

**April 9-13**

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### **Value: It's in the LVHN DNA**

It's the focus of LVH–Hazleton's robotic surgery team.

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Our great work led to a national award.

### **John Brodsky is LVHN's First Treasurer**

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## LVHN news

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Why You Need a Primary  
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# Get Discounted Tickets to Dorney Park This Summer

BY [EMILY MITCHELL](#) · APRIL 13, 2018

The LVHN Recreation Committee invites you to spend a day with your family at Dorney Park for a discounted price.

Tickets are only \$28.50 for two select weekends:

- Friday, June 29- Sunday, July 1
- Friday, Aug. 10 – Sunday, August 12

Tickets are available now for purchase at [dorneypark.com/lvhn](http://dorneypark.com/lvhn).



## Value: It's in the LVHN DNA

BY JANE DANISH · APRIL 12, 2018

Our three positions of strength – access, experience and value – are part of the LVHN DNA. LVHN President and Chief Executive Officer Brian Nester, DO, MBA, FACOEP, talked about it during his State of the Health Network Address. [Watch his presentation or read the recap.](#)

Throughout LVHN, colleagues are focusing on access, experience and value. They're bringing the LVHN DNA to life. Colleagues from LVH–Hazleton's [robotic surgery](#) team, for example, are focusing on value, which is high quality care at a lower cost.

LVH–Hazleton's team partnered with the robotic surgery team at LVH–Cedar Crest to get the program up and running. In January, they were ready to perform the very first hysterectomy with robotic surgery in Hazleton. However, this was not a typical case. Their patient wanted to avoid a blood transfusion due to religious beliefs. She declined a transfusion, even if it was medically necessary. The stakes at the time of surgery were high, but the team was ready.

Thanks to the numerous benefits of robotic surgery, the team is able to perform “bloodless” surgery. With robotic surgery, transfusions are needed less than 1 percent of the time, compared to 25 percent of the time with an open procedure.

When a hysterectomy is performed as an open procedure, it typically results in a three-day hospital stay. Their patient was discharged early in the afternoon on the same day she had her surgery. She experienced so little pain afterward that she only needed an over-the-counter pain reliever.

With robotic surgery, our teams provide:

- Better health – Patients experience less pain, spend less time in the hospital and recover faster.
- Better care – Robotic surgery lowers the risk for infection and complications.
- Better cost – Robotic surgery reduces length of stay and readmissions, preventing patients from occupying precious and costly hospital resources.

Data from 601 LVHN patients who had robotic surgery for benign conditions over a five-year period



translates into saving more than 600 days in length of stay. And because these patients were out of the hospital sooner, more beds were available for people who needed inpatient care. That's proof that creating value is in our DNA.

**Inspired by their great work?** Every day when you put on the LVHN badge, think about our DNA and what we're made of. Then, challenge yourself to bring our DNA to life.

**Have a great story to share** about how a colleague or team is creating health care value? [Tell us about it.](#)

**Read other stories on LVHN Daily** about colleagues who have the LVHN DNA. Learn how [colleagues from LVPG Family Medicine–Hamburg](#) are focused on giving people access to the care they need, and how colleagues from [LVH–Pocono's emergency department](#) give patients an amazing experience.

# How Data Is Making a Difference for Our Patients

BY JANE DANISH · APRIL 12, 2018

Data is a driving force in health care at LVHN. About five years ago, LVHN subsidiary, Populytics, was formed to support the health network's population health initiatives by combining health insurance claims data with electronic medical records. With this powerful combination, physicians and other providers can better determine and prioritize the best next steps for their patients. It helps them identify gaps in patient care, stratify patients based on their level of risk and find opportunities for cost containment. This was made possible by building on a population health analytics platform from national health services and innovation firm, Optum.

“The ultimate goal is better health, better care and more value for all patients,” says Gregory Kile, LVHN Chief Insurance Officer and President and Chief Executive Officer of Populytics. “LVHN care coordination/population health teams use the data insights to prioritize outreach, tailor care for patients with chronic health conditions, and avert hospitalization and emergency department visits.”

