

**LVHN Partners With Highmark Blue Shield**

Lehigh Valley Flex Blue is a new health insurance plan.

**Meet August's Service Star**

Angela Davis volunteers with No One Dies Alone.

**Telling Patients About Gamma Knife®**

A new marketing campaign promotes this technology.

**Spotlight on Evidence**

We're discovering new ways to care and improve outcomes.

**Give Blood August 25**

A drive will be held in the Mack Boulevard auditorium.

**Jewelry Sale at LVH–Muhlenberg**

Stop by on Aug. 25 in front of the cafeteria.



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## GOALS AND STRATEGY

### LVHN Enters Partnership with Highmark Blue Shield to Create New Health Insurance Plan for Employers and Community Members

by [Sheila Caballero](#) · August 15, 2016

The health care landscape is

changing and LVHN is adapting to meet the needs of our community. Today we are pleased to announce we have entered into a partnership with Highmark Blue Shield to launch a new health insurance plan: Lehigh Valley Flex Blue.



While our partnership with Highmark Blue Shield is an exciting new option for employers and community members, it does not affect the coverage LVHN colleagues and their dependents have come to rely on under our Choice Plus plan. Choice Plus continues to be the health plan covering LVHN colleagues and their families.



Please read the press release for full details on our new partnership with Highmark Blue Shield below.

**Highmark Blue Shield and Lehigh Valley Health Network announce joint effort to reduce health care cost trends, improve coordination of care**

CAMP HILL, Pa.; ALLENTOWN, Pa. (August 15, 2016) – Two local health industry organizations have announced plans to work together to create long-term health improvements in the community – improvements that can lower future health care cost trends for both employers and individuals.

Highmark Blue Shield (Highmark) has launched a new health insurance product\* – Lehigh Valley Flex Blue – in Lehigh, Northampton and Schuylkill counties enabling Lehigh Valley Health Network (LVHN) and other aligned providers to better manage the care members and patients receive, improving outcomes and lowering future health care costs.

Employers and individuals can enroll in Lehigh Valley Flex Blue coverage that is effective January 1, 2017. Members will also be able to access care at Lehigh Valley Hospital-Hazleton, Luzerne County, and at Pocono Health System in Monroe County.

## **Employers, individuals to benefit**

Lehigh Valley Flex Blue is designed for employers that are concerned with the cost of providing health insurance coverage to their employees, and ensuring that employees have access to local hospitals and doctors that are consistently recognized for quality care.

“Our goal with Lehigh Valley Flex Blue is to provide a cost-effective option for employers that want to provide employees with access to the best care,” said Deborah Rice-Johnson, president, Highmark Health Plan. “Lehigh Valley Health Network is a recognized leader in quality and in providing advanced, compassionate and comprehensive health care services to the communities it serves. We are pleased to collaborate with them so that our members can access that same high level of care.”

In addition, all Highmark members in the Lehigh Valley Flex Blue product will benefit from a greater coordination of care between the health insurer and LVHN.

“We will share data, resources and information to ensure that patients are getting the preventive services, tests, follow-up care and education they need in the most efficient manner, without duplication of care and unnecessary steps,” said Gregory G. Kile, senior vice president of Insurance and Payer Strategies, LVHN and president and CEO, Populytics. “In short, the Lehigh Valley Flex Blue product allows us to develop a collaborative relationship with Highmark focused on the overall health of the community and improving patients’ care experience; all while lowering the care cost trend.”

Highmark’s individual members and group customers in the Lehigh Valley Flex Blue product will have access to the entire Highmark and Blue Card network, which covers 92 percent of doctors and 96 percent of hospitals in the U.S., and will see enhanced value – such as lower out of pocket costs – when accessing doctors or facilities that are part of LVHN and other aligned providers.

Lehigh Valley Health Network includes five hospital campuses – three in Allentown including the region’s only facility dedicated to orthopedic surgery, one in Bethlehem and one in Hazleton, Pa. Lehigh Valley Children’s Hospital, the only children’s

hospital in the region, provides care in 28 specialties and general pediatrics. LVHN also is awaiting regulatory approval on proposed mergers with Schuylkill Health System in Pottsville and Pocono Health System in East Stroudsburg.

### **About Highmark Blue Shield**

Highmark Inc. doing business as Highmark Blue Shield serves approximately 1.2 million members through the company's health care benefits business and hundreds of thousands of additional members through the Blue Card program. It employs nearly 2,300 people in central Pennsylvania and the Lehigh Valley. Highmark Blue Shield is an independent licensee of the Blue Cross and Blue Shield Association, an association of independent Blue Cross and Blue Shield companies. For more information, visit [www.highmark.com](http://www.highmark.com).

