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**LVHN Scholarly Works**

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LVHN Weekly-Pocono

Newsletters

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5-17-2019

## LVHN Weekly-Pocono

Lehigh Valley Health Network

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It makes a strong emotional connection with families.

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We scored higher in nearly every category.

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Field-level seats are only \$11.

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## LVHNnews

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Mammogram and Go

Melanoma Rates by Age

*Information on LVHN Weekly is for LVHN colleagues only and cannot be accessed on smartphones or computers outside of LVHN's network.*

## LVHN's New Tagline Is... – VIDEO

BY [RICK MARTUSCELLI](#) · MAY 16, 2019

It's been 10 years since LVHN introduced "A Passion for Better Medicine." Our passion for providing world-class care will never change. It's who we are as LVHN colleagues and health care providers. Now, we're ready to take the next step in the evolution of the LVHN brand. It's a step that will help us better express to our community who we are and what we provide at LVHN.

To truly touch people's hearts and minds, we reinvented our main message – our tagline – so that it focuses on our patients and consumers, not us. And as our industry moves toward value-based care and we strengthen our position as the region's population health leader, our message emphasizes "health" over "medicine."

In all the communities we serve, we will establish that LVHN is your family's health advocate and make a strong emotional connection between our brand and families. Our message is this: "Throughout life, in different aspects of life, people have partners. Shouldn't you have a partner for the most important aspect of life – your health?" Thus, LVHN's new tagline is:

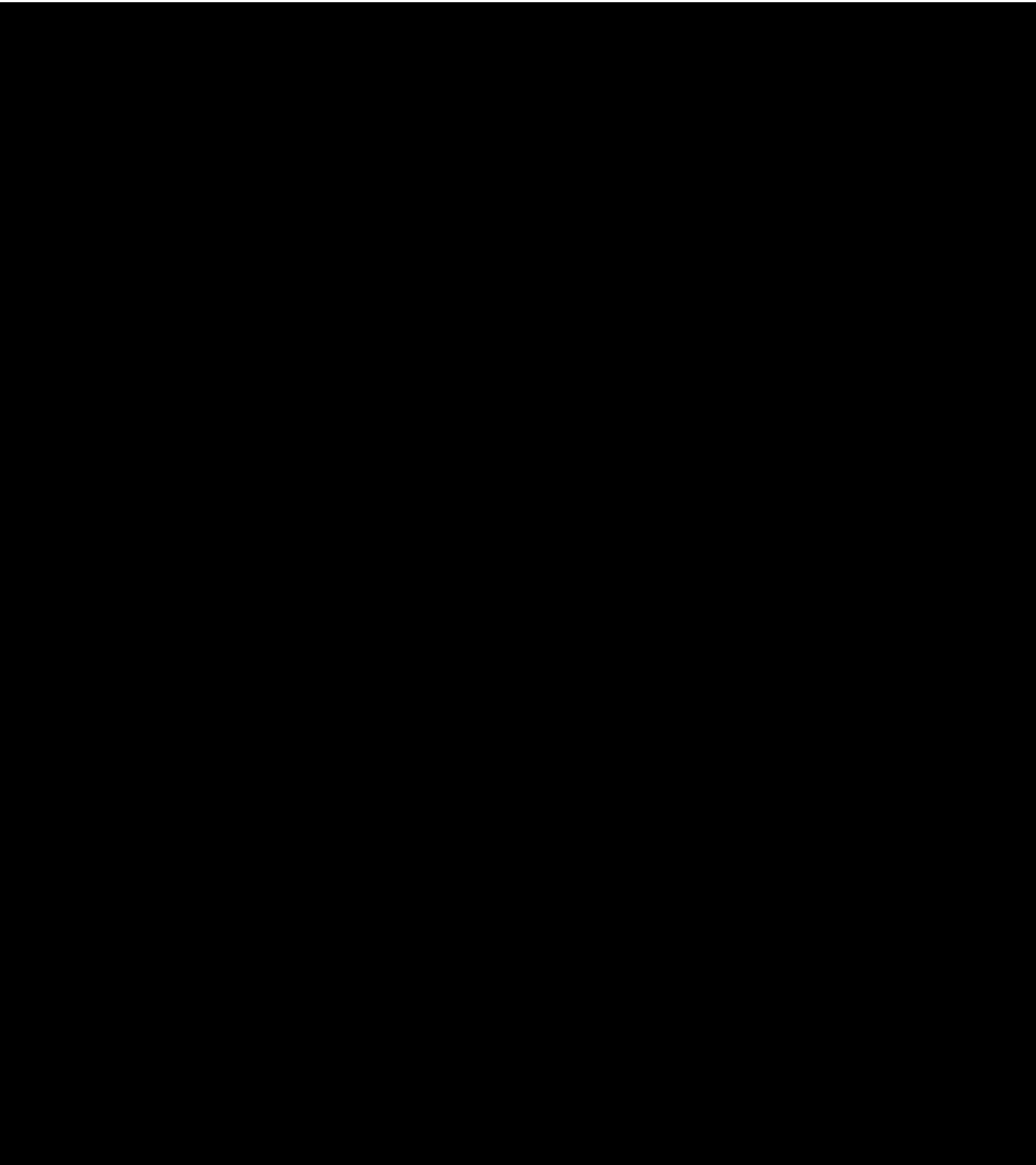


### Fresh approach to health care advertising

Our new TV commercials, billboards and ads will stand out. They advertise health care in a whole new

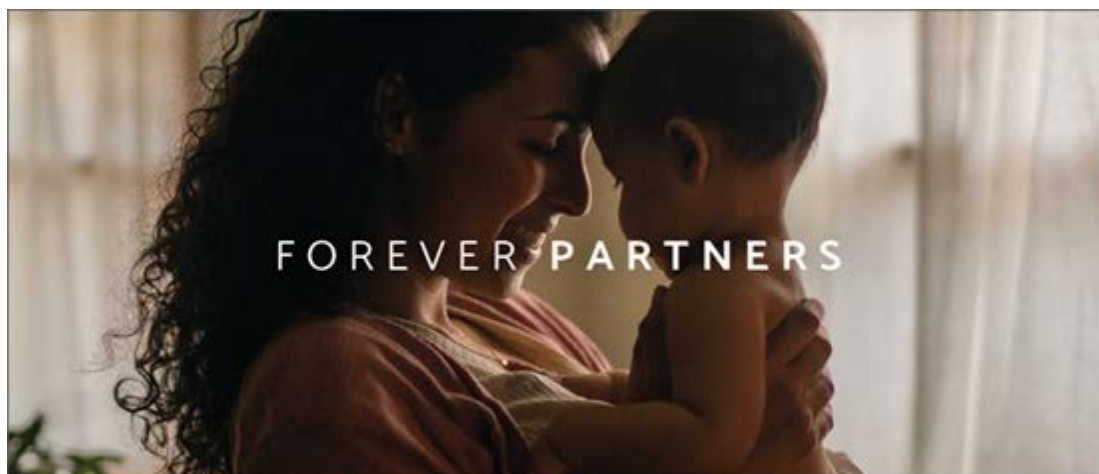
way, and you'll begin seeing them this weekend. Here's a sneak peek.

**TV commercials**



**Billboards**





Life is full of partners. Your health deserves one, too. With eight hospital campuses, 26 health centers and more than 160 practices, we're here for you and your family at every stage of life. Learn more at [LVHN.org](http://LVHN.org).

 **Lehigh Valley  
Health Network**  
Your health deserves a partner.

## **Bring our brand to life**

You are LVHN. You make people feel what LVHN is all about during every interaction with patients, families and colleagues. You make strong connections with people when you do the things a good partner does. They're things you have been doing and continue to do every day. You always listen. You always make sure a patient's needs are met. You always treat others with PRIDE. You always get answers when questions are asked. The list goes on and on. You can help make LVHN even stronger by continuing to bring partnerships to life every day.

## **Share your thoughts**

Tell us what you think about our new brand, tagline and marketing campaign by posting a comment on this post below.

## **What's next?**

The partnership we're making with our community and with each other is cause for celebration. So, this summer we will do just that. We're throwing Pop-up Parties at locations throughout our health network. They'll be refreshments, cool giveaways, music, videos, partner storytelling and more. Be on the lookout for the Pop-up Party schedule and make plans to attend.

