

7-20-2018

## LVHN Weekly-Pocono

Lehigh Valley Health Network

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**LVHN**WEEKLY

**POCONO**

Your wrap-up of the week's news from LVHN.

**Lehigh Valley Children's Hospital Campaign**

Learn about and share the great things it does.

LVH-Pocono's  
New Oncology  
Surgeons

[Learn More](#)



### **Education and Support for the Poconos**

Physicians provide health and wellness education.

### **Best Places to Work in Pennsylvania Survey**

If you get the survey, please take it.

### **Options for Chronic Heartburn**

Learn how we're educating our community.

### **Health Records on iPhone**

It's now available to LVHN patients.

### **LVPG's Top Physicians Under 40**

Who made the Pennsylvania Medical Society's list?

### **Get the Most from Your FSA**

The redesigned MyPopulytics.com will help you.

### **Kids Attend Camp Red Jacket - Video**

It supports kids with Type 1 diabetes.

'No Pass Zone'  
Champions

[Learn More](#)



Health Center at  
Richland  
Township Opens

[Learn More](#)



## **LVHN news**

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Avoid Festival-food Binges

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Prep Your Child for a Healthy  
Camp Experience

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Vocal Health Tips

*Information on LVHN Weekly is for LVHN colleagues only and cannot be accessed on smartphones or computers outside of LVHN's network.*

# Kids in Your Life? Turn to the Region's Only Children's Hospital: Lehigh Valley Children's Hospital

BY [JENN FISHER](#) · JULY 19, 2018

Kids dance. They run. They learn. And every one of them challenges boundaries. Kids will be kids. So when it comes to keeping your children healthy and thriving, there is no place like Lehigh Valley Children's Hospital (LVCH). To ensure our children's hospital **isn't** the best-kept secret in the region, you will soon see LVCH featured in a new marketing and community awareness campaign that spotlights the amazing care children receive at LVCH.

## **Why we need a children's hospital**

Though just six years old, Lehigh Valley Children's Hospital has matured into a rich regional resource for children's health care. Pediatrician J. Nathan Hagstrom, MD, Chair, Department of Pediatrics, knows the depth of that commitment. "Lehigh Valley Children's Hospital is the starting point for all types of care that growing families need, ranging from routine primary care to pediatric specialty care," he says. "We can help you and your child through each milestone, and if your child has complex medical needs, we're here to support you and care for your child."

With health care providers in more than 30 pediatric specialties, as well as the region's only dedicated Children's ER and Children's Surgery Center, children can receive care in a hospital that is close to home from specialists who excel in their fields of expertise and love caring for kids.

## **Key LVCH takeaways:**

- Lehigh Valley Children's Hospital is the only children's hospital in the region.
- You don't have to travel far for expert care.
- It has the region's only Children's Surgery Center.
- LVCH offers more than 30 pediatric specialties. Among them: pediatric hematology oncology, otolaryngology (ear, nose and throat), urology, neurology, gastroenterology and endocrinology.
- We have the only Children's ER in the region.
- We have the only Children's ExpressCARE (non-urgent, walk-in care for kids) at the Health Center at Palmer Township.
- Make an appointment by calling 888-402-LVHN (5846) or if your child already has an LVPG family medicine or pediatric provider, make your appointment using MyLVHN.

