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LVHN Weekly-Pocono

Newsletters

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8-24-2019

## LVHN Weekly-Pocono

Lehigh Valley Health Network

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### Recommended Citation

Lehigh Valley Health Network, "LVHN Weekly-Pocono" (2019). *LVHN Weekly-Pocono*. .  
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## [Welcome ExpressCARE to Carbon County](#)

Attend the Community Open House on Aug. 28.

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Learn plans for lactation spaces and Mamava pods.

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Learn about LEAP, LGBTQ inclusion, colleague engagement and more.

National LGBTQ  
Healthcare  
Equality Ranking

[Learn More](#)



Register for 2019  
AHA Heart Walk

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Meet August's  
Service Stars

[Learn More](#)



## LVHN news

[Possible Key to Lung Cancer Survival](#)

[Five Things About Head and Neck Cancer](#)

[Kids and Hots Cars](#)

# Join us to Welcome ExpressCARE to Carbon County

BY [KATIE CAVENDER](#) · AUGUST 21, 2019

Earlier this month, LVHN announced plans to give people in Carbon County more convenient access to the quality care they expect, deserve and already seek. Plans include a new hospital ([LVH-Carbon](#)), a medical office building and two ExpressCARE locations. We are excited to open our latest facility as a part of that plan, ExpressCARE-Lehighton.



## You're Invited!

### ExpressCARE Community Open House

363 N. First Street

Lehighton, PA

Wednesday, Aug. 28, 5–7 p.m.

ExpressCARE provides walk-in care 365 days a year without an appointment for minor illnesses and injuries such as sprains, strains, seasonal allergies, cold, flu, poison ivy/rashes, bronchitis, ear infections and many other conditions.

At the community open house, visitors will tour the facility and receive information regarding access to this type of care. Information will also be available for people to better understand when to visit an ExpressCARE versus the emergency room.

No registration is necessary for this public event. Light refreshments will be provided.

ExpressCARE-Lehighton will open its doors for patient care every day from 8 a.m. to 8 p.m. starting Tuesday, Sept. 3. Carbon County's second ExpressCARE facility will be located in Palmerton. Details regarding that location's ribbon-cutting and open house will be shared soon.

# Coming Soon: Relaxing, Inviting Spaces for New Mothers to Pump and Breastfeed

BY [KATIE CAVENDER](#) · AUGUST 20, 2019

Megan Wirth is a new mom to her beautiful baby boy, Donovan. She's also Patient Care Manager in the emergency department at LVH–Cedar Crest. With these two important jobs, Wirth knows how important it is for women to have a convenient, comfortable space to pump and breastfeed. "It can be both challenging and stressful to take breaks in the work day to pump, and in turn that stress can cause issues with pumping," Wirth says. "Having a calm, private and nearby room helps to relieve some of that stress."



*Megan Wirth, BSN, and her son, Donovan, appreciate the relaxing environment of the newly renovated lactation room in the Jaindl Pavilion.*

During August, National Breastfeeding Month, Wirth is glad to know that colleagues, patients and visitors will soon enjoy new and renovated lactation spaces around LVHN. Soon, Mamava lactation pods – freestanding rooms that provide privacy for breastfeeding and pumping – will be installed at select

locations across our health network. “It means a lot to me that LVHN is adding more dedicated spaces for nursing mothers,” Wirth says.

LVHN is installing six Mamava pods this fall, with plans to add more. Using the Mamava mobile app, colleagues can find a pod near them, make a reservation and receive a code to unlock the door. Once inside, the app allows you to adjust the lighting and airflow. Each pod includes built-in seating, a table, mirror and outlets. As your partner in health, LVHN also provides tips inside each unit to help you care for your baby.

“It’s not enough for us to simply offer a space for breastfeeding. We want to provide a space that is relaxing and inviting,” says Lynn Turner, Senior Vice President and Chief Human Resources Officer. “Mamava lactation pods provide a great, modern solution that is perfect for our needs.”

