

Introducing the CEO Update–VIDEO

Dr. Nester describes the Communication Cascade.

Terry's Take: Wearing the LVHN Badge

Our COO talks about what our badge stands for.

Nursing Info Session Jan. 30

We're hiring for our new Family Health Pavilion.

Meet the Service Star of the Month

Colleagues help SELECT students affected by a fire.

MyChart Bedside Expansion

This tool informs admitted patients about their care.

Marketing Campaign Launches in the Poconos

The message: LVH–Pocono is a full-service hospital.

Colleague Conquers Stress Eating

Help from a Populytics Health Coach did the trick.

Culture of Wellness Changes

Learn how you will be reimbursed going forward.



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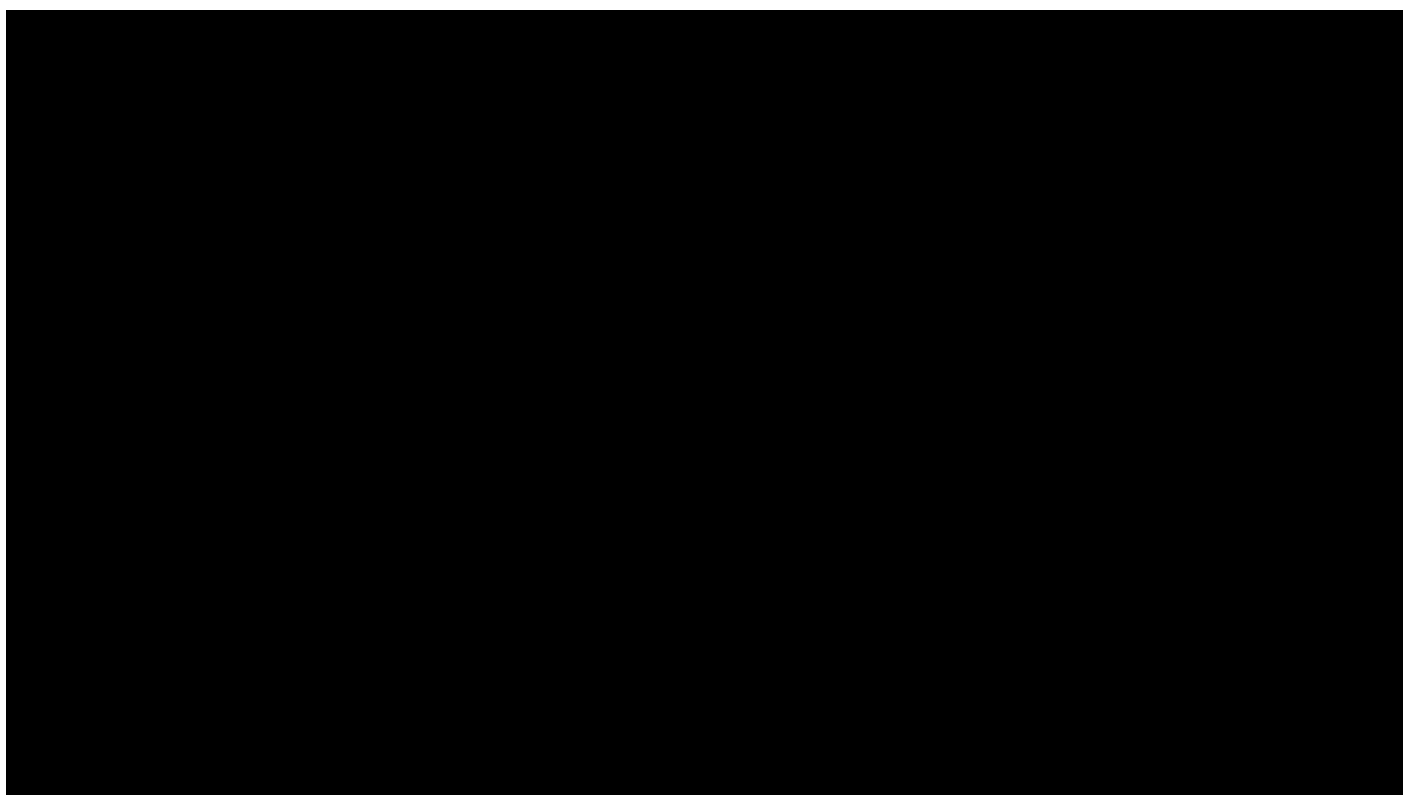
Introducing the CEO Update–VIDEO