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# Here Are the Colleague Engagement Survey Results

BY [RICK MARTUSCELLI](#) · MAY 16, 2019

In April, all colleagues had the opportunity to take the 2019 Colleague Engagement Survey. It was your chance to express what's on your mind about working at LVHN.

The results are in. Now, LVHN will listen to your input and once again turn your survey answers into action. Here's a look at our health network's overall results and your role in making LVHN an even better place to work and grow.

## Participation

11,402 colleagues (66.4 percent of colleagues)

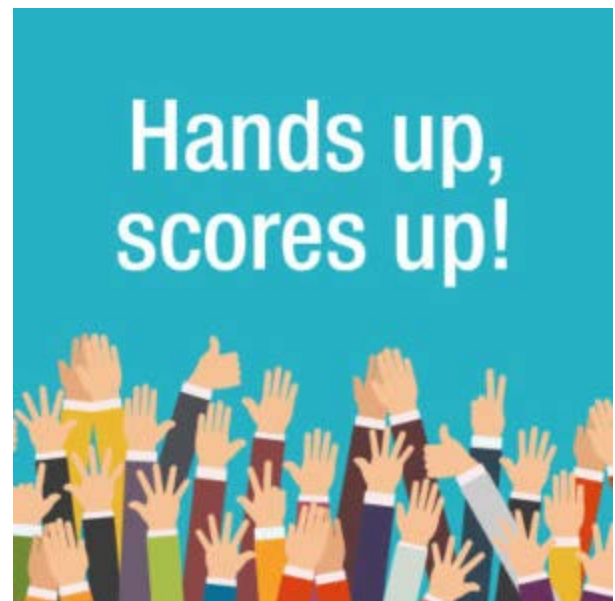
Strategic Management Decisions (SMD), the independent firm that administers the survey, says participation was consistent with that of 2018 even though our 2019 survey was open for a shorter period of time.

## Key takeaway

We scored higher in 20 of the 23 categories the survey measures to determine colleague engagement. That means your feedback and the actions LVHN is taking are making our health network even stronger.

## Our strengths

There are themes throughout the survey which reinforce our strengths as a health network. We enjoy the work that we do, understand our job expectations and are willing to put in a great deal of effort to help LVHN succeed. This is clearly demonstrated by our commitment to delivering quality care to our patients and their families. We also believe colleagues from different backgrounds are respected and have a sense of belonging.



## **Our opportunities**

There are always opportunities for improvement at both the department and network level. That is why the action planning process, which includes your feedback and participation, is so vital to promoting an outstanding colleague experience.

We heard some themes. We feel colleagues should have “extreme ownership” for their responsibilities and be held accountable for their performance. Not unlike colleagues in other large organizations, we feel our pay could be better, and we could use more tools and resources to get the job done

## **Better Colleague Experience network goal**

For the first time this fiscal year, we set a goal to create a better colleague experience for you as part of our focus on the Quadruple Aim. To measure our success, we set a goal to score higher in the three survey items most closely linked to colleague engagement. We made great progress and increased our scored for these three survey items:

- I would recommend this organization as a great place to work.
- This organization inspires me to perform my best.
- I would feel comfortable referring family and friends to receive care at this organization.

## **Keeping colleagues safe**

After colleagues expressed concerns during Town Hall and Colleague Ambassador meetings about colleague safety and workplace violence, LVHN formed a Workplace Violence Prevention Committee. Questions about workplace violence were also included in the survey. The results tell us how colleagues feel about workplace violence at each site within our health network. As the committee works to make LVHN even safer in the months ahead, we'll measure our success by comparing the results of the 2019 survey with the results of next year's survey.

## **Next steps**

Senior leaders will review network-wide results and identify opportunities for improvement. Based on your survey answers, they'll explore immediate and long-range tactics to make LVHN an even better place to work and grow.

Your manager will share your department-specific results with you and your team. Your manager also will attend SMD information sessions and receive tools to develop action plans to make your department a great place to work. Action plans must be submitted by Sept. 9.

