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	?
Information on LVHN Weekly is for LVHN colleagues only and cannot be ac	cessed on smartphones or
computers outside of LVHN's network.	

# LVHN Opens ExpressCARE at the Health Center at Blakeslee

BY BRENDON ABBAZIO - JANUARY 24, 2017

LVHN today announced the opening of our first ExpressCARE in Monroe County and the grand reopening of the Health Center at Blakeslee, formerly the Blakeslee Health Care Center.

The ExpressCARE at the Health Center at Blakeslee, located at 5683 Route 115, provides care for common illnesses and minor injuries without the need for an appointment. The health center, which opened in October 2016, also provides family medicine with David Testa, DO, orthopedics, X-ray, ultrasound, rehabilitation and lab services. The health center will also offer rotating OB/GYN specialists Lucinda Mirra, DO, and



Jennifer Henry, CRNP, two days a week.

Kim Fuss, CRNP, and Marge Suprum, CRNP, will provide the new ExpressCARE services. They are proud to serve the Blakeslee community because they are also Blakeslee residents.

The addition of ExpressCARE is in response to a growing community need for convenient outpatient care in Blakeslee, and demonstrates LVHN's commitment to expand services and create greater access to quality care, close to home.

LVHN offers care without an appointment 365 days a year at 16 locations throughout the Lehigh Valley and Northeastern Pennsylvania.

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 ExpressCARE
 Health Center
 Health Center at Blakeslee
 LVH-Pocono
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 new health center
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Watch Leader to Leader – January 2017

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LVHN Marketing Campaign Launches in the Poconos

The Integration is Underway at LVH-Pocono

19 JAN, 2017

12 JAN, 2017





# Special Announcement About LVH-Pocono

BY ADMIN · JANUARY 25, 2017

# Special Announcement



This message is from Terry Capuano, LVHN's Executive Vice President and Chief Operating Officer, and Elizabeth Wise, Acting President of LVH–Pocono.

We are writing you this morning to provide important information about difficult decisions being implemented at LVH-Pocono. The combination of the ongoing trend of cases shifting from inpatient to outpatient care and changes in the competitive landscape in Monroe County have impacted our organization since the start of our fiscal year in July.

Inpatient volumes have declined at varying rates over the last three months, requiring us to make changes in our managerial, clinical and non-clinical staffing. Staffing is being adjusted to meet patient volume and will not impact safety or quality. In addition to changes in staffing, we are also pursuing non-

labor cost reductions through efficiencies made possible by the merger with LVHN.

At LVHN, our practice is to communicate with you first so you are not hearing information second hand. The nature of today's instant communication further requires us to communicate with you now, even though affected staff have not yet been informed.

Today we are meeting with affected non-represented staff. We will meet with represented staff after discussions with JNESO and SEIU during the next few days. We will treat all team members affected by these decisions consistently and fairly, and we commit to supporting displaced team members in seeking new positions within LVHN where available.

Today's actions will make LVH-Pocono more efficient while providing safe, quality care and will give us the financial strength to pursue growth opportunities that will benefit the Pocono community.

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Go Red for Women on Friday, Feb. 3

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Sales Marks 20th Anniversary of Atrium Gift Shop

# Open House and Hiring Event Feb. 13

BY SHEILA CABALLERO · JANUARY 23, 2017

LVHN is growing. We're hiring for three new facilities opening this summer. Help spread the news by telling your family and friends about our Open House and Hiring Event on Monday, Feb. 13.

Candidates will have an opportunity to learn about administrative and clinical job opportunities in various areas including:

- Patient service representatives
- Registrar
- Medical assistants
- Physical therapy, occupational therapy and speechlanguage pathologists



- Radiology
- Registered nurses and more

#### Candidates will:

- Learn about our new facilities. Jobs are available at our brand new facilities at the Family Health Pavilion at LVH–Muhlenberg, Health Center at Easton and Health Center at Palmer Township.
- Meet our hiring teams. Hiring managers will accept resumes and meet with candidates to discuss specific opportunities. Candidates will have the opportunity to learn about various departments and explore careers at LVHN.
- Learn about incentives. LVHN rewards excellence. We offer shift differentials (8-10 percent for evenings and nights), tuition reimbursement and a competitive compensation and benefits package.

