

Feb. 12-16, 2018

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[Network of Neighbors Marketing Campaign Launches](#)

See the ads focused on neighbors caring for neighbors.

[Health Center at East Stroudsburg Opens](#)

It's located at one of the busiest intersections in the Poconos.

**Tough Decisions
Will Move Us
Forward**



Meet February's Service Star

Carmine Pellosie, DO, helped two people while on vacation.

Welcome New Colleagues in February

We are happy to welcome you into our LVHN family.

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LVH-Hazleton Launches Network of Neighbors Marketing Campaign

BY JANE DANISH · FEBRUARY 15, 2018

Neighbors caring for neighbors. It's our way of life in northeast Pennsylvania. At Lehigh Valley Hospital–Hazleton, we're neighbors providing better medicine. As part of Lehigh Valley Health Network, we're helping you fight cancer close to home. We're performing robotic surgery to get you back on your feet faster. And we're delivering world-class heart care while connecting you to top specialists. Lehigh Valley Hospital–Hazleton. Caring for neighbors in northeast Pennsylvania. Learn more at LVHN.org.

What you've just read is the script for a radio commercial. It's part of a multichannel "Network of Neighbors" marketing campaign that will launch next week in the Greater Hazleton community. The campaign has two objectives:

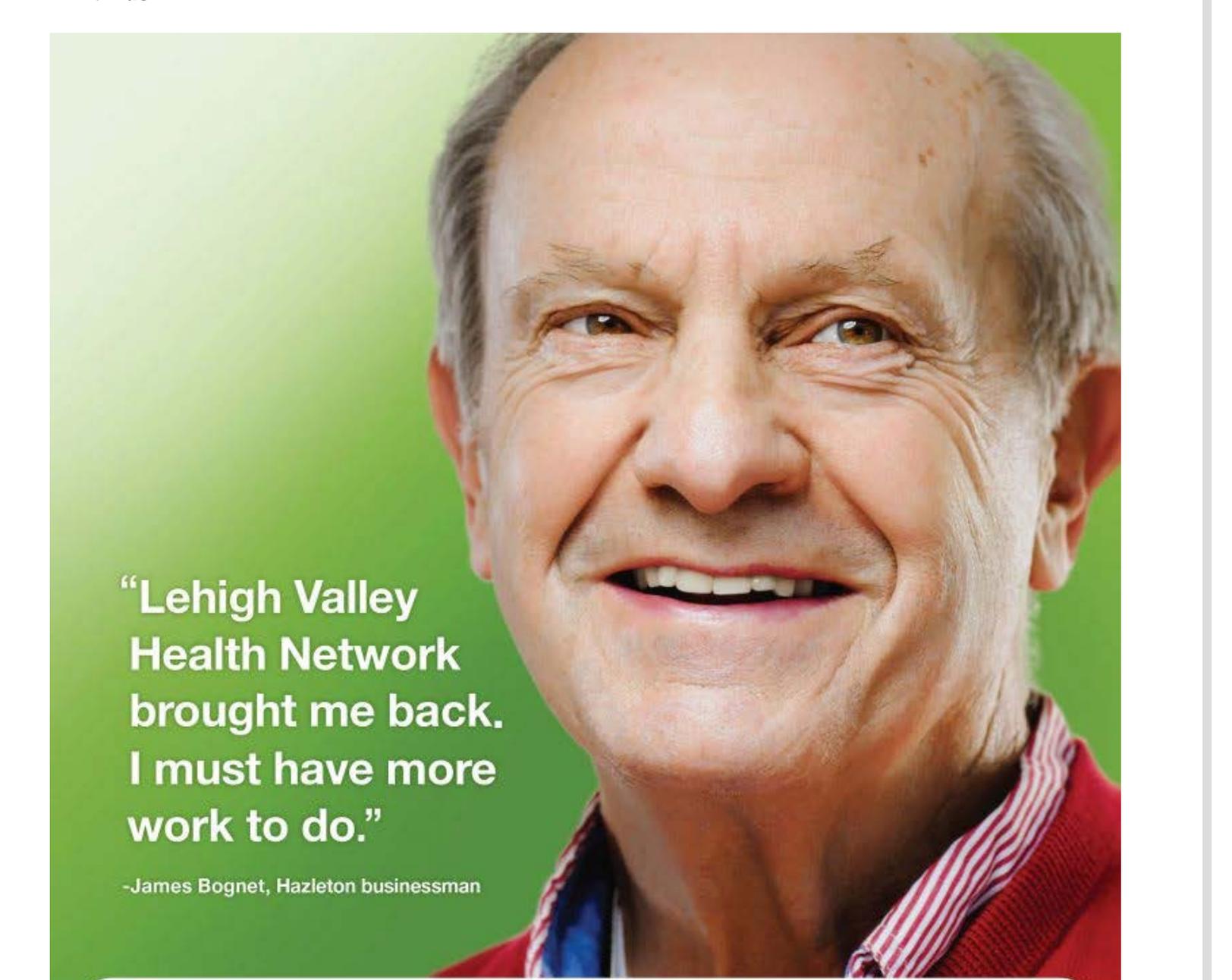
Link LVH–Hazleton to Lehigh Valley Health Network. Since Hazleton's merger with LVHN several years ago, we have worked together to make many positive changes for our community, including adding an ExpressCARE, a Cancer Center, as well as advanced services, such as robotic surgery, 3-D mammography, interventional radiology and telehealth, to name a few. "Network of Neighbors" provides the opportunity to demonstrate how our hospital and community have benefitted by being part of a larger health care system.

