

LVHN WEEKLY

HAZLETON

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

Feb. 9, 2018

Visit [LVHN Daily—Hazleton](#) to read these stories:

[Important Decisions About Our Future](#)

Actions will help us lower cost and maintain high quality.

[CEO Update: Tough Decision Will Move Us Forward](#)

Dr. Nester discusses how we're keeping LVHN strong.

[Colleague Engagement Survey Rescheduled](#)

It has been pushed back a few weeks from February to April.

[See the da Vinci® Surgical Robot on Feb. 12](#)

Meet our surgeons and learn more about robotic surgery.

[Enter to Win Free Phantoms Tickets](#)

More than 190 pairs of ticket will be given away.

[New York Times Covers LVHN Flu Care](#)

Read the front-page article.

[Send Valentine's Day Cards to Patients](#)

Personalize your card online to brighten a patient's day.

[Heart Care That's Amazing Everyday](#)

See the Lehigh Valley Heart Institute marketing campaign.

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LVHN news

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Important Decisions About Our Future

BY BRIAN NESTER · FEBRUARY 8, 2018

Special Announcement



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

We have important news to share about strengthening LVHN for the future. Our plan includes aggressively growing access in areas of community need, and re-structuring management and administrative positions to care for the community at a lower cost while maintaining high quality.

LVHN, like health networks nationwide, is being challenged by strong forces in our health care environment. Changing payer mix, declining reimbursement, shifting care delivery from hospitals to outpatient facilities and growing competition from retail health care providers are putting unprecedented pressure on health networks to change.

We continue to focus on helping patients manage their health better at home in order to reduce hospitalizations. However, the impact of delivering care in new, more effective ways reduces revenue. While our emergency rooms, ExpressCAREs and physician practices are busy due to flu season, we are not meeting our budgeted operating margin (revenue minus expenses). This requires us to continually adjust operations.

As the region's leading health care provider, we will continue to introduce innovative procedures, attract clinical expertise, reward our staff, and grow to meet the demand for convenient and accessible outpatient locations. We must fulfill our responsibility to our communities and strengthen LVHN for the future. Here's how.

We must reduce expenses and cultivate new revenue streams while supporting our patients. Today, we are implementing difficult and necessary decisions. We eliminated approximately 70 positions that are primarily in management and administrative areas where we can be more efficient. We have attempted to minimize the impact on our colleagues by not filling newly opened positions and positions that we had planned to fill. We have not eliminated positions that impact patient care. In fact, we restructured mid-level nursing roles to create more time to provide patient care.

A tighter management structure allows us to implement critical change more quickly and support the delivery of high quality care at a lower cost. This decision is not a reflection of any colleague's work. We appreciate the contributions of the colleagues whose positions were affected, and we will support them through their transition.

Today's changes also apply to non-wage expenses and improved revenue. We have identified a significant amount of expense savings through operational efficiencies. Additionally, we are now seeing the benefit of our hard work related to improved quality and utilization management (population health management) through new revenue from our contracted payer partners.

These actions are the start of a process we will continue to follow in order to grow, manage costs and remain strong financially.

We must “just say yes” when patients need an appointment, a test or urgent care. We are making a promise to schedule patients into a physician practice “today, tomorrow, or the next day.” That will require staff who can deliver an outstanding experience. I assure you LVHN will continue to recruit for positions in services with high demand and community need. Specifically, we are recruiting physicians, APCs, nurses, medical assistants and patient service representatives.

We must grow to the meet the changing needs of our community. We have a responsibility to give people convenient access to the care they need close to home. Over time, LVHN merged with organizations who were our partners for years, and we continue to build services and specialties in all our regions, including access to the Lehigh Valley Heart Institute, the Lehigh Valley Cancer Institute, the Lehigh Valley Institute for Special Surgery and the Lehigh Valley Children's Hospital. In the months ahead we will also transform our care by planning our health care campuses of the future in Hazleton, Lower Nazareth Township, Tannersville and Quakertown with a focus on accessible, outpatient services.