BY [RICK MARTUSCELLI](#) · JANUARY 18, 2017



Every month, LVHN President and CEO Brian Nester, DO, MBA, FACOEP, will record a video called the CEO Update about a timely topic. It's part of a new way we're sharing information with you called the Communication Cascade. In his first video blog and column, Dr. Nester talks about what the Communication Cascade means for you.

The video below will only play in Google Chrome. If you are using Internet Explorer, click [here](#) to watch.



If you're unable to watch video on your computer, here is what he said.

Happy New Year. As we begin 2017, I want to thank you for your commitment to our health network and community. You make LVHN exceptional, and I appreciate all you do.

We already experienced change this year with the addition of LVH–Pocono to our health network. Now, we're changing the way information is shared with you.

You're busy and it can be challenging for you to keep up with LVHN news and information. Plus, our health network is growing, and it's becoming more challenging for me to visit all our sites to talk with you. That's why we're discontinuing Colleague Forums and Casual Conversations, and launching our Communication Cascade.

The Communication Cascade elevates the role of leaders in keeping you informed. Here's what it means for you:

- During huddles and staff meetings, your supervisor will share stories and videos that were posted on our blog, LVHN Daily.
- Each month, one of the videos will be from me. I'll talk about a timely topic.
- Our hospital presidents will host Town Hall meetings and round on all units and shifts to talk with you about your successes, challenges and questions.
- LVPG's president and leadership will host forums to share information and hear from LVPG colleagues too.

I welcome your feedback on LVHN Daily. If you have a question after watching one of my videos – or if you'd like to suggest a topic for a future video – log in to LVHN Daily and post a comment. We'll get

back to you with the information you need.

Remember: As LVHN colleagues, we all have a responsibility to stay informed and share ideas. You can get all the LVHN news you need online and in your email. Visit LVHN Daily on the intranet any time, and read LVHN Weekly every Friday in your email. That's how you can learn more about the topics shared by your supervisor.

I'm confident the Communication Cascade will give you the information you need to be at your best. Thanks for all you do, and I'll talk with you next month.



A handwritten signature in black ink that reads "Brian Nester". The signature is fluid and cursive.

ABOUT ME: My name is Brian Nester, DO, MBA, FACOEP, and I am the President and Chief Executive Officer (CEO) at Lehigh Valley Health Network (LVHN). I came to LVHN in 1998 as the Director of LVH–Muhlenberg's Emergency Department. Prior to becoming President and CEO in 2014, I served as the health network's Chief Strategy Officer. I am originally from Reading, and I'm proud to lead an organization that continually strives to provide better health and better care at a better cost for the great people of our community.

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Terry's Take: Wearing the LVHN Badge

BY [TERRY CAPUANO](#) · JANUARY 16, 2017



I am so proud to work for LVHN. Each morning when I put on my badge, I know I'm representing an organization that stands for quality care and service excellence. LVHN is an organization that always puts the needs of patients before everything else.

I consider it a privilege to wear the LVHN badge. It's an honor that's only bestowed on people who are committed to our ideals of delivering technologically advanced care in a competent and professional manner. Care that is always patient- and family-centered, and delivered with compassion and empathy.

Over the past several months, I've had the honor of placing the LVHN pin on some of our newest colleagues (as in the below photo). These moments are special to me because it's my way of welcoming new colleagues into the LVHN family.



Maria Eisenhart, Interim Director Imaging Services, gets an LVHN pin from COO Terry Capuano during LVH-Schuylkill's merger day celebration.

Symbolism is important. But action and deeds matter most of all. As the LVHN family of colleagues grows, so does our responsibility to each other and the community. When people see the LVHN badge, they expect to receive our very best, in every single encounter. After all, our calling is to serve. Some of us do that by delivering direct patient care. Others serve by supporting their colleagues in clinical roles. At the end of the day, it's all about the patient.

