

[New Ad Campaign Features MyLVHN](#)

Check out the print, billboard and TV ads.

[Casual Conversations Scheduled](#)

Talk with Dr. Nester about what's on your mind.

[2015 Community Annual Meeting – VIDEO](#)

Learn how we're creating a better health care experience.

[Charitable Mission Hearing](#)

LVHN presents ways we're performing our charitable mission.

[Service Anniversary List](#)

See who is celebrating a career milestone in December.

[Events Scheduled at LVH–Muhlenberg](#)

Attend a Christmas tea, boutique and two sales.

[\\$5 Jewelry and Accessories Sale](#)

Stop by Dec. 8-11 in the Jaindl Pavilion, lower level.

[Tai Chi at Steel Fitness Premiere](#)

It's our Culture of Wellness benefit of the month.

[Give Blood in December](#)

Drives will be held at Mack Boulevard and LVH–



[Read Lehigh Valley Health News](#)
a blog on LVHN.org containing timely health information and health network news.



Muhlenberg.

How Innovation Keeps Patients Warm

Learn the benefits of Bair Paws™ technology.

New Ad Campaign Features MyLVHN

BY [JENN FISHER](#) · DECEMBER 1, 2015

Take a look toward the right side of your screen at the MyLVHN tracker. Since February, nearly 50,000 people have signed up for MyLVHN. That number is a real indicator of the impact you and your colleagues have made encouraging patients to sign up for MyLVHN, the online portal for patients.

With such a solid foundation, your efforts are about to be enhanced in a big way. A multimedia advertising campaign has just launched and will promote MyLVHN to an even broader audience about some of the benefits of MyLVHN.

Beginning today, you will see MyLVHN ads on WFMZ-TV, hear them on area radio stations, and see MyLVHN in print ads and on area billboards. See examples below.

Since this message will reach a much wider audience, an updated set of Frequently Asked Questions (FAQs) about MyLVHN has been sent to LVPG practices. It should help address common questions patients (or potential patients) may have about MyLVHN and its features. The FAQs can also be found on the public side of the MyLVHN portal at MyLVHN.org. As a reminder, technical questions can be referred to the MyLVHN helpline: 1-844-4MY-LVHN (1-844-469-5846).

MyLVHN billboard example (Click to enlarge)



MyLVHN print ad example (Click to enlarge)



“Is my doctor’s appointment on Tuesday or Wednesday?,”

See your medical record at MyLVHN.org

Our new online portal lets you access upcoming appointments, know when you’re due for preventive care, check your prescriptions, get lab results and more. And because your LVHN care team updates your medical record, you have access to the most up-to-date information. Whether you’re seen in a Lehigh Valley Physician Group office, at one of our hospitals, or any other in-network location. Because we believe the more convenient health care is, the healthier you can be.



MyLVHN television spot example

Tags: [Advertising](#) [Epic](#) [MyLVHN](#)

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Our #LVHNThanksYou Holiday Campaign Kicks Off; See the Ads and Join the Festivities

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An Epic Launch: Clinicians help our new EMR come to life

10 NOV, 2015



Take a Photo of Your Team; Join Our
#LVHNThanksYou Holiday Campaign

23 OCT, 2015

Casual Conversations Scheduled for December, January and February

BY [RICK MARTUSCELLI](#) · DECEMBER 2, 2015

In September, president and chief executive officer Brian Nester, DO, MBA, FACOEP, held a Colleague Forum. He talked about how we ended fiscal year 2015 and looked ahead to fiscal year 2016. If you didn't attend, you can [watch a video of the Colleague Forum now](#). In November, he held a Strategic Conversation with LVHN leaders. He talked about why we must take quantum leaps to improve access and service. [Watch his presentation now](#).



If you have questions about what he discussed, you can ask him during the next round of Casual Conversations. There are no scripts and no slides. It's simply an opportunity to ask questions and share the things on your mind. All colleagues are invited. See the schedule below and stop by the event that is most convenient for you. And don't worry if you can't make the beginning or need to leave early. You can come and go as you please during the session. So stop by, have a complimentary coffee, tea or water, and talk with our president and CEO.