### **About Lehigh Valley Health Network**

Lehigh Valley Health Network includes five hospital campuses – three in Allentown including the region's only facility dedicated to orthopedic surgery, one in Bethlehem and one in Hazleton, Pa.; 14 health centers caring for communities in five counties; numerous primary and specialty care physician practices throughout the region; pharmacy, imaging, home health services and lab services; and preferred provider services through Valley Preferred. Specialty care includes: trauma care at the region's busiest, most-experienced trauma center treating adults and children, burn care at the regional Burn Center, kidney and pancreas transplants; perinatal/neonatal, cardiac, cancer care, and neurology and complex neurosurgery capabilities including national certification as a Comprehensive Stroke Center. Lehigh Valley Children's Hospital, the only children's hospital in the region, provides care in 28 specialties and general pediatrics. Lehigh Valley Hospital has been recognized by US News & World Report for 21 consecutive years as one of America's Best Hospitals and is a national Magnet hospital for excellence in nursing. LVHN's Cancer Institute is a formal member of the Memorial Sloan Kettering (MSK) Cancer Alliance, a transformative initiative to improve the quality of care and outcomes for people with cancer in community health care settings, including access to key MSK clinical trials. Additional information is available at [www.lvhn.org](http://www.lvhn.org) and by following us on [facebook.com/LVHealthNetwork](https://www.facebook.com/LVHealthNetwork) and [twitter.com/LVHN](https://twitter.com/LVHN).

## About Populytics

Populytics, Inc., a wholly-owned subsidiary of Lehigh Valley Health Network, is a population health management and analytics firm that facilitates the movement toward value-based care. Claims and clinical data are collected and aggregated via advanced analytics tools to provide actionable information. Services include population health analytics, health benefits administration, health benefits consulting, clinical care coordination, and BeneFIT Corporate Wellness solutions. These comprehensive services afford higher quality care while bending the cost curve. For more information, visit [www.populytics.com](http://www.populytics.com).

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## STORIES ABOUT COLLEAGUES

### Service Star of the Month – August 2016

by [Sheila Caballero](#) · August 18, 2016



Colleagues help us fulfill our mission to heal, comfort and care for the people of our community. Together, we form a “village” of community members doing good and worthwhile acts for others. Angela Davis of the department of education is among those who provide faithful service to people in need in our community. As part of our No One Dies Alone (NODA) program, Davis uses her compassionate presence to comfort individuals at the end of life who otherwise would die alone.

Individuals like Davis can be called any time to sit with patients at any one of our hospital campuses. She does this despite a full life that includes her husband, young children, a full-time job with the health network and as a student working to complete her bachelor of science in clinical counseling and psychology.

Davis applied and was chosen for the NODA program because of her compassion and commitment. Since then, she has responded to requests at all times of the day and night, including on holidays and weekends.

“Angie sits with dying patients and reads to them, listens to their stories or simply holds their hand during their final hours,” says nominator and department of education colleague Evelyn Masters. “The compassion she shows patients is truly a special gift.”

Davis has a long-term interest in grief and bereavement counseling and uses that



knowledge and skill to help others. Her commitment to NODA and to her job working with our SELECT medical students has earned her the admiration and respect of countless colleagues including those in our pastoral care program.

“Angie works incredibly hard at her job in the department of education every day and still finds time to do more,” Masters says. “Her commitment is truly awesome.”

## Next Steps

### [Nominate a Service Star](#)

Congratulate these nominees:

- **Margaret “Meggie” Mizelle, RN, open-heart unit, LVH–Cedar Crest**  
Mizzelle provided exemplary care to a young person who had an open-heart procedure and was having issues with acute pain. When the patient finally regained her appetite and requested French fries, Mizzelle purchased them from the cafeteria because food service was closed for the night.
- **Kimberly Herman, LVPG Neurology–1250 Cedar Crest**  
Herman is an excellent patient advocate who provides comfort and support to our patients as they navigate the confusion associated with insurance, government agencies and medical facilities.
- **Lloraine Aguila, Helwig Diabetes Center**  
Aguila is pleasant and kind with colleagues and patients as she schedules appointments and gets patients to the correct department for tests.
- **Marie Tomins, Helwig Diabetes Center**  
Tomins came to work despite scheduled PTO to accommodate a patient who was pregnant and needed a continuous glucose monitor.
- **Heather Haas, LVPG Endocrinology–1243 Cedar Crest**  
Haas goes above and beyond to make the day flow smoothly. She is a great LPN, good leader and role model.
- **Rene Stoffers, LVPG Billing Services**  
Stoffers exhibits exceptional professionalism and knowledge. Colleagues rely on her direction, understanding, education and smile to help them through difficult insurance challenges.
- **Stephanie Benjamin and Peter Cosgrove, 7KS, and Karla Plasco, physical**