The initial six pods will be located at:

- LVHN–Mack Boulevard
  - Sixth floor
- LVH–Cedar Crest
  - First floor between the information desk and the computer lab
  - First floor by Lehigh Valley Reilly Children’s Hospital
  - First floor in the 1240 building lobby by the gift shop
- LVH–Muhlenberg
  - Second floor near the Diagnostic Care Center
- LVH–Pocono
  - Near the ICU waiting desk

Any Mamava pod located in a public space will be available for public use. LVHN will track the usage of each pod, and move them to more ideal locations if needed.

Visit the Colleague Resource Center to see a full list of current lactation spaces. This list will be updated as the Mamava pods are installed. A full list of lactation spaces will also be available in the Mamava app.



*This Mamava pod, located at the Lehigh Valley International Airport, looks similar to the pods that will be located in LVHN facilities.*

# LVHN Sports Medicine Scores High School League Partnerships

BY [KIRSTIN REED](#) · AUGUST 23, 2019

As you cheer on your local high school teams this season, keep an eye out for a special partnership. You'll soon see more than 62 athletes, playing 12 sports and representing 17 schools showcased in our action-packed LVHN Sports Medicine marketing campaign.

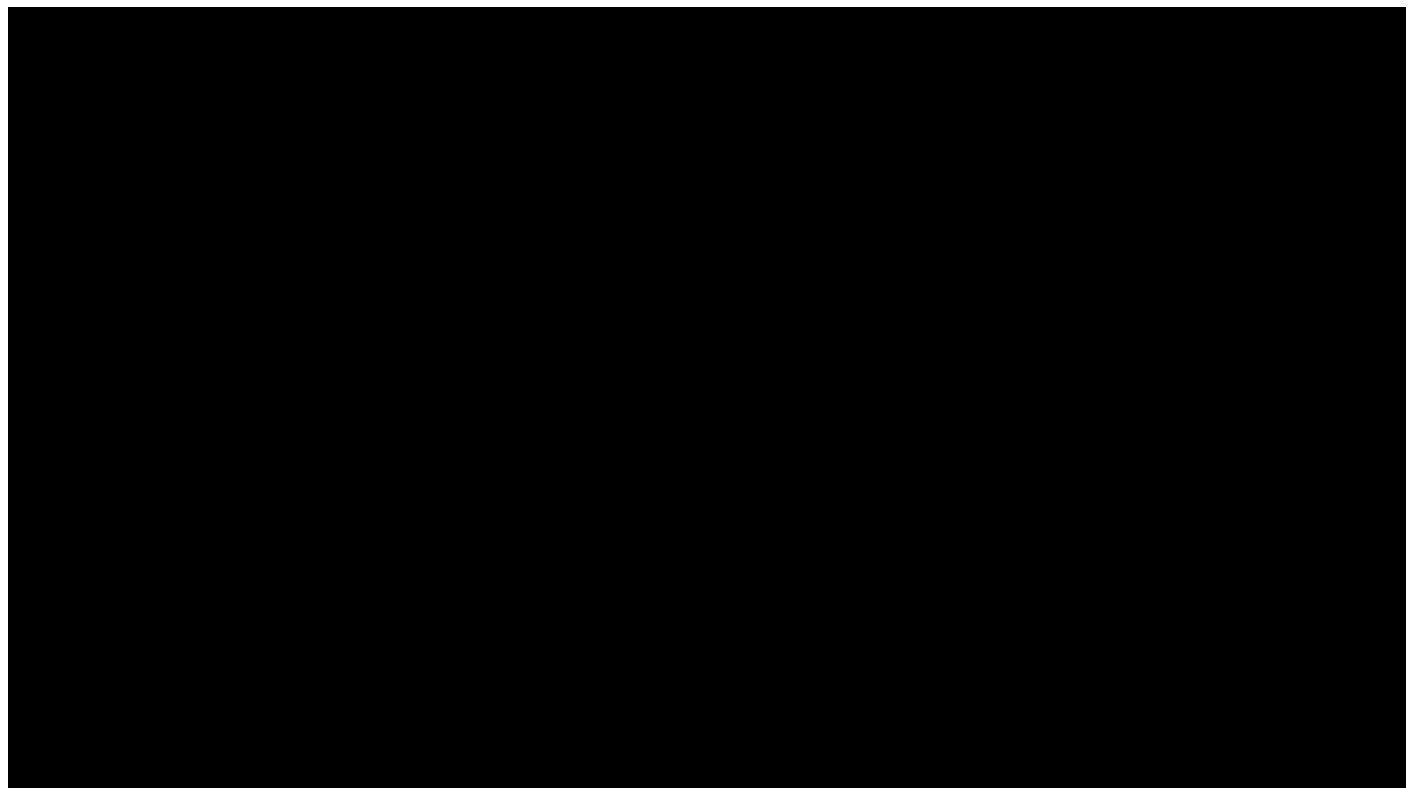
LVHN is the official medical partner for the championship series of two leagues