Dec. 7 – 1-2 p.m., LVHN–Tilghman third floor conference room

Dec. 14 – 10-11 p.m., LVH–Cedar Crest 5K conference room

Dec. 15 – 10-11 a.m., LVHN–One City Center seventh floor open space

Dec. 21 – 9:30-10:30 a.m., LVH–Cedar Crest ECC room 6

Jan. 19 – 10-11:30 p.m., LVH–Muhlenberg (rounding multiple units)

Jan. 21 – 1-2 p.m., LVHN–Mack Boulevard auditorium

Jan. 25 – 1-2 p.m., LVH–17th Street auditorium

Feb. 4 – 3-4 p.m., LVH–Muhlenberg ECC rooms B and C

[Print this Casual Conversations schedule](#), post it in your department and encourage colleagues to attend.

Tags: [Brian Nester](#) [Casual Conversations](#) [Dr. Nester](#)

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Charitable Mission Hearing

4 DEC, 2015



LVHN President and CEO Shares How 'We're Creating a Better Health Care Experience' at 2015 Annual Meeting – VIDEO

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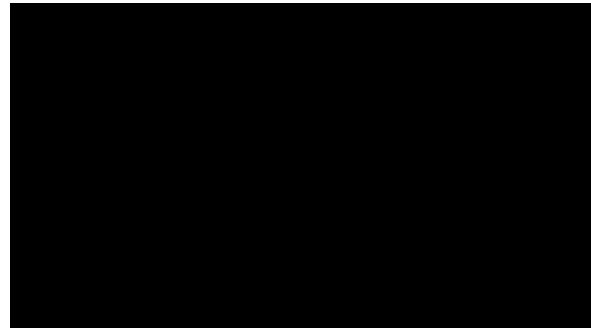
Dr. Nester Discusses Improving Access and Service
in Strategic Conversation – VIDEO

25 NOV, 2015

LVHN President and CEO Shares How ‘We’re Creating a Better Health Care Experience’ at 2015 Annual Meeting – VIDEO

BY [KYLE HARDNER](#) · DECEMBER 3, 2015

Before an audience of about 300 community members and representatives from Lehigh Valley Health Network’s (LVHN’s) [Board of Trustees](#), LVHN president and chief executive officer Brian Nester, DO, MBA, FACOEP, shared examples of how the health network “is creating a better health care experience throughout our community,” at last night’s 2015 Community Annual Meeting.



Nester began his President’s Report by discussing changes in various industries throughout the past five years. Then he talked about how health care has changed radically over that same time period. He centered his remarks around the Triple Aim, a framework that LVHN is using to create better health, better care and better cost for its community.

Throughout his presentation, Nester discussed innovations in care at LVHN, including the [MyLVHN patient portal](#) that allows patients to view their medical record; [Community Care Teams](#) that help people with chronic illness; and the upcoming partnership with the [Memorial Sloan Kettering Cancer Alliance](#) that will provide people in the Lehigh Valley with greater access to clinical trials.

In addition, he showed videos spotlighting how a [Community Care Team helped Karen Stoneback of Bethlehem](#); how [remote home monitoring helped Ed Patterson of Whitehall](#); how physician assistant [Brett Feldman, PA-C](#), provides [health care for people who are homeless](#); and how a new [virtual inpatient check-in and check-out system](#) will revolutionize hospital care.

Nester also spotlighted the \$401.6 million in Community Benefit provided by LVHN this year.

You can learn more about LVHN's past year by experiencing the [2015 LVHN Annual Report online](#).

- Review highlights, facts and figures of 2015
- [Watch the videos](#) shown during the President's Report
- Get detailed information about LVHN's [finances](#) and [community benefit](#)
- See a list of [LVHN leadership](#)
- Download and print our [Annual Report Overview](#)

Above, you can watch Nester's entire President's Report from last night's meeting.