#### **Open House and Hiring Event**

LVH-Muhlenberg Main Entrance Lobby Monday, Feb. 13 2-8 p.m.

View current job openings and visit the event page to let us know if you plan to attend the Open House and Hiring Event.

In addition, we're hosting a Nursing Info Session in January for certified mother-baby and inpatient rehabilitation nurses for our Family Health Pavilion at LVH-Muhlenberg.

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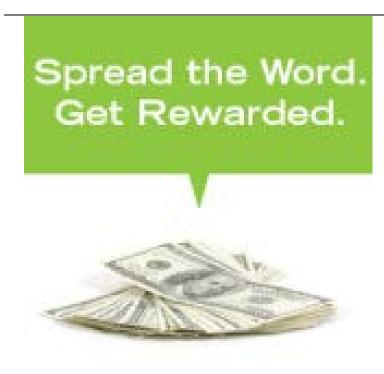


Nursing Info Session Jan. 30

Experienced RN Open House Events

16 JAN, 2017

20 SEP, 2016



Get Rewarded With our Employee Referral Program

28 OCT, 2015

# Local Families Featured in New OB Marketing Campaign

BY SHEILA CABALLERO · JANUARY 23, 2017

A new marketing campaign featuring real-life patients and families is set to launch this month with billboards, print ads and an emotional television commercial. The campaign, which promotes obstetric services at our new Family Health Pavilion opening this summer at LVH–Muhlenberg, also will create awareness about mother-baby services at LVH–Cedar Crest.

Last year, we unveiled phase one of the multi-faceted campaign to help us create demand for our new services with a website, "Wheel of Fortune" themed billboards and online banner ads. This month, residents of Lehigh and Northampton counties will begin seeing



other elements popping up throughout the area in dozens of lifestyle magazines, newspapers, billboards, on cable television, in social media and in other high-traffic areas.

In addition, a March advertorial in regional editions of Redbook, Woman's Day and Good Housekeeping will feature a story about Parenting Education Manager Deanna Shisslak and her daughter Natalie Shisslak Krause, RN, who works on the pediatrics unit of Lehigh Valley Children's Hospital.

"More than 1,200 leads have poured in from phase one of the campaign to make an appointment, download our pregnancy app or get updates on the pavilion," says Kim Bevan, Marketing Manager for the Women's & Children's service line. "We think this next phase will create even more excitement for our new facility in Bethlehem, and for all our pregnancy services."

The campaign's theme – "Between Before and After" – makes an emotional connection to parenting and the pregnancy journey. It's also a reference to the expert, personalized care moms and families can expect from their birth experience at LVH–Muhlenberg and LVH–Cedar Crest. Print ads also reference personal nurse liaisons, a new role created to support moms from their first appointment until after baby arrives. Here is a sample of the messages you will be seeing soon.

#### **TV Commercial**

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



Script: "Before your son can show you what it means to live in the moment. Before your daughter can help you comprehend how much you can love. Before your baby can grow into the uniquely wonderful child he's destined to be. Your family will want the most personalized pregnancy care in the region. Between before and after. Go to LVHN.org/welcomebaby and let's get started."

## Social Media post (Instagram)

If you are using Internet Explorer, click here to watch.



### Magazine ad



#### **Billboards**







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Tags:

campaign

CRM campaign Family Birth and Newborn Center

Family Health Pavilion

OBGYN

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Open House and Hiring Event Feb. 13

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Get Your Weight-Loss Surgery Questions Answered; Watch Our Live Q&A on Facebook 2016 Top Baby Names in the Lehigh Valley

29 DEC, 2016

13 JAN, 2017



ICYMI: LVHN's 2016 Fall Headlines - VIDEO

15 DEC, 2016

# Go Red for Women on Friday, Feb. 3

BY RICK MARTUSCELLI · JANUARY 25, 2017

Heart disease is the No. 1 killer of women, yet some people think cardiovascular disease is a man's disease. In fact, heart disease strikes more women than men. For women, heart disease is more deadly than all forms of cancer combined. National Wear Red Day® is a day to raise awareness about heart disease in women and educate women about taking action to reduce their risk for heart disease.

