



What is Lehigh Valley Flex Blue?

I hope you're having a great summer and taking some well-deserved time off to recharge your battery. A little R&R is important so you can be at your best for our patients.

Another thing that helps us be at our best is a quality health insurance plan. We're fortunate to have such a plan at LVHN. However, many people in our community face a difficult decision every year when choosing a health plan. People often get confused because they don't understand the intricacies of all the health plans available in the market. Most of all, they're afraid they'll have to sacrifice the quality of their coverage – and their care – to get a plan they can afford.

To make it more convenient for people to make a decision, LVHN and Highmark Blue Shield created a new health insurance plan called Lehigh Valley Flex Blue. Available to individuals and employers, Flex Blue provides cost-effective options that ensure people have access to our hospitals and doctors, and others consistently recognized for quality care.

People enrolled in Flex Blue benefit from greater coordination of care between the insurer and our health network. LVHN and Highmark share data and resources so participants can get the preventive services, tests, follow-up care and education they need with the greatest efficiency and without duplication of services. This improves the care experience for patients and lowers health care cost trends.

During the open enrollment period for health insurance this fall, you'll see advertising about Flex Blue. Tell you family and friends about its benefits, and encourage them to enroll.

Speaking of the fall, that's when I'll present my next State of the Health Network Address. At the Leader to Leader meeting on Sept. 21, I'll recap fiscal year 2017 and look forward at the opportunities ahead of us. A summary of the presentation will be shared with you the week of Sept. 25.

Here's a preview: The state of our health network is strong; and it's strong because of you. Thank you for all you do to make LVHN great. Enjoy the rest of your summer.

LVH-Schuylkill colleagues will continue to be covered by their current health plan, not Lehigh Valley Flex Blue.



ABOUT ME: My name is Brian Nester, DO, MBA, FACOEP, and I am the President and Chief Executive Officer (CEO) of Lehigh Valley Health Network (LVHN). I came to LVHN in 1998 as the Director of LVH-Muhlenberg's Emergency Department. Prior to becoming President and CEO in 2014, I served as the health network's Chief Strategy Officer. I am originally from Reading, and I'm proud to lead an organization that continually strives to provide better health and better care at a better cost for the great people of our community.

HAVE IDEAS OR ITEMS FOR LVHN WEEKLY-SCHUYLKILL?

We want to know about what's going on in your department. Please send inquiries to Michael.Peckman@lvhn.org



RECOGNIZING QUALITY CARE

The Birthplace, the Family Birth and Newborn Center at LVH–Schuylkill S. Jackson Street, has again been designated as a Blue Distinction Center-Plus by Blue Cross Blue Shield (BCBS). The designation signifies that our maternity program has met nationally established criteria by demonstrating expertise in delivering quality specialty care safely and effectively, and also demonstrated cost efficiency in delivering that care. It is the second consecutive year that the maternity unit was included and the second year since BCBS expanded to include maternity services.

“We are very pleased to have achieved this distinction again,” says Renee Magdeburg, BSN, Director of Maternal Child Health. “We are very proud of our team and the services we provide for the mothers and families of our community.”

The BCBS designation helps consumers find quality and value for their specialty care needs, while motivating health care professionals to improve the overall quality and delivery of care. Each hospital must meet a specific set of rigorous standards to receive the Blue Distinction designation. The value of achieving a Blue Distinction Specialty Care Designation includes:

- ▶ Differentiation in our community and beyond. The designation distinguishes our facility among peers in our local market and nationally.
- ▶ Enhanced awareness and preference. Consumers and referring physicians can locate facilities designated as a Blue Distinction Center or Blue Distinction Center-Plus via easy-to-use online tools on bcbs.com, including the National Doctor and Hospital FinderSM and Blue Distinction Center Finder.

OR Leadership

Ellen Kenton, RN, has been named Clinical Nurse Manager of Surgical Services. Kenton has worked as an operating room (OR) nurse at LVH–Schuylkill since 2016. She previously was an OR nurse at Surgery Center of Pottsville.



Physicians and APCs Invited to Education Forum

Physicians and APCs are invited to attend Lehigh Valley Physician Hospital Organization’s (LVPHO) second Provider Pathways Forum on Thursday, Sept. 21, from 6-7 p.m. Helping patients choose wisely as they make decisions regarding health care is the topic of this forum. Dominic Lorusso, Consumer Reports Director of Health Partnerships, is the featured speaker.

“Choosing Wisely” is an initiative of the American Board of Internal Medicine (ABIM) Foundation designed to promote conversations that help patients choose care that is supported by the evidence, not duplicative of other tests or procedures, free from harm and truly necessary.

Members of LVPHO are encouraged to attend the educational session, which is part of the Achieving Clinical Excellence (ACE) incentive program. Incentives will be paid to physicians (\$100) and APCs (\$65) who attend at one of six convenient locations.