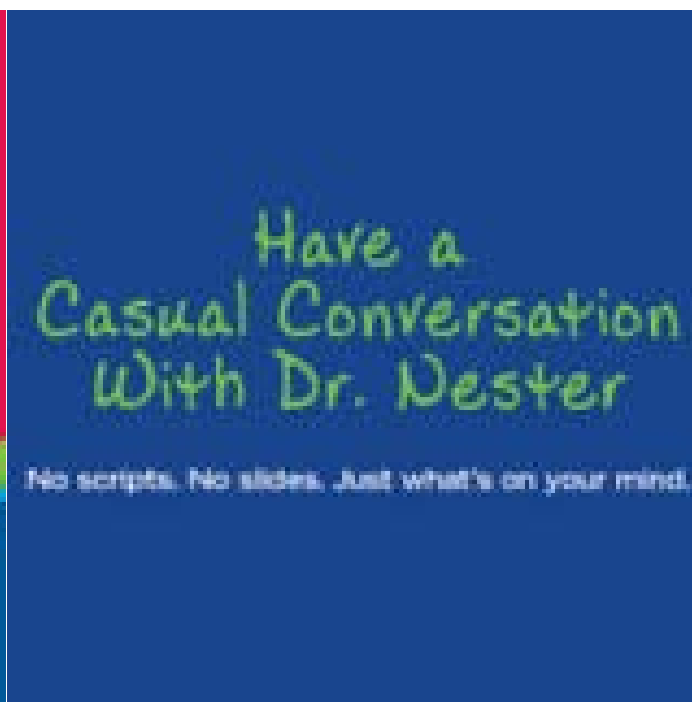
Tags: [Annual meeting](#) [Annual report](#) [Brian Nester](#) [Dr. Nester](#)

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Charitable Mission Hearing

4 DEC, 2015



Casual Conversations Scheduled for December, January and February

2 DEC, 2015



Dr. Nester Discusses Improving Access and Service in Strategic Conversation – VIDEO

25 NOV, 2015

Charitable Mission Hearing

BY ADMIN · DECEMBER 4, 2015

Special Announcement



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

In keeping with our practice to inform you about items involving LVHN that you will read or hear about in the media or in our community, I wanted to let you know about a hearing to review the health network's not-for-profit charitable mission.

Today, Friday, Dec. 4, LVHN will present at a hearing in Lehigh County Court outlining the many ways that we are performing our charitable mission. The process in Pennsylvania dates back to the late 80s in Lehigh County when LVHN appeared before Judge Robert Young and was affirmed as a not-for-profit charity. The judge requested that the status occasionally be reviewed. It was reaffirmed in 1996 by then-Lehigh County Judge, now US District Court Judge James Knoll Gardner.

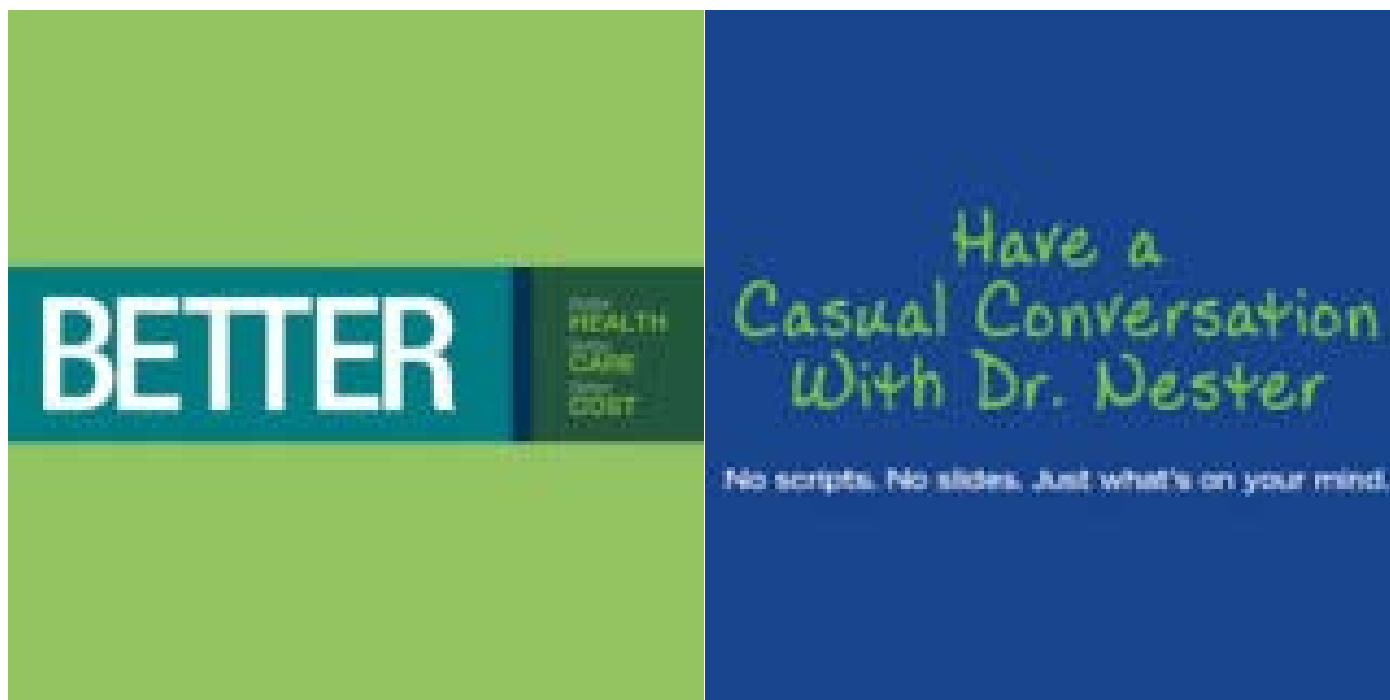
Now retired Judge Young recently petitioned that another review be done. Considering the time that has passed since the last review and that the state Attorney General currently has jurisdiction over all charitable organizations