- Eastern Pennsylvania Conference (EPC), comprised of 18 high schools
- Colonial League, comprised of 13 high schools

[LVHN Sports Medicine](#) provides athletic training services during playoff games for each of the leagues' championship series.

The campaign, which includes video and photography of local high school athletes, kicks off today for the start of the fall sports season.

Wish the leagues and their student athletes good luck as they begin their season, and watch the videos to see if you recognize any familiar faces.



When you see these videos on social media, share using [#LVHNProud](#) and [#LVHNAthletes](#).

## The Big Ticket

High school football fans will be familiar with The Big Ticket, a program that airs live on Friday night at 11 p.m. and repeats on Saturday morning at 6 a.m. on WFMZ-TV 69Sports between Aug. 23 and Nov. 9.

Each week, the Big Ticket showcases high school football highlights from schools in the area and features scores from all other games in the region.

This year, [The Big Ticket](#) is sponsored by [Lehigh Valley Health Network](#). Watch for these segments:

- **Triple Hot Play of the Week:** Sponsored by LVHN, the plays will be presented during the show and then the audience votes for the best play on [wfmz.org](#).
- **Pigskin Partners:** New for 2019, this feature will highlight a play of the week demonstrating extraordinary teamwork and player excellence.

Be sure you're following LVHN on [Facebook](#), [Twitter](#), [Instagram](#) and [LinkedIn](#) and help us cheer on the athletes all season long using [#LVHNProud](#) and [#LVHNAthletes](#).

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# Progress Notes: You Want Me To Do What?

BY [PATRICIA MARTIN, MD](#) · AUGUST 22, 2019



*Progress Notes is now on LVHN Daily. To optimize and enhance communication with our medical staff, Progress Notes will no longer be printed or emailed. Instead, Progress Notes will be the name of a regular blog from the Medical Staff President. It will contain the news and information LVHN clinicians need, and will be included in LVHN Weekly, the email wrap up all colleagues receive every Friday.*

Practicing medicine is not for the faint of heart. Making life-and-death decisions, keeping up with the literature, managing multiple complicated chronic illnesses and delivering bad news are all in a day's work. Physicians must also embrace change. Twenty years ago, it would have been unthinkable to do a neurological exam via telemedicine, delegate procedures to advanced practice clinicians or use a robot to do surgery. We are intrepid and adaptable, but when it comes to participating in philanthropic initiatives such as the Grateful Patient Program, we balk. This is not our job. We are not trained to do this. It could interfere with the doctor-patient relationship. It might be unethical.

It's not that physicians do not approve of philanthropy. During a recent survey of 260 physicians conducted by the Advisory Board Company, 87 percent of physicians had a positive or very positive view of the impact of philanthropy. Over the last 14 years, philanthropy has contributed more than 25 percent of the overall operating income of our health network. Recognizing that donations from grateful patients and their families account for the majority of these donations, LVHN has recently established a Grateful Patient Program.