## **Your role**

Help your manager analyze your department results. As a team, talk about what the results mean and ensure they paint a true picture of your department. Offer to help your manager create an action plan and encourage others to do the same. Share ideas about ways to make the colleague experience even



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better. Together, we will take action to make LVHN the employer of choice and best place to work and grow in the region.

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## ‘A’ Grades for Four LVHN Hospitals... Again

BY [BRIAN DOWNS](#) · MAY 15, 2019

LVH-Cedar Crest, LVH-Muhlenberg, LVH-Hazleton and LVH-Pocono each received an ‘A’ grade on the [Hospital Safety Grade](#) report from The Leapfrog Group for spring 2019. The ratings, released today, reflect how well hospitals protect patients from accidents, errors, injuries and infections. The safety score is designed to give the public information that is useful for choosing a hospital for care.

Our hospitals are among 832 in the country awarded an ‘A’ grade, about one in every three that received a grade, for efforts in protecting patients from harm and meeting the highest safety standards in the U.S.

“Safety is important to all of us no matter where we go or what we do,” says Brian Nester, DO, MBA, FACOEP, LVHN President and Chief Executive Officer. “Certainly when we go to the hospital, we expect the highest quality care delivered in a safe environment. These ‘A’ grades for this important measure of quality are a reflection of the exceptional and skilled people—physicians, nurses and many, many others—who provide that care at Lehigh Valley Health Network every single day.”

“To be recognized nationally as an ‘A’ hospital is an accomplishment the whole community should take pride in,” said Leah Binder, president and CEO of The Leapfrog Group. “Hospitals that earn an ‘A’ grade are making it a priority to protect patients from preventable medical harm and error.”

Developed under the guidance of a [national expert panel](#), the Leapfrog Hospital Safety Grade uses 28 measures of publicly available hospital safety data to assign grades to more than 2,600 U.S. acute-care hospitals twice per year. The Hospital Safety Grade’s methodology is peer-reviewed and fully transparent, and the results are free to the public.



## Service Star of the Month – May 2019

BY [PAULA RASICH](#) · MAY 16, 2019

### **Scott Brandt, Paramedic, and Patricia Copp, EMT, West End Community Ambulance, LVH–Pocono**

During a massive winter storm, a 911 call dispatched West End Community Ambulance Paramedic Scott Brandt and Emergency Medical Technician Patricia Copp to pick up a pregnant woman in labor. Arriving on the scene, the crew got the patient onto a stretcher and headed for LVH–Pocono.

The storm had dumped a foot of snow on roadways across the region, and the only route available, Interstate 380 to Interstate 80, was engulfed in gridlock. En route to the hospital, the ambulance got blocked in by stranded motorists. The

patient was worried about being trapped in the ambulance and giving birth on the way to the hospital. Together, Brandt and Copp kept the mother-to-be calm, warm and comfortable while they worked with the emergency department team via radio to delay the delivery. To make their way through the traffic jam faster, Brandt got out of the ambulance every 30 feet to help stranded drivers move their cars out of the way, clearing a path through the gridlocked highway. Brandt assisted in moving more than 10 vehicles in zero visibility and gusting winds. On a clear day, the trip takes around 40 minutes. On this day, the drive to LVH–Pocono lasted five hours. A couple of hours after the ambulance arrived at the hospital, the patient delivered a healthy baby boy.



### **Next Steps**

Nominate a Service Star.

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

**Beth Budick, Case Manager, LVH–Cedar Crest**

An out-of-state patient arrived at our Burn Recovery Center without family or any support. After treatment for third-degree burns, the patient needed to go to a facility in his home state of New York. Wearing many hats, Budick overcame multiple obstacles to get this older patient the care he needed so that he could fully recover and thrive after the injury. Plus, she got his laundry done so he could travel home feeling good, and kept a sense of humor all the while.

**Gabrielle Skwait, Centralized Transport, LVH–Schuylkill**

One afternoon, Skwait was having a conversation with a nurse when she noticed that her colleague's speech was slurred. Realizing something was terribly wrong, Skwait immediately took her to the emergency department (ED) where she was treated for a stroke. By acting fast, Skwait helped her colleague get the powerful clot-dissolving drug she needed to prevent permanent disability.