in Pennsylvania, the former judge's petition was withdrawn and the Attorney General's office is providing LVHN the opportunity to demonstrate how we continue to satisfy our charitable mission.

During the hearing process, we will refrain from commenting publicly on the specific details of the evidence, which will be discussed fully at the hearing. We look forward to the opportunity to tell our story about the level and quality of care we provide to fulfill our mission to the community. We will update you on the outcome once the Attorney General's office concludes its analysis, which is expected to be sometime next year.

Tags: [Brian Nester](#) [Dr. Nester](#)

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Casual Conversations Scheduled for December, January and February

2 DEC, 2015

3 DEC, 2015



Dr. Nester Discusses Improving Access and Service
in Strategic Conversation – VIDEO

25 NOV, 2015

Service Anniversary List – December 2015

BY [NICHOLAS FRITZ](#) · NOVEMBER 30, 2015

Happy anniversary to all colleagues celebrating a career milestone at LVHN in December.

40 Years

Pier Monaco, pharmacy

Phyllis Trumbo, medical records

Patricia Weber, patient accounting

35 Years

Tina Armellino-Montagner, pharmacy

Barbara Burritsch, messenger services

Marie Hrinkonich, Breast Health Services

Joanne Mann, hospice

Jerome Oravec, medical records

Bernadette Oravitz, ambulatory surgery unit

Daniel Ritter, linen services

Rafael Trinidad, patient transport services

Stephen Vanya, base service unit

25 Years

Dianne Dangler, home care

Scott Dorney, information services

Jeremy Driscoll, information services

Lisa Heeps, pharmacy

Tammy Schmick, Wound Healing Center

Kay Young, LVPG Obstetrics and Gynecology–1245 Cedar Crest

20 Years

Cher Carl-Kline, LVPG Pediatric Surgery and Urology–1210 Cedar Crest

Susan Frederick, LVPG Gynecologic Oncology–1240 Cedar Crest

Brian Hardner, facilities, construction and real estate

Michael Sheinberg, Epic

Heidi Singer, LVPG Geriatric Medicine–17th Street

15 Years

Micheline Brunner, nursing information services

Rebecca Caraballo, behavioral health

Erin Causa, 6K

Deborah Clauss, Regional Burn Center

Brenda Covely, operating room centralized scheduling

Sally Geary, EMR management

Georgia Kremus, patient receivables

John Lenner, engineering

Eilidh Lipp, human resources

Carla Martucci, LVPG Rheumatology–3080 Hamilton Blvd.

Angela Pistoria, Burn Recovery Center

Rashel Richardson, cardiac ICU

Dawn Weiss, LVPG General and Trauma Surgery–1240 Cedar Crest

Kimberly Weiss, ICU

10 Years

Angela Bower, information services

Anne Clay, pharmacy

William Coe, LVPG Family and Internal Medicine–3080 Hamilton Blvd.

