

**Pediatric Surgery Campaigns Launch**

We're telling parents about our exceptional surgical care.

**Radio City Christmas Spectacular**

This Recreation Committee trip is Dec. 9.

**Medallion Lecture Recap**

Press Ganey's CNO discussed the patient experience.

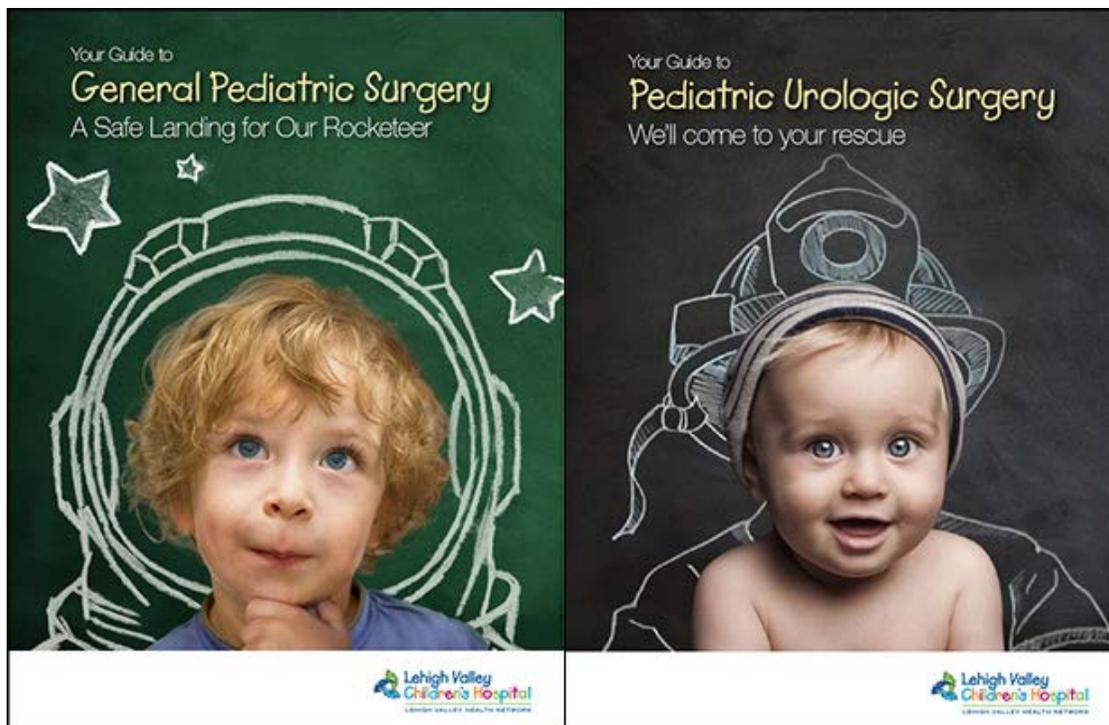
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# New Campaigns Launched About Pediatric Surgery, Pediatric Urologic Surgery

by [Ted Williams](#) · August 9, 2016



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If you know your child needs surgery, you're looking for the best care possible. You're looking for a child-friendly setting. And you'd like to be close to home.

To help parents find those options for their children, we're launching a multichannel marketing campaign. It will educate parents about pediatric general surgery and pediatric urologic surgery available at Lehigh Valley Children's Hospital. You're likely to see some elements from those campaigns online and on social media.

### **About our campaigns**

The pediatric general surgery campaign touts our new J.B. and Kathleen Reilly Children's Surgery Center. It's our child-friendly facility for outpatient surgery. We also focus on our talented pediatric surgical team. Our team uses minimally invasive pediatric procedures for inpatient and outpatient surgeries whenever possible.

Through our pediatric urologic surgery campaign, we're telling area families we have one of only 364 pediatric urologic surgeons in the U.S. (Michele Clement, MD).

Both campaigns stress how area families can get excellent care for their children from a compassionate team of specialists close to home.

The campaigns provide free guides offering information about:

Conditions we treat

- Child-friendly elements at our Children's Surgery Center
- Stories about patients our surgeons have helped.

Parents also have the chance to make an appointment with a specialist to learn more about surgical options for their child.

