

Feb. 1, 2019

### **LVPG–Hazleton Live on Epic**

There's now one chart for one patient.

### **Mobile Stroke Unit to Hit the Road**

Learn about this innovative, life-saving vehicle.

### **Wear Red, Submit a Photo**

Raise awareness for heart disease in women.

### **Going 'Super Red' for Heart Month – Photos/Video**

See our new marketing campaign.

### **Physicians and Providers Honored – Photos**

Meet more Service Excellence Award recipients.

### **Service Excellence and Achievement**

These teams achieved high, improved satisfaction scores.

### **Join the Big Island Trek Challenge**

Be active, get fit and explore Hawaii.

#### Leadership Rounds

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#### New Hazleton Colleagues

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#### New Family Birth & Newborn Center

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## LVHN news

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Itching for Answers

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Antidote to Too Much Screen  
Time

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How Moms Get Pre-baby  
Bodies Back

# LVPG-Hazleton Now Live on Epic

BY [TINA VO](#) · FEBRUARY 1, 2019

This message is from James Demopoulos, Senior Vice President, LVPG Operations, Kelly Moore, Vice President, LVPG-Hazleton/Schuylkill, and Michael Evans, MD, Medical Director, LVPG-Hazleton.

Epic Go-Live day has arrived at LVPG-Hazleton. Congratulations to all who have contributed their expertise and effort to bring the Epic electronic health record (EHR) system to our LVPG practices at Hazleton.

Our goal when we started this transformation process was to improve the flow of patient information across our network and remove barriers (and silos) that prevented that communication from happening. Beginning today, our practices can now utilize **one chart for one patient**.

To support our LVPG-Hazleton colleagues, the LVHN Epic Command Center will send communications during the day with updates about any issues that occur and tip sheets to help address them. We also have a team of floor support resources who will be on site at the practices to provide support.

Again, thank you for your commitment as we launch Epic at LVHN and LVPG. Your engagement in this process will make the difference in how this transformation is achieved as well as how it is perceived by our patients and our community. Don't forget, later this year, LVH-Hazleton, LVH-Pocono and LVH-Schuylkill will go-live with the LVHN Enterprise Alignment Project (LEAP) and be fully integrated with our EHR and workflows.

Congratulations and thank you for your Epic contributions to today's go-live.



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# Pennsylvania's First Mobile Stroke Unit to Hit the Road

BY [RICK MARTUSCELLI](#) · JANUARY 31, 2019

LVHN and Cetronia Ambulance Corps announced today that we will jointly operate a new mobile stroke unit, the first in Pennsylvania. The mobile stroke unit will begin evaluation and treatment sooner, potentially preventing damage to the brain while the patient is transported to a stroke-certified facility like LVH–Cedar Crest's Comprehensive Stroke Center.

"Mobile stroke care could improve intervention time by up to 20 to 30 minutes, which could have a significant impact on the outcome for the patient," says neurologist Yevgeniy Isayev, MD, Director of the Comprehensive Stroke Center at LVH–Cedar Crest. The Stroke Center was certified in 2012 by

The Joint Commission as the first [Comprehensive Stroke Center](#) in Pennsylvania, the highest level of certification. LVHN's Comprehensive Stroke Center cares for more than 1,500 stroke patients annually.

Saving time is the idea behind the new mobile stroke unit that is expected to become operational in mid-April. The mobile stroke ambulance will bring the highest level of diagnostic equipment, stroke treatments and specially educated crew right to the patient, allowing care to begin immediately instead of waiting to reach a hospital. Both LVHN and Cetronia will provide the clinical staff including EMTs and paramedics from Cetronia. LVHN also is providing neurological support from expert neurologic physicians who are available to provide assessment and treatment orders.

The mobile stroke unit will be equipped with computed tomography (CT), and video and telehealth technology to help caregivers determine what type of stroke the patient is experiencing and begin treatment before arriving at the hospital. The unit equips qualified first responders with clot-busting and blood-thickening medications they can administer to the patient enroute to a stroke center rather than waiting until the patient arrives to begin treatment.