Sarah Cruz, LVPG Neurology–1250 Cedar Crest

Ronald Davis, pharmacy

Deborah Deddo, LVPG Plastic and Reconstructive Surgery–1243 Cedar Crest

Jennifer Dumas, ASU-OR

Mark Flamisch, department of education

Marian Gericke, TNICU

Sharon Glenn, LVPG Plastic and Reconstructive Surgery–1243 Cedar Crest

Barbara Gottshall, LVPG Plastic and Reconstructive Surgery–1243 Cedar Crest

Kimberly Horton, Center for Inpatient Rehabilitation–Cedar Crest

Lacey Jones, MICU/SICU

Tracy Jones, pediatric rehabilitation

Amber Krause, cardiac ICU

Cory Kukuvka, rehabilitation services

Heather Lauer, patient transport services

Michelle Luizer, LVPG pediatric elite fleet

Jason Makin, Lehigh Valley Anesthesia Services

Donna Myers, LVPG Plastic and Reconstructive Surgery–1243 Cedar Crest

Gina O’Leary, LVPG Bariatric Medicine–1243 Cedar Crest

Maria Parra, Children’s Clinic

Tia Reisenwitz, CAT scanning

Melissa Rodriguez, coding integrity

Gregory Romano, 4T

Danielle Schmidt, emergency department

Theresa Sullivan, information services

Melissa Vicente, AIDS Activities Office

5 Years

Lisa Annunziato, pediatric unit

Sarah Berg, guest services

Amy Blitz, psychiatry

Matthew Brown, EEG

Omari Brown, LVPG Pediatrics–Center Valley

Patrick Brown, Health Spectrum Pharmacy

Debbie Burrack, LVPG billing

Raoma Chase, LVPG Hematology Oncology–Muhlenberg

Jennifer Chrin, LVPG reimbursement

Erin Dashner, radiology

Deborah DePaul, NORI

Tanya Ensminger, Center for Educational Development and Support

Annemarie Erdman-Schofield, occupational therapy

Cheryl Falco, LVPG billing

Melissa Greb, EMR management

Matthew Green, adult psychiatry unit

Cheryl Harris, courier services

Christina Heffner, LVPG Internal Medicine–1230 Cedar Crest

Traci Hoffman, coding integrity

Roxanne Jasinski, LVPG billing

Suzanne Jones, patient accounting

Kiel Kelly, ICU

Melissa Keyser, GI fellowship

Christopher Kita, lean

David Kramp, security

Bobbie Lantz, information services

Louise Link, LVPG Maternal Fetal Medicine

Stephanie May, organizational development

Kelly McGonigal, patient accounting

Yaqoob Mohyuddin, LVPG Cardiology–1250 Cedar Crest

Megan Oberdoester, physical/occupational/speech therapy

Damary Patton, Children's Clinic

Norma Qammaz, float pool

Victoria Rufe, security

Jeffrey Schappell, engineering

Lisa Singley, physical/occupational/speech therapy

Brian Smith, physical/occupational therapy

Barbara Snell, performance improvement

Catherine Swedberg, Hemodialysis Center

Mark Wirth, operating room

Jennifer Zehner, radiation therapy

Tags: [Service Anniversary](#)

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Service Anniversary List – November 2015

30 OCT, 2015



Service Anniversary List – October 2015

30 SEP, 2015



Service Anniversary List – September 2015

28 AUG, 2015

Christmas Tea, Boutique on Wheels, Flower Sale and In the Bag Sale Scheduled

BY [TED WILLIAMS](#) · DECEMBER 1, 2015

Over the years, The Lehigh Valley Hospital–Muhlenberg Auxiliary has supported the hospital by operating the Camille gift shop and conducting a variety of fund-raising events and activities. Here are the events scheduled for December:

Dec 3 – In the Bag Sale, LVHN–Mack Boulevard cafeteria, 8 a.m.-2 p.m.

Dec. 7 – Boutique on Wheels, LVH–Muhlenberg ECC rooms B and C, 7 a.m.-4 p.m.

Dec. 9 – Annual Christmas Tea, LVH–Muhlenberg ECC rooms A, B, C and D, 2 p.m.-4 p.m.

Dec. 9 – Flower Sale, LVH–Muhlenberg lobby hallway in front of cafeteria, 7 a.m.-6 p.m.

Dec. 10 – Flower Sale, LVH–Muhlenberg lobby hallway in front of cafeteria, 7 a.m.-6 p.m.

Dec. 11 – Flower Sale, LVH–Muhlenberg lobby hallway in front of cafeteria, 7 a.m.-6 p.m.

The history of The Lehigh Valley Hospital–Muhlenberg Auxiliary

When a group of Lutheran clergy purchased a 102-acre alfalfa field and set out to build a new hospital for

Bethlehem in the late 1950s, a group of women who became The Auxiliary of the Muhlenberg Hospital Center went to churches all over the Lehigh Valley to gather members and funds in support of the project. By the time the hospital was dedicated in 1961, it was one of the largest auxiliaries in the country.

