

### **MyLVHN Activations Skyrocket**

See how many signed up and what we hope to achieve.

### **Casual Conversations Resume Next Week**

Sessions will be held Jan. 19, 21, 25 and Feb. 4.

### **Steelhawks Select LVHN**

We'll be the team's official medical provider.

### **Mindfulness-Based Stress Reduction**

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



#### **Read Lehigh Valley Health News**

a blog on [LVHN.org](http://LVHN.org) containing timely health information and health network news.

# Heading into the Next Stratosphere with MyLVHN

BY [JENN FISHER](#) · JANUARY 14, 2016

Impressive. Outstanding. Brilliant. These words describe the rapid increase in activated MyLVHN accounts – an achievement that is thanks to you and your advocacy for patients. Even when the [Shared Success Plan \(SSP\) goal for MyLVHN was reset in October](#) from 40,000 maximum goal to 55,000 max goal, you didn't skip a beat. MyLVHN activations continued to escalate skyward. Not only did you land on the doorstep for the MyLVHN maximum goal again, you blew right through the door! Now we've got a chance to do even more for our patients and LVHN pride. Check the thermometer tracker (right side of screen) for the new target: an unofficial goal of 80,000.

**Your love (for MyLVHN) keeps lifting it higher.**

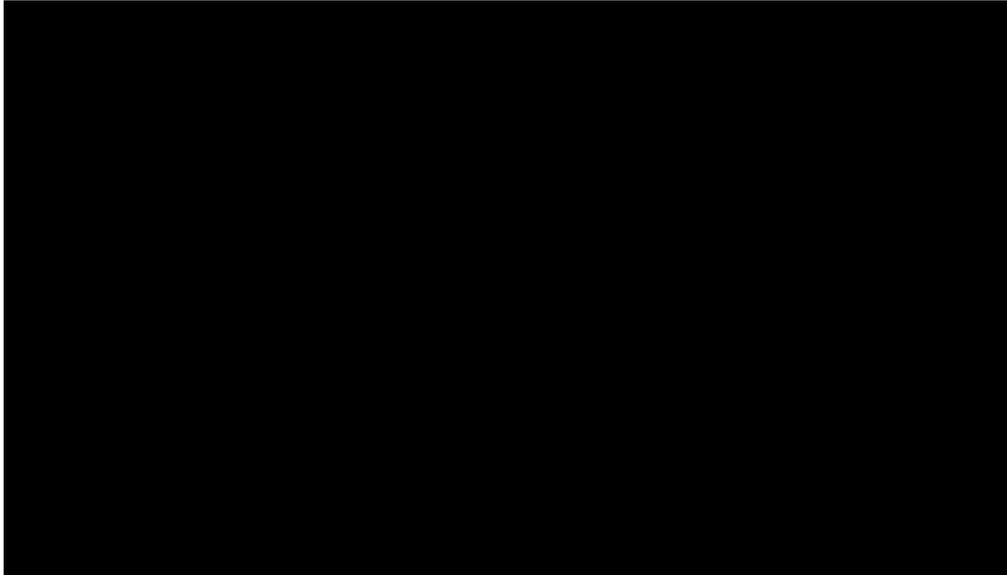
Reaching the MyLVHN goal is a great achievement. Targeting a new goal, even an unofficial one, shows your team spirit. It also shows how much “caring” goes into patient care. Every new patient visit – or appointment with a patient who didn't sign up for MyLVHN before – is an opportunity to put them in touch with their own health information found on MyLVHN. When patients are connected and engaged



in their health, great things can happen, and that all starts with you.

Keep following your workflow to promote MyLVHN, and use these resources when there are questions:

1. [MyLVHN FAQs](#): The list of frequently asked questions covers everything from how to sign up to what proxy access is, and much more.
2. [MyLVHN video](#): The video below shows how to sign up for MyLVHN and gives a preview of some of the features inside.



### **A new email campaign will lift MyLVHN higher, too.**

A new phase of the MyLVHN campaign starts tomorrow when patients with activation codes – new as well as expired ones – begin receiving email reminders from LVHN. It's the next wave of MyLVHN promotion following the advertising campaign that launched in December. This new phase is focused on prompting those who received codes within the last year to take the next step and activate MyLVHN.

