

11-2-2018

## LVHN Weekly-Pocono

Lehigh Valley Health Network

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Open  
Enrollment  
Information

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Open  
Enrollment  
Oct. 22–Nov. 9

Veterans  
Day  
Celebration

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Inside the Mobile  
Mammography  
Coach

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## LVHN news

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Coming Out to Your Doctor  
as an LGBTQ Patient

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Improving Patient Access  
With Zocdoc

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MyLVHN Spanish Now Live

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# Print Your 2018 Turkey Toss Certificate on PRIDEpoints

by [Rick Martuscelli](#) · October 29, 2018

This is LVHN's eighth annual "Turkey Toss," which provides one free 12-14-pound frozen Jaindl turkey per colleague as a holiday gift. Your free turkey certificate is not in the mail. Instead, please visit the PRIDEpoints portal and print your turkey certificate from there. See instructions below.

Here are answers to some frequently asked questions (FAQ) about our annual turkey giveaway:



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## Free Turkey FAQs

### Where is my free turkey certificate?

If you are employed by a Lehigh Valley-area location of LVHN, your personal turkey certificate is on the PRIDEpoints portal.

### Here's how to get your turkey certificate:

1. Click on the PRIDEpoints button found on your Single Sign-on (SSO) toolbar. It will take you to your personal PRIDEpoints landing page.
2. Look for the Turkey Toss button in the **left column** of the PRIDEpoints landing page.
3. Click on the Turkey Toss button. Your personalized certificate will populate with your name and a coupon number.
4. **Print the certificate.**
5. Turn in the certificate for a free frozen turkey.

### **Is there an expiration date?**

Yes, this year an expiration date was added to the turkey certificate. **Please print and redeem your certificate no later than Jan. 31, 2019.**

### **When and where are drive-up turkey distributions scheduled?**

Drive-up turkey distribution takes place on two dates in the Lehigh Valley. Also, there is one date in Pottsville, one date in the Poconos and one date in Hazleton, in case these locations are more convenient for you. At the drive-up Turkey Toss, only frozen, 12-14 pound turkeys are distributed. You must turn in the free turkey certificate that you printed from PRIDEpoints in exchange for a turkey.

#### **Monday Nov. 12; 2-5 p.m.**

Fairlane Mall parking lot, Pottsville

#### **Monday Nov. 12; 2-5 p.m.**

300 Lincoln Ave., East Stroudsburg

#### **Tuesday, Nov. 13; 2-5 p.m.**

Dorney Park parking lot, Allentown

#### **Tuesday, Nov. 13; 2-5 p.m.**

LVHN-Mack Boulevard parking lot (2100 Mack Blvd., Allentown)

#### **Wednesday, Nov. 14; 2-5 p.m.**

Laurel Mall parking lot, Hazleton

#### **Thursday, Nov. 15; 2-5 p.m.**

LVH-Muhlenberg parking lot, Bethlehem

Turkeys are available on a first-come, first-served basis at the above locations.

### **Can my colleague pick up multiple turkeys for our unit?**

Yes, as long as your colleague has room in the car and a PRIDEpoints certificate for each colleague's turkey.

### **Can I redeem my free turkey certificate at the Jaindl Farms Store?**

Certificates are redeemable during business hours at Jaindl Farms retail location, 3150 Coffeetown Road, Orefield. Visit [Jaindl.com](http://Jaindl.com) or call 610-395-3333 for store

hours.

**If I redeem my certificate at the Jaindl Farms Store, what can I receive in exchange?**

You may choose from:

- 12-14 pound frozen Jaindl turkey
- 8-10 pound Jaindl bone-in turkey breast
- 5 pounds of turkey barbecue (Pennsylvania Dutch style or pulled)

**Can I donate my turkey or turkey certificate?**

Yes, you may choose to donate either the certificate or a turkey to the person or charity of your choice. There is no donation process organized through LVHN, so if you wish to donate your turkey or certificate you will need to handle those logistics. If you donate the certificate, please remind the person or organization receiving the certificate that it expires on Jan. 31, 2019.