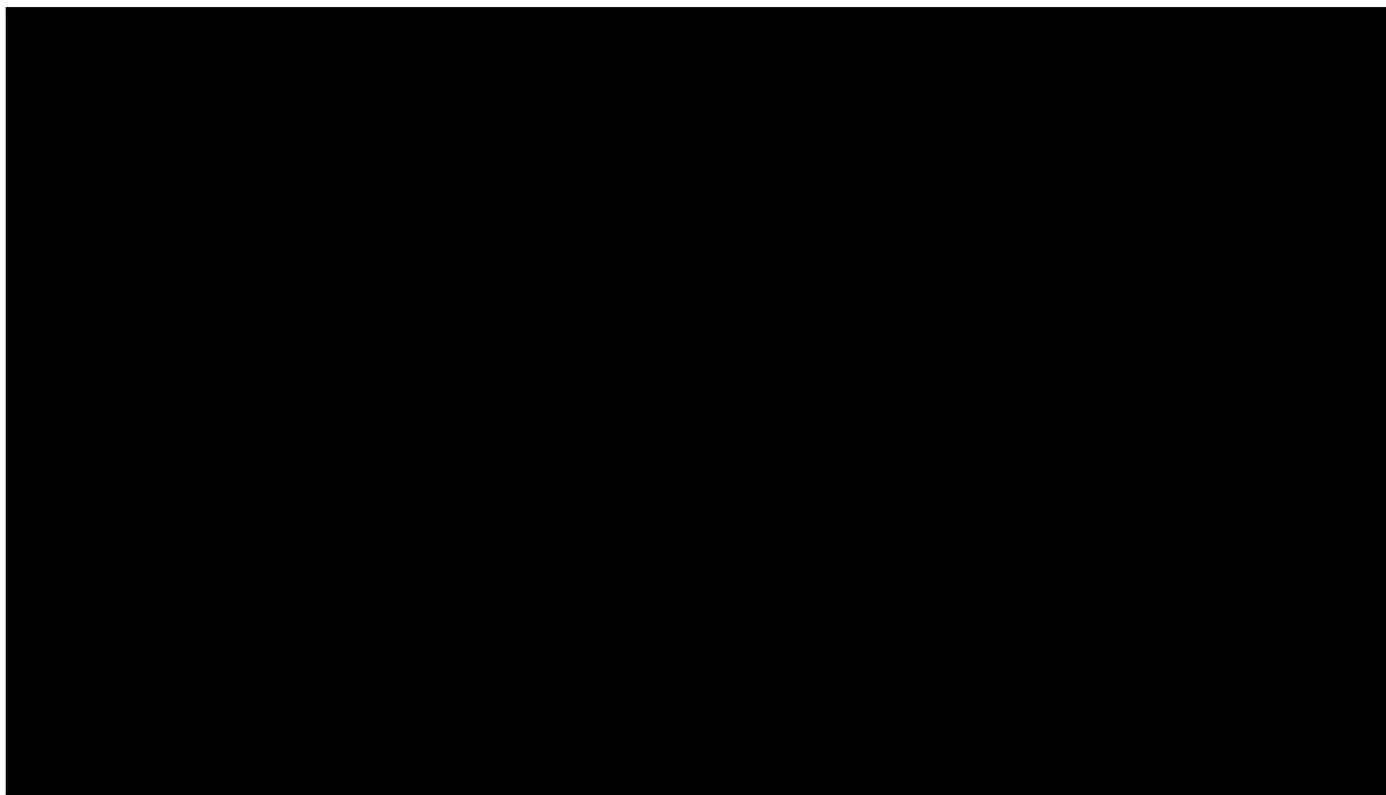
## **Our campaign: *Kids will be kids***

A diverse and engaging group of Lehigh Valley children are featured in the campaign. The key

messages: "Kids will be kids" and Lehigh Valley Children's Hospital is the region's only children's hospital.

Tots through teenagers are seen in scenarios many families have encountered, from crawling babies and messy preschool cooks to face-painted sisters, kids having balloon fun and a teenage boy who guzzles his milk straight from the carton. You will see these relatable images on television, in print ads, and on area billboards, and hear about Lehigh Valley Children's Hospital on the radio. The first ads will begin running in late July through the end of October. Here's a sneak peek.

### TV commercial



### Print ad





**Kids will be Kids.**

**And we care for them at the only children's hospital in the region.**

Our children delight and surprise us. And as they grow, we trust their care to the only children's hospital in the region. Because only Lehigh Valley Children's Hospital provides babies and children with the most comprehensive care.

From routine care to board-certified physicians in more than 30 pediatric specialties, we provide the widest range of services available.

It's the expert care children need, conveniently located close to home.