Throughout my career I've learned that actions – not words – lead to trust. And trust goes both ways. As we expand our footprint and welcome new colleagues, it's important that we all take accountability for our actions and commit ourselves to integration success. The leadership team is committed to building trust by maintaining transparency, communicating to key stakeholders as soon as decisions are made and treating all our colleagues fairly. That's the LVHN way.

Every new relationship needs time to blossom. As we interact with new colleagues across our organization, it's important that we all communicate in meaningful ways so trust can take root, ruling all our interactions.

Becoming one organization means we have one mission, one vision and one brand. If you are a new colleague, welcome. We're so happy you're part of the LVHN family.

I love hearing from and learning about the passionate people who work behind the scenes. Please leave a comment and share your thoughts about what it means to you when you put on the LVHN badge. I'm

looking forward to hearing from you and sharing your ideas with colleagues across the organization.



Terry Ann Capuano

ABOUT ME: My name is Terry Capuano, RN and I am the executive vice president and chief operating officer at Lehigh Valley Health Network (LVHN). I have worked at LVHN for 30 years, serving as COO for the last five years. I greatly enjoy meeting colleagues, sharing stories and enhancing relationships throughout the network. [Learn More](#)

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Renee Guida [January 16, 2017 at 4:17 pm](#)

I have only worked for LVHN for a little less than a year. Before working here I was employed by two other medical centers. I applied to LVHN for what seemed like an eternity before being offered a position. This was where I knew I wanted to be and belonged. Every morning, when I put my LVHN badge in place, I feel a sense of pride and success. I go to great lengths to make sure those around me feel the same way about their employment here at LVHN.

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kelley gold [January 16, 2017 at 4:39 pm](#)

I am always proud to wear my LVHN badge and am happy when a patient or visitor stops me to ask for

directions or assistance. We are all ambassadors that make LVHN a great place to come for care.

I am hoping that all colleagues can take the time to show their pride by wearing the badge where patients and visitors can see it easily (not hanging at the waist/abdomen by a lanyard). I am also hoping that for security reasons, that all colleagues will take the time to have their badge replaced when their pictures have worn off or become outdated.

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Carolyn Suess □ January 17, 2017 at 6:54 am

I too, am also proud to wear my badge. But what I find to be more important, is what is written on the back side of it. I try to turn it over every so often and remind myself of our mission and our values. Yes, our mission is to “heal, comfort and care for the people of our community...” All of us who work here must be cognizant that we are part of that “community.” I feel fortunate that my colleagues have been there for me at times when I needed their support, and in that spirit feel compelled to do the same for others. Thanks for the touching on something that resonates with me.

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Nursing Info Session Jan. 30

BY [SHEILA CABALLERO](#) · JANUARY 16, 2017

We're hiring for our brand new Family Health Pavilion at LVH–Muhlenberg. Help us recruit specialty nurses for mother-baby care and inpatient rehabilitation by telling your family and friends about our upcoming Nursing Info Session.

Candidates will have a chance to talk with our leadership team, learn about career opportunities and incentives, and get on-the-spot interviews for open positions at:

- **The Family Birth and Newborn Center**, where we're creating a special birthing experience for growing families. Opportunities are available in mother-baby, our level II neonatal intensive care

Nursing Career Open House



unit (NICU), perinatal, and labor and delivery.

- **The Inpatient Rehabilitation Center at LVH–Muhlenberg**, a state-of-the-art unit similar to our facility at LVH–Cedar Crest which is recognized for delivering outcomes above regional and national averages.

Nurses should call 484-884-0808 to register and for details.

Nursing Info Session

LVH–Muhlenberg

Monday, Jan. 30

Two sessions: 8 a.m.-12 p.m. and 4-8 p.m.