This year, National Wear Red Day is Friday, Feb. 3.
Colleagues are encouraged to wear red or red
accessories. You also are encouraged to take a photo of
you and your colleagues wearing red and submit it on



LVHN Daily. We'll share some of the photos on LVHN Daily and LVHN's Facebook page.

Here are things you need to know to prepare for National Wear Red Day:

- **Be creative.** If you're a nurse who must wear a navy blue uniform, put on some red accessories. If you work in a department that allows you to wear red more flamboyantly, go for it. We want people to get the message.
- Strike a pose. Smile pretty for the camera, and make sure the photographer takes a horizontal photo. Horizontal photos look better on LVHN Daily and Facebook.
- **Meet the deadline.** Submit you photo by noon on Friday, Feb. 3. We'll then post a gallery of some of the photos on LVHN Daily and Facebook in the afternoon.
- Be a teacher. When people ask you why you're wearing red, tell them about National Wear Red Day. Explain that although heart disease is the No. 1 killer of women, only one in five American women believe it to be their greatest risk.

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Tags:	heart disease

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February Culture of Wellness Opportunities for Raising a Family

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#### Special Announcement About LVH-Pocono

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Learn About Atrial Fibrillation at a Free Event

Join LVHN's Heart & Stroke Walk Team

3 NOV, 2016

3 SEP, 2015

# Sales Marks 20th Anniversary of Atrium Gift Shop

BY RICK MARTUSCELLI - JANUARY 25, 2017

In January 1997, the Lehigh Valley Hospital Auxiliary opened the Atrium Gift Shop in LVH–Cedar Crest's John and Dorothy Morgan Cancer Center. Over the next 20 years, countless patients and visitors would visit the gift shop for gifts, snacks, cards, magazines and more. The hundreds of thousands of dollars in proceeds generated at the gift shop over the years have been generously donated by the auxiliary to support programs and services at the hospital.

To commemorate the Atrium Gift Shop's 20<sup>th</sup> anniversary, a sale will be held. Here are the details.



## Atrium Gift Shop 20 Percent Off Sale

LVH-Cedar Crest, John and Dorothy Morgan Cancer

Center

Jan. 30 and 31

Hours: 9 a.m.-5 p.m.

Excluded items: Food, drink, stamps, LVHN apparel, books, magazine and cards

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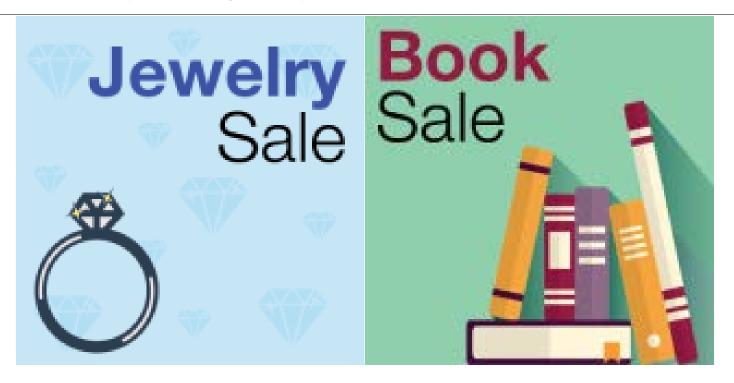
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Four \$5 Jewelry Sales at LVH–Cedar Crest in December

'Books Are Fun' Sales Slated at LVH– Muhlenberg

7 DEC, 2016

5 OCT, 2016



\$5 Jewelry Sale October 6

28 SEP, 2016

## Watch Leader to Leader – January 2017

BY ADMIN · JANUARY 24, 2017

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.

In order to watch the below videos, you 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



# LEADER -TO-LEADER

assistance, please contact information services at 610-402-8303.)