# Terry's Take – Start With Yourself

by [Terry Capuano](#) · October 30, 2018



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As a woman and a nurse, I know that screening mammography is critical for the detection of early stage breast cancer. I know that. Still, it's easy to put off making a mammogram appointment.

In the spring, one of our colleagues, Linda Durishin, RN, Administrator of Organizational Effectiveness, spoke passionately about screening mammography during a Leader to Leader meeting. Her message was deeply personal. In the hectic pace of work and family life, and through the declining health of her father, Linda put off getting a screening mammogram. After a few years of prodding from her health care provider and MyLVHN reminders, she finally made time. It's a good thing she did – the mammogram detected early stage breast cancer. Linda had a lumpectomy and follow-up radiation therapy. She is doing well, but Linda wants you to know this: She wishes she made time **earlier** for her mammograms.



*Linda Durishin (third from left) rings the bell after her last radiation treatment with her two sons,*

If you haven't heard, we have a new, innovative way to get a mammogram: Lehigh Valley Cancer Institute's Mobile Mammography Coach. It's traveling throughout the region, bringing 3D mammography to women of our communities. If you want to know where it's headed next and how to sign up for a mammogram, visit:

[LVHN.org/MammoCoach](http://LVHN.org/MammoCoach).

For those who are thinking, "This message doesn't apply to me," what about screening for: colorectal cancer, skin cancer or lung cancer (especially if you have a history of smoking)? The unfunny thing about cancer is, it doesn't care how busy you are or whether you have no family history of cancer – it can still happen. Care for yourself and schedule the time you need to get screened or checked by your health care provider.

### **Preparing for flu season**

Another illness that is an equal opportunity misery-maker is the flu. Every year throughout our country, influenza sickens millions, hospitalizes hundreds of thousands, and kills tens of thousands. Last year, 80,000 people in the U.S. died from the flu (that's according to the [Centers for Disease Control and Prevention](#)). We require LVHN colleagues to get a flu shot every year or have a valid reason for not doing so. It's so important to us we offer you opportunities at work to get your flu shot. ([Get the LVHN colleague flu shot schedule here.](#)) We're also protecting the community by conducting our annual [flu shot clinics at Dorney Park and Coca-Cola Park, both located in Allentown, on Nov. 3 and 4.](#)

Help spread the word about the benefits of flu vaccine (and not spread the flu) by getting your flu shot. You will help protect your own health and that of everyone you love.

We're in the business of health and taking care of other human beings. It is an honorable and beautiful calling. For you to do your best, we want you to feel your best. Care for yourself and take action to ensure you have many healthy years ahead of you.

How are you making time for your health and well-being? What tips do you have to

encourage others who may be afraid or feel they don't have the time to spare for cancer screenings, or other health-related activities? Share your thoughts below so we can all learn from each other and inspire the people we work with to care for themselves too.

Terry



*Terry Ann Capuano*

**About me:** My name is Terry Capuano, RN, and I am the Executive Vice President and Chief Operating Officer at LVHN. I have worked at LVHN for more than 30 years and consider it an honor to serve as your COO. I greatly enjoy meeting colleagues, sharing stories and enhancing relationships throughout the health network. [Learn More](#)



# Why Mandated Staffing Ratios Aren't the Answer

by [Kim Jordan, DNP, RN](#) · November 2, 2018

Nurses everywhere, including here in Pennsylvania, are concerned about nurse-to-patient staffing ratios. The current national debate over mandated staffing ratios is a significant issue that is raising questions in this fall's election campaigns. Like many challenges in health care, the solution is often complicated. That's why I want to talk about this topic because it affects us all.



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At LVHN, ensuring our patients receive the high-quality care they expect and deserve is our No. 1 priority. As nurses, we don't shy away from that challenge. Rather, we tackle it every day head on, helping our patients get through some of the toughest health challenges they will ever face.

