



CEO Update: Staffing our Services-Video

Dr. Nester explains that staffing is based on patient demand.

Jim Geiger Stays Mission Ready

The military taught him teamwork and execution.

Patients Receive Valentine's Day Cards

Colleagues and our community designed them.

DAISY Award Recipients

Meet Bethany Freed and Stephanie Weakland.

February Service Star

PCCU colleagues helped a struggling family.

Gourmet Shopping Trip in NYC

This Recreation Committee trip is May 21.

ICYMI: 2017 Winter Headlines-Video

See how we're engaging our community.

Celebrating With Sundaes

It was a way to thank LVH-Schuylkill colleagues.











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

CEO Update: Staffing our Services-VIDEO

BY RICK MARTUSCELLI · FEBRUARY 17, 2017



Each month,

LVHN President and CEO Brian Nester, DO, MBA, FACOEP, records 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 second video blog and column, Dr. Nester explains how we staff our services based on patient volume and demand.

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.

If you've been following recent LVHN news, you may have noticed something that raised questions in your mind. We recently told you about the difficult decision we made to adjust staffing and reduce costs at LVH–Pocono. You may also have read stories about events to hire colleagues for new facilities we're opening this summer.

This may lead you to ask: Why are we eliminating positions in one location and adding positions at other locations? Here's the answer: It's because that's what we need to do to best meet our patients' needs. Let me explain. At LVHN, we staff our services based on patient volume and demand. As health care evolves, more patients are receiving care in outpatient settings.

That's the case at LVH–Pocono, where changes in the local health care environment and declining inpatient volumes were affecting our financial performance. Adjustments needed to be made. We also found ways to reduce non-labor expenses, so the total savings were created by more than staff reductions. As a not-for-profit health network, we have an obligation to all of our communities to operate efficiently and have the resources to fulfill their greatest needs.

When it comes to Northampton County, we know there is great demand for our care. Data, research and conversations with community members tell us so. That's why we will open the Family Health Pavilion at LVH–Muhlenberg and two health centers this summer. It will take great people like you to meet the demand for our care in Northampton County. That's why we're hiring in that portion of our health network. We are also planning for future growth in Monroe County, and we look forward to opening positions in that area in the near future.

The bottom line is this: When it comes to staffing, we must be flexible. Patient volumes and needs will continue to dictate how we staff our services. We will ensure we have the staff to provide the safe, high-quality care for which LVHN is known. It's how we will stay strong and further our mission.

If staffing adjustments affected you, thank you for your dedication as you worked through it. It's never easy. In fact, working in health care isn't easy. But as we work together to care for others, we will do great things for our community.

Thank you making LVHN the place people turn to first for the best care. When we release the next CEO Update, spring will be near. We'll be closer to being out of this very tough flu season. For all you've done to help our patients get well again, thank you very much. I look forward to speaking with you next month.

Have a question about this topic or another topic? Talk with your supervisor.

Have a topic you'd like Dr. Nester to discuss? Leave a comment on LVHN Daily.

ABOUT ME: My name i

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.

Jim Geiger Calls on Military Experience to Stay Mission Ready

BY SHEILA CABALLERO · FEBRUARY 13, 2017



This is second in a series of LVHN Daily stories about the presidents of our hospitals and Lehigh Valley Physician Group (LVPG). As these leaders begin to play a greater role in keeping you informed through our Communication Cascade, their stories will give you a better understanding of their roles and responsibilities, and help you get to know them better.

Jim Geiger was an Air Force officer in the medical service corps in Germany when two embassies were bombed in Kenya and Tanzania. With his boss away in Washington, D.C., it was Geiger who read the chaotic first reports of 5,000 dead or injured. His mission: Assemble a ground team in Kenya to set up the military's medical response. "We didn't have a script to handle that scenario," Geiger says. "We just jumped into action and created a plan."

Geiger spent 26 years in health care operations assigned to Air Force bases and military medical centers from California to New York. He also did stints in Turkey and Germany. "The military taught me teamwork, professionalism and execution," Geiger says. "That's where I grew an appreciation for the synergy and camaraderie that comes from facing a challenging task."

Like his time in the military, Geiger relies on situational awareness to sharpen his focus for the day. That awareness often comes during the morning's daily leadership huddle where LVH–Muhlenberg directors report on open issues from the night before and new ones brewing that morning.