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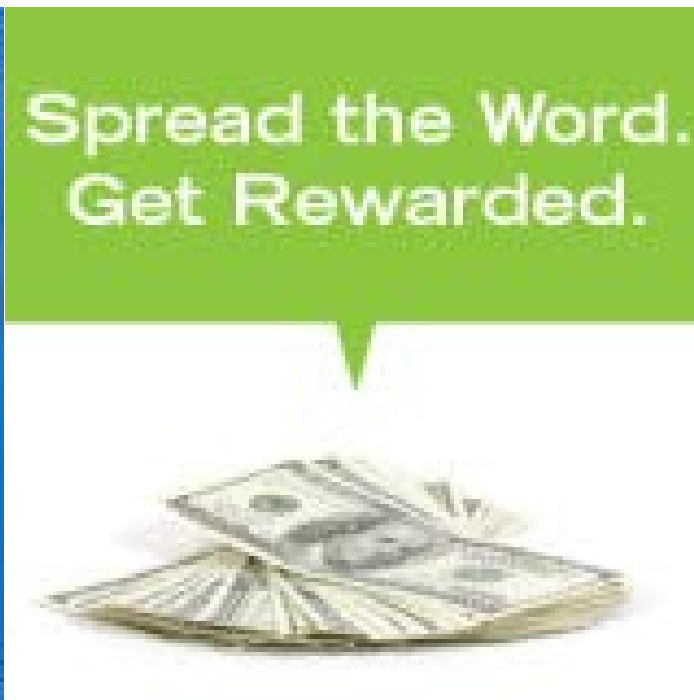


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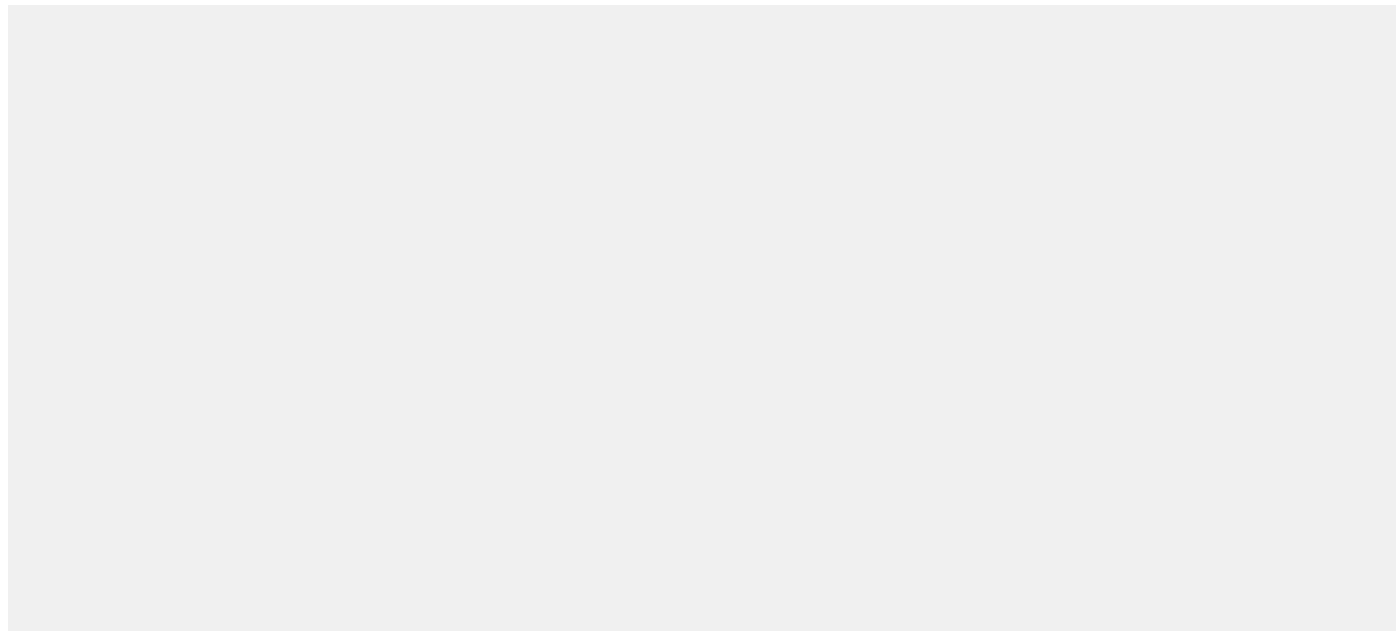


Tell RNs About 'Walk In Wednesdays'

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Service Star of the Month – January 2017

BY [SHEILA CABALLERO](#) · JANUARY 19, 2017





Kelliann Herman and Michael La Rock, MD, Department of Education

On an otherwise beautiful autumn morning, a fire broke out at a nearby apartment complex causing three Lehigh Valley students in our SELECT medical school program to lose their homes and personal possessions. In response, department of education colleagues Kelliann Herman and Michael La Rock, MD, went to the site of the fire to offer assistance and lend their support.