The unit will be stationed at Cetronia headquarters in Allentown and its in-house emergency communications center will manage deployment of the unit to ensure it reaches as many stroke patients as possible.

“Cetronia is proud to partner with Lehigh Valley Health Network on this latest innovation in rapid response care for stroke victims,” says Larry Wiersch, CEO, Cetronia Ambulance Corps. “As a leader in emergency medical services, we see this as yet another meaningful opportunity to advance the quality of pre-hospital care for families in our community.”

Wiersch said stroke is one of the most devastating illnesses that a patient can experience. “My own father, a healthy retiree with no prior medical issues, suffered a devastating stroke that contributed to his premature death. That was before we had access to the advanced technology and onsite care made possible with this new mobile stroke unit. Our fervent hope is that this team effort between two proven leaders in community health will accelerate the critical treatment time for stroke and change the outcomes for countless future patients and their families.”

Stroke occurs when blood flow to the brain is disrupted by either a blood clot that blocks a vital blood vessel supplying the brain (ischemic stroke) or a burst vessel that spills blood into surrounding tissues (hemorrhagic stroke). “Almost two million brain cells die every minute during a stroke,” Isayev says. “Timing of care is one of the most important factors in recovery.”

The mobile stroke unit also will assess if a patient has contraindications to clot-busting medication or whether a stroke involves a major artery blockage that may be too massive for medication to treat effectively – a determination normally made only after arrival at a hospital. The crew could rush such victims to the Comprehensive Stroke Center – where equipment and expertise to perform a specialized endovascular procedure that uses a number of catheter-based therapies to capture and remove brain-threatening blood clots is available 24/7.

Stroke experts have a saying: Time is brain. “Every minute that you save in caring for a stroke results in better outcomes,” says Claranne Mathiesen, RN, Director Medical Operations, Neurosciences Service Line at LVHN. “If you think you’re having a stroke, call 911. That call will dispatch local EMS and if indicated, the mobile stroke unit, and starts the clock ticking in our goal to save brain.”

# Wear Red Feb. 1, Share a Photo and Raise Awareness for Heart Disease in Women

BY [RICK MARTUSCELLI](#) · JANUARY 28, 2019

One in three women dies of heart disease and stroke each year. In fact, it's the number one killer of women. You can help raise awareness about heart disease when you Go Red on Friday, Feb. 1. Then join millions of mothers, sisters, daughters and friends who are making a change to a healthier lifestyle to reduce their risk for heart disease and stroke.

Help us show our community that LVHN supports heart disease awareness. Take a selfie wearing red or grab your colleagues for a Go Red group shot and [submit it on LVHN Daily](#). Please include your name, department and location along with the names of the other colleagues in the photo. Then watch for your photo on LVHN Daily and LVHN's social media channels. You're also encouraged to post your photo on your personal social media pages using the hashtag #LVHNProud.



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# Wise Eyes: We're Going 'Super Red' for Heart Month and We Need Your Help

BY [RICK MARTUSCELLI](#) · FEBRUARY 1, 2019



It's heart month, and this year we're kicking it up a notch by going "Super Red." We're adding an extra splash of color to tell our community that **LVH–Pocono is the only hospital in Monroe County licensed to treat all heart emergencies**. We need your help to spread the word.

Our message is simple. You have one heart, and when you have a heart emergency, you have one choice for exceptional care. That's LVH–Pocono.

To share the message, we're launching a new marketing campaign this weekend featuring patients who received life-saving care here. You'll be seeing and hearing newspaper and radio ads, billboards, and videos on social media (see them below). You'll even see a commercial during the Super Bowl! Watch for it between halftime and the third quarter.



