

Cultural Competency Resource Center

It helps you care for patients of diverse cultural backgrounds.

Via Marathon Parking Changes

Learn how the Sept. 11 race will affect LVH–Cedar Crest.

Breast-feeding Support for New Mothers

Learn how we're giving babies the best start in life.

Watch Leader to Leader – August 2016

Get an update about what's happening at LVHN.

ICYMI: LVHN's Summer Headlines–VIDEO

We're reaching thousands via traditional and social media.

Maureen Smith Honored

The critical care nurse received local and national awards.

Join the LVHN Bowling League

Play begins Sept. 14.

**New Partnership
With Highmark**

Want to Provide Better Care for Our Diverse Patient Population?

This Online Resource May Help.

by [Kyle Hardner](#) · August 23, 2016

Cultural Competency at Your Fingertips

Welcome to the Quality Interactions Resource Center. This quick-access reference site provides essential information to help you improve patient communications and manage daily cross-cultural challenges. Explore the site to learn more about specific cultural/ethnic groups, common cross-cultural issues, or cultural competency concepts by clicking the links below.

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The infographic is divided into two main sections: 'Ethnic Origins' and 'Religions'. The 'Ethnic Origins' section features a world map with six categories of ethnic groups, each with a list of associated countries: African American/Black (Ghana, Haiti, Jamaica, Nigeria), Arab American/Middle Eastern (Iran, Iraq, Lebanon, Saudi Arabia), European American/White (Bosnia, Russia), American Indian/Alaskan Native, Asian American/Pacific Islander (China, India, Korea, Pakistan, Philippines, Vietnam), and Hispanic/Latino (Cuba, Dominican Republic, Mexico, Puerto Rico). The 'Religions' section displays six religious symbols with their corresponding names: Buddhism (Dharma wheel), Christianity (Cross), Hinduism (Om symbol), Islam (Crescent moon and star), Judaism (Star of David), and Sikhism (Khanda).

Dealing with patients who demand or refuse medications, procedures or treatments – or who consistently stray from previously agreed-upon treatment plans – can be frustrating for clinicians. Yet many of these issues may be based in the patient’s culture. The more you understand each patient – and his or her cultural beliefs toward health care – the better you can communicate with each patient, and the better care you can provide.

To help, LVHN offers the [Cultural Competency Resource Center](#). Powered by a company called Quality Interactions – experts in cross-cultural care delivery – this resource can help you better communicate and care for patients in culturally responsive ways.

In the resource center, you’ll find information about:

- **Ethnic origins** – Get general guidelines about the demographics, cultural beliefs, customs and values of different cultures. Use this information as background for thoughtful discussions with patients and their families.
- **Religion** – Get key concepts of some of the world’s most common religions and learn their customs and beliefs about births, transfusions, modesty and end-of-life care.
- **Clinical issues** – Learn how a patient’s cultural background can shape their

perspectives on topics such as cancer care, disability, mental health, informed consent and care for the LGBT community.

- **Difficult situations** – Learn proper ways to handle delicate patient care issues, such as patients who struggle to understand their care, miss appointments or refuse treatments.

You'll also find helpful tips for working with a medical interpreter. And if you want to learn more about cultural competency, you'll find foundational resources. They provide concepts and communication skills to improve your cross-cultural interactions with patients and colleagues.

You can link to the Cultural Competency Resource Center from the “Educational Resources” box on the right side of the intranet ([LVH.com](#)) home page.