Link LVH–Hazleton to "hometown" care. Although LVH–Hazleton is part of a large health network, we also are a community hospital providing "hometown" care. We care for our neighbors and friends. They are people in the grocery store we now know because we cared for them. We are neighbors caring for neighbors.

"Network of Neighbors" will promote these two objectives through a multichannel marketing campaign to include local and regional radio and TV promotions, local print and billboard promotions, social media and more that will run in our market through June. Some of our promotions will speak to the outstanding care we provide with our "health" neighbors at LVHN hospitals. Other promotions will tell wonderful stories about patient experiences and colleagues' experiences caring for neighbors.

What's your "neighbors caring for neighbors" story? We'd like to hear from you as well. What does "neighbors caring for neighbors" mean to you? Do you have stories you'd like to share about your experiences treating your neighbors? (Do not share patient names or specific details, of course). To share your story, [email Jane Danish](mailto:jane.danish@lvhn.org), community relations. Your stories may be used internally to promote "neighbors caring for neighbors" or as a basis for an external promotion.

Here's a look at what some of our promotions will look like and say. Through the length of the campaign, billboards, print and social media promotions will be updated to include other patient and colleague experiences.



**“Lehigh Valley
Health Network
brought me back.
I must have more
work to do.”**

-James Bognet, Hazleton businessman

You don't wake up and think, "Today I am going to have a heart attack." But I started to feel sick. I didn't have the strength to even get up. My wife called 911, and they told me in the ambulance, "You are having a heart attack." Luckily, Lehigh Valley Hospital-Hazleton's Emergency Room is in my neighborhood. By the time I arrived, I was basically dead. My heart stopped twice. I think the whole ER worked on me at some point, but that team never gave up on me. I went to Lehigh Valley Hospital-Cedar Crest by helicopter. During surgery, doctors inserted a stent to clear my blocked artery. Just 106 minutes from the time my wife called 911, I was in recovery. Lehigh Valley Health Network brought me back to life. They are the only reason I am here today with my family. I can't say enough about them.

A network of neighbors caring for Hazleton and beyond.