To ensure we are meeting the diverse needs of our patients, we follow the Principles for Nurse Staffing from the American Nurses Association. In addition to this established approach for RN staffing, I believe the most effective way to achieve safe and healthy patient outcomes is by remaining flexible to respond to the unique challenges of the moment. This means having the right mix of expertise, in the right place, at the right time. For this to happen, patient care services directors must have the ability to make staffing decisions in their own units based on patient acuity and census.

In addition, we recognize that achieving the best patient outcomes will not occur by simply imposing external ratio staffing plans on our units. As an organization, we

focus on other key areas of our environment – staff retention, nursing engagement and culture, and certification and education of staff – which, in combination, impact patient care positively and improve nursing staff satisfaction.

Over the past year, much progress has been made. We are focusing on improving the balance of staff ratios and investing in our nursing culture so that nurses will stay a long time. Here are some key details to put things in perspective.

### **We've been recruiting and hiring**

LVHN has implemented referral and sign-on bonuses to encourage qualified individuals to join our team. Hard-to-fill positions such as RN inpatient, home care and hospice, and rehabilitation are now eligible for sign-on and referral bonuses. In specific areas we have worked hard to bring qualified nurses to LVHN. But we value and support the important contributions of all patient care services colleagues. In 2018, we hired 2,245 colleagues in total.

### **Because your voice matters**

The Staff RN Retention Committee in patient care services asked nursing colleagues to share their views on the areas essential for nursing retention. In 2018, the committee worked hard on the three top priorities that were identified:

- **Building our nursing culture.** The team hosted the Nurse Expo during National Nurses Week. In addition, a fun-filled Nurse Appreciation Night with the Lehigh Valley Phantoms was planned. The event included an on-ice photo for nurses after the game.
- **Reinvigorating shared governance on our units.** The goal of shared governance is to increase staff participation in the operation of their units. The team created a Shared Governance Toolkit to help departments improve both the colleague and patient experience, ultimately, helping units thrive.
- **Developing a clinical ladder model for LVH–Cedar Crest and LVH–Muhlenberg.** The team has been working on a proposed clinical ladder model for a year. And, I am proud to say that the progress is good news for nurses. With the clinical ladder model, nurses at every level will have an opportunity to enhance their skills and earn recognition at defined points on the ladder. We want to unlock the immense potential of our nurses who have LVHN roots. Stay

tuned because in my next blog you will read about the launch of the RN clinical ladder, how many people participated, and our plans to expand it across the network.

We believe that investing in these areas will increase staff satisfaction and inspire more nurses to stay with LVHN. By working on each of these strategies, we hope to give you and the rest of our patient care colleagues the support and resources you need to thrive with us as well as the inspiration to put down roots here.

Thank you for your daily commitment to our patients. I will continue to work for a better future, whether it's through active recruiting efforts or by ensuring our current, experienced nurses work in a culture of respect and PRIDE. With you, excellent patient care and colleague teamwork will remain at the heart of every patient's experience.

Kim



*Kim Jordan*

**About me:** My name is Kim Jordan, DNP, RN, and I am Senior Vice President and Chief Nursing Officer at LVHN. I came to LVHN 15 years ago as director of the open-heart and transitional open-heart units. I consider it an honor and a privilege to lead our outstanding nursing colleagues.

P.S. As always, my email is open to you. Send ideas or questions to me at:

[Marie.Jordan@lvhn.org](mailto:Marie.Jordan@lvhn.org).

# LVHN Ranks Third on HealthCare's Most Wired Hospitals List

by [Brian Downs](#) · November 2, 2018

LVHN's use of technology to improve patient care has drawn the attention of The College of Healthcare Information Management Executives (CHIME). The organization's latest report on HealthCare's Most Wired Hospitals ranks LVHN third in the United States and eight other participating countries. Michael Minear, LVHN's Senior Vice President and Chief Information Officer (CIO) accepted the award at the CHIME Fall CIO Forum in San Diego on Nov. 2.