After word spread, individuals from across the health network offered to help in any way they could. Herman and La Rock took the lead to coordinate the outpouring of support, while also respecting the students' privacy and grieving process.

In the hours and days that followed, La Rock stayed in constant communication with the students to make sure their basic needs were met, to connect them with resources, and to offer support and encouragement. He also stayed in communication with concerned colleagues in Tampa who wanted to help despite the geographical distance.

As the students processed their situation, Herman and La Rock remained supportive and empathetic – giving the students time to grieve and assess their personal situations. In the meantime, Herman established an online link where individuals could make donations to help with personal and living expenses. Within the first hour, more than \$1,000 poured in.

“The student affairs team, led by Dr. La Rock and Kelli, pulled together to respond to the physical and psychological needs of these three students,” says Maggie Hadinger, Director of Medical Education. “They provided the help and support our students needed to recover and also made it possible for the LVHN family to help.”

As one of the students noted after the event, “The response from Dr. La Rock and Ms. Herman made me feel like I had people I could count on. They are so committed to their students. I will always be grateful for their compassion and generosity. Someday, I hope I can take care of someone in need the same way they’ve taken care of me.”

Next Steps

[Nominate a Service Star](#)

Congratulate these nominees:

- **Colleagues from 6K South, LVH-Cedar Crest**

Rehab colleagues provided emotional and physical support to a patient who sustained significant injuries after a serious auto accident. Their encouragement and motivation helped push him to his limits so he could go home sooner. Today, he walks on his own and is able to drive.

- **Britnee Meachum, Children’s ER**

Meachum goes the extra mile to carry out the health network’s mission to heal, comfort and care. Recently, a child who arrived at the Children’s ER didn’t survive. Meachum stayed at the bedside with the family to provide support and remained with them past her shift.

- **Trenise Bullock, Health Spectrum Pharmacy, LVH–Cedar Crest**

Bullock stopped what she was doing to provide aid to an ill colleague. She brought water, an ice pack and garbage can, then escorted her to the bathroom. She also made sure she had a ride home and called the patient shuttle to get her safely to the car. The next day she followed up with a phone call to see how she was feeling.

- **Kristi Thomas, enterprise analytics**

Thomas demonstrates unparalleled PRIDE behaviors. She helps colleagues overcome work challenges and cope with change. She offers handy tips to make tasks easier and provides one-on-one training when it’s needed.

- **Susan Kultys, RN, nursing staffing, LVH–Cedar Crest**

Kultys is an excellent patient advocate who displays a passion for patients and quality of care. Recently, she helped solve a delicate privacy issue. After contacting risk management, she investigated the patient chart to resolve the issue without further involvement of the grieving family.

- **Jennifer Venezia, RN, hospice, LVH–17th Street**

On a particularly difficult night in the hospice unit, Venezia used her extraordinary gifts to help a grieving wife. With tears in her eyes, Venezia knelt beside the distraught wife to help her come to terms with the fact that her husband was dying.

- **James Smith, vascular lab, LVH–Cedar Crest**

Smith comes to work with a big smile ready to attack the day. He treats every patient with respect and dignity, offers them a warm blanket, keeps them informed about transport delays and lets them know when the doctor will have their test results. His patients almost always come back to the holding area a little happier.

- **Amy Serfass, RN, home care/hospice**

Serfass is confident and compassionate, which puts patients and colleagues at ease. While it's not easy to explain care at end of life, Serfass does this with great professionalism. She participates in grief counseling and always knows when someone needs a hug.

- **Mary Onifer-Smith, RN, labor and delivery**

Smith goes above and beyond to demonstrate teamwork on the unit. She educates colleagues throughout the year on CPR, and also plays a role in our labor and delivery education days to ensure all colleagues understand treatments and procedures.