We will focus our resources to best serve the greatest needs of our communities and our colleagues and seize the opportunity to propel LVHN forward for the future. And, as we change and evolve, we will support and invest in you, and work together as a team to make LVHN even better for our patients who need our care now and for years to come.

CEO Update: Tough Decisions Will Move Us Forward

BY BRIAN NESTER · FEBRUARY 9, 2018



As a not-for-profit health network, we have a responsibility to stay financially strong so we can further our mission. To ensure our future strength, we've made some important decisions this week. We created a tighter management and administrative structure, identified cost saving opportunities and cultivated new ways to increase revenue. We did this without impacting patient care. We attempted to minimize the impact on colleagues, but it's never easy when you have to make decisions about staffing. Today, I want to talk with you about the decisions that were made to strengthen LVHN for the future.

I recorded this month's video at the Health Center at Palmer Township, one of our 22 health centers, because what's happening there is a reflection of what's happening in health care. Today's health care consumer wants convenient access to the services they need close to home. That's what we provide in our health centers, and that's why we're investing in similar facilities. More people are receiving care in outpatient facilities and fewer people are receiving care in the hospital.

This shift in the way people receive care requires us to be flexible with our staffing. It's essential that we continually evaluate all staffing to match patient demand. This week's decision to restructure management and administrative positions is in no way a reflection of any colleague's work. All our decisions were necessary to ensure our future strength.

We value all colleagues. We will continue to invest in you, provide opportunities for professional development, reward you and celebrate your accomplishments. Your engagement and involvement is more important than ever. That's why we also will continue to listen to you and take action on your feedback.

We recently introduced the "[Bright Idea Generator](#)," a place on the intranet where you can share your ideas on how we can be more innovative, improve operations and enhance the patient experience. We also will listen to you during the Colleague Engagement Survey. The survey has been pushed back a few weeks – from February to April – to give colleagues time to focus on streamlining operations since

changes were implemented.

As we change and evolve, we will support you. Let's also support one another and work together as a team to make LVHN even better. When we treat each other with PRIDE and focus our resources to best serve the needs of our communities and our colleagues, we seize the opportunity to propel LVHN forward for the future.

I'll provide an update on all we're doing to strengthen our health network during the next State of the Health Network Address on March 15. Until then, thank you for your dedication and commitment. And thank you for all you do for our health network and community.



A handwritten signature in black ink that reads "Brian Nester". The signature is fluid and cursive, written on a light grey background.

ABOUT ME: My name is Brian Nester, DO, MBA, FACOEP, and I am the President and Chief Executive Officer (CEO) at 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.

Colleague Engagement Survey Rescheduled

BY [RICHARD MARTUSCELLI](#) · FEBRUARY 8, 2018

Colleague engagement is more important than ever as LVHN faces significant change and transition. We listen to colleagues in a variety of ways, including through our upcoming Colleague Engagement Survey. Right now, human resources (HR) is supporting colleagues who are in transition due to the recent [re-structuring of our health network](#).

Because HR and organizational effectiveness (OE) want to dedicate the appropriate time and energy to implement the survey and respond to your feedback, the survey has been pushed back a few weeks from February to April. Please be assured that in the spring, we will listen to your feedback about your experience at LVHN and use it to make your work experience even better.

More details will be shared with you when the Colleague Engagement Survey launches in April.

Thank you for your understanding and continued commitment to our patients, our community and to one another. When we work together as a team we will make LVHN even stronger.



Colleagues Invited to Meet the da Vinci® Surgical Robot on February 12, 8 a.m.-12 p.m.

BY [JANE DANISH](#) · FEBRUARY 9, 2018

LVHN is excited to bring innovative robotic surgery to LVH–Hazleton, allowing our skilled surgeons to make this state-of-the-art service available to their patients.

Wondering what the da Vinci® surgical robot looks like up close, how it works? Stop by the lobby conference room (formerly SUBWAY) on Feb. 12, from 8 a.m.-12 p.m., as we showcase the surgical robot and the surgeons who are now using this innovative piece of surgical equipment. You may even want to give it a try.

