

There's a lot going on at LVHN. In case you didn't catch all the latest news, here's a recap of what happened this week. Here are links to Mission Central posts, the latest editions of Healthy You and Better Medicine, our new LVPG website, and Lehigh Valley Health News, our blog on LVHN.org containing timely information and health network news.

[Changes in CMO Structure; Associate CMO Positions Established](#)

These important changes will help ensure the successful implementation of LVHN's strategic plan.

[Attend a Colleague Forum April 2](#)

Get a status report on our health network and FY15 goals from president and CEO Brian Nester, DO, MBA, FACOEP.

[We've Got Another 'Know Your Numbers' Winner; You Could Be Next](#)

Learn who won this week and how you can enter to win by reporting your BP and BMI to employee health as part of our "Know Your Numbers" goal.

[Attend a Presentation on SELECT Students' Volunteer Mission in India](#)

All colleagues are invited to the presentation on March 10 from 5 to 6 p.m. at the LVH-Cedar Crest auditorium.

[Wave 1 Go-Live: From Here to Optimization](#)

Learn about the next phase of our Epic journey: Stabilization.

[Peter Kozicky, MD, Likes to See Orthopedic Surgery Patients Healed](#)

He played football for a month with a broken rib, so he understands how his patients feel.



Just Published:
**Read the latest
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a blog on LVHN.org containing
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NEWS

Changes in CMO Structure; Associate CMO Positions Established

BY [ADMIN](#) · MARCH 4, 2015

Special Announcement



**This message is from Brian A. Nester, DO, MBA, FACOEP,
president and chief executive officer**

As we begin to roll out LVHN's strategic plan, we've taken a careful look at how to best structure the work of our senior management teams to ensure the plan's successful implementation. As a result, today we are announcing important changes within the domain of the chief medical officer (CMO).

These changes do not add new positions, nor are they adding extra layers of management. Instead, they are streamlining reporting structures and responsibilities, making us more focused and agile in leading LVHN through the challenges of health care reform.

Among the changes:

First, **Thomas Whalen, MD, MMM**, will now hold the title of executive vice president and chief medical officer. Tom has served as our CMO since 2011 and joined LVHN in 2006 after retiring as a captain in the U.S. Navy Reserve Medical Corps. His new title best reflects his skills and position within the network.

To support Tom, we are also appointing three associate chief medical officers. These positions will have distinct but connected responsibilities in furthering our strategic vision for LVHN to become a leader in population health management.

Michael Rossi, MD, MBA, will serve as one of our associate CMOs. In this new role, he will be responsible for the Lehigh Valley Health Network Accountable Care Organization (LVHNACO) while maintaining his responsibilities with Lehigh Valley Physician Group (LVPG), where he will continue to serve as president. In addition, all of our clinical chairs will now report directly to Mike to further enhance the alignment and operations of our fabulous employed medical group. The ability of any ACO to successfully accept clinical and financial risk requires leadership and engagement from its provider base. This move aligns and positions our provider infrastructure to better execute during these evolving times.

A supremely talented leader and physician, Mike joined LVHN in 1992, became the chief of cardiology and medical director of our Regional Heart Center in 2003, and became physician executive director of LVPG in 2009, all prior to becoming president of LVPG last year.

Robert X. Murphy Jr., MD, MS, also will serve as an associate CMO. In this role, he will be appointed to the role of CMO for our new health plan company, Populytics, while maintaining his current responsibilities for medical affairs at LVH–Muhlenberg. In addition, Bob will provide oversight of medical affairs at LVH–Hazleton, as well as other evolving inter-hospital relationships. The successful execution of new payment strategies will require aligned provider networks and strong clinical input to deliver superior health plan alternatives. This move will strengthen our position with insurers, employers and other physician networks in the region.

A highly respected physician leader at LVHN since 1989, Bob has served as a former president of our Medical Staff and as interim senior vice president for quality. He was appointed medical director of LVH–Muhlenberg in 2003. Bob continues his work as an exceptionally talented plastic surgeon, having recently served as president of the American Society of Plastic Surgeons.