- **Renee Shelly, perioperative services, LVH–Cedar Crest**

Shelly is a model of PRIDE behavior as she contributes to the success of her department. She is a good communicator, well organized, can handle scheduling conflicts and is discreet and professional. She even anticipates what questions her team will ask before they ask them.

- **Tara Wagner, nursing float pool, LVH–Cedar Crest**

Wagner frequently stays beyond her shift to help and always asks if there is something more she can do before leaving. Recently, she stayed late to help with a new transfer who needed blood work and EKGs. Her assistance allowed a colleague to handle another situation and complete a.m. vitals.

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MyChart Bedside Expansion

BY [JENN FISHER](#) · JANUARY 20, 2017



In March and April of 2016, MyChart Bedside was deployed at LVH–Cedar Crest 6K and LVH–Muhlenberg 5T as a pilot. Starting Tuesday, Jan. 17 through Thursday, Feb. 16, this interactive patient tool will expand to all medical-surgical and telemetry units at LVH–CC and LVH–M.

MyChart Bedside is a patient-driven, interactive tablet app designed with the patient in mind. The app helps support communication between LVHN clinicians and patients by providing each patient with an electronic version of our current ROADMAP and much more, including:

- Real-time information about their care
- Information about the care team
- List of medications for the day
- Vitals and lab work
- Patient education
- Ability to request snacks, ice chips, linen change
- Ability to sign up for MyLVHN to remain engaged with health care post-discharge

MyChart Bedside Process

Once the patient is admitted to their room, the nurse will first introduce the patient to MyChart Bedside. If the patient is interested, the nurse will notify the administrative partner (AP) in Epic and the AP will activate the secure tablet for the patient. The AP will help the patient set up a PIN number for the device. The patient will need to enter the PIN each time they want to open MyChart Bedside. The AP will also explain each tab within MyChart Bedside.

When the patient is discharged, the AP will clear data off of the tablet, wipe it down and place it on the charger in preparation for the next patient.

Education for Colleagues

Patient care specialists will assign a TLC to their team titled, CSMYCHAC17 “MyChart Bedside Training January 2017.” Each staff member is asked to complete this elearning prior to their unit going live with MyChart Bedside. The TLC elearning will also be supplemented by educational drop-in sessions. Clinical informatics will be in touch with each unit with more information regarding these sessions.

Support

At go-live, clinical informatics and information services will be on site. If colleagues run into workflow issues, they should reach out to the PCC, PCS or unit director. Technical questions should be addressed to the I/S support center at 610-402-8303.

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LVHN Marketing Campaign Launches in the Poconos

BY [RICK MARTUSCELLI](#) · JANUARY 19, 2017

LVH–Pocono is Monroe County’s only full-service hospital. That means it’s the only hospital in the region that provides a comprehensive list of health care services including mother-baby, heart, emergency, trauma, neuro and stroke care, and more. LVH–Pocono gives people access to advanced medicine and allows them to stay close to home, avoiding unnecessary travel while still being able to benefit from high-quality health care.

To inform the Poconos community about the hospital’s new name and its service, we launched a new marketing campaign. The eye-catching imagery in the campaign



are photos from iconic locations in the Poconos such as the Delaware Water Gap and Bushkill Falls. The message is, “Your life is here. Your access to great care is too.”

Our messages will be shared via print ads, billboards, radio, direct mail, social media and more. Here’s a look at what the ads look like and say. If you have family and friends that live in the Poconos, share our message with them. As an LVHN colleague, your advocacy also is a powerful marketing tool.

Billboards:





Heart care,
right here.



Neuro and
stroke care,
right here.



ER and
trauma care,
right here.



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Rachel Lovewell Conquers Stress Eating With Help from a Populytics Health Coach

BY [SHEILA CABALLERO](#) · JANUARY 20, 2017



Rachel Lovewell had just started a clinical rotation in dietetics when she noticed her own approach to food had gotten out of whack. With a degree in nutrition from Cedar Crest College, Lovewell knew what foods she was supposed to eat for optimum health. But stress from a busy schedule that included work, school and a coveted internship in nutrition was taking its toll.