**"This is not my job."**

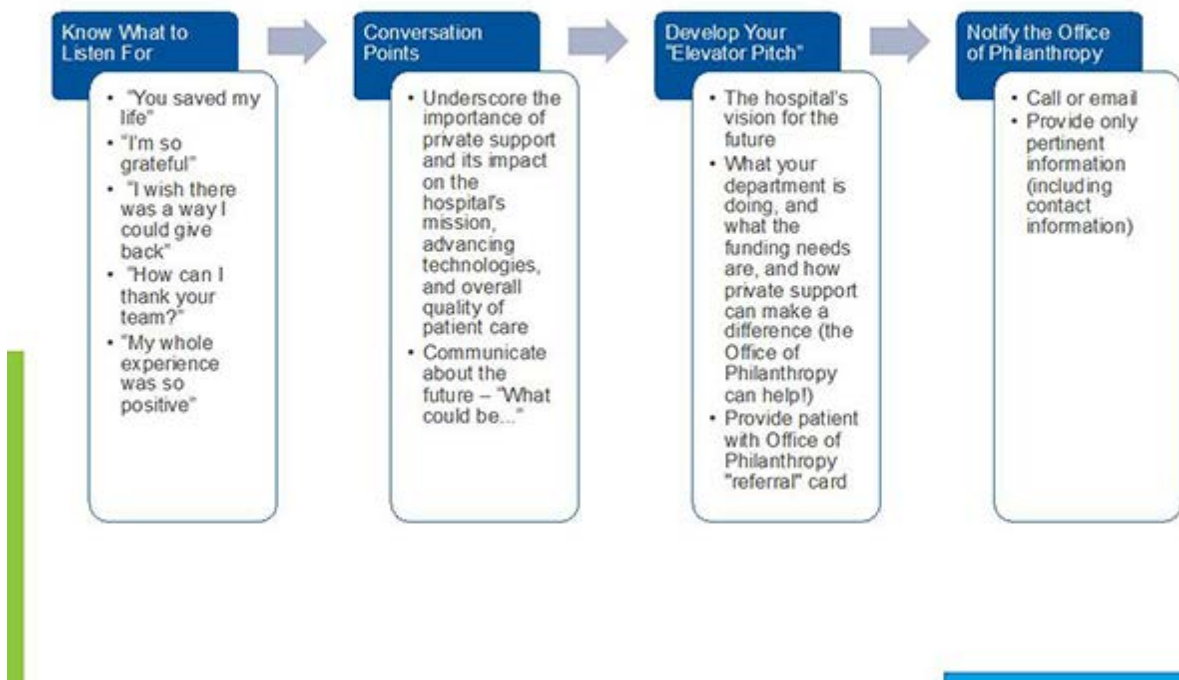


Let's make this clear; nobody is asking you to ask for a donation. This is the job of philanthropy professionals who have the education and skills to do this. But they rely on us to identify potential donors, connect them to the philanthropy office and advise them on how to best align the donor's wishes with our needs. Before we say this is not our role, let's consider some hard realities. Reimbursements from insurance companies and government support for health care will continue to decrease. The technology required to deliver excellent care is very expensive. In the era of value-based care, hospitals and physicians have to tackle the socioeconomic determinants of health but they cannot bill for these efforts. To survive, we will have to rely more on private sources of revenue. We all dream about implementing our own "pie in the sky" innovations that would help patients... if only we had the funding. Perhaps we have to change how we think about getting involved in private philanthropy. We are comfortable writing a grant to get funding for our initiatives. Why should we be uncomfortable engaging with a grateful patient or family who is considering making a donation?

### **"I don't know how to do this."**

These are difficult conversations for us because we have not been trained to have them. The philanthropy office suggests the following talking points:

## What Do I Do When I Recognize a Grateful Patient?



If you prefer the "see one, do one, teach one" method of learning, you can ask to be coached by a physician colleague who has developed expertise in this area.