Tags: [Auxiliary](#) [LVH-Muhlenberg](#) [Sale](#)

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[\\$5 Jewelry and Accessories Sales at LVH–Cedar Crest](#)



[Get Holiday Discounts at LVHN](#)



Pedestrian Walkway Available as Part of LVH-
Muhlenberg Parking Expansion

5 NOV, 2015

\$5 Jewelry and Accessories Sales at LVH–Cedar Crest

BY [TED WILLIAMS](#) · DECEMBER 4, 2015

Over the years, the Auxiliary of Lehigh Valley Hospital has supported the hospital by operating gift shops and conducting a variety of fund-raising events and activities. Get some of your holiday shopping done and attend the auxiliary's jewelry and accessories sale, which will be held over a four-day period.

\$5 Jewelry and Accessories Sale

LVH–Cedar Crest Jaendl Pavilion, lower level

Dec. 8, 9 and 10: 7 a.m.-6 p.m.

Dec. 11: 7 a.m.-4 p.m.

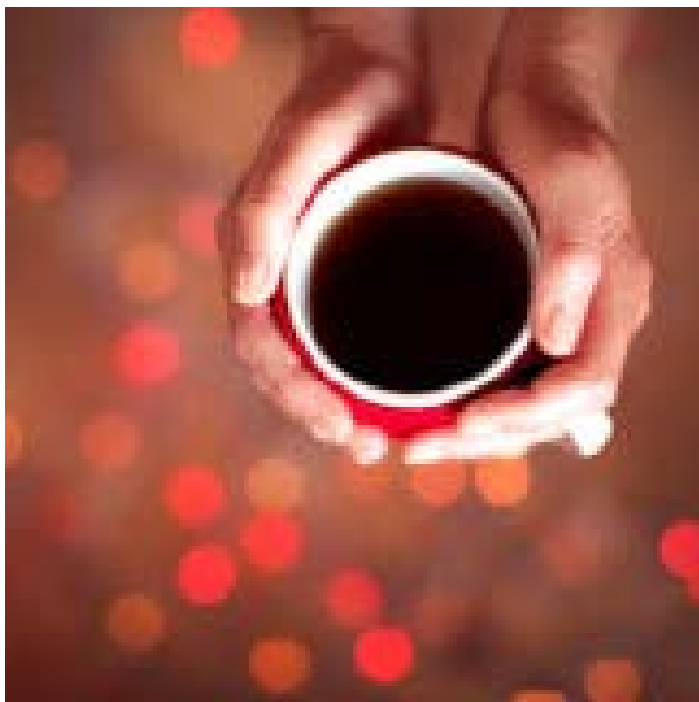
The history of the Auxiliary of Lehigh Valley Hospital

The Auxiliary of Lehigh Valley Hospital has roots that date back more than a century. Thirteen women formed the Auxiliary of Allentown hospital to raise money for the city's first hospital. Then they bought a plot of land at 17th and Chew streets in Allentown, and in 1899, they opened The Allentown Hospital. Today, the Auxiliary of Lehigh Valley Hospital supports two hospitals and is the only one in the nation to support three endowed chairs.



Tags: [Auxiliary](#) [Jewelry sale](#) [LVH-Cedar Crest](#) [Sale](#)

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[Christmas Tea, Boutique on Wheels, Flower Sale and In the Bag Sale Scheduled](#)

[Get Holiday Discounts at LVHN](#)

27 NOV, 2015

1 DEC, 2015



Introducing the New and Improved Anderson Courtyard

5 NOV, 2015

Culture of Wellness Benefit of the Month: Tai Chi at Steel Fitness Premiere

BY [TED WILLIAMS](#) · DECEMBER 2, 2015

Tai Chi – an ancient, graceful, meditative Chinese martial art – improves balance and body system performance, reduces stress and enhances “whole-body” coordination. Learn to keep your body active but relaxed, and your mind alert but calm. Classes are held all year with day and evening options available. Members and non-members are welcome.

Call Steel Fitness Premiere at **610-973-1500** for details.