[LVHN.org/children](http://LVHN.org/children) | 888-402-LVHN





As part of this campaign, Lehigh Valley Children's Hospital is attending and sponsoring community events including:

- **Aug. 18:** Promenade Shops Health and Safety Day, Center Valley, Pa.
- **Aug. 25:** Queen City Airport 75th Anniversary Celebration
- **Sept. 8:** Kids Race at LVHN Via Marathon, Arts Quest Center at SteelStacks, Bethlehem, Pa.
- **Sept. 28-30:** Children's Activity Area, Celtic Classic, Bethlehem, Pa.
- **Fall 2018:** Sensory-Friendly Movie sponsorship at Arts Quest Center at SteelStacks, Bethlehem, Pa.
  - Free sensory-friendly film series geared toward children with autism
  - Movie dates will be announced in September

Watch for more Children's Hospital-sponsored events on [LVHN.org/Children/events](http://LVHN.org/Children/events).

#### Key campaign takeaways:

- "Kids will be kids" is the primary brand message.
- Secondary message is LVCH is the only children's hospital in the region.
- LVCH is going to be featured at area events including a sensory-friendly movie and at the dedication of our sponsored play area at Lehigh Valley Mall.

## Help spread the word

Get ready to hear more about LVCH, its tremendous range of services, the accomplished medical and patient care staff and how care at Lehigh Valley Children's Hospital changes and improves kids' lives.

And here's a request for involvement: Not only do we want you to know about LVCH, we would love to see your support on social media too. Share a takeaway message highlighted in this article, like "You don't have to travel far for expert pediatric care;" consider taking a photo of one of our Lehigh Valley Children's Hospital ads and post it on your favorite social media channel; give a shout out to your kids' pediatrician or family medicine provider; post a great photo of your "kids being kids," or simply "like" and share Lehigh Valley Children's Hospital posts when you see them on Instagram, Facebook, Twitter, LinkedIn or on the social feeds featured here on LVHN Daily. Whatever you choose to do, remember to tag your post with #LVHNProud and include this web address: [LVHN.org/children](https://LVHN.org/children) so you can help people find the best pediatric care in the region.

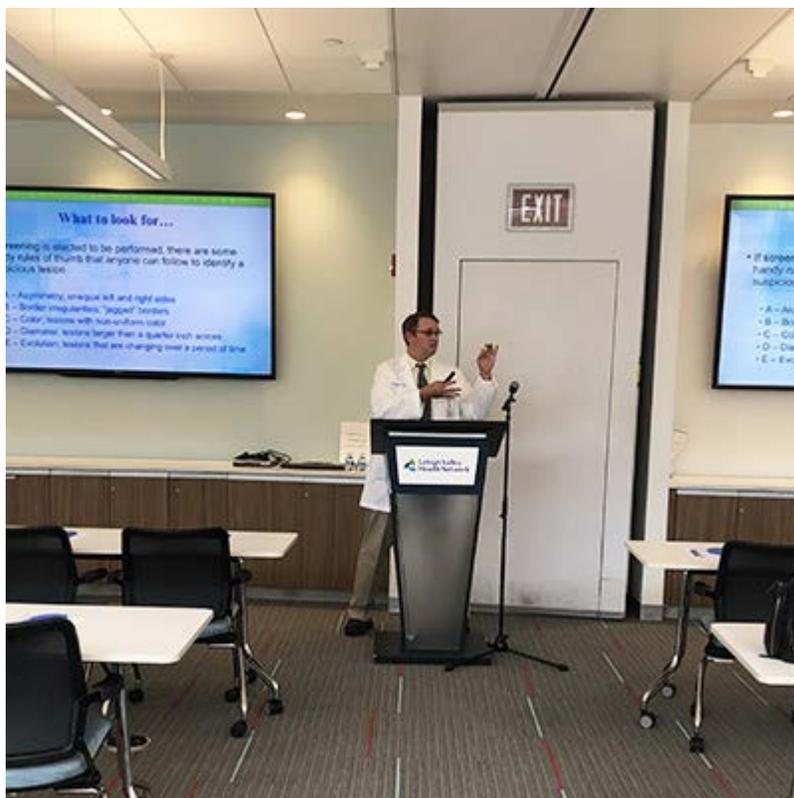
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# Education and Support for the Poconos Community

BY [HOLLY YACYNYPCH](#) · JULY 20, 2018

LVH–Pocono physicians have been busy providing health and wellness education to the people of the Poconos community. The hospital also sponsored an event this month to help people in need.