LVHN.org 888-402-LVHN



**“LVHN’s Telehealth
Monitoring Program
kept me out of
the hospital and
in my home.”**

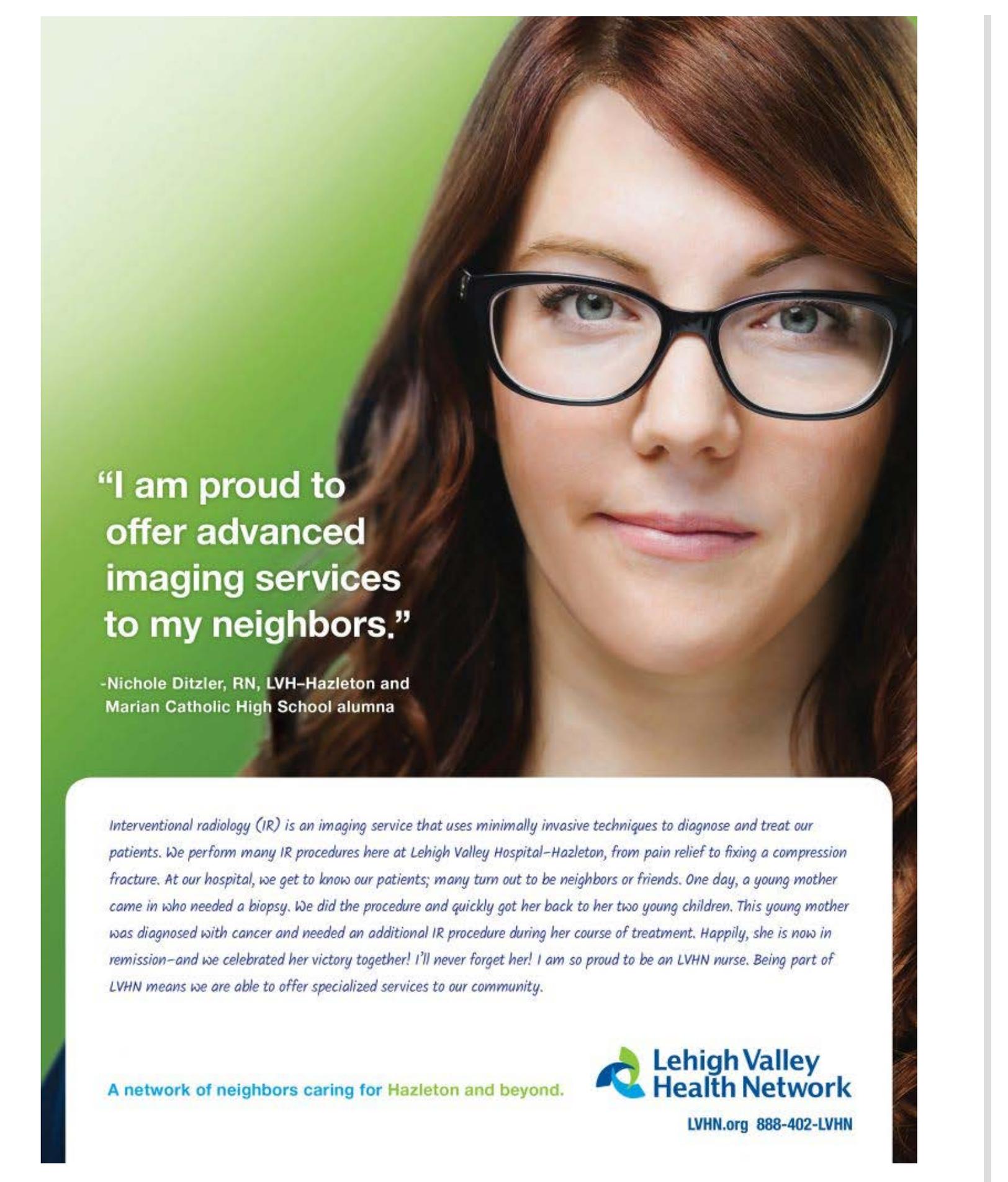
-Lois Welsh, active Nana of two

I got the chills on a hot day in August. A few days later, I felt worse. My daughter called an ambulance to take me to Lehigh Valley Hospital–Hazleton. The doctors said I had congestive heart failure (CHF) and pneumonia. I was shocked. After 13 days in the hospital, I was finally strong enough to go home. Lehigh Valley Home Care nurses and therapists came to me. They set me up with a remote patient monitoring system that checked my blood pressure, heart rate and oxygen level. It was easy to use, and my health information was transmitted directly to the hospital. I learned that people with CHF often wind up back in the hospital after a week or two and that LVHN is the only home care service in the area to offer the monitoring service. They made sure I wasn’t getting sicker so I didn’t have to go back to the hospital. Now, I am stronger and doing great.

A network of neighbors caring for Hazleton and beyond.



LVHN.org 888-402-LVHN



**“I am proud to
offer advanced
imaging services
to my neighbors.”**

-Nichole Ditzler, RN, LVH-Hazleton and
Marian Catholic High School alumna

Interventional radiology (IR) is an imaging service that uses minimally invasive techniques to diagnose and treat our patients. We perform many IR procedures here at Lehigh Valley Hospital-Hazleton, from pain relief to fixing a compression fracture. At our hospital, we get to know our patients; many turn out to be neighbors or friends. One day, a young mother came in who needed a biopsy. We did the procedure and quickly got her back to her two young children. This young mother was diagnosed with cancer and needed an additional IR procedure during her course of treatment. Happily, she is now in remission—and we celebrated her victory together! I’ll never forget her! I am so proud to be an LVHN nurse. Being part of LVHN means we are able to offer specialized services to our community.

A network of neighbors caring for Hazleton and beyond.



LVHN.org 888-402-LVHN

Health Center at East Stroudsburg Now Open

BY SHEILA CABALLERO · FEBRUARY 15, 2018



One day before Valentine’s Day, LVHN showed its heart for the people of the Pocono region during a ribbon cutting to mark the official opening of the Health Center at East Stroudsburg. The health center is LVHN’s fifth in the Pocono region.

Legislators, economic development professionals and other invited guests came together to celebrate the public-private collaboration, which was funded in part by a combination of loans and grants from PennWorks (sewer and water infrastructure) and a grant from the state’s Redevelopment Assistance Capital Program (RACP), which helped fund construction.

“We know that life is busy and when you need care, it can’t wait,” says LVH–Pocono President Elizabeth Wise, RN. “That’s one of the reasons this health center is so special. It sits at the center of our busy lives just off Interstate 80 and at the nexus of Routes 447 and 209 – one of the busiest intersections in the region.”