## **therapy**

Benjamin, Plasco and Cosgrove intervened to help a non-compliant women experiencing shortness of breath and swollen ankles. Working together, they were able to get her to the emergency department where she was diagnosed with heart failure and admitted.

### ■ **Tanya Wagner, RN, NSICU**

Wagner used her intuition and experience to mitigate a health and security issue that was putting her patient at risk.

### ■ **Maureen McDonough, RN, emergency department, LVH–Cedar Crest**

McDonough is improving the patient experience in the emergency department with the help of Judy DeHaven of Sodexo, by ensuring patients are fed no matter how busy the department gets.

### ■ **Corey Pappas, imaging**

Pappas makes every patient his highest priority. Recently, an injured man arrived after the office was closed. Pappas registered him and took multiple X-rays to get him the help he needed.

### ■ **Krysta Christman, 2K South**

Christman went above and beyond to help an ICU patient by washing her hair and shaving her legs so she could feel clean and feminine again.

### ■ **Elizabeth Dideon-Hess, Outpatient Burn Center, and Rochelle Brunner, RN, case management**

Dideon-Hess and Brunner were persistent in finding a group home for a woman with intellectual disabilities and schizoaffective disorder, after she attempted suicide and suffered severe burns, disability and the neglect of her family.

### ■ **Kathleen Snyder, RN, labor and delivery, and Reena Kanabar, MD, LVPG Obstetrics and Gynecology–West Broad**

Snyder and Kanabar kept their composure and patient-centric focus to deliver a baby safely despite the mother's combativeness, non-compliance and physical and verbal abuse

### ■ **Patricia Notte, RN, MICU/SICU**

Notte treats patients with genuine respect as if they were her own family. She purchased a cellphone charger for a man whose only contact with his family was through his dead cellphone, and personal care items for a woman enduring a difficult hospitalization.

### ■ **Janice Fetchko, Kimberly Coleman and Jennifer Core, Health Spectrum**

### Pharmacy, LVH–Muhlenberg

After a code yellow alarm went off, Fetchko insisted on finding the source of the problem, which prevented water from damaging a multi-million dollar medication packaging machine. Coleman grabbed towels and blankets which limited the water coming into the pharmacy, and Core rolled up her sleeves to pitch in with mopping and other tasks so the pharmacy could continue operations.

■ **Tiffany Reinhard, guest services, Sherri Boehm, security, and George Poon, housekeeping, LVHN–Mack Boulevard**

Colleagues from several departments worked together to rescue a domestic cockatiel on the low roof of LVHN–Mack Boulevard. Their actions saved the tiny creature’s life, who is now being fostered until the owner can be found.

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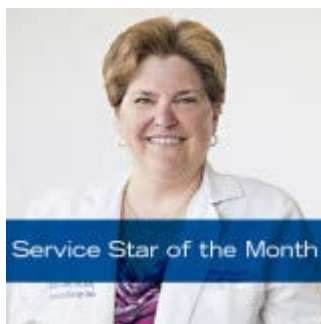
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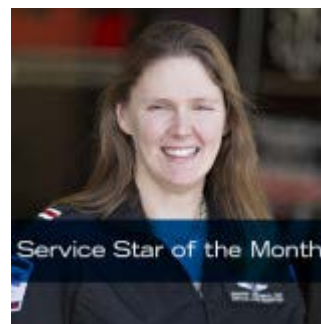
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## NEWS

### Reaching Patients Who May Benefit From Gamma Knife®

by [Jenn Fisher](#) · August 17, 2016



Precise treatment is a must when a patient has a brain tumor or other brain-related condition. At LVHN, our radiation oncology team uses an ultra-precise treatment device just for this type of care: the Gamma Knife® Perfexion™.

Gamma Knife (which is not an actual knife) uses stereotactic radiotherapy to specifically target cancerous and non-cancerous tumors and other lesions. Its precision also protects other brain tissue from harm. Gamma Knife requires one treatment and no incision. The risk for complications is low, and serious side effects are rare.