Victor Catania, MD, hosted a free skin information and screening event on June 28 at the Dale and Frances Hughes Cancer Center. Monroe County community members learned about the causes and treatment of skin cancer and had the chance to have a skin screening by Catania.



Seanna Thompson, MD, obstetrician/gynecologist and Director of LVPG–Pocono, held a weight loss support group at the Dale and Frances Hughes Cancer Center on July 9. Thompson spoke about eating healthy, exercise and what to do to get on track to achieve your weight loss goals.

On July 7, LVH–Pocono sponsored the Shawnee Riverfest Cycling Event in Pocono Summit. Proceeds benefit Pocono Alliance, an organization that provides services and resources to those in need.

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# If You Get an Email From ‘Best Places to Work in Pennsylvania,’ Please Take the Survey

BY [RICK MARTUSCELLI](#) · JULY 18, 2018

LVHN is being considered for recognition as a “Best Place to Work in Pennsylvania.” This program recognizes outstanding places of employment in the state. As part of the program’s selection process, a large sample of colleagues were selected to take a survey. If you are selected to participate in the survey, please consider taking time to complete it.



Here is what you need to know if you’re selected:

- You’ll receive an email from [Surveys@BestCompaniesGroup.com](mailto:Surveys@BestCompaniesGroup.com) on July 27.
- The subject of the email will be “Best Places to Work in Pennsylvania – Employee Survey.”
- Do not forward your survey invitation to other colleagues. Each invitation contains unique access information that you can only use once.
- Follow the instructions in the email and complete the survey by Aug. 10.
- A third-party agency will administer the survey and tabulate your confidential ratings.
- The survey is optional. However, your feedback is appreciated.

The “Best Places to Work in Pennsylvania” program is created by Central Penn Business Journal (CPBJ) in partnership with Team Pennsylvania Foundation, the Pennsylvania Department of Community and Economic Development, the Society for Human Resource Management (SHRM) – PA State Council and Best Companies Group.

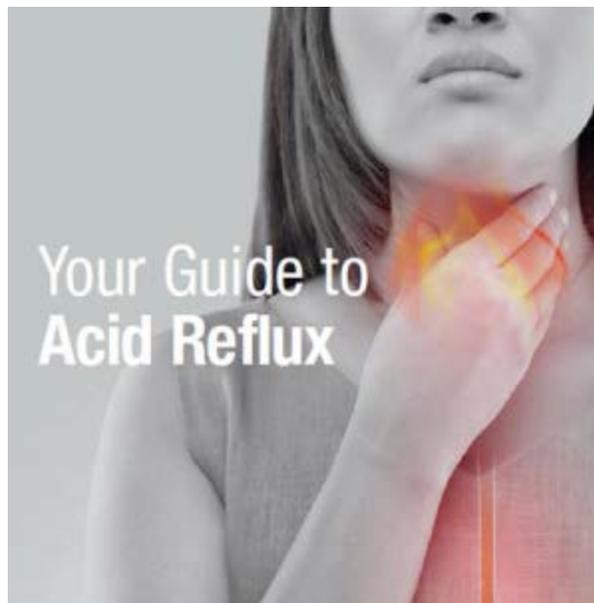
Your honest feedback is extremely valuable to the selection process. Thank you, in advance, for participating in the survey.

# Suffering from Chronic Heartburn? LVHN Has New Options for You

BY [JENN FISHER](#) · JULY 17, 2018

Stomach acid not only causes unpleasant side effects – like heartburn – it may lead to precancerous or cancerous changes to the esophagus. Many people use medications to relieve or prevent the problem, such as antacids, H2 blockers (Pepcid®, Tagamet, Zantac) or a proton pump inhibitors (PPI), like Nexium®, Prevacid® or Prilosec. However extended daily use of PPIs is not recommended. This class of medication is connected to increased risk for kidney disease, heart attack and bone fracture.

In LVHN's newest marketing campaign, people who cope with heartburn or gastroesophageal reflux disease (GERD) will learn about new options we offer to correct the problem through ads and posts on social media, via email marketing and through Google search.