Who should attend: Physician and APC members of LVPHO

Date: Thursday, Sept. 21, 6-7 p.m.

Speakers: Dominic Lorusso, Consumer Reports
Mark Wendling, MD, LVPHO Executive Director
Joseph Candio, MD
Joseph Habig, MD, LVPHO Medical Director

Live: LVH–Cedar Crest auditorium

Simulcast: LVH–Schuylkill E. Norwegian Street Wall Auditorium
LVH–Muhlenberg ECC room C
LVH–17th Street video teleconference room (1st floor)
LVH–Hazleton Employment & Technology Center (3rd floor)
LVH–Pocono 2D conference room

“As providers, we need to think about value and quality more than ever,” says LVPHO Executive Director Mark Wendling, MD. “The forum will provide clinicians with information and tools to master important conversations that can help patients understand their care and cut down on unnecessary procedures and costs. It’s a universal mission everyone should embrace.”



Attend I Pink I Can Event

LVH-Schuylkill will serve as the local site for the LVHN Cancer Institute's I Pink I Can, a program that empowers patients to make informed decisions regarding their health.

The program is set for Monday, Oct. 2. Presentations will be made live in the Lehigh Valley and simulcast to multiple locations, including the Wall Auditorium. Speakers and their topics include:

Shared risk factors between oncology and cardiology

Deborah Sundlof, DO, cardiologist, LVPG Cardiology

Importance of good nutrition during and after cancer treatment

Erin Levine, clinical dietitian, Sodexo

Importance of genetic testing and implications for the patient and family members

Samantha Fulton, genetic counselor, LVHN Gregory and Lorraine Harper Cancer Risk and Genetic Assessment Program

Treatment and diagnosis of osteoporosis and tips for keeping bones healthy

Sandra Kowalski, CRNP, LVPG Rheumatology

In addition to the speakers, interactive resource stations will be featured, hosted by colleagues representing LVH-Schuylkill's Diagnostic Imaging and Breast Health Services, our Cancer Support Group, LVH-Schuylkill Auxiliary and the American Cancer Society-Schuylkill Unit.

Refreshments will be served, and seating is limited. Please register by calling **888-402-LVHN (5846)**.

Small Thing, Big Impact

Like teams throughout the health network,

LVH-Schuylkill colleagues conduct a daily morning huddle. These 15-minute meetings provide a snapshot of what to expect throughout the day: staffing, census, areas of concern, obstacles and success stories.



Recently, patients have been getting their directions crossed when trying to find our same day surgery unit. One thing in common about those asking for directions is that they exited their second-floor garage elevator, an area right near the unit's entrance.

Many of these visitors would continue down the corridor and land at the office of Senior Medical Director Larry Riddles, MD. "It's been more noticeable lately, so we talked about it during huddle," Riddles says. After walking patients to where they needed to be, Riddles looked at our signage, which seemed to be very appropriate. He even took other colleagues on the walk to get their perspectives.

They found that a large structural column is serving as a barrier for patients and visitors exiting a specific elevator. The column is blocking their view of the unit and causing them to walk past the unit entrance and down the hallway.

"It sounds almost too easy, but we placed a standing pole sign right where visitors exit one of the garage elevators," says Director of Facilities Management Richard Blakeslee. "Now their line of sight goes directly toward the same day surgery sign."

It has only been a week, but so far Riddles hasn't had any unscheduled visitors to his office. It's proof that little things can make a big difference when it comes to giving our patients and their loved ones the best possible experience.

Your PRIDE is Showing

A patient recently provided this positive feedback when surveyed about his/her experience in our cardiac rehabilitation unit.

"I think the staff at cardiac rehab is excellent. They make you feel like part of the family. Crys, Amy and Judy take good care of me. They are very helpful to me.

They keep a close watch on my weight and the fluids I am retaining. As far as I'm concerned, cardiac rehab is the best part of the hospital. I have always signed up for the maintenance program. I have been there since 2007. I enjoy going there and look forward to it."

CALENDAR OF EVENTS

Hip Replacement Surgery – Anterior Hip

Free Community Lecture
Wednesday, Sept. 17, 6 p.m.
LVHN Rehab Center-Schuylkill
300 Schuylkill Medical Plaza, Pottsville

I Pink I Can Event

Cardiac, breast and gynecologic health
Monday, Oct. 2, 5 p.m.
LVH-Schuylkill E. Norwegian Street,
Wall Auditorium

LVH-Schuylkill Auxiliary Art for a Cause

Featuring the artwork of Abdul Wahhab, MD
Benefits breast cancer awareness and support
Wednesday, Oct. 18
The Lodge at Sharp Mountain

Car Seat Safety Check

Medical Office Building
Schuylkill Medical Plaza
Saturday, Oct. 21, 9 a.m.-noon