**Lisa Mackey, Patient Access Support, Lea Carpenter, Human Resources, Daniel Herrera, Emergency Department, LVHN–Mack Boulevard**

During a leadership meeting, Carpenter learned that her colleague was in severe pain, so she immediately accompanied her to the ED. It was determined that the colleague needed surgery. Herrera, an physician assistant in the ED, checked on her frequently to provide updates and comfort her. Mackey drove to the colleague's house to pick up her daughter so that she could be by her mother's side. This team put their colleague at the center of their attention showing kindness and compassion.

**Dale Ambosie, Physical Therapist, Health & Wellness Center at Hazelton**

Ambosie acted as a first responder to patients/gym members suffering physical and cardiovascular emergencies. With his calm, confident presence, Ambrosie was the first person to provide care to these patients until emergency medical services arrived on the scene. He handled these urgent incidents professionally, maintaining each patient's privacy while respecting their individual needs and beliefs.

**Adriann Esteves, Alexis Alexander, Amy Maurer, Charles Incalcaterra, DMD, Elizabeth Blaisse, G. Shambo, Jamie Gabryluk, Janet Keglovitz, Jordan Barber, Melanie Dee, Miriam Morales, Patricia Atno, Sayonara Lopez, Tracy A. Young, Dental Clinic, LVH–17<sup>th</sup> Street**

The dental clinic team goes above and beyond to meet and exceed the needs of their patients. Primarily treating our underserved community, this team provides after-hours oral cancer screenings, special days for patients with disabilities, and life-long education opportunities for staff. Described by patients as “dedicated, passionate, caring, professional, friendly, and absolutely wonderful,” this group is making a true difference in our community, one smile at a time.

**Paula Edmondson, Virginia Kmetz, RN, Karen Ball, RN, Angela Manning, Stephanie Smagler, Inpatient Rehabilitation Center–Pocono**

Because of their calm, alert and purposeful actions, Edmondson, Kmetz, Ball, Manning and Smagler

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helped a homeless, suicidal man get the help he needed. After listening to the young man's story, they took him to the ED and called his family.

### **Kevin Knox, CT Scan department, LVH–Muhlenberg**

Knox does whatever it takes to assist and encourage patients and colleagues alike. His standard operating procedure is to treat everyone he encounters with the utmost respect and courtesy. During the course of the day, Knox answers questions, escorts patients, and “gives, gives, gives in a way that most people don't expect.” His positive attitude spreads happiness wherever he goes.

### **Melanie Nunez, LPN, LVPG Family Medicine–Tobyhanna, LVH–Pocono**

When cancer was suspected in a patient, Nunez made sure the patient got timely appointments with appropriate specialists for diagnostic testing. Professional and caring, Nunez is a great asset to both patients and colleagues. She advocates for the patient while being a true team player.

# Laszlo Fuzesi, MD, Coming Back to LVH–Pocono

BY [HOLLY YACYNYCH](#) · MAY 15, 2019

Lehigh Valley Hospital–Pocono announced a welcomed addition to the heart surgery program, part of the ESSA Heart and Vascular Center and Lehigh Valley Heart Institute. Laszlo Fuzesi, MD, will be joining our cardiothoracic surgery and the cardiology team of experts on July 1, 2019. Fuzesi joined the former Pocono Medical Center in 2010, providing exceptional care to the Monroe County community and forming a warm partnership with our exceptional team of cardiologists. He is board certified by the American Board of Thoracic Surgery and previously held the Chief of Cardiovascular and Thoracic Surgery position at Mohawk Valley Health Institute in Utica, New York.



Upon returning to the hospital, Fuzesi has shared that he has always enjoyed working with Pocono colleagues, his affinity for the community and his love for the Pocono region. We are pleased to share this announcement with our colleagues and community partners.

As part of the cardiothoracic team, Fuzesi brings superior medical training and extensive experience to the ESSA Heart and Vascular Center, specializing in areas from beating heart bypass surgery and valve replacement surgery to general thoracic procedures such as biopsy, wedge resection and lung resection. He also offers minimally invasive procedures for valve repairs.