### **"This might adversely affect my relationship with my patient."**

These conversations occur within the context of a solid doctor-patient relationship, developed over years or during an intense critical illness. If the patient or family member is broaching the subject, he or she is acknowledging the strong bond that exists between you. Do not assume that engaging them will hurt this

relationship. For many grateful patients, paying it forward can be deeply rewarding. The American poet Edwin Arlington Robinson wrote, “Two kinds of gratitude: The sudden kind we feel for what we take; the larger kind we feel for what we give.” The Reilly family made a large gift in gratitude for the emergency care their daughters received at LVHN. Other donors want to honor their loved ones. After receiving life-saving care for their family members, a trio of donors endowed the Child Advocacy Center. Philanthropy can help patients and family members heal by turning a terrible life experience into a force of good. The parents of Harris Kwon, a baby who passed away after 99 days in the NICU, established a Hugs from Harris NICU Cuddler Program which trains cuddlers to hold babies when their parents cannot be by their side. By helping a patient or a family member develop a plan to enhance the impact of their gift, you are strengthening your bond with them.

**“I am not sure it is ethical.”**

Grateful Patient Programs have ethical pitfalls, as discussed in a recent New York Times article. Physicians worry about creating a two-tiered system of care which gives special treatment to wealthy patients. At LVHN, we are adamant about creating an inclusive culture of philanthropy that celebrates gifts of all sizes. The Office of Philanthropy also adheres to the strict guidelines to protect patient privacy:

**Health Insurance Portability and Accountability Act of 1996 (“HIPAA”)**

- *HIPAA sets limits and conditions on the uses and disclosures that may be made of such information without patient authorization, including uses for fundraising*
- *Per LVHN’s Health Information Privacy Notice:*
  - **Fundraising Activities.** We may use or disclose your PHI, as necessary, in order to contact you for fundraising activities. You have the right to opt out of receiving fundraising communications. If we do contact you for fundraising activities, the communications you receive will have instructions on how to opt-out.
- *Grateful Patient Programs across the country work to ensure identifying, screening and cultivating of patients is done in an ethical manner that does NOT put the patient-caregiver relationship at risk*

PHI- what we can access	PHI- what we cannot
1. Patient demographic data (name, address, phone/email, date of birth, age, and gender)	1. Diagnosis
2. Health insurance status	2. Nature of services
3. Dates of patient services	3. Treatment
4. General type of department in which a patient is serviced	
5. Treating physician information	
6. Outcome information (used for screening purposes)	

Providing excellent care for our patients costs money. It is up to all of us to cultivate philanthropy at LVHN. I hope you will be willing to get out of your comfort zone by getting involved with the Grateful Patient Program.



*P Martin MD*

**About me:** My name is Patricia Martin, MD. I am President of the LVHN Medical Staff. I have been a practicing neuroradiologist at LVHN since 2000. It is an honor to represent the exceptional physicians and advanced practice clinicians of LVHN. I am always willing to partner with you to explore new and innovative ways to provide exceptional care. I encourage you to share what's on your mind.

1 [□ Share](#)

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# LVPG Practice of the Month: Lehigh Valley Family Health Center— PHOTOS

BY [MARCIANN ALBERT](#) · AUGUST 21, 2019

It's no question community practices are busy places. As the largest primary care practice within LVPG's community practices division, Lehigh Valley Family Health Center brings LVPG's mission to life everyday by providing high-quality and accessible care to nearly 10,000 underserved patients in the heart of Allentown.

**Team-Pic-1**



Image 1 of 7

“Every staff member and provider is connected to the mission and goes above and beyond to advocate

for our patients that face social economic barriers, low health literacy, and language/cultural barriers by assuring quality care is at the core of their every day,” says Veronica Gonzalez, Administrator for Community Practices at LVPG.