If you or a loved one is interested in learning more about pediatric general surgery or pediatric urologic surgery at LVHN, you can:

- [Get a free guide about pediatric general surgery](#)
- [Get a free guide about pediatric urologic surgery](#)
- [Make an appointment with a pediatric surgical specialist](#)
- [Make an appointment with a pediatric urologic surgical specialist](#)

Your health, or the health of a loved one, is a very personal topic. That is why you should use your personal email address – not your LVHN email address – when requesting information. In addition, our health network's computer security settings may prevent you from getting materials you're interested in receiving.

# See the Annual Radio City Christmas Spectacular

by [Ted Williams](#) · August 10, 2016

LVHN's Recreation Committee is running a trip to the annual Radio

City Christmas Spectacular. Here are the details.

**Radio City Christmas Spectacular**

New York, NY

Friday, Dec. 9, 2016

\$100 per person

For more details, contact

[Brandi\\_M.Haja@lvhn.org](mailto:Brandi_M.Haja@lvhn.org).

[See the trip itinerary and get a registration form.](#)

The LVHN Recreation Committee is looking for new members. Contact [Donna Stout](#) for more information.



# Medallion Lecture 2016: Compassionate, Connected Care

by [Jenn Fisher](#) · August 9, 2016

Press Ganey CNO shares elements that influence patient perception

Christy Dempsey, MSN, MBA, RN, CNOR, CENP, commanded the room as she delivered her presentation about the patient experience at LVHN's Medallion Lecture in May. "Here's the bottom line: Clinical quality is a given," Dempsey says. "But the way you and your colleagues relate to patients – and help them feel safe – will drive how likely it is that they will recommend your hospital."



*Blessing of the hands is a unique and optional part of the Medallion Lecture.*

Dempsey is the chief nursing officer for Press Ganey (the organization that administers LVHN's patient satisfaction surveys). She spoke passionately about the patient experience and the ways nurses, along with all staff, can help improve it. This discussion is more than academic to Dempsey. It draws upon two profoundly personal patient experiences: her own battle with breast cancer and her son-in-law police-officer's traumatic shooting injury.

"It didn't matter that I was a nurse or that I worked for Press Ganey," she says. "My patient experience after having a mastectomy and my son-in-law's experience after his injury showed the vast differences in how patients and their families are treated and can feel about the patient experience."

According to Dempsey, several key elements influence a patient's perception of his or her care. If you address these needs, your patients will feel safe and will believe that you care about them.

- Acknowledge suffering – Be aware that our patients are suffering, and show them we understand.
- Body language matters – Nonverbal communication skills are as important as the words we use.

Anxiety is suffering – Uneasiness and uncertainty are negative outcomes that must be addressed.

- Coordinate care – Show our patients their care is coordinated and continuous, and that we are always there for them.
- Caring transcends diagnosis – Real caring goes beyond delivery of medical interventions to the patient.
- Autonomy reduces suffering – It helps patients preserve their dignity.

She also mentioned three additional areas that show patients we care:

- Attention – Recognize your patient’s special or personal needs. Helping to acknowledge or fulfill those needs helps you build trust with your patient and his or her family.
- Information – How well and how routinely a patient is kept informed is strongly associated with patient satisfaction.
- Skill – Patients judge “skill” on your professional appearance and adherence to safety measures across the board.

That means if you or one of your colleagues performs a standard task differently, the perception is that one of you is doing it wrong.

### **Learn more**

Get more learnings from Dempsey’s lecture and a list of improved outcomes associated with a better patient experience. Read [2016 Medallion Lecture: Patient Experience Is the Goal](#).

# Save 20 Percent at Bravo Cucina Italiana Restaurant in Whitehall

by [Ted Williams](#) · August 11, 2016

Enjoy some of the best Italian  
food served in the Lehigh Valley

area at a discounted price for being an LVHN colleague.

### **Bravo Cucina Italiana**

950 Lehigh Lifestyle Center,  
Whitehall

610-266-4050

[bravoitalian.com](http://bravoitalian.com)

Show your employee ID and get 20 percent off food and non-alcoholic beverage. The discount is valid for up to two guests.

The offer does not include alcohol, specials, promotions and bar bites, nor is it valid with any other offers, discounts or coupons.