The new health center brings together top-quality outpatient care in cardiology, family medicine, internal medicine, obstetrics/gynecology and pediatrics all under one roof. It’s just one of many investments LVHN is making in the region.

“LVHN attracts top health care professionals with the expertise and skills to ensure people in the Pocono region have the care they need throughout life,” says LVHN President and Chief Executive Officer Brian Nester, DO, MBA, FACOEP. “We’re investing in this community by increasing access to great care where

people live, work and play including right here at this new facility.”

Other recent investments include the addition of specialty trained physicians in neurosurgery, surgical oncology, gynecologic oncology and minimally invasive surgery for urology conditions.

“We’re committed to providing top quality care close to home in all the communities we serve,” Nester says. “It’s what our neighbors want, and it’s what they deserve.”

Service Star of the Month – February 2018

BY SHEILA CABALLERO · FEBRUARY 15, 2018

Carmine Pellosie, DO, HealthWorks



It's said that a doctor is always on duty. When called to serve the sick or injured, they respond – often without regard to traditional office hours or treatment rooms.

Recently, LVHN physician Carmine Pellosie, DO, with HealthWorks answered the call to serve twice while on vacation.

Pellosie and his wife were waiting to board a flight at Lehigh Valley International Airport. While sitting at the gate, he heard someone crying for help. Pellosie got up and ran toward the sound. A woman had fallen at the bottom of the escalator and was caught against the moving stairs. Pellosie went to the woman who lay injured and bleeding, and gently moved her away from the escalator.

He then stayed by her side and provided medical supervision to the airport's response team as they bandaged and stabilized the frightened woman. She was later transported to the hospital for treatment.

After the incident, Pellosie went back to his seat to wait for his flight. Within 15 minutes, a member of the

response team was waving at him from across the airport. Once again, Pellosie responded. He rushed to the aid of a fellow traveler who had fallen off a stool and hit her head in an airport restaurant. She was bleeding, injured and required medical care.

Pellosie checked the woman's responsiveness, applied pressure to a scalp wound and assessed the severity of her head injury. He then stayed by her side until she could be taken for further testing and treatment.

Wiping blood from his clothing, Pellosie once again took the seat beside his wife to wait for his plane.

"Most people don't want to get involved in other people's troubles," says nominator Sheila Dinan, HealthWorks Director. "But most people aren't Carmine Pellosie. He did what he felt was the right thing to do. Many at the airport recognized his behavior as truly inspiring and were grateful he was willing to serve."

Next Steps

Nominate a Service Star

Congratulate these PRIDE Award recipients. The PRIDE Award is part of our expanded [Service Star Award program](#).

- **Lehigh Valley Physicians Practice—Specialties colleagues, LVPG**

Colleagues helped a patient who was homeless and without insurance get the care he needed. The man had a large mass that required an MRI. Colleagues interceded to make sure he was connected with a financial counselor so the MRI and follow-up appointments could be scheduled immediately before leaving the office.

- **Nicole Gallagher, RN, cardiac float pool, LVH—Cedar Crest**

Gallagher was caring for an elderly heart patient who coughed frequently during meals. Her professional instincts made her concerned about possible aspiration. After sharing her concerns about possible aspiration, a speech therapist found severe dysphagia and ordered a video swallow study. Her professional instincts potentially saved the man's life.

- **Lori Keller, Diagnostic Care Center, LVH—Cedar Crest and LVH—17th Street**

Keller is a role model for colleagues. Recently, she was checking a patient in when she noticed the woman's eyes were glazed. Keller ran out to the woman just as she went into seizure. As the patient fell, Keller allowed the woman to fall on her so wouldn't hit the floor. She then placed the woman on her side until nurses arrived.

- **Multidisciplinary colleagues, LVH—Pocono**

A multidisciplinary group of colleagues attempted to de-escalate a violent patient with special needs while simultaneously ensuring others remained safe from harm. When de-escalation didn't work, colleagues waited for police and EMS assistance while keeping a watchful eye on the patient so he wouldn't harm himself or others.

Welcome New Colleagues – February 2018

BY JANE DANISH · FEBRUARY 14, 2018

We are happy to welcome new colleagues into our LVHN family.



(L-r) Yeslin Concepcion, LVPG Cardiology-Health & Wellness Center; Leslie Ward, LVPG Geriatrics and Internal Medicine; Patrick Aulisio, radiology; Lauren DiLisio, Health & Wellness Center physical therapy; Danielle Petros, Fitness Center at the Health & Wellness Center; Amanda Gavinski, RN, LVPG Gastroenterology; Heather Morro, LVPG Gastroenterology; Rebecca Bicking, CRNP, LVPG Neurology; Toni Stranko, LVPG Family Practice; Lisa DeSantis, EKG; Danielle Miller, Gunderson Rehabilitation Center; Ashley Cardona, LVPG Geriatrics and Internal Medicine