## We need you to do three things

1. [Share our Instagram post](#) using the hashtag **#LVHNProud**. The photos show cardiothoracic surgeon Kelly Wanamaker, MD, cardiologist Anil Gupta, MD, and Lehigh Valley Heart Institute Physician-in-Chief Ronald Freudenberger, MD, proudly showing our ads.
2. [Watch and share a video on Facebook](#). The video features patient Jim Scocozza who had emergency bypass surgery at LVH–Pocono. Remember to use **#LVHNProud**.
3. **Look for the Super Bowl commercial**. Then use your creativity to share it. Maybe you can take a

selfie with the commercial in the background and post it on social. Remember that hashtag!

Here's a sneak peek at pieces of the marketing campaign

Newspaper ads

**David Baldwin had a blocked widomaker, an often fatal heart attack. Fortunately he called 911.**

Paramedics rushed David to the ESSA Heart and Vascular Center at Lehigh Valley Hospital-Pocono. He needed immediate heart care to save his life. Thankfully we have Monroe County's most advanced technology and only heart surgeons, and that's how David went home two days later.

Monroe County's **ONLY** hospital licensed to treat **ALL** heart emergencies

[LVHN.org/heartcare](http://LVHN.org/heartcare)

**One heart. One choice.** Lehigh Valley Hospital-Pocono  
LEHIGH VALLEY HEALTH NETWORK

**Jim Scocozza knew he had a heart problem. He had no idea it was so serious.**

His cardiologist at Lehigh Valley Hospital-Pocono said his only option was bypass surgery. **Emergency bypass surgery.** Thankfully Jim was at Monroe County's only hospital with a heart surgery team on-site at the ESSA Heart & Vascular Center.

Within a week, he was back to his garden center. Six months later, Jim's ready for spring.

Monroe County's **ONLY** hospital licensed to treat **ALL** heart emergencies

[LVHN.org/heartcare](http://LVHN.org/heartcare)

**One heart. One choice.** Lehigh Valley Hospital-Pocono  
LEHIGH VALLEY HEALTH NETWORK

Billboards



### Radio commercial

[Click here to listen.](#)

Thank you for being ambassadors for our heart care and helping us go “Super Red.” We are #LVHNProud.





*Elizabeth Wise*

**About me:** “Wise Eyes” is blog written by me, Elizabeth Wise, President of LVH–Pocono. My last name, Wise, shares an uncanny trait with my favorite animal – an owl. I hope my 20-plus year career of leadership in health care combined with my curiosity can help us grow and learn together.

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## Physicians and Providers Honored for Service Excellence – PHOTOS

BY [ERIN ALDERFER](#) · JANUARY 29, 2019

As part of our Service Excellence Awards, physicians and providers were honored for going above and beyond for our patients. Read their stories below, as well as the stories of our other Service Excellence Award recipients.

### **Provider Service Star Award**



During her 35 years with Lehigh Valley Hospital-Pocono, Alicia Simon, CRNP, has demonstrated exceptional clinical skills as a nurse practitioner. She always exhibits compassion and empathy with her patients, squeezing them into her schedule even when there is no room. Simon recently moved her practice to Bartonsville to help ensure we are making quality care conveniently accessible to the people of the community. It shows just how dedicated she is to caring for patients throughout our area.

### **Provider Service Star Award**



**Amanda Evans, PA**

Amanda Evans, a Physician Assistant with LVPG-Hazleton, is credited with being the glue that holds her office together. She sees patients from the second she enters the building until the second she leaves, always with a smile on her face. Even when her schedule is completely full, she is still willing to see more patients to ensure those who need immediate attention are accommodated. Patients who were initially hesitant to see a physician assistant do not want to see anyone else after seeing her. She is loved by her colleagues as well as her patients.