Debbie Salas-Lopez, MD, MPH, also will serve as an associate CMO. In her new role she will oversee our patient-centered medical homes (PCMHs), care management infrastructure, telehealth programming and community health assets and relationships. Debbie will lead our clinical integration efforts across the network and with external stakeholders to drive innovation and care delivery transformation related to LVHN's vision for leadership in population health management. Debbie's work will occur at the intersection of population health analytics and the provider-patient interface; building a rational care management platform and customizing care pathways to improve health and reduce costs.

Debbie joined LVHN in 2007 as the chief of general internal medicine, and in 2009 she became the chair of the department of medicine, which at the time made her one of only two Latina chairs of medicine in the nation. Her passion for patient care and her exceptional leadership skills make her an excellent fit for this new role.

As Debbie moves into her new position, **Tim Friel, MD**, will become the acting chair of the department of medicine. A local native, Tim is a graduate of Allentown Central Catholic High School, Harvard College and Harvard Medical School. He also completed his internal medicine residency and infectious disease fellowship at Massachusetts

General Hospital.

Tim has been a trusted LVHN physician since 1999. He became clinical director of the AIDS Activities Office in 2002 and its medical director in 2009. Most recently he's served as the medical director of the Mark J. Young Community Health and Wellness Center and as the vice chair of research and the 17th Street campus for the department of medicine.

In addition, we are pleased to announce that **Jeff Etchason, MD**, now will serve as president of the LVHNACO. In this role he will report directly to Mike Rossi. Jeff joined us in 2005 from the Centers for Disease Control and Prevention, serving as the chair of community health and health studies. In his tenure at LVHN, Jeff established the network office of research and innovation (NORI) and successfully led LVHN's exploration of population health analytics, securing the Optum platform and leading to our founding membership in Optum Labs.

Most recently, Jeff has served LVHN as senior vice president, health systems research and innovation, where he and his team successfully navigated the enormous task of having LVHN achieve the designation of Medicare Shared Savings Program ACO by the Centers for Medicare & Medicaid Services. Jeff's dedication to population health initiatives and his expertise in ACOs and health systems research will serve our organization well into the future.

Please join me in congratulating these members of the CMO team on their new roles.

We will continue to optimize the structure of our senior leadership teams to ensure future success, and as such we will share more news on other such changes in the coming weeks.

Your everyday source for LVHN news.

FEATURED / GOALS AND STRATEGY

Attend a Colleague Forum on Thursday, April 2 to Receive an LVHN Status Report

BY [RICK MARTUSCELLI](#) · MARCH 3, 2015

President and chief executive officer Brian Nester, DO, MBA, FACOEP, held a Colleague Forum at the beginning of fiscal year 2015 (FY15) to introduce you to our goals. You continue to give Dr. Nester valuable feedback at Casual Conversations being held throughout our health network. Now it's time for him to give you a status report on our health network and FY15 goals at a Colleague Forum.

Like we did in August, one forum will be held. All colleagues are invited. If you cannot attend, you will be able to watch it at your convenience online. Here are the details.



Colleague Forum

Thursday, April 2, 2-3 p.m.

Live location:

LVH-Cedar Crest auditorium

Simulcast locations:

LVH-17th Street auditorium

LVH-Muhlenberg ECC rooms B, C and D

LVHN-Mack Boulevard auditorium

LVHN-One City Center eighth floor learning labs 1 and 2 (new location)

Just show up. No RSVP is required. You also can [print this flyer](#), post it in your department and encourage colleagues to attend.

During the Colleague Forum Dr. Nester will:

- Discuss LVHN's new strategic plan
- Share the status of our goals related to the Triple Aim (better health, better care, better cost)
- Provide tips about how you can help us achieve our goals
- Answer your questions

Beginning April 6, you can watch a video of the forum any time on LVHN Daily, our redesigned website for colleagues (formerly called Mission Central) that will go live the week of March 9. If you can't watch a video on your computer, a recap of the forum's content will be provided in text. You'll be able to ask a question on LVHN Daily too. Your question will be sent to the colleague who can best answer it and a response will be posted ASAP.