“I was under so much stress,” Lovewell says. “I worked all day without eating and binged on anything I could get my hands on at night. A lot of times the food I was eating was full of sugar. I knew it was taking a toll on my body and my health.”

Lovewell first noticed a problem with stress eating during her senior year in college. That’s when she added 15 pounds to her 5-foot-2-inch frame. After graduation, she shed the extra pounds by watching her diet and working out. Yet once her internship started, her schedule went into overdrive and her bad habits came roaring back.

“I knew I had a problem and needed help,” says Lovewell, who also works part-time as a Pharmacy Technician at Health Spectrum Pharmacy at LVH–Muhlenberg. “I was embarrassed because I’m a nutritionist. But I also knew I needed to be humble and ask for help.”

Lovewell first learned about health coaching in a [blog post](#) on LVHN Daily. After requesting an appointment through the health and wellness portal at [MyPopulytics](#), she was connected with Certified Health and Wellness Coach Tiffany Ritter. The two hit it off in part because Ritter – who also has a background in nutrition – understood the stress of balancing work and a professional internship.

“Our first phone call in July was one hour,” Lovewell says. “After that, we talked on the phone weekly for a half-hour at a time. Tiffany really helped me with goal setting and gave me permission to take care of

myself by eating right and exercising. Before that, I felt guilty when I wasn't studying."

Each week, Ritter sent an email reminding Lovewell of the goals she'd set the week prior. She also helped identify healthy food substitutions to manage cravings – yogurt in place of ice cream and dates or other fruits in place of candy or sweets.

New approach to food

With Ritter's help, Lovewell adopted mindful eating techniques she learned during their sessions. Now, she packs her own breakfast and lunch on work days, and chooses foods for their nutrition content. She also pays attention to how she feels after a meal.

"I really pay attention to what I'm eating now," Lovewell says. "I take my time and really savor the flavor of my food and enjoy it more. I also try to minimize added sugars, and that's helped me to feel better."

During the holidays, Lovewell gave herself permission to taste the cookies that colleagues brought to work, but she didn't binge. Previously, she'd eat lots of sweets, then feel sick afterwards.

Today, Lovewell is a full-fledged registered dietician who has just landed her first part-time job in community nutrition. Her own struggle with food will likely inform her work as she guides clients trying to improve their health through better nutrition.

"Tiffany is like a mentor to me," Lovewell says. "I knew what I was supposed to be eating, but I needed her support and guidance to make the changes stick. She also gave me strategies that are helping me commit to the exercise I love. Now I schedule my hot yoga classes a week ahead. That simple trick blocks out time in my schedule so I'm committed."

With the new year comes new goals. Beginning in January, Lovewell has set her sights on losing eight pounds over the next 16 weeks. With determination and Ritter's help, she'll likely do it.

Interested in working with a health coach?

All colleagues are eligible for the free service regardless of health plan coverage. To schedule an appointment, visit the health and wellness tab on [MyPopulytics](#), or call 610-969-0487.

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Changes to Culture of Wellness Reimbursement Process

BY [ADMIN](#) · JANUARY 20, 2017

This message is from Debby Patrick, Senior Vice President, Human Resources.

Effective January 2017, the Culture of Wellness reimbursement process is changing because these reimbursements must be taxed to meet the Internal Revenue Code regarding employer wellness program requirements. Here is what you need to know:

- Reimbursement for Culture of Wellness qualified programs will be paid through the payroll department and taxed. You will no longer receive a check from Populytics for your Culture of Wellness reimbursement.
- Your reimbursement will be included in your

A blue rectangular graphic with a pattern of faint currency symbols (dollar, euro, yen, pound, etc.) in the background. The text "Culture of Wellness" is in a white sans-serif font, and "Reimbursement" is in a larger, bold white sans-serif font below it.

Culture of Wellness Reimbursement

paycheck each pay period as they are processed. On your pay check, your reimbursement will be listed in a line called “Wellness.”

- There is no change to the submission process. You or the program host will continue to submit any Culture of Wellness claims to Populytics. As always, you can view your claims and usage on MyPopulytics.com.

If you have questions, please call the human resources benefits help line at 484-884-3199.

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