A new targeted multichannel marketing campaign will promote this technology to patients who may need treatment for a brain condition. GammaKnife Perfexion can treat many [cancerous and non-cancerous conditions](#) in adults and children, including:

- [Acoustic neuromas](#)
- Pituitary adenomas
- Pinealomas
- Craniopharyngiomas
- Meningiomas
- Chordomas
- Metastases

- Glial tumors
- Arteriovenous malformations (AVMs)
- [Trigeminal neuralgia](#) (tic douloureux)

The Gamma Knife lives at LVH–Cedar Crest in Allentown. That means community members can find it without the traffic and parking hassles associated with big-city hospitals.

Do you know someone in our community who may benefit from Gamma Knife treatment? You can learn more about it by downloading our [Gamma Knife Guide](#) or through our LVHN Facebook page. You also can ask a community member to [make an appointment](#).

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.

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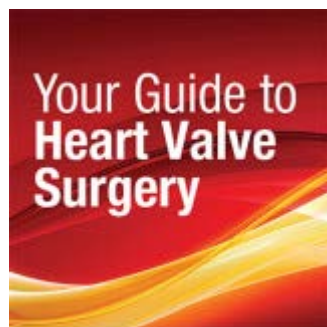
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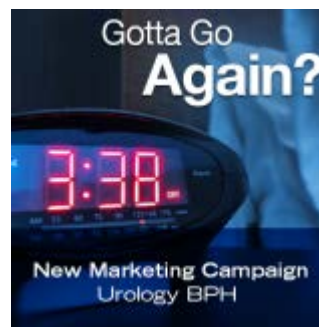
New Campaign Tells People About Heart Valve Treatments at LVHN

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NURSING

## Spotlight on Evidence

by [Gerard Migliore](#) · August 16, 2016

All evidence-based practices start with the same question: *Is there a better way?* By following the evidence, we discover new ways to deliver care and improve

outcomes. At any given time, dozens of evidence-based projects are underway here at LVHN. The “Spotlight on Evidence” column summarizes two of these projects and their findings.

### NK3

Magnet® hospitals encourage clinical nurses to evaluate and use evidence-based findings in their practice. Our “Spotlight on Evidence” section summarizes two evidence-based projects conducted by our nursing colleagues.

Project:

## Use of Cryotherapy in Reduction of Pain During Subcutaneous Heparin Administration

### Project Purpose (PICO Question)

In adult medical-surgical patients 50 years of age and over, does the utilization of cold application prior to injection at injection site reduce pain compared to current heparin subcutaneous injections?

### Background

- Many patients receive multiple prophylactic heparin injections daily. These injections can cause discomfort and agitation, and potentially decrease patient satisfaction.
- Numerous studies show that ice therapy (cryotherapy) before injection reduces pain.
- There is currently no best practice protocol at LVHN for using cryotherapy



### AUTHORS

*Matthew Briscese, BSN, RN (above);  
Allison Grace, BSN, RN; Molly Green, BSN, RN; Tina  
Leech, BSN, RN; Kaylyn Wapinsky, BSN, RN*



before subcutaneous injections.

## Evidence Highlights

- A 1995 study validated the relationship between ice application and a patient's perception of discomfort.
- A 2006 study showed that bruising decreased significantly with cryotherapy, and less pain was noted 72 hours after injection.
- A 2012 study showed that applying a cold compress for two minutes prior to injection can help prevent and reduce injection site bruising. It also decreases pain perception. A 2015 study showed that even a 30-second cold application decreases both pain and bruising.

### Implementation

- A team of medical-surgical registered nurses developed a PICO question and created a patient survey.
- Pain scores were collected for both a control group and experimental group. The data was then organized.

## Results

- Applying ice to injection sites prior to subcutaneous heparin injections decreased overall pain scores. This pain decrease has the potential to increase overall patient satisfaction for hospitalized patients.

## Actions

- Study recommendations were approved at the May 2016 Nursing Practice Council meeting.
- The policy "Injections–Subcutaneous, Intramuscular, Z-Track" was amended to incorporate cryotherapy before heparin injections (and afterward as well, if warranted).
- Staff education on the new policy began in July.

Project:

# Administration of Subcutaneous Anticoagulation Therapy

## **Project Purpose (PICO Question)**

Does providing medical-surgical nurses a TLC education module on subcutaneous anticoagulation administration based on evidence-based research, compared with no education, change practice to be in alignment with the most current evidence-based administration technique?