"To be ranked No. 3 in the United States for Most Wired in health care is amazing. I am so proud of my colleagues at LVHN who have worked hard to deploy and support modern technology, and our clinicians and operational staff who use and optimize it every day," Minear says. "LVHN has achieved so much with technology, but in many ways we feel we are still early in our journey. We continue efforts to better support patients and families, expand remote patient monitoring for patients that need ongoing clinical assessment, and deliver even more advanced analytics to support improvement in care delivery and reductions in the cost of care."

According to CHIME, HealthCare's Most Wired Hospitals and health systems at the forefront of using health care IT to improve the delivery of care have maximized the benefits of foundational technologies and are embracing new technologies that support population management and value-based care. The most successful organizations not only adopt technology but apply it strategically to achieve great outcomes, according to an analysis of CHIME'S Healthcare's Most Wired survey results.



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This is the 12th consecutive year and the 13th time since 2003 LVHN has been recognized among Healthcare's Most Wired.

Key findings of the report that allow some organizations to stand out as Most Wired leaders include:

- About three-fourths send blood glucose, bedside blood pressure, bedside pulse oximetry and EKG data directly to the EHR but only 25 percent send data directly from IV pumps and 10 percent from in-bed scale.
- Almost all physicians have electronic access to the EHR and other resources but only half have access to these resources using mobile applications.
- Fifty-seven percent use clinical and billing data as well as health information exchanges to identify gaps in care.
- Most provider organizations' population health strategies target diseases such as chronic obstructive pulmonary disease, congestive heart failure, heart disease and hypertension but few target behavioral health, sickle cell anemia and end-stage renal disease.
- For patient engagement, 81 percent report capabilities like email and more than half offer satisfaction surveys; 67 percent offer secure email exchange with a member of home care team and 38 percent offer virtual patient visits.
- Most offer conveniences such as requesting a prescription renewal or paying a bill through a patient portal; 90 percent offer a mobile patient portal; and nearly all offer access to test results and visit summaries.

# Sanofi Donates to the Mobile Mammography Coach

by [Holly Yacynych](#) · November 1, 2018

LVH–Pocono Breast Surgeon

Krista Bott, MD, and LVHN–Pocono

Foundation Manager Marynell

Strunk, celebrate a \$25,000

donation from Sanofi for the [Mobile Mammography Coach](#). The coach

will serve woman in Monroe County

and throughout our region. Sanofi

In Our Communities hosted a

reception Oct. 29 at their corporate

headquarters in Bridgewater, New Jersey, to highlight the rich, diverse and

productive partnerships built with nonprofit organizations in New Jersey and

Pennsylvania. This past year Sanofi donated more than \$779,000 to nonprofit

organizations in northeast Pennsylvania.



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# New Program Helps Colleagues Manage Traumatic Events

by [Paula Rasich](#) · October 31, 2018

Many health care professionals will experience a traumatic event at some point in their career.

Traumatic events that are associated with a mass casualty incident, catastrophe or community disaster can impact colleagues in a variety of ways.

When this happens, caregivers often cope by telling themselves, “I’m a professional. I can deal with the stress.”



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After being exposed to a traumatic event, you may feel different in little ways. You may experience sleep problems, bad dreams or intrusive thoughts. “That’s your mind’s way of recovering from the emotionality of the event,” says Licensed Clinical Social Worker Anthony Buchman, Clinical Coordinator of Psychiatric Evaluation Services at LVHN. “Most of us try to endure alone, but social connection is an important piece of the healing process.”

That’s why Buchman and a group of colleagues organized a Critical Incident Stress Management (CISM) team at LVHN. The service is now available to all LVHN colleagues. “It’s designed to be used within the first few hours of a critical incident,” Buchman says. “Having a time and place where you can freely express your thoughts, symptoms and feelings about an extremely bad situation allows your mind

to reprocess the experience and let it go.”