- Members: one session per week \$60; two sessions \$82; three sessions \$104
- Non-members: one session per week \$88; two sessions \$115; three sessions \$145

Here are this month’s Culture of Wellness programs for raising a family:

Dec. 1 – Parenting Workshop

Dec. 1 and 21 – Car Seat Check – FREE



Dec. 5 and 12 – Prepare for Childbirth (one-day class)

Dec. 7, 13 and 21 – Maternity Tours – FREE

Starting Dec. 9 – Preparing for Baby (six-week series)

Dec. 10 and 21 – Breastfeeding

Dec. 13 – Spanish Maternity Tour – FREE

Dec. 13 – Baby Care

Dec. 13 – Sibling Tours – FREE

Dec. 14 – CPR for Family and Friends

Dec. 29 – Safe Sitter

[Learn about all of our Culture of Wellness programs.](#)

Tags: [COW](#) [Culture of Wellness](#) [Steel Fitness](#) [Tai Chi](#)

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Discounted Gift Cards for LVHN Fitness–One City Center Available in December



Colleagues Can Enjoy Massage Services 20% off at LVHN Fitness in November

25 NOV, 2015

2 NOV, 2015



Culture of Wellness Benefit of the Month: Reformer Pilates at Steel Fitness Premiere

29 OCT, 2015

Give Blood in December 2015

BY [TED WILLIAMS](#) · DECEMBER 2, 2015

Did you know that approximately 3 gallons of blood supports the entire nation's blood needs for only one minute? It's true. You can help ensure we have adequate blood supply by giving the gift of life at these upcoming blood drives.

December blood drives

Dec. 8 – LVHN–Mack Boulevard auditorium, 8:30 a.m.-3 p.m.

Dec. 30 – LVH–Muhlenberg ECC rooms B, C and D, 7:30 a.m.-2:30 p.m. Walk-ins are welcome, but to reserve an appointment, sign up at GiveAPint.org. Use sponsor code 0376.

Each donor will receive cafeteria vouchers for a meal (\$4 value) and a small beverage.



Tags: [Blood Drive](#) [Donate Blood](#)

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Give Blood in November 2015

28 OCT, 2015



Give Blood in September 2015

26 AUG, 2015



Give Blood on July 8

How Innovation Keeps Patients Warm

BY GERARD MIGLIORE · DECEMBER 3, 2015

They're wearing paper-thin gowns, receiving intravenous fluids and are worried about an impending procedure. It's no wonder patients typically shiver under mounds of blankets while waiting in pre-op. Thanks to the Bair Paws™ gown warming system, those shivers are becoming a thing of the past.

"Our patients love it," says Janice Magliane, RN, with the surgical staging unit at LVH–Cedar Crest.

The system includes a specialized gown and warming unit connected by a tube resembling a vacuum cleaner hose. The unit pumps warm air into the gown, with the temperature adjusted by patients via a handheld remote. "The adjustability is key," says Cheryl Barr, RN, patient care specialist for the LVH–Cedar Crest pre-op staging unit and post-anesthesia care unit (PACU). "We're returning an element of control back to patients, which helps ease their anxiety."



The system is made by 3M,™ which also makes the Bair Hugger,™ a warming unit used during surgery for nearly two decades. When used in conjunction with fluid warmers, both systems help prevent unintended hypothermia (a body temperature below 96.8 degrees), which can lead to surgical site infections, extended post-anesthesia side effects and excessive post-op shivering, which in turn raises oxygen demands.

“Patient temps typically drop 1-2 degrees following the induction of anesthesia, so if a patient arrives in the OR with his or her temperature already down, it’s a concern,” Barr says. “By storing added heat, Bair Paws makes hypothermia less likely than with the Bair Hugger alone.”

The system’s well-documented track record led to endorsement by the American Society of Peri-anesthesia Nurses. Our anesthesia department corroborated that evidence with its own 2014 pilot on 100 adult patients, and Bair Paws units were installed at LVH–Cedar Crest and LVH–Muhlenberg this past spring. The system is offered to specific “vulnerable” populations including all ERAS (enhanced recovery after surgery) colon-rectal patients as well as those having robotic surgery and abdominal surgery expected to last longer than two hours.

The results so far are encouraging. “Patients are arriving in recovery with body temperatures at or above target,” Barr says. In addition, patient blanket use during surgical stays has dropped by about a third, from an average of 15 to around five. That saves money and staff time, but the benefit to patients is even greater. “They’re shivering less and smiling more,” Magliane says. “Feeling warm and comfortable is essential to a positive surgical experience.”

Tags: [Bair Paws™](#) [Cheryl Barr](#) [Janice Magliane](#) [Magnet Attractions](#)

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Video Monitoring Improves Care on TTU

24 NOV, 2015

A Day in the Life of a Community Care Team

17 NOV, 2015



An Epic Launch: Clinicians help our new EMR come to life

10 NOV, 2015