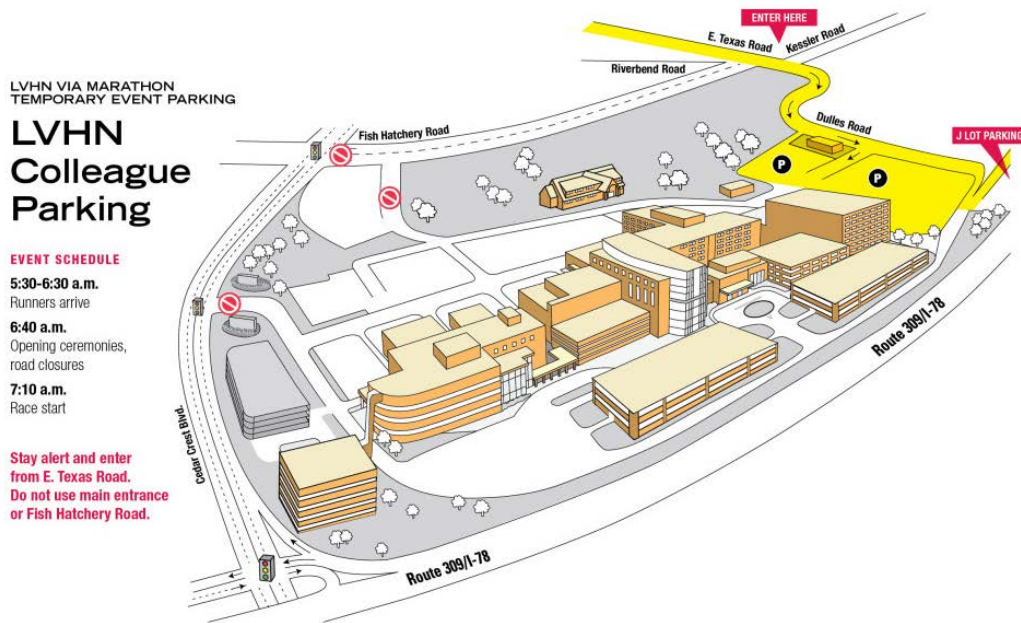
Parking Changes at LVH–Cedar Crest for Sept. 11 LVHN Via Marathon

by [Rick Martuscelli](#) · August 22, 2016

The starting line for the Sept. 11 LVHN Via Marathon is at LVH–Cedar Crest, which

will add traffic to nearby roads and temporarily impact colleague parking. If you plan to arrive at LVH–Cedar Crest between 5 and 10 a.m. that morning, please allow extra travel time.

To expedite parking, avoid the main entrance and Fish Hatchery Road. Instead, enter the campus through East Texas Road. The inner campus road and all corresponding parking lots located off Fish Hatchery Road will be closed to all through traffic. If you normally use one of these lots, please park in an alternate location, such as the “J” lot (located by the water tower), the parking lots near the Kasych Pavilion or the other two lots off Dulles Road, as shown in yellow on the map.



10700 - 7/16

Thank you for doing your part to help make the LVHN Via Marathon an enjoyable event for our community and the many out-of-town visitors who will participate in the race.

Breast-Feeding Support for New Mothers

by [Sheila Caballero](#) · August 26, 2016

LVHN is fully committed to creating
a patient- and family-centered care

experience where colleagues educate and support families with respect whether they choose to breast- or formula-feed their infants. LVHN's infant nutrition philosophy is rooted in evidence-based best practices. We are committed to providing the education and support moms need as they make decisions to support their growing baby.



Evidence shows breast-feeding is best for both babies and moms. In fact, the World Health Organization (WHO) supports breast-feeding as the “gold standard” for infant nutrition to achieve optimal growth, development and health. Yet breast-feeding mothers need help and support to be successful during the first days of life and throughout the breast-feeding journey.

LVHN is committed to becoming a WHO Baby-Friendly Hospital in early 2017. Helping mothers understand the health benefits for both mom and baby, and providing support along the way are important parts of that goal. In fact, WHO and the American Academy of Pediatrics recommend breast-feeding during the first year of life (and breast-feeding exclusively for the first six months).

Some important facts about breast-feeding:

- Breast milk is perfectly balanced nutrition that changes as babies grow.
- Breast milk boosts the immune response to protect babies from many common ailments including ear and respiratory infections, upset stomach, allergies, asthma and other illnesses.
- Breast-feeding improves the bonding experience between mother and child.
- Endorphins contained in breast milk suppress pain to help calm and comfort babies.
- Breast-feeding supports better health over a lifetime for both mother and baby.
- And many other [benefits](#)

To learn more about the steps we need to take to earn the Baby-Friendly Hospital designation, read the [Ten Steps to Successful Breast-feeding](#) or read the health network's [Newborn Feeding Policy](#) (for the latest policy, visit “LVHN policy/proc manuals” under “Research” on the Intranet).

Watch Leader to Leader – August 2016

by [Admin](#) · August 25, 2016

Do you want to know what's going on in our health network? Watch



the Leader-to-Leader meeting.