The CISM program provides three types of interventions:

1. A group session where all staff members meet with a trained CISM team right after the traumatic event
2. Small group counseling
3. One-on-one counseling

During the initial meeting, CISM volunteers help everyone understand that their thoughts and feelings are natural reactions to an unnatural event. “We discuss healing, coping skills and available resources people can tap into after the CISM team is gone,” Buchman says. “But it’s not therapy and it’s not meant to be long-term.”

The CISM team has 25 trained volunteers including nurses, social workers, pastors, and public safety colleagues. They are ready to be deployed to any LVHN site to assist colleagues with managing their emotions after an adverse event. Emergency management and Preferred EAP manage the program.

The approach is research-based and the aim is to put people on the journey for growth and healing. “The sooner people are allowed to start the process of debriefing after a stressful event, the better off they usually are in the long run,” Buchman says.

Call 610-402-2333 with questions about the program.



# Complete the Second Quarter Core Bundle

by [Rick Martuscelli](#) · November 2, 2018

The second core bundle of fiscal year 2019 will be released Oct. 31 and Nov. 1 on The Learning Curve (TLC). The mandatory training must be completed by Dec. 31, 2018.

The second quarter bundle includes courses that focus on protecting the environment, as well as protecting the health and safety of our patients and colleagues. To access the bundle, click the TLC icon on your SSO toolbar. From the Learner

Dashboard in TLC you will see the curriculum in your Timeline. This is the second of four bundles that will be available in fiscal year 2019.

Access to the bundle varies depending upon the LVHN location where you work.

Here are details:

- Lehigh Valley, Hazleton and Schuylkill colleagues – Visit The Learning Curve (TLC).
- Pocono colleagues – Visit myNetLearning.



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# Integrating a Model of Change

by [Marciann Albert](#) · November 1, 2018

The Medical Home Project (MHP) is a program of LVPG's Department of Family Medicine. It is made up of a group of people working together to improve health care and quality of life for people with disabilities.

The team consists of health care professionals, community advocacy groups, patients with disabilities, their parents, and family members.



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Colleagues on the MHP team are change-agents working tirelessly to advocate, educate and dissolve barriers for individuals with disabilities. By integrating its model program of patient-centered care into LVPG practices, colleagues educate staff on the many ways to provide accessible, continuous, comprehensive, coordinated, compassionate and culturally competent care to individuals with disabilities.

MHP focuses on raising awareness of meeting the physical, emotional and social health care needs of people with disabilities and empowers patients to help themselves become as healthy as possible. By connecting patients with community resources and assisting in transition from pediatric to adult care, patients feel supported along their health care journey.

Nearing its 13<sup>th</sup> year, MHP keeps expanding its reach and scope. Lead by Sweetie Jain, MD, a provider at LVPG Family Medicine—Easton Avenue, the program is an effective example of a true partnership between health care providers and the community.

Many innovative and successful programs have developed as a result of this

project. For example, the [Pennsylvania Patients with Disabilities as Trainers Program \(PA P-DAT\)](#) is an educational resource with administrative and evaluation tools for parent and patient partners to teach medical students, residents and primary care office staff about disability etiquette through the sharing of their own health care experiences. Another priceless resource directly developed from this program is the LVHN-produced “[Patient Voices](#)” teaching video. This is available free online to anyone who wishes to educate themselves or their staff in disability etiquette.