Partnering with Fuzesi is cardiothoracic surgeon John Anderson, MD, a graduate of Loma Linda University School of Medicine in California. Anderson brings more than 40 years of diverse experience to the LVH–Pocono heart surgery program.

Fuzesi has successfully completed more than 600 heart transplants and has a proclivity for beating heart bypass surgery. Combined with his years of experience is his superior medical training at Princeton University where he earned his degree, and followed by earning his medical degree from

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Cornell University Medical College.

Fuzesi and Anderson will be supported by three highly experienced physician assistants, a dedicated cardiac anesthesiologist and an exceptional staff of nurses and operating room personnel.

Lehigh Valley Heart Institute provides the most experienced cardiothoracic surgeons and cardiologists in the region. Our heart specialists trained at some of the leading heart programs in the nation and treat twice as many cardiac patients as any other organization in the area. We are excited to continue offering nationally recognized heart care to the Pocono community.

To learn more about Lehigh Valley Heart Institute at LVH–Pocono's ESSA Heart and Vascular Center, visit [LVHN.org/heartcare](http://LVHN.org/heartcare).

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# LVH-Pocono First Responders Honored

BY [HOLLY YACYNYPCH](#) · MAY 14, 2019



East Stroudsburg University recently hosted the annual First Responders Day. Colleagues from West End Ambulance, LVH-Pocono's provider, were among those honored. The event celebrates and recognizes all first responders in the Monroe County region.

# Ambulance Provider Awarded for Fast Response

BY [HOLLY YACYNYCH](#) · MAY 16, 2019

LVH–Pocono proudly recognized Pocono Mountain Regional Ambulance company by awarding the STEMI cup in front of colleagues.

Each year, LVH–Pocono reviews all the STEMI (ST elevation myocardial infarction) cases brought in by emergency medical services and determines how long it takes to open up the patient's coronary artery in the cardiac cath lab. The fastest time receives the STEMI cup.

The goal is to have the artery opened and restore circulation within 90 minutes of arrival to the hospital. Pocono Mountain Regional first responders had a time of 23 minutes on a recent cardiac case.



# Sorority Supports LVH–Pocono Patients With Breast Cancer

BY [HOLLY YACYNYCH](#) · MAY 14, 2019

East Stroudsburg University (ESU) sorority Lambda Iota hosted its 7th Annual Golf Tournament, which raises funds for breast cancer. The sorority raised \$2,300 for the Hope for Strength Breast Cancer Fund, which helps to minimize the financial and emotional impact of breast cancer diagnosis and treatment. The fund provides assistance with basic living expenses for male and female patients of LVH–Pocono's Dale and Frances Hughes Cancer.

Lambda Iota is a local social service sorority at ESU in East Stroudsburg. Its main philanthropic effort supports breast cancer. Recently the chapter won the Scholarship Award and the Community Service Award for Greek Awards.



Visit [hopeforstrength.com](http://hopeforstrength.com) for more information about the Hope for Strength Breast Cancer Fund.

# Group Discount Tickets to RailRiders Available

BY [JANE DANISH](#) · MAY 10, 2019

The LVHN Recreation Committee is pleased to offer group discount tickets to three Wilkes-Barre/Scranton RailRiders baseball games in 2019. The tickets are for field-level seats at \$11 each (plus service fees). There is no limit on the amount of tickets you can purchase. Enjoy an afternoon or evening with family and friends.

It's easy to order and pay for tickets online. [Click here for tickets.](#)



## Dates available:

Sunday, June 2

RailRiders vs. Lehigh Valley IronPigs

1:05 p.m., PNC Field, Moosic

Saturday, July 20

RailRiders vs. Louisville Bats

6:35 p.m., PNC Field, Moosic

Friday, Aug. 2

RailRiders vs. Lehigh Valley IronPigs

7:05 p.m. PNC Field, Moosic

Questions? Contact [Jane.Danish@lvhn.org](mailto:Jane.Danish@lvhn.org) or call 570-501-6205.

**Looking for other events, trips, discounts?** Check out the LVHN Recreation Committee intranet page. Go to the [LVHN intranet](#) and click on Recreation Committee on the left side under Colleague Resources.

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