## **Transoral incisionless fundoplication (TIF)**

Transoral incisionless fundoplication, or TIF for short, represents the next step in the field of minimally invasive surgery for the treatment of acid reflux disease or GERD. The procedure reconstructs the lower esophageal sphincter (LES) and restores the body's natural protection against reflux.

### **Benefits of TIF**

TIF is performed through the mouth, meaning there are no incisions. A surgeon utilizes the EsophyX device to reconstruct the LES valve between the esophagus and the stomach.

You experience a faster recovery, since there is no internal cutting and experience fewer complications than traditional fundoplication surgery.

### **LINX® System**

LINX System uses a small band of magnetic-core titanium beads to reinforce the function of a weak LES. The ring of tiny magnetic beads is wrapped around the junction of the stomach and esophagus (the LES) during a minimally invasive procedure. When you swallow food, LINX expands and allows it to

enter the stomach. The band then retracts to ensure no stomach acid crosses into the esophagus.

## Benefits of LINX

LINX reduces acid exposure to your esophagus meaning you will be able to reduce or eliminate the use of GERD medications. This is a less invasive surgery than standard GERD surgeries. You will be able to resume a normal diet following surgery and go home the same day or the next day.

To learn more about GERD and these new treatment options, request, “Your Guide to Acid Reflux,” at [LVHN.org/refluxguide](http://LVHN.org/refluxguide).

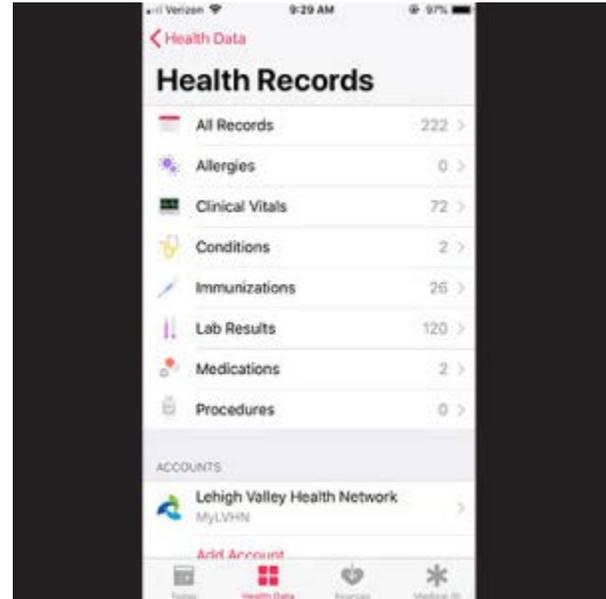
**Your health, or the health of a loved one, is a very personal topic. That is why you should use your personal email address – not your LVHN email address – when requesting information. In addition, our health network’s computer security settings may prevent you from getting materials you’re interested in receiving.**

# Health Records on iPhone Now Available to LVHN Patients

BY BRIAN DOWNS · JULY 16, 2018

If you use an Apple iPhone, there's a new way for you and other LVHN patients to track your personal health information. Apple's Health app is now configured to consolidate all your health information from one or more patient portal systems – such as MyLVHN – into its app.

If you have an iPhone, you can download your MyLVHN patient portal data through the Health app in iOS. You are able to access all your healthy living stats in one place from fitness, nutrition, sleep patterns and body measurements to information from your MyLVHN account such as lab results, immunizations, allergies and medication. While Apple's Health app helps give you a full picture of your health, you still need to visit MyLVHN to interact with your doctor, including sending messages, scheduling appointments and refilling prescriptions.



For LVHN colleague Chris Redmond, Apple's Health app has helped him be more health conscious. The Tech Development and Support Manager has taken control of his health with the support of the app.

Redmond's father, who died last September, had a heart attack when he was 42 years old. That resonated with Redmond, also 42, when he was hospitalized in December with chest pain.

To better track his health after his scare, Redmond started consistently using the Apple Health app. "One thing I like is I can see all my records at my fingertips," he says. "This is awesome. It's a one-stop shop."

## Here's how you can get started

- Open the Apple Health app and click "Health Data."
- Press "Get Started." You will be offered suggested electronic health record systems based on your location. (This list is currently limited to beta partners.)
- After you select LVHN, you will be prompted to log in to MyLVHN. (Or, if you select another participating patient portal, you will log in to that one.)
- Next, you will need to give permission to Apple to access your account.