"It's important for LVHN and LVPG colleagues to know this email outreach is occurring in case a patient calls to ask about it," says Jim Demopoulos, senior vice president operations, LVPG.

The email campaign is part of an overall retail-style marketing strategy designed to reach our patients where they spend a portion of their time: on their smartphones and other devices. Patients who receive the emails will also see targeted messages on social media to reinforce the "sign up for MyLVHN" messaging. Other patient-focused campaigns are using the same technology to direct advertisements, messages and emails to people who are actively looking for information about certain LVHN services, like weight-loss surgery and orthopedic care.

### **Who's On the Email List?**

Starting Friday, January 15, emails will target two different groups who provided their email address to LVHN:

- **Patients with active codes:** This group recently received MyLVHN activation codes.
- **Patients with expired codes:** This group received MyLVHN activation codes up to a year ago.

**NOTE:** Starting December 11, 2015, new MyLVHN activation codes have a 160 day expiration timeframe instead of the previous 30 day expiration window.

All patients who receive an email as part of this campaign will receive a MyLVHN activation code within the email. For patients who recently received codes at an office visit or after requesting it on MyLVHN, it will again be that code. For patients who have an expired code, it will be a new one. Including that required code will allow them to immediately proceed with the activation process. In addition to providing an activation code, emails will explain why the patient is receiving the message and include some of the benefits of having a MyLVHN account.

### **Extra Details You Should Know**

- Patients will receive up to 3 follow-up emails.
- After a patient activates MyLVHN, emails asking them to sign up will stop.
- Patients can “unsubscribe” if they prefer not to receive these messages.

The expectation is that most patients will take the email reminder as a friendly nudge from their care team and activate their MyLVHN account. “We want them to know it isn’t too late to activate and use MyLVHN,” says Gregory Brusko, DO, medical director, LVPG. “And by signing up, they have nothing to lose, but have the opportunity to gain health insights and information that can improve their overall health.”

# Reminder: Casual Conversations Resume Next Week

BY [RICK MARTUSCELLI](#) · JANUARY 15, 2016

LVHN president and chief executive officer Brian Nester, DO, MBA, FCOEP, will host four Casual Conversation sessions during the next three weeks.

There are no scripts and no slides. It's simply an opportunity to ask questions and share the things on your mind.

Stop by one of these sessions:

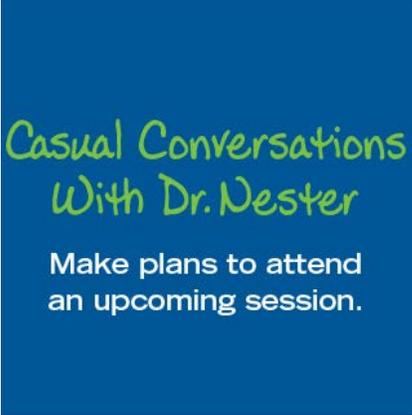
Jan. 19 – 10-11:30 p.m., LVH–Muhlenberg (rounding multiple units)

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

Jan. 25 – 1-2 p.m., LVH–17<sup>th</sup> Street auditorium

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

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.



Casual Conversations  
With Dr. Nester

Make plans to attend  
an upcoming session.

# Lehigh Valley Steelhawks Select LVHN as Official Medical Provider

BY [KYLE HARDNER](#) · JANUARY 12, 2016

The Lehigh Valley Steelhawks – the professional American Indoor Football (AIF) League team that plays its home games at the PPL Center in downtown Allentown – announced today a new multiyear pact with Lehigh Valley Health Network (LVHN) to serve as the team’s Official Medical Provider effective immediately. This partnership entails that LVHN will now take care of all the team’s health care needs, including medical, athletic training, and strength and conditioning.

Steelhawks owner and president Glenn Clark was excited to announce the new agreement at the team’s Annual Partner Appreciation Mixer inside the Vision Bar at the Sands Event Center.