In the months ahead, more Casual Conversations will be held at different locations and times. These events give you another opportunity to talk with Dr. Nester, ask questions and stay engaged with our health network. Dates and locations will be announced on LVHN Daily.

Your everyday source for LVHN news.

GOALS AND STRATEGY

We've Got Another 'Know Your Numbers' Winner; You Could Be Next

BY [SHEILA CABALLERO](#) · MARCH 5, 2015

Bissoondai Persaud, float pool, is the lucky winner of our fourth and final Heart Month drawing. Persaud will receive a \$100 gift certificate to White Orchid in The Promenade Shops for participating in our "Know Your Numbers" campaign. In addition, the following colleagues are winners in our monthly FitBit Flex wristband drawings: Colleen Boyle of LVPG Family Medicine—Trexlerstown and Robert Kern, RN of LVH-Cedar Crest.

While our Heart Month giveaways have come to a close, there are still [plenty of prizes to win](#). In March, we're giving away prizes from LVHN Fitness that you can use for massages, personal training sessions or time on our multisport simulator. You could also win one of two grand prize drawings for a \$500 VISA gift card.

Everybody wins with good health



In March, we're giving away prizes from LVHN Fitness that you can use for personal training sessions, massages or time on our multisport simulator.

Knowing your important health information like blood pressure (BP) and body mass index (BMI) makes it possible to enjoy the benefits of good health. That's why we're making it [easy to participate](#).

Know Your Numbers is part of our "better health" goal. It encourages healthy habits and better self-management of your individual risk factors for disease, so you can avoid conditions like stroke, heart attack, cancers and other lifestyle diseases. You won't be penalized if your numbers are bad.

Simply put: Taking care of your health can lead to a happier, healthier and more productive you. Knowing your BP and BMI are among the best, first steps in your health journey.

New health and wellness programs



We need at least 60 percent of colleagues to participate so we have enough data to create the kinds of health and wellness programs that will most benefit our colleagues. There are other benefits too – you'll help us reach our goal so we will be eligible to earn a Shared Success Plan (SSP) bonus.

Read the [FAQs](#) or download the [biometric screening form](#) to submit your numbers.

Your everyday source for LVHN news.

STORIES ABOUT COLLEAGUES

Attend a Presentation on SELECT Students' Volunteer Mission in India

BY [TED WILLIAMS](#) · MARCH 4, 2015

Three fourth-year SELECT students who recently completed a volunteer medical mission at the Institute for Indian Mother & Child in Kolkata, India, will join SELECT faculty members Sweetey Jain, MD, and Amy Smith, Ph.D, in a presentation about their journey. All colleagues are invited to the free presentation on March 10 from 5 to 6 p.m. at the LVH-Cedar Crest auditorium.

Kyle Correll, Aresh Ramin and Aleksandra Yakhkind, all members of what will soon be SELECT's first graduating class, spent February fulfilling one of their last course assignments. SELECT is LVHN's medical school partnership with USF Health Morsani College of Medicine.

LVHN's trio joined students from around the world in combining the practice of social and community medicine in inpatient and outpatient settings. They witnessed India's health system and discovered the daily challenges women and children



Kyle Correll, Aresh Ramin and Aleksandra Yakhkind are SELECT medical students who went on a mission trip to India.

face, often traveling to remote villages during their journey.

Jain will offer an introduction to the presentation and the students will speak about their experiences. The students took [numerous photos](#) during their month-long mission.

The India volunteer mission is one of several month-long elective options away from LVHN that are available to fourth-year SELECT students as a graduation requirement. This was the only international option, coming about through a three-year grant from Anderson Trust.

GOALS AND STRATEGY

Wave 1 Go-Live: From Here to Optimization

BY JENN FISHER · MARCH 5, 2015

Colleagues in LVHN ambulatory sites and LVPG practices have been living in an Epic world for more than two weeks now. From their initial tentative spins on the Epic cycle to exhibiting greater confidence in their keystrokes and tab skills, our Wave 1 colleagues are making the LVHN Epic EMR their own while engaging patients in this Epic experience.