The da Vinci® surgical system can be used to perform a wide array of surgeries. At LVH–Hazleton, robot-assisted surgeries include: hernia, gallbladder, colon and rectal and hysterectomy.

The following surgeons are credentialed to perform robotic surgery at LVH–Hazleton:



Anthony Carrato, MD



Michael Maboney, DO



Joshua Nochumson, MD



Jill Snyder, DO

Enter Our Drawing for Free Phantoms Tickets

BY [EMILY MITCHELL](#) · FEBRUARY 9, 2018

All LVHN colleagues are eligible to win free tickets to an upcoming professional ice hockey game at the PPL Center in Allentown.

A random drawing will be held for 195 pairs of tickets – a total of 390 tickets – to see the Lehigh Valley Phantoms play the Belleville Senators in an American Hockey League game on Saturday, March 31, at 7:05 p.m.

You can enter the drawing by completing the form at LVHN.org/phantoms. The deadline to qualify for the drawing is Feb. 28. Winners will be announced March 5 on LVHN Daily.



New York Times Front-page News: Our Flu Care

BY [RICHARD MARTUSCELLI](#) · FEBRUARY 8, 2018

We did it again! The exceptional care you provide made national news. This time, it was the New York Times. [Read the article](#) about our flu care that appeared on the front page, above the fold.

A team from the New York Times recently visited LVH—Cedar Crest. They talked with and photographed physicians and nurses providing flu care in our surge tent, including Emergency Medicine Physician Marna Rayl Greenberg, DO. They also spoke with Chief of Hospital Epidemiology Luther Rhodes, MD, as well as patients and their families receiving flu care throughout the hospital.

The articles tells a national audience about the innovative ways we care for record numbers of patients with the flu in our surge tent. The article also mentions the incredible work we do every year to vaccinate and protect our community at our [drive-thru flu shot clinics](#).

This is the latest in a series of national news stories featuring LVHN. [NBC Nightly News](#) recently aired a [story](#) about our flu care. And here's an inside tip: You'll soon see us on CBS News too. Plus, back in November, [the Washington Post](#) published a [story](#) about our Street Medicine Program.

Congratulations and thank you for all you do to deliver world-renowned care!



MWAHH! Send Your Valentine's Day Greetings to Lehigh Valley Hospital Patients

BY JENN FISHER · FEBRUARY 8, 2018

Fragrant roses, chocolate-dipped strawberries or pastel candy hearts might spell "I LUV U" to some on Valentine's Day – but at Lehigh Valley Hospital, we show our patients that love with hand-delivered Valentine's Day cards. This surprise card shower was such a big hit last year, we're ready to make it rain again, and we need your help.

Pick a card, any card.

Visit LVHN.org/valentine and select from the eight valentine greetings. We have one in Spanish.

Type a message from your heart.

You can include a personal message of encouragement. Remember: This will be shared with a patient selected at random. Sending more than one card is encouraged, but make sure you do so by Sunday, Feb. 11.

We'll take it from there.

Beginning Tuesday, Feb. 13, and concluding on Wednesday, Feb. 14, printed Valentine's Day cards will be delivered to patients by LVHN volunteers at all of our hospitals: LVH–Cedar Crest, LVH–17th Street, LVH–Muhlenberg, both LVH–Schuylkill campuses, LVH–Hazleton and LVH–Pocono. Last year, more than 1,300 colorful cards were given out, with greetings coming from as far as Japan and as near as Allentown.

LVHN thanks Christmas City Printing and Alcom Printing for their support of LVHN's Valentine's Day card shower.



Help us shower our patients
with love this Valentine's Day.
Send a free card by Feb. 11.



Heart Care That's Amazing Everyday

BY [TED WILLIAMS](#) · FEBRUARY 6, 2018

You don't take chances with a heart condition. You head straight for care that's amazing everyday. That's the message in our new marketing campaign. We're telling the people of our region why the Lehigh Valley Heart Institute is the place to go for heart care.

