footstep away. To succeed, all 17,000 of us need to deliver on our promise to put patients first. Keeping in mind that colleagues' roles and responsibilities vary from site to site, leaders will be sharing more information in the months ahead about what you need to do to help LVHN become a role model for convenience and service in health care.

I'm excited to move forward on this journey because you and your colleagues will give the people of our community what they expect: convenient, patient-first care at their moment of need.



### CONVENIENCE IN HAZLETON

- ▶ Click [LVHN.org/Find A Doctor](http://LVHN.org/Find_A_Doctor) to make an appointment with an LVPG-Hazleton provider.
- ▶ Walk in to ExpressCARE at the Hazleton Shopping Center.

## Leadership Rounds Continue

LOCATION	DATE AND TIME	LEADER
7th floor	July 25 at 6 p.m.	John Fletcher
5th floor	July 25 at 11 a.m.	Anthony Valente, MD
5th floor	July 27 at 4 p.m.	Anthony Valente, MD
4th floor	July 27 at 5 p.m.	Michael Golden, RN
3rd floor	July 27 at 4 p.m.	Murray Swim
2nd floor	July 27 at 10 a.m.	Michele (Konitzer) Roberts, RN
ED	July 27 at 10 a.m.	Melissa Curto

## LVHN Cancer Center–Hazleton is Recipient of Loves to Care Initiative

**Subaru and The Leukemia & Lymphoma Society (LLS)** have partnered to bring life to the Loves to Care initiative in close to 500 Subaru retailers across the country. Together, they will spread love and warmth to patients with cancer with small, but meaningful gestures. LLS and Subaru are donating more than 38,000 blankets and messages of hope, written by Subaru customers, to patients across the country, as well as arts and crafts kits to children battling cancer. Recently, Hazleton Fairway Subaru brought the Loves to Care initiative to LVHN by donating blankets to the LVHN Cancer Center–Hazleton for its patients.



(L-r) The Leukemia & Lymphoma Society Campaign Manager Monique Riotto, Oncology Operations Manager Cynthia Ruch, Oncology Nurse Navigator Renee Taylor, RN, Fairway Subaru General Manager Albert Corazza, and Clinical Trials Nurse Donna Curtis, RN.

## New Vice President of Colleague Rewards



**David Burrack** has been promoted to Vice President of Colleague Rewards. In this role, he will focus his efforts on providing rewards that create the best possible colleague experience. It's one more way we are making colleagues a priority at LVHN.

SAVE  
THE  
DATE

## Stroke Symposium

**The Stroke Journey:  
From Diagnosis to  
Treatment to Recovery**

Sponsored by LVH–Hazleton

Oct. 6, 8 a.m.–2 p.m.

Capriotti's Palazzo

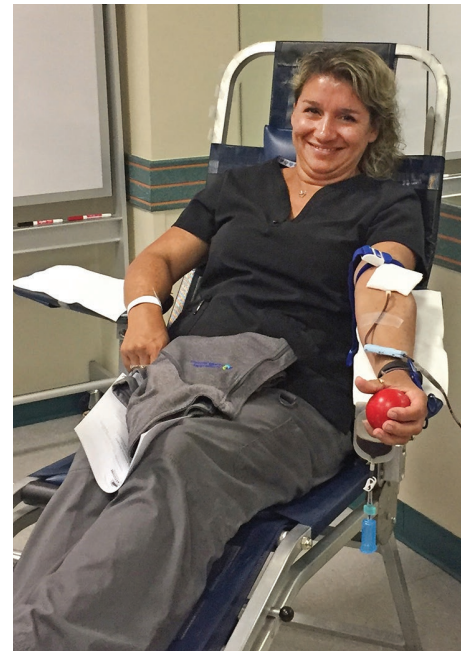
1 Banks Ave., McAdoo



## Colleague and Community Engagement



**Outpatient Dietitian and Certified Diabetes Educator Molly Sweeney** hands a member of the Active Adult Center in Hazleton a fresh serving of blueberry salsa and chips. While demonstrating how to prepare the salsa, Sweeney educated the members about the importance of healthy snacking.