Time Flies

As quickly as the first few weeks of Wave 1 Go-Live have passed, it's still hard to believe we are nearing the end of this phase. Since February 18, the command center has been the central point of contact to handle issue management, assign extra resources to practices (such as the Divergent onsite Epic experts,) and provide complete overview of the Go-Live team.

As we transition out of the Go-Live phase, we will enter a new phase: Stabilization. During stabilization, the large-scale command center will phase out and issues will be initially managed by calling the same information services



support center at 610-402-8303. The support center will send tickets with issues to specific LVHN Epic Project teams so those colleagues can investigate and resolve them. Any issues related to patient safety, regulations or significant revenue impact will be noted as critical and escalated for immediate attention. For example, if a needed provider is not listed in the system or charges weren't posted as expected, the team will spring into action to resolve the issue.

Progressing Toward Optimization

The stabilization period lasts for about 3 to 4 months. This is an important time for Wave 1 end users to more fully hone their skills in the Epic system, as well as, identify any errors that may have been missed. Stabilization is also when those same end users may see ways the system could be improved or optimized. When you see things that could potentially be improved, share those ideas with your super users. They meet monthly and connect with the project team.

There is a team devoted to optimization that will begin prioritizing and evaluating optimization requests that come through the support center. This team is already looking at the numerous requests that came into the Command Center during the Go-Live and will evaluate others that surface in the months to come.

Your Epic Calendars

Wave 1 Ambulatory

Feb. 4, 2015–March 11, 2015: PTO restrictions in effect for Wave 1 (ambulatory) colleagues

Mid-2015 and beyond: [Optimization](#)

Wave 2 Inpatient

Now: Wave 2 inpatient equipment delivery and set-up

Now through May 1, 2015: Wave 2 testing

March 13: Wave 2 Managers' Fair

March 23–27: Wave 2 pilot training

May 11–31: Wave 2 super user training

June 1–July 26: Wave 2 end user training

July 20, 2015–Aug. 14, 2015: PTO restrictions in effect for Wave 2 (inpatient) colleagues

Aug. 1, 2015: [Go-live for Wave 2, inpatient settings](#)

Keep up with news about the LVHN Epic transformation on the [LVHN Epic intranet site](#).

Tags: [Epic](#)

Your everyday source for LVHN news.

STORIES ABOUT COLLEAGUES

Peter Kozicky, MD, Likes to See Orthopedic Surgery Patients Healed – VIDEO

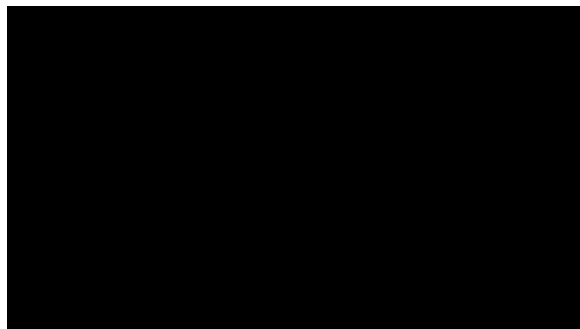
BY [ALYSSA YOUNG](#) · MARCH 3, 2015

We are producing videos of our doctors and advanced practice clinicians (APCs) to help our community find trustworthy health care providers. We will share them here to introduce you to these colleagues. You'll learn about their personality, philosophy of care and inspiration for practicing medicine. These videos are embedded in our website's [Find a Doctor](#) tool, where you can learn about each provider's educational background and more. Enjoy!

[Peter Kozicky, MD](#), played football for a month with a broken rib, so he understands how his patients feel when they come to [Lehigh Valley Physicians Group Orthopedics – Health & Wellness Center](#).

“I like to see the results of my work and see that the patient is well and doesn't need my services anymore,” he says.

He is a board-certified orthopedic surgeon with Lehigh Valley Health Network.



Peter Kozicky, MD, Likes to See Orthopedic Surgery Patients Healed – VIDEO | LVHNDaily

Get to know him with this video.