- After that, your health information, including immunizations, lab results and even your proxy accounts, will be available to you on Apple Health.

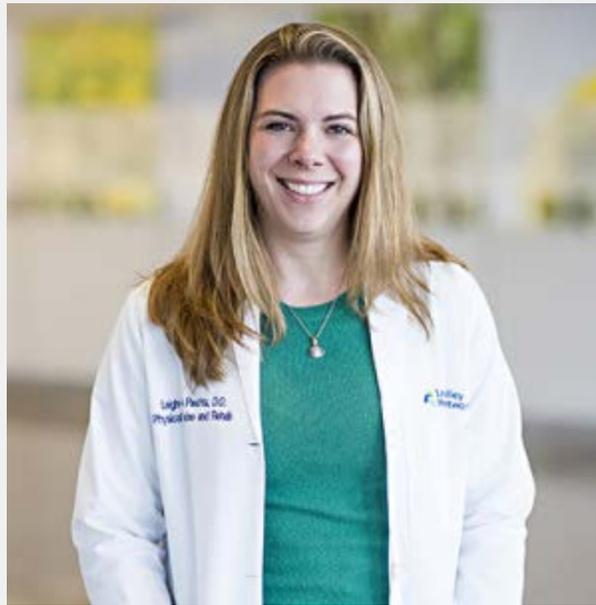
### **Cool Apple Health extras**

- The Apple Health app counts your steps and walking distance. Challenge yourself to boost your daily distance.
- If you are looking to be healthier, the app will recommend and synch with other apps that will help you achieve your wellness goals in the areas of fitness, nutrition, sleep and mindfulness.

## LVPG Physicians Named 2018 Top Physicians Under 40

BY [MARCIA ANN ALBERT](#) · JULY 17, 2018

In June, the Pennsylvania Medical Society released its list of Top Physicians Under 40. Physicians on the list were nominated by colleagues and selected by a committee of Pennsylvania Medical Society member physicians. This year's group included 38 physicians (20 women and 18 men) who live in 18 different cities and represent 19 different specialties.



*Leigh-Anne B. Piechta, DO*



*Karina M. Reed, MD*

LVPG is proud to announce that [Leigh-Anne B. Piechta, DO](#) and [Karina M. Reed, MD](#), are on the list. They're being recognized for their extraordinary efforts in community access, practice efficiency, teambuilding and physician leadership, and education expansion programs.

Piechta is a physiatrist specializing in physical medicine and rehabilitation at LVPG Physiatry—1255 Cedar Crest. She was instrumental in enhancing patient access by helping to open three acute inpatient rehabilitation units at LVHN and serving as the Medical Director of the units. These critical resources help patients recover from strokes, spinal cord injuries and other debilitating injuries and illness. Through steadfast leadership and teambuilding skills, Piechta provides a strong, trusting foundation for colleagues and patients.

Reed is an OB/GYN who serves as Assistant Practice Leader at LVPG Obstetrics and Gynecology—1245 Cedar Crest. Reed empowered colleagues to raise the bar on quality and efficiency by guiding the development, support and expansion of LVPG's midwifery program. She also serves as Obstetrics Rotation Leader for the OB/GYN residency and co-directs obstetrics simulation course curriculum – collaborating and coordinating educational efforts.

For more information about these extraordinary physicians, check out their profiles on the [Pennsylvania Medical Society webpage](#).

# Website Redesign Helps You Get the Most From Your FSA or HSA

BY [ADMIN](#) · JULY 20, 2018

Do you have a flexible spending account (FSA) or health savings account (HSA) managed by Populytics?

Beginning Monday, July 23, when you log into MyPopulytics.com to get information about your FSA and HSA, you'll see a new look and feel to the Wealthcare section of the site.

To find your information, [visit MyPopulytics.com](#) and log in. Then, click "Wealthcare – FSA & HSA" from the Quick Links menu. With simple navigation features, the redesigned site provides the tools and resources you need to get the most value from your FSA or HSA.