Welcome and Service Star

LVH-M Update

About LVH-Schuylkill Daily Huddle

LVHN Merger Update

The Communication Cascade

**Growing Strong Families at LVHN** 

One Call, One Click Initiative

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Leader-to-Leader

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Watch Leader to Leader - November 2016

Watch Leader to Leader - October 2016

22 NOV, 2016

28 OCT, 2016



Watch Leader to Leader - August 2016

25 AUG, 2016

## Give Blood Feb. 2 and 27

BY TED WILLIAMS - JANUARY 26, 2017

LVHN and Miller-Keystone Blood Center make it easy for you to give the gift of life. Visit giveapint.org/LVHN to sign up online for an upcoming blood drive at the various LVHN locations. Simply choose the date and time you wish to schedule, print your ticket and bring it to the drive.

By signing up online, you save time and are rewarded by earning points for each donation you make through the LifeSaver Rewards Program. These points can be redeemed for a variety of gifts at the online shop. You also can attend any blood drive without signing up online. Here are the upcoming opportunities for you to



save a life in February.

Feb. 2: LVH-Cedar Crest ECC rooms 9 and 10, 8 a.m.-5 p.m.

Feb. 27: LVHN-Mack Boulevard auditorium, 7:30 a.m.-12:30 p.m.

To reserve an appointment, visit giveapint.org/LVHN. Walk-ins also are welcome at these blood drives. Each donor will receive cafeteria vouchers for a meal (\$4 value) and small beverage.

Tags: blood donation Blood Drive give blood

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A New Name for LVPG Orthopedics

PREVIOUS STORY
February Culture of Wellness Opportunities for Raising a Family

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Give Blood in January

Give Blood in December

29 DEC, 2016

28 NOV, 2016



Give Blood October 31 and November 2

26 OCT, 2016

# February Culture of Wellness Opportunities for Raising a Family

BY TED WILLIAMS - JANUARY 26, 2017

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

Feb. 1 and 16 - Car Seat Checks

**Feb. 2** – Preparing for Labor and Childbirth (two-week series)

Feb. 2, 7 and 22 - Breastfeeding Baby

Feb. 4, 8 and 14 - Baby Care

Feb. 6, 12, 20, 22 and 26 - Maternity Tours

**Feb. 6, 13, 20 and 27** – Monday Morning Moms



**Feb. 6 and 20** – CPR Family and Friends

Feb. 6 and 7 – Preparing for Childbirth (two-day class)

Feb. 9 - Thursday Evening Moms

Feb. 11 and 25 - Preparing for Childbirth (one-day class)

Feb. 12 and 26 - Sibling Tours

Feb. 13 – Preparing for Baby (six-week series)

Feb. 15 – Spanish Baby Care

For more information or to register, call 610-402-CARE.

Learn about all of our Culture of Wellness programs.

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Tags: COW Culture of Wellness

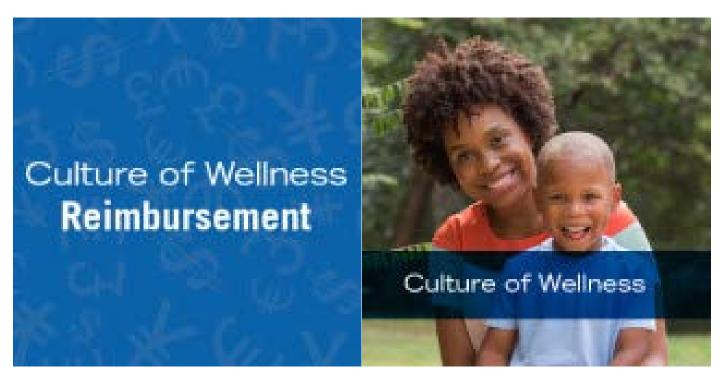
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January Culture of Wellness Opportunities for Raising a Family

20 JAN, 2017

26 DEC, 2016



December Culture of Wellness Opportunities for Raising a Family

25 NOV, 2016