**Provider Service Star Award**



**Ranju Gupta, MD**

Ranju Gupta, MD, never hesitates to help a person in need, especially when it's someone fighting to overcome a cancer diagnosis. When she learned of a patient who wanted to see his mother one last time, she purchased two round-trip tickets to bring them from Puerto Rico to the Lehigh Valley. She collected food and transportation for this patient and his family so they could enjoy the time he had left. The last few weeks of his life were spent with his family with no concerns of how they would get back home. Selfless and humble, this is just one example of the countless ways she helps her fellow human beings.

### **LVHN Mark Young, MD, Award**



The Mark Young, MD, Award recognizes a physician who demonstrates outstanding accomplishment in community health improvement. Before his untimely passing, Young was LVHN's Chair of Community Health and Health Studies.

Courtney Boyle, DO, and Amanda Flicker, MD, are responsible for the development of "Connections Clinic," a specialized program for pregnant patients with a history of substance abuse. The clinic is held weekly at practices in Allentown, Lehigh Valley and Bethlehem. Through the clinic, they have forged partnerships with community organizations, developed a collaborative care model and comprehensive clinical pathway, and launched research initiatives aimed at connecting mother and baby to services to improve pregnancy and the health of the baby after delivery. They are also helping to reduce patient fears and the stigma of drug addiction, and helping survivors rebuild a sense of control and empowerment. Flicker was also instrumental in the creation of a state committee that will help clinicians and public health professionals better understand circumstances surrounding pregnancy-related deaths and enable them to take actions to help prevent them.



# Teams Honored for Service Excellence and Achievement

BY [RICK MARTUSCELLI](#) · JANUARY 31, 2019

As part of our Service Excellence Awards, we honored our inpatient hospital teams, outpatient teams and LVPG teams that have attained excellence and special achievement in providing an outstanding patient experience at the midpoint of fiscal year 2019. Recognition was given to the teams that achieved the highest patient satisfaction score, as well as the teams that achieved the greatest leap forward in their scores. The recipients are:

## **Inpatient Excellence**

LVH-Muhlenberg

## **Inpatient Achievement**

LVH-Muhlenberg

## **Outpatient Excellence**

Breast Health Services (Lehigh Valley team)

## **Outpatient Achievement**

LVH-Pocono Outpatient Services

## **LVPG Excellence**

LVPG-Schuylkill

## **LVPG Achievement**

LVPG-Schuylkill

This is the final post featuring the recipients of the 2019 Service Excellence Awards. Read their stories in previous LVHN Daily posts.



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# Explore Hawaii With the Big Island Trek Challenge

BY [ADMIN](#) · JANUARY 28, 2019

If the winter blues have you feeling a bit down about your workout routine, heat things up with the Big Island Trek Challenge. Explore the exotic island of Hawaii while increasing your physical activity.

Once you enroll, your activity of choice will be converted to miles along the approximately 205-mile route that circles Hawaii's Big Island. Every 2,000 steps (or equivalent activity) that you log will take you another mile along your journey. Your activity can be logged manually, or synced with the use of a fitness tracker.



As you reach each milestone, you will uncover motivational messages and discover more about the natural wonders and rich history of this South Pacific Island.

## Here's how it works:

- Enroll at [MyTotalHealth.LVH.com](https://MyTotalHealth.LVH.com). You will be entered in a raffle for a Nutribullet Blender simply for enrolling.
- If you have an activity tracker, you can sync your device online or login each week to manually record your activity of choice. Every 2,000 steps (or equivalent activity) will account for another mile along your journey!
- Use the interactive map to check your progress over time.
- Complete the challenge and be entered in a raffle to win a Fitbit Charge 3.

## To get started:

- Enroll beginning Jan. 28.
- Sign up by logging in to [MyTotalHealth.LVH.com](https://MyTotalHealth.LVH.com). Under challenges, find "Big Island Trek" and then select "enroll."
- Participate from Feb. 4 through March 31.

For more information, contact BeneFIT Corporate Wellness at 800-955-6620, Option #2, or email [mytotalhealth@lvhn.org](mailto:mytotalhealth@lvhn.org).