Leader-to-Leader meetings are held the third Thursday each month in the Lehigh Valley Hospital-Cedar Crest auditorium and simulcast to participants at Lehigh Valley Hospital-17th Street, Lehigh Valley Hospital-Muhlenberg, Lehigh Valley Hospital-Hazleton and Mack Boulevard. Using a PowerPoint



presentation as a guide, guest speakers share updates on key issues and initiatives.

Due to our network security settings, this video will only play in Internet Explorer in compatibility mode. [Here are instructions](#) on how to adjust your browser's compatibility view settings. You also need to have Microsoft Silverlight installed on your computer. If the links do not open properly, try refreshing your browser. If you have questions or need assistance, please contact information services at 610-402-8303.)

[Welcome and Service Star](#)

[2016 Colleague Engagement Survey](#)

[Coaching Toward Better Health and Wellness](#)

[In Case You Missed It](#)

[Financial Update and Network Metrics](#)

[Open Enrollment 2017](#)

[Star Ratings](#)

ICYMI: Catch Up on LVHN's Summer Headlines – VIDEO

by [Rick Martuscelli](#) · August 24, 2016

People continue to be very interested in our efforts to bring leading-edge cancer clinical trials to the Lehigh Valley through our membership in the Memorial Sloan

Lettering Cancer Alliance. We're also engaging tens of thousands of people in our community by using new channels to tell them about our services. Get all the details and stats in the summer edition of In Case You Missed It (ICYMI).

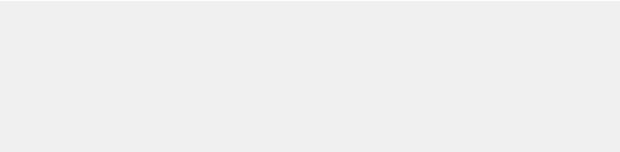
ICYMI August 2016

3,600+
patient leads

Maureen Smith Honored

by [Admin](#) · August 23, 2016

Maureen Smith, MSN, RN,
CNRN, enjoyed an award-winning



month. In May, she was presented with two distinguishing honors: the Circle of Excellence award from the American Association of Critical-Care Nurses (AACN) and the Cedar Crest College Nursing Alumni Award for Nursing Education. Both honors recognize Smith's passion and commitment to the profession of nursing and her lifetime of work.



Maureen Smith, MSN, RN, CNRN

Smith was one of 22 critical care nurses from across the country to receive the Circle of Excellence award this year. Nominees are evaluated on a number of criteria including how well they promote patient-driven excellence; model effective decision making; address challenges and remove barriers to advance patient-driven excellence; influence their own and other organizations in achieving excellence; and achieve visible results that contribute to organizational excellence. Smith now becomes a member of the Circle of Excellence Society.

“This award is not a reflection of just one person, but of all critical care nurses at Lehigh Valley Health Network, and I accept it on their behalf,” said Smith as she spoke in front of over 8,000 people at the National Teaching Institute & Critical Care Exposition in New Orleans. Smith says, “I could not have earned it without the hard work and support of all my fellow critical care nurses and so it belongs to them just as much as it belongs to me.”

Earlier in May, Smith was also presented the Cedar Crest College Distinguished Nursing Alumni Award for Nursing Education. It is given to a Cedar Crest College nursing graduate who exhibits excellence in nursing education and professional development. Receiving this award at the nursing pinning ceremony was very emotional for Smith. “It is a celebration of my career as I stand before these nurses who are just about to start theirs,” Smith says. The leadership, compassion and

service she has displayed over her 30-year nursing career is an example of what all new nursing graduates can strive for as they embark on their journeys.

“Maureen embodies excellence and innovation in all she does to ensure excellence in the care of acutely and critically ill patients and their families,” says Anne Panik, former senior vice president, patient care services, and chief nursing officer at LVHN.

Sign Up for the LVHN Bowling League

by [Ted Williams](#) · August 23, 2016

Attention keglers. If you're looking
to get back into the game and have

a lot of fun with colleagues at the same time, then the LVHN Bowling League is for you.

This year, weekly league play begins at 6:10 p.m. on Wednesday, Sept. 14 through Wednesday, April 12 at the Haja Rose Bowl, 801 N.

15th St., Allentown. The cost is \$11 per week, and all LVHN colleagues as well as their spouses and friends are invited to participate. The league champion will be honored at a season-ending banquet.

There are just 30 available spots, so you are encouraged to fill out the [registration form](#) and return it to [Larry Sabino](#) by Sept. 1.