Weekly rounding throughout the hospital also provides insight into what's working and what needs attention, while giving him the face-to-face time with colleagues and patients he loves so much. "Visibility is so important," Geiger says. "I'd rather be walking the hallway than behind my desk. Sometimes a brief interaction with a colleague or patient can change the care experience."

Whether he's popping into patient rooms to say hello, addressing issues or hearing praise about the staff, rounding is the most rewarding time of the day. Several times a year, he rounds on the night shift to let colleagues know their hard work is appreciated.

After 14 years with the health network, Geiger was named President of LVH–Muhlenberg. He equates his role to a "complex Rubik's Cube of issues" that's in constant motion. His job is to stay abreast of all the moving parts without losing focus – it's a mission he accepts gladly. He manages operations, finances, patient satisfaction and employee engagement for the entire campus. That's in addition to network-wide operations and staying abreast of the changing health care environment. "We're living in a very uncertain time in health care," says Geiger. "More than ever, we need to be flexible and nimble so we can make the best decisions with the information available."

Geiger believes LVHN is extraordinarily strong and well positioned for the future. The key performance indicators he tracks on patient volume, discharges, ER admissions and other items point to a "strong year and a staff that is doing a magnificent job serving the community."

Following a nomadic military career, Geiger and his wife, Debra, were happy to put down roots in the Lehigh Valley. They enjoy boating, hiking and skiing. His daughter Kristen Negvesky is a doctor of

veterinary medicine who lives in southern California with her husband Alex. Geiger also makes sure to eat right and squeeze in the occasional workout at LVHN Fitness to maintain stamina for a demanding job. Yet it's colleagues he credits with energizing him most of all.

"LVH-Muhlenberg is like a large family that looks out for patients and each other," says Geiger. "I see pride, passion and professionalism from all our departments. That energizes me."

5 □ Share

Print Email

LVHN Shares the Love by Giving Valentine's Day Cards to Patients– PHOTOS

BY RICK MARTUSCELLI · FEBRUARY 15, 2017

Valentine's Day is a day to share your love. This year, we asked colleagues and community members to help us shower our patients with love.

Working with Christmas City Printing and Alcom Printing, we created a website that people visited to create a personalized Valentine's Day card for a random patient hospitalized at LVHN. People were able to choose from among eight different card designs (including one in Spanish), and write a personalized message on it. We told people about it on LVHN Daily and LVHN's Facebook page, and encouraged people to participate.



We received about 1,300 entries. The website was visited by people from 10 different states and nine different countries, including Japan, Germany, Ireland and Australia. The messages on the cards truly came from the heart. Here are a few examples:

- Know there are more people out there than you could imagine who are wishing good things for you.
 - A Medical Student from Maine
- We'll never meet, but I'm thinking about you today and wishing you as much love and happiness as you can have on your Valentine's Day. – From a friend in California
- I am 17 years old and a senior in high school in Allentown, Pa. You may not know me, and I may not know you, but I would like you to know that you are loved today and every day! Please know that your present does not determine your future. Know that you are stronger. You are more than a conqueror. You are a tough enough cookie to climb every mountain that seems impossible to climb. You can and will get through the "impossible!" I will be praying for you always and I will be hoping for good news soon. Know that you are cared for and loved every day! HAPPY VALENTINES DAY! Love, Elizabeth.

After the cards were printed, LVHN volunteers distributed cards randomly to patients hospitalized in seven of our hospital campuses on Valentine's Day. These photos show the smiles the cards put on our patients' faces.

N01437-Valentines-Cards-5012



■ Back

Picture 1 of 15

Next ►

DAISY Award Recipients for November and December

BY JENN FISHER · FEBRUARY 14, 2017

Every month, LVHN honors a nursing colleague with a DAISY Award, a highly coveted award that recognizes exceptional levels of care, compassion and professionalism. Read about our November and December DAISY Award recipients, Bethany Freed, RN, and Stephanie Weakland, RN.