The redesigned Wealthcare site will function the same as the existing site only with a new look and feel. It will be more intuitive and easy to use with the latest responsive design capabilities for optimized use.

Please call Populytics at 484-862-3505 if you have questions.



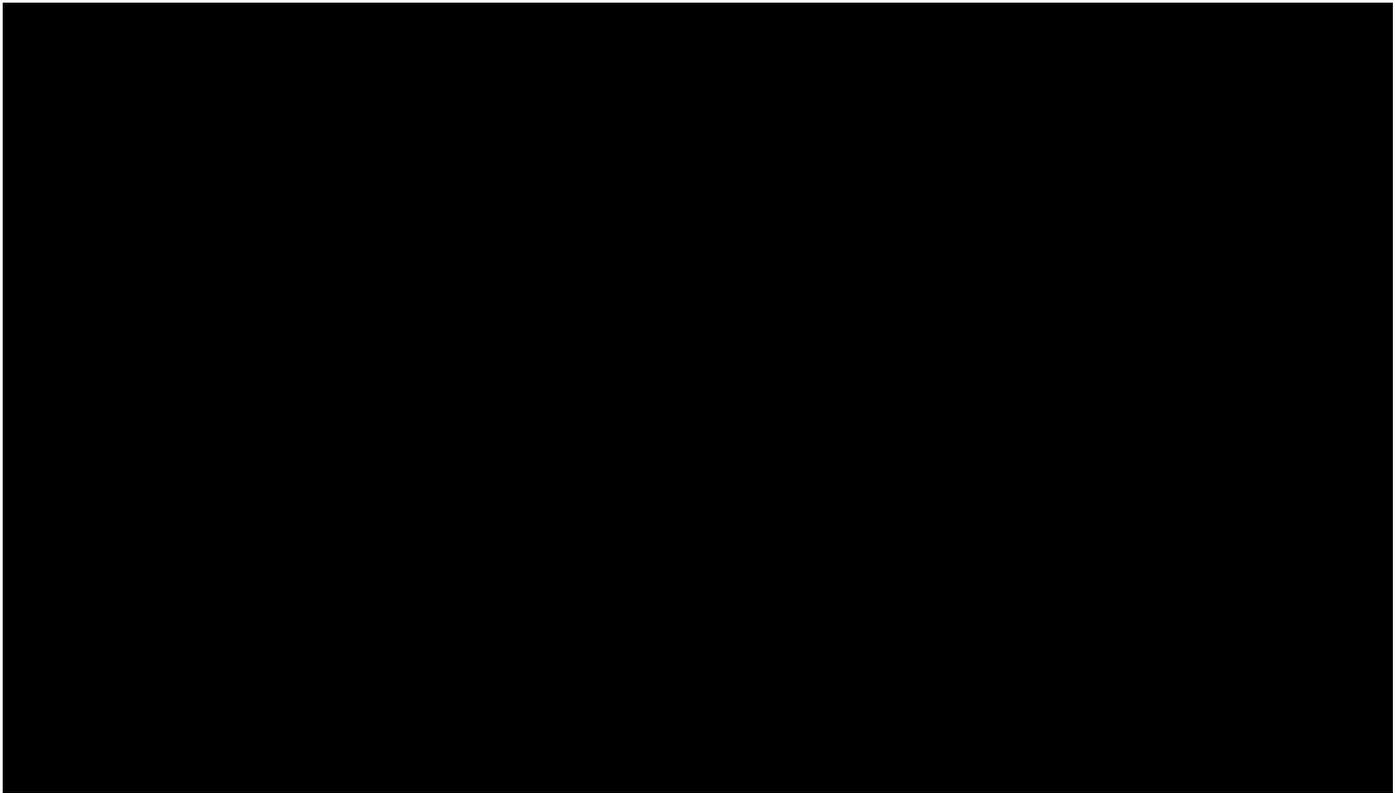
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# Camp Red Jacket Supports Kids With Diabetes – VIDEO

BY [EMILY SHIFFER](#) · JULY 17, 2018

LVHN's Camp Red Jacket is a four-day summer camp for children with Type 1 diabetes. At camp, they learn strategies and skills to manage their condition, and share their experiences with Type 1 diabetes. Watch this video to learn more.



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