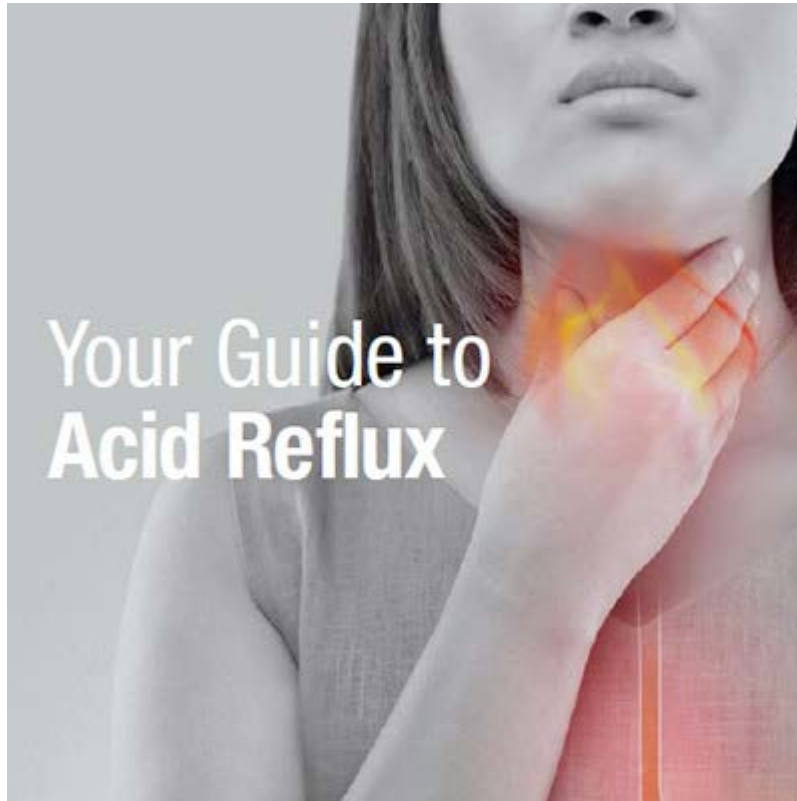
A little collaboration can go a long way – reaching audiences far and wide. MHP made a [difference across borders](#). In 2016, Jain traveled to Turkey and facilitated an educational session to a sociology class at Istanbul University. Jain spoke about the “Roles of Families in Health Care of Individuals with Disabilities.” Content was translated into Turkish and many students were impressed by the collaborative work being done.

To learn more about this educational visit and more details about MHP, visit the [Medical Home Project Facebook Page](#), read the [Patients with Disabilities as Teachers Article](#), or contact [Sweety.Jain@lvhn.org](mailto:Sweety.Jain@lvhn.org).

# Acid Reflux Doesn't Have To Rule Your Life

by [Admin](#) · October 31, 2018

Millions are burned by chronic acid reflux – are you one of them? If over-the-counter or prescription medicines don't cut it, you should attend LVHN's upcoming program to learn about two minimally invasive treatment options that can fix your reflux problem.



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**When:** Monday,  
Nov. 12, 6 p.m.

**Where:** Lehigh Valley Hospital–Cedar Crest, Kasych Family Pavilion, Richard Fleming Educational Conference Center, Medical Imaging of Lehigh Valley Educational Conference Rooms 7 and 8

**Registration and info:** [LVHN.org/refluxevent](http://LVHN.org/refluxevent)

## Reflux program insights

At this informative event, [Scott Beman, MD](#), with [LVPG General, Bariatric and Trauma Surgery](#) and [Shashin Shah, MD](#), with [Eastern Pennsylvania Gastroenterology and Liver Specialists, PC](#), will provide information about reflux, also known as gastroesophageal reflux disease (GERD), diagnostic testing and

reflux medical management.

“In addition, Dr. Shah and I will provide information about two new minimally invasive reflux treatment options, one called LINX® and the other called TIF, short for transoral incisionless fundoplication. Each offers a way to restore the function of your lower esophageal sphincter,” Beman says. “That’s the part of the body that isn’t working well and allows burning stomach acid to backwash into your esophagus and throat.”

Reflux patients also will share their journeys, from coping with the condition to finding the right treatment.

### **Ready for relief?**

Register for this event at [LVHN.org/refluxevent](https://LVHN.org/refluxevent) or call 888-402-LVHN (5846) for information and to register. Light refreshments will be served.