As a result, the health network has seen positive impacts in quality, care delivery and improved resource efficiency. Some highlights include a drop in emergency department utilization (down 7.3 percent in 2017), a drop in emergency department utilization for end-stage renal disease (down 27 percent), and significant savings from steps taken to mitigate the escalating cost of prescription drugs (almost \$1 million).

Recognition of LVHN and Populytics' progress has spread to the national arena. In March, LVHN received the 2018 American Medical Group Association (AMGA)–Optum Award for Innovation in Population Health, which recognizes pioneering work in the field. According to sponsors, the award is “a direct attestation to the positive outcomes LVHN and Populytics have had in improving the health of patients, as well as advancing the business model for population health.”

For more information on data analytics and what it can do, [download the latest Populytics Progress](#)



*Nina Taggart, MD, Senior Medical Director of Accountable Care, LVPHO (center) accepts the 2018 AMGA-Optum award on behalf of LVHN at AMGA's annual conference. Also pictured are John Cuddeback, Chief Medical Information Officer, AMGA (left), and Alejandro Reti, MD, Chief Medical Officer, Optum Analytics.*

How Data Is Making a Difference for Our Patients – LVHN Daily-Hazleton

**Report.**



## LVHN Announces Appointment of First Treasurer

BY JANE DANISH · APRIL 11, 2018

### **This message is from Tom Marchozzi, MBA, CPA, Executive Vice President and Chief Financial Officer, LVHN**

As our organization has grown, so has the complexity of financial management. Over the last four years, Lehigh Valley Health Network (LVHN) has acquired or merged with several regional health systems to improve our overall competitiveness. While locations and building projects have been strategically selected to capture market share, the network is competing in a business environment defined by population health parameters, reduced reimbursements, fluctuating debt rating and equally aggressive retail and other health care competitors.

To assist us with specific aspects of financial management, we are pleased to announce the appointment of John Brodsky, MBA, as Senior Vice President and Treasurer. Brodsky will work directly with Tom Marchozzi, MBA, CPA, Executive Vice President and Chief Financial Officer. In accepting the role, Brodsky becomes the first treasurer to serve at LVHN. He will begin his new position on April 16.

Chief among his new responsibilities, Brodsky will focus on debt management for the entire organization. This will include working on behalf of LVHN with debt rating agencies and other elements of the capital markets. Ratings directly influence the cost (interest rate) for funds that LVHN borrows and access to funding based on our (estimated) ability to repay loans.

In addition, he will oversee Accounts Payable and Real Estate Financing. Currently, LVHN has significant annual leasing and real estate costs. Brodsky will review location costs and leasing contracts to determine best practices for LVHN with the goal to reduce these operational costs.

He also will provide guidance for LVHN investments and pension assets and work to ensure that these portfolios continue to meet the needs of the enterprise.

Throughout his career, Brodsky has focused on the world of health care while attaining higher levels of



financial, management and leadership experience. He comes to us from Fairmount Capital Advisors, Inc., Philadelphia, where he served as Managing Director and President from 2007 to 2018. While there, Brodsky advised hospitals, colleges and other 501c3 (non-profit) organizations, especially in relation to debt management and investment opportunities. Brodsky has spent over 30 years in healthcare and non-profit finance.

Brodsky earned his MBA at The Wharton School, University of Pennsylvania, with a concentration in health care administration and financial accounting. He earned his undergraduate Bachelor of Science degree in civil engineering at Princeton University.

Brodsky lives in Rumson, N.J. with his wife Mary. They have three children. When he isn't crunching numbers, Brodsky enjoys getting outside. He is a skier – both water and snow – plays tennis and platform tennis, and is an avid boater. He is a long standing member of the Zoning Board of Adjustments for the Borough of Rumson, and currently serves as board chairman.

Please join us in welcoming John to LVHN.