Lehigh Valley Family Health Center is a patient-centered medical home that provides culturally sensitive and linguistically appropriate care to diverse patient populations. This practice is a site for family medicine residents, and includes a sports medicine fellowship, behavioral medicine resources, and embedded social support positions designed to manage social determinants of health in at-need populations.

Supportive resources within the practice include:

- Full-time trained medical interpreter
- Behavioral health specialist
- Psychologist, social service coordinator
- Certified diabetes educator

Achieving a maximum quality goals in any identified area is a remarkable feat. Lehigh Valley Family Health Center finished the fiscal year by achieving the maximum goal for all core Press Ganey metrics. It was the only residency practice to do so.

Patient Satisfaction & Experience	MTD	YTD	MAX Goal	Prior Year Baseline
Access to Care	88.20%	75.90%	75%	73.30%
Provider Communication	94.00%	93.10%	90.80%	91.90%
Likelihood to Recommend	100%	90.40%	88.20%	85.80%
Rating of Provider	85.70%	86.80%	82.20%	84.40%

This comprehensive approach helps practice colleagues understand how each of their intricately connected roles enhance quality metrics. By blending the right amount of support resources, engaging providers, working directly with clinical quality educators, implementing co-location teams and standard clinical work, Lehigh Valley Family Health Center was able to achieve maximum goals in all the patient satisfaction and experience areas:

- Access to care
- Provider communication
- Likelihood to recommend
- Rating of provider

“Staff are now engaged in registry outreach, and by following standard work, they achieved green in quality metrics such as BMI and annual Medicare wellness visits,” Gonzalez says. “This is no small task for a practice that schedules more than 200 new patients each month and cares for patients with social barriers and those who have never been to a medical facility for care.”



Colleagues rely on teamwork to help ensure success. “Lehigh Valley Family Health Center highlights the beauty of relationships between colleagues and patients we care for,” says Kamath Mulki, MD. “It provides immense satisfaction to participate in providing excellent care with a team of exceptional individuals.”

Exceptional patient care and achieving quality metrics doesn’t just happen by accident. Sheyla M. Torres, LPN, Practice Director for FHC is steady at the helm aligning practice work with LVPG’s mission. Her favorite quote is from Henry Ford, who said “Coming together is a beginning. Keeping together is a progress. Working together is a success.”

Clinical Manager Myra Schmidt says, “It’s the people, it’s the care. People providing care for the underserved in our community; people working every day to deliver high-quality, accessible care to those in need; people who believe in the ability to sustain healthy, happy communities.”

Medical Assistants Irisneyda Herrera and Brandi Coughlan know firsthand the power of positivity. “There is no better exercise for the heart than reaching down and lifting others,” Herrera says. Coughlan likes the saying. “It’s a great day to save lives.”

Incredible milestones are achievable when a team can see the possibility. Drew Keister, MD, could not agree more. He prefers Emily Dickinson’s advice, which encourages us all to “Dwell in the possibility.”

By demonstrating tireless efforts, commitment to quality and patient advocacy, Lehigh Valley Family Health Center is most certainly LVPG’s Practice of the Month.

To learn more about the services and medical staff, visit [Lehigh Valley Family Health Center’s](#) page on LVHN.org.

# Watch Leader to Leader August 2019 – VIDEO

BY [RICK MARTUSCELLI](#) · AUGUST 22, 2019

Click on the topics below to watch videos of the presentation from August's Leader to Leader meeting.

[Service Star/PRIDE Awards](#)

[LEAP Update](#)

[LVH-Cedar Crest, LVH-17th Street, LVHN-Tilghman and LVH-Muhlenberg Update](#)

[LVH Receives Top Performer Designation for LGBTQ Care and Inclusion](#)

[Colleague Engagement \(Megastar\) Awards, and Recognize Your Team With PRIDEpoints](#)

[Let's Have a Pop-up Party](#)

[So No One Misses It, All About LVH-Carbon](#)