### **AUTHORS**

*Nicole Karasek, BSN, RN; Rachael Mazzante, BSN, RN (photographed, l-r); Morgan Fulmer, BSN, RN; Jessica McDonald, BSN, RN*

## **Background**

- A majority (55.3 percent) of 5K and 7C patients are on daily anticoagulant therapy.
- There is significant inconsistency in how nurses administer these therapies.
- LVHN anticoagulant injection protocols lack specificity and do not reflect current evidence.

## **Evidence Highlights**

- A 3-milliliter syringe decreases injection force and decreases pain and bruising.
- A longer injection timeframe (20-30 seconds) reduces tissue pressure trauma and intensity of site pain.
- Using the airlock technique helps prevent medication from penetrating skin; it also ensures the correct injectate volume is dispensed.
- A 25-gauge (5/8-inch) needle is more effective than a 27-gauge (5/8-inch) needle.

## **Implementation**

- Data on how nurses currently administer anticoagulant injections was obtained.
- A TLC education module incorporating the above evidence was created and

provided to registered nurses on 5K and 7C.

- Post-education data was obtained.

## Results

- The TLC education was effective and resulted in more consistent use of the correct, evidence-based injection techniques.
- According to a post-education survey: all respondents now employ the airlock technique (compared to only one-third prior to education); all respondents now use the 3-milliliter syringe (one-third previously used a 1-milliliter syringe); more than three-quarters now inject over a 30-second period (none did so previously and most took less than 10-seconds); and nearly all use a 25-gauge needle (previously, more than half used a 27-gauge).

## Actions

- Study recommendations were approved at the May 2016 Nursing Practice Council meeting.
- The policy “Injections–Subcutaneous, Intramuscular, Z-Track” was amended to incorporate the airlock technique and recommended needle gauge, syringe size and injection duration.
- Staff education on the new policy began in July.

Tags: [Magnet Attractions](#) [Magnet evidence](#) [magnet summer 2016](#)

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## NEWS

### Give Blood August 25

by [Ted Williams](#) · August 17, 2016

LVHN and Miller-Keystone Blood Center make it easy for you to give

the gift of life this month.

To register ahead of time to give blood at LVHN–Mack Boulevard, contact [Cathy.Trexler@lvhn.org](mailto:Cathy.Trexler@lvhn.org). You also can attend any blood drive without signing up online. The following is an upcoming opportunity for you to save a life in August.



### August blood drive

**Aug. 25** – LVHN–Mack Boulevard auditorium, 7:30 a.m.-1:30 p.m.

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

Tags: [blood donation](#) [Blood Drive](#) [Donate Blood](#) [give blood](#)

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## DISCOUNTS AND PERKS

### Masquerade Jewelry Sale at LVH–Muhlenberg

by [Ted Williams](#) · August 19, 2016

Over the years, The Lehigh Valley  
Hospital–Muhlenberg Auxiliary has

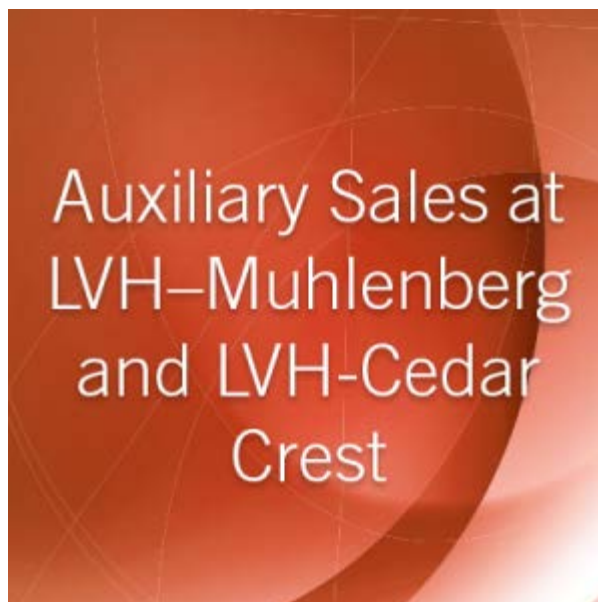


supported the hospital by operating the Camille gift shop and conducting a variety of fund-raising events and activities. Here are details about an event the auxiliary is hosting this month.

### **Masquerade Jewelry Sale**

LVH–Muhlenberg, in front of cafeteria

Aug. 25, 7 a.m.-4 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](#) [Jewelry sale](#) [Lehigh Valley Hospital Muhlenberg Auxiliary](#)

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