November 2016 DAISY Award Recipient

Bethany Freed, RN

Transitional Open Heart Unit (TOHU)

LVH-Cedar Crest

Nominated by: Colleague Kori Hotzman, Technical

Partner

Nomination excerpt: "Bethany was assigned a patient who had been refusing care. Bethany went into the room with no preconceived notions about the patient's

prior behaviors. The ease of which she redirected and handled the patient's rejections of care was inspiring. The patient became very accepting of Bethany and really appreciated the care that she received. Bethany is an outstanding, professional, compassionate nurse whom many look up to on the unit. I can only hope to strive one day to be as good a nurse as Bethany."



December 2016 DAISY Award Recipient Stephanie Weakland, RN

Neonatal Intensive Care Unit (NICU)

LVH-Cedar Crest

Nominated by: Mother of NICU patient

Nomination excerpt: "I will never be able to give you in return what you have given to me. I know you don't wear a cape; your job's not fighting crime, but when it comes to a superhero, it is you who comes to mind. You are truly God-sent and are one amazing nurse. Thank you for answering our endless questions. Thank you for your skill; you are pretty amazing at what you do. Thank you for fighting for our baby when she was too tired to fight on her own. Thank you for being the first nurse to hand her to me. Thank you for leaving me every single



note you ever wrote for me when I wasn't there. Most importantly, thank you for loving my baby as much as I do."

How DAISY Awards are selected and celebrated

Each month, Professional Excellence Council members who serve on the Award Team will select a DAISY Award recipient from nominations submitted by colleagues, patients, families and/or volunteers. After a recipient is selected, a surprise, short ceremony at the colleague's unit or department is held and the recipient is presented with a certificate, a DAISY Award pin, a specially carved stone statue ("The Healer's Touch") and cinnamon rolls. Read more about the cinnamon rolls connection to the DAISY Award.

How to nominate a colleague

If you work with an exceptional nurse, or have been a patient or a patient's family member who experienced care from an exceptional nurse, consider nominating her or him for a DAISY Award. Learn more and complete the short nomination form.

Magnet Evidence: Structural Empowerment

SE11

Magnet organizations recognize the contributions of nurses. LVHN's participation in the DAISY Award program provides colleagues, patients and volunteers an opportunity to honor nurses who provide exceptional care.

□ Share

Print Email

Service Star of the Month – February 2017

BY SHEILA CABALLERO · FEBRUARY 16, 2017



Colleagues on

the progressive coronary care unit (PCCU) have a reputation for delivering top-quality care with compassion. This past Christmas, they demonstrated those qualities yet again when a young woman suffering from end-stage cancer arrived on their unit.

In addition to attending to the woman's clinical needs, they also took the time to connect with her on a personal level. Conversations with the young mother revealed a young family that was struggling, so the team came together to help.

Colleagues joined together and made a plan to "adopt" the patient's children during the Christmas season. Working together, they were able to purchase gifts the family couldn't provide.

On Dec. 23, the patient's partner and cousin arrived at the hospital to find a cart filled with gifts and handmade cards created by children of the PCCU staff. The family was so overwhelmed with gratitude and tears, they could barely speak.

"Sorrow and loneliness during the holiday season can be overwhelming," says nominator the Rev. Rodrigo Perez-Vega. "Colleagues took the time and effort to care for this family beyond their medical needs and ended up bringing love and joy in the midst of a very difficult time."

Making burdens easier to bear is what PCCU colleagues do every day. "They see beyond the clinical conditions and connect with the wholeness of the human experience," Perez-Vega says. "The care they provide is exceptional."

Next Steps

Nominate a Service Star

Congratulate these nominees:

Michael Monfredi, enterprise analytics

Monfredi tapped into his PRIDE behaviors to help an elderly couple that left their car in temporary parking. After Monfredi helped them into the building, the man threw his car keys to Monfredi and asked him to park his car so he wouldn't have to leave his wife. Monfredi complied, returned the keys and assured the man his car was safe.

Lisa Bickel, RN, hospice unit, LVH–17th Street

Bickel is chairperson of the hospice unit rewards and recognition committee. Her efforts create a happy, caring environment that makes working on the hospice unit a lot easier. She has organized fundraisers, PTO donations and meals to help recuperating staff members, and also organized a luncheon for volunteers.

Ashleigh Heltzinger, patient transport, LVH–Cedar Crest

Heltzinger made a personal connection with a woman she was transporting to radiation therapy. After the woman developed complications, Heltzinger brought a Christmas tree and decorations to the woman's room to make a difficult hospital stay a little easier.