“The Lehigh Valley Steelhawks are proud to announce our newest partner – Lehigh Valley Health Network,” Clark said. “Dan Lavelle and Brian Leader headed the LVHN team that negotiated with our staff to produce a multiyear partnership arrangement that focuses on our shared values of community involvement. The Steelhawks commit to bringing entertaining, competitive professional football in a



family friendly environment at the PPL Center in our sixth year in the Lehigh Valley. LVHN staff and services contribute to keeping our athletes safe and healthy so that they can play their best. We are especially excited to work with the LVHN team on joint collaborations to improve the health and wellness of people – especially young people – throughout the Lehigh Valley.”

With the PPL Center serving as the team’s venue for home games, this agreement allows the team to enhance its relationship in the revitalization of downtown Allentown while partnering with the area’s elite community leader.

“The success of any professional sports franchise is always tied directly to its relationship with its medical team,” said Steelhawks General Manager Mike Clark. “LVHN is committed to not only taking care of sports injuries with new and innovative technology, but also helping prevent them in the first place through sports specific training and rehabilitation. They will help us as we strive to bring home that elusive first professional sports championship to the Lehigh Valley.”

“We are thrilled to be selected by the Lehigh Valley Steelhawks to provide sports medicine services,” said Brian Leader, LVHN’s vice president of orthopedics and sports medicine. “This partnership builds upon our existing sports medicine partnerships with the Lehigh Valley Phantoms, the Valley Preferred Cycling Center, the LVHN Via Marathon, Pocono Raceway, and numerous youth and school partnerships.”

“From the first conversation with Mike Clark and Coach Thompson, we knew that our values and objectives were aligned, both on and off the field. This is a partnership in the truest sense of the word and we look forward to both caring for the Steelhawks players and, together, leveraging our new relationship to create a healthier and more active community in the Lehigh Valley.”

Also unveiled at the event was a brand new white uniform combination for the Hawks. These all-white uniforms will be alternates on the season and will feature the LVHN logo on the chest. The team will debut them at the home opener on March 5, when the Steelhawks take on the Philadelphia Yellow Jackets. The team also will wear its all-whites on April 30 when it hosts the AIF defending champion Central Penn Capitals in a game presented by LVHN.

2016 season ticket and individual game packages to watch the Steelhawks play inside the PPL Center are on sale now. Keep checking for the latest news and events from the Steelhawks. For further information please call Lehigh Valley Steelhawks Executive Vice President and General Manager Mike Clark at (610) 282-3100, or visit the team website for the latest Steelhawks news. Reserve your seat now by calling the Steelhawks office at 610-282-3100. The Steelhawks play all of their home games on Embassy Bank Field inside the PPL Center.

# Culture of Wellness Benefit of the Month: Mindfulness-Based Stress Reduction

BY [NICHOLAS FRITZ](#) · JANUARY 13, 2016

Scientific research proves mindfulness-based stress reduction is effective. It is based upon mindfulness, being fully present in the moment without worrying about the past or future. Instructors are mental health professionals. Learn to handle stress more effectively and enjoy life's simple pleasures more fully. Visit [LVHN.org/mindfulness](http://LVHN.org/mindfulness) for testimonials from graduates of the program.

The program includes a free introductory session. Eight two-hour sessions teach:

- Mindfulness meditation techniques
- Causes of stress and its effect on health and well-being
- Stress management techniques that can be applied in “real time”
- How to communicate more effectively
- Using the power of the group to make lifestyle changes

The program also includes one half-day retreat, support materials and a practice CD.



Here are this month's Culture of Wellness events for raising a family:

- **Jan. 3, 11, 20, 24 and 25** – Maternity Tours
- **Jan. 3 and 24** – Sibling Tours
- **Jan. 7 and 18** – Car Seat Checks
- **Jan. 7 and 26** – Breastfeeding
- **Jan. 9 and 30** – Preparing for Childbirth (one-day class)
- **Jan. 11** – CPR for Family and Friends
- **Jan. 12** – Parenting Workshops: Surviving Toddler Years
- **Starting Jan. 14** – Preparing for Labor and Childbirth (three-week series)
- **Jan. 16** – Baby Care
- **Starting Jan. 27** – Preparing for Baby (six-week series)