**Lori Sullivan, RN, Gunderson Center for Inpatient Rehabilitation**, took the time to save a life at the recent Miller-Keystone Blood Center blood drive at LVH-Hazleton. Thank you to Lori and all colleagues who took the time to donate.



**Colleagues on LVH-Hazleton's seventh floor**, including (l-r) Krista Marinock, RN, Joyce Greshko, RN, Molly Joyce, RN, Missy D'Ancona and Jacinta Weeks, LPN, enjoy a flower arrangement sent by a patient to thank the entire staff for always going above and beyond in her care.

## JENKINS AND KARPOWICH TO RETIRE

Colleagues are invited to a Retirement Reception honoring LVH-Hazleton retirees

**Ellen Jenkins**  
Patient Financial Services  
and

**Linda Karpowich, RN**  
Fourth Floor Med/Surg

Monday, July 31 • 1:30-2:30 p.m.  
Hospital cafeteria





## Grand Opening at Lehigh Valley Children's Hospital

**Children being treated for cancer** at Lehigh Valley Children's Hospital now have a new facility to go to for care that is not only child-friendly but entirely devoted to the health problems of children.

The Children's Cancer and Multipurpose Infusion Center is the final piece to the Children's Specialty Center at 1210 S. Cedar Crest Blvd., on the campus of LVH–Cedar Crest.

When the service begins taking patients on July 24, the entire building will be devoted to pediatric specialties. All of these services are part of Lehigh Valley Children's Hospital.

The goal of the Children's Specialty Center is to provide an environment that is as comfortable for children and as convenient for their families as possible. The Children's Cancer and Multipurpose Infusion Center is typical of the surrounding pediatric specialties in that it provides numerous kid-friendly amenities in an attempt to put children and their families at ease in often difficult circumstances. And few circumstances are more difficult than a cancer diagnosis for a child.

"This new Children's Cancer and Multipurpose Infusion Center represents hope against a disease that occurs regularly and randomly, and spares no ethnic group, or no socioeconomic or geographic region," says Brian Nester, DO, MBA, FACOEP, President and Chief Executive Officer of LVHN. "The good news is with major treatment advances in the past few decades, children with cancer are surviving longer than ever. And with research and clinical trial collaborations such as the one involving the LVHN Cancer Institute and Memorial Sloan Kettering Cancer Center, the news will continue to get better."

LVPG Pediatric Hematology Oncology–Muhlenberg in Bethlehem, which features providers Nathan Hagstrom, MD, Lydia Boateng, MD, and Felipe Bautista Otanez, MD, will be relocated

to the larger Children's Cancer and Multipurpose Infusion Center space, which includes the following amenities:

- ▶ **5 infusion bays; 4 exam rooms** located in the main open area of the unit. Each infusion bay has a TV set equipped with a gaming system.
- ▶ **2 negative pressure/isolation infusion rooms** for children who can't be exposed to an open environment with the rest of the infusion bays
- ▶ **Procedure room** where certain procedures such as lumbar punctures can be performed in the unit rather than in a hospital setting, which wasn't possible in the Bethlehem facility
- ▶ **Family resource room**, a dedicated space for families with lockers to store items, educational materials and computers
- ▶ **Teen game room** featuring a TV and gaming system more appropriate to older children. The room also includes an infusion chair.
- ▶ **Tree of Life**, a painted column and lighting installation created by the nonprofit Splashes of Hope

Providers won't only be treating patients with cancer at the center. They'll also be seeing children with hemophilia and gastrointestinal conditions requiring infusion services. In the future, they also will be seeing rheumatology and Niemann-Pick type C clinical trial patients as well.

"By moving the center from our Muhlenberg campus to the Cedar Crest campus, we're consolidating care," says Hagstrom, Chair of Pediatrics at LVHN and Lehigh Valley Children's Hospital. "Now the cancer center is near surgeons, radiologists and imaging services, radiation oncologists, the inpatient unit and our Children's ER. Children and their families have easier access to all these things, and the people taking care of them have easier access to each other."