Lehigh Valley Heart Institute and Lehigh Valley Cancer Institute became "official" on Jan. 31. We unveiled items such as lab coats and badge-holders carrying institute branding. Now we're taking our messaging to the community, initially focusing on the Heart Institute well into March, then shifting to the Cancer Institute in the spring.

Why should people choose our institutes for care? According to Pennsylvania Health Care Cost Containment Council statistics, more people in the greater Lehigh Valley region trust LVHN with their care than any of our competitors. According to [Vizient Quality and Accountability Study](#) statistics, LVHN saves more lives in the greater Lehigh Valley region than any of our competitors. LVHN is the only system in the region to continually find new and innovative ways to deliver high-quality care.

Lehigh Valley Heart Institute treats twice as many cardiac cases as our nearest competitor. Lehigh Valley Cancer Institute treats more than 1,300 new cancer cases annually than our nearest competitor.

We began our community promotion of the Heart Institute with ads in the Sunday editions of area newspapers. Going forward, you'll be seeing video spots in TV commercials, movies theaters and on social media, radio spots on a variety of local stations, and billboards around the Lehigh Valley area as well as in Carbon and Bucks counties. Some of our promotions will speak to the outstanding care our institute colleagues provide. Other promotions will tell wonderful stories about the patients we've treated.

We've also launched a new website dedicated to the Heart Institute, LVHN.org/lehigh_valley_heart_institute, so people can find pertinent institute information as well as a cardiac specialist.

The same approach will be utilized when we begin promoting the Cancer Institute in April.

Here's a look at what some of our promotions will look like and say:

Website: LVHN.org/lehigh_valley_heart_institute



SOME HOSPITALS TURN AWAY
THE MOST CHALLENGING HEART PATIENTS.
WE EMBRACE THEM.

Get amazing care everyday at the Lehigh Valley Heart Institute.

You don't take chances with a heart condition. You head straight for the best care possible. Maybe that's why more than twice as many heart patients choose Lehigh Valley Health Network than any other hospital in the region. Maybe that's why Lehigh Valley Heart Institute is achieving amazing results everyday, results that save more lives. We're first with leading-edge care and life-changing research, giving you more treatment options.

We're attracting more specialists who've been trained at the nation's top heart programs, giving you an unrivaled range of expertise. We're bringing together advanced technology and groundbreaking research to take on challenges most other hospitals turn away. It's the kind of superior clinical success you only find at the top medical centers in the country. And it's the same kind of care you'll receive at Lehigh Valley Heart Institute. Plus, it's all right here, conveniently located, close to home. Lehigh Valley Heart Institute. Amazing. Everyday.

You don't take chances with a heart condition. You head straight for care that's amazing, everyday. That's why more than twice as many heart patients choose Lehigh Valley Heart Institute over any other hospital in the region. We're achieving amazing results that save more lives. After all, we're first with leading-edge care and life-changing research, so you have more treatment options. We're attracting more specialists who've trained at the nation's top heart programs to give you an unrivaled range of expertise. By bringing

together the most advanced technologies and groundbreaking research, we're taking on challenges that other hospitals turn away. It's the kind of clinical success found only at the nation's top medical centers. And the same kind of care you'll receive at Lehigh Valley Heart Institute. Plus, it's all right here, close to home.

To learn more, visit LVHN.org/HeartInstitute.

Amazing. Everyday.

SOME HOSPITALS TURN AWAY
THE MOST CHALLENGING HEART PATIENTS.
WE EMBRACE THEM.



Anita K.



**Lehigh Valley
Heart Institute**

LEHIGH VALLEY HEALTH NETWORK

LEHIGH VALLEY HEART INSTITUTE



Anita K. & grandson

Heart care that gave me a future.

Amazing. Everyday.



Social Media:



**Lehigh Valley Health
Network**

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You don't take chances with a heart condition.
You head straight for care that's amazing,
everyday.



Lehigh Valley Heart Institute

We're achieving amazing outcome...

[Learn More](#)

LVHN.org/HeartInstitute



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