Jessica Meier, Sharon Baca and Mary Lang, LVPG Neurology–1250 Cedar Crest
 Colleagues call them "angels" for the miracles they do each day: Helping the homeless, getting a bike for a patient whose own bike was stolen, and making sure patients get their medications – paying for them when needed.

Michelle Motsko, case management, LVH–Muhlenberg

Motsko finds solutions for difficult situations. Recently she placed an aggressive and combative patient in elder care who wasn't safe at home, but didn't meet admission criteria for a nursing home. She also secured temporary placement for a special needs child whose caregiver needed to be admitted into the hospital.

Kathleen Robinson, LVPG Geriatric Medicine, LVH–17th Street

Robinson overheard a patient who was recovering from surgery mention that she wanted to visit a family member in hospice but didn't feel she could make it upstairs in the elevator. Robinson grabbed a wheelchair and escorted the woman to hospice, then gave her a direct phone number to call when she was ready to leave.

Cindy Cramer, rehabilitation services, Cetronia Road

Cramer helps colleagues by putting their equipment away and doing other tasks. She greets patients and families with a smile and makes them feel welcome.

Carole Dorr, respiratory care services, LVH–Cedar Crest

Dorr was taking care of a distressed patient who was coughing and choking. After insisting that something was wrong, the patient was taken to the GI Lab where they found food stuck in her throat.

- Lauren Hendrie, RN, transitional open-heart unit, LVH-Cedar Crest

After a colleague walked into the unit choking on his Christmas dinner, Hendrie attempted the Heimlich maneuver three times before the food was finally dislodged. Her quick action saved the colleague who was able to finish his shift.

Charlene Piskula and certified therapy dog Sirius, clinical services observation, LVH–

Muhlenberg

Piskula and her golden retriever, Sirius, help cheer patients and colleagues throughout the health network. They are often called to help hospice patients "cross over" and give comfort to grieving families. Sirius' presence also brings joy to colleagues during stressful days.

3 ☐ Share Print Email

Take a New York Gourmet Shopping Trip

BY TED WILLIAMS · FEBRUARY 16, 2017

New York Gourmet Shopping Trip

May 21, 2017

Spend the day in New York City visiting gourmet shops such as Zabar's on Broadway, Dean and Deluca's in SoHo, Fairways Market, Citarella's and Ferrera's Pastry. Have lunch on you own and shop in Chinatown and Little Italy. Be sure to bring a cooler to safely bring home all of your purchases.

Price: \$35 per person

ICYMI: LVHN's 2017 Winter Headlines – VIDEO

BY RICK MARTUSCELLI - FEBRUARY 17, 2017

When Pocono Health System became part of LVHN, the people of our community wanted to learn about it. Watch the Winter 2017 edition of In Case You Missed It (ICYMI) below and learn how they received information about the merger. When you watch the video, you'll also learn about the amazing number of people who turned to us for bariatric services after engaging with our CRM marketing campaign. The video also explains how you can now access LVHN services with one call and one click. Watch the video and be in the know.

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

1 □ Share
Print Email

LVH-Schuylkill Colleagues Celebrate Valentine's Day With Sundaes

BY MIKE PECKMAN · FEBRUARY 17, 2017



"I scream, you scream, we all scream for ice cream." LVH–Schuylkill colleagues did just that on Valentine's Day when senior leaders visited all departments on all three shifts. Leaders scooped ice cream and offered a fixings bar for colleagues to customize their sundaes.

"Initially, we chose to do this to recognize and thank colleagues for their handling of a recent school bus accident, where all of the students and drivers came to both emergency departments," says LVH– Schuylkill President Bill Reppy. "From there, it evolved into an opportunity to connect, recognize and thank all colleagues for their dedication and support since the merger, now five months old."

Frozen sundaes were also delivered to colleagues in all off-campus buildings and facilities. Colleagues were thrilled with the gesture. "It was really awesome," says Santina Bentz, RN, of the occupational medicine department. "What a nice way to recognize the staff, especially on Valentine's Day. Everyone loved it."

"This is a great way to get our leaders to connect with colleagues in an informal setting and learn more about what is happening on our units and departments," says Sue Curry, RN, Vice President Operations. "It was a lot of fun, and our colleagues were definitely very appreciative."