

Leadership Structure Changes

It will help us focus on key priority areas.

Terry's Take: Working Hard for Our Communities

You help keep people healthy all year long.

Three Passions of Michael Rossi, MD

LVPG's President talks medicine, family and baseball.

Don't Lose Your 2016 FSA

March 31 is the deadline to claim reimbursement.

Watch our Live Q&A on Facebook

Dr. Depuy talks about pregnancy and the birthing experience.

Service Anniversary List

Who is celebrating a career milestone in March?

Health Care Career Discovery Registration

Colleagues can enroll their children beginning March 6.

Join the Bethlehem Steel Stretcher Crew

Volunteers are needed for season two.

Register for the LVHN 5K Run/Walk

It will be held April 29 at Hazle Twp. Community Park.

Linen, Jewelry Sales

The Auxiliary of LVH is holding five sales in March.

Give Blood March 7, 14 and 30

Register online to give the gift of life.

Social Security Seminar

Attend this VALIC seminar March 7, 8, 15 or 16.

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



LVHN Restructures Senior Management Committees, Leadership

BY [TED WILLIAMS](#) · FEBRUARY 27, 2017

Several LVHN management committees and leadership responsibilities are being altered so the health network can provide a better focus on its evolving priorities amid the changing face of health care.

LVHN's primary management structure, Senior Management Council (SMC) and Extended Senior Management Council (ESMC), is being replaced by a configuration of councils, each with emphasis on LVHN's core issues – quality, operations and business development – and the appropriate team members for those challenges. In addition, the Associate Chief Medical Officer titles have been discontinued and new



Special Announcement

responsibilities for those leaders and others have been created to better accommodate expansion with our mergers and development of key clinical services.

Why is this occurring? As health care continues to evolve, LVHN's management structure needs to adapt so we can respond to the greatest needs of our community.

Here is an overview of the changes:

Management Committees

The vision for our health network begins with the **Chief Executive Officer (CEO) Council**, formerly known as the Network Coordinating Group, which meets weekly. From there, health network issues take on more concentrated strategic and tactical focus in one of three management councils that replace the SMC. These councils, which will meet monthly, include:

1. **Network Quality Council (NQC)** will focus on all quality issues. Thomas Whalen, MD, MMM, Executive Vice President and Chief Medical Officer, will chair this council.
2. **Network Operations Council (NOC)** will concentrate on efficiency, access and patient satisfaction issues. Terry Capuano, RN, Executive Vice President and Chief Operating Officer, will chair this council.
3. **Network Business Council (NBC)** will center on volume, revenue, product and market-related issues. Edward Dougherty, Senior Vice President and Chief Business Development Officer, will chair this council.

The final component of this management cascade is the **Network Leadership Council**, which replaces ESMC and will meet quarterly. It includes members of the quality, operations and business councils as well as all LVHN Executive Vice Presidents, Senior Vice Presidents, Vice Presidents and other colleagues as determined by the CEO Council.

Leadership Appointments

The reorganization of the leadership assignments gives focus to refining regional medical strategies and performance for the inpatient and outpatient arenas, and to advancing Lehigh Valley Children's Hospital and our cancer, cardiac, special surgery and procedural innovation services.

- **Chief Physician Executive – Michael Rossi, MD, MBA:** Rossi's physician leadership responsibilities now extend across all LVHN practice and hospital sites. He leads all physician and advanced practice clinician strategies as they apply to medical services and practice development. He also will assume a larger role in provider recruitment and retention. Rossi will continue to serve as President of LVPG and Board Chair of the LVHN Accountable Care Organization (LVHNACO). He will report to the Chief Medical Officer.
- **Chief Transformation Officer – Debbie Salas-Lopez, MD, MPH:** Salas-Lopez will lead all initiatives in terms of how LVHN delivers care throughout the region by enhancing LVHN's population health and care management systems while also overseeing the escalation of telehealth and virtual services. She also will play a key role in developing innovative clinical and technical partnerships to expand our service offerings. Salas-Lopez will continue to direct Population Health Management and Community Health, and will also lead the Air Products Center for Connected Care and Innovation. She will report to the CEO.
- **Chief Insurance Officer – Gregory Kile:** Kile will advance the Populytics platform to create health plan projects that will serve the entire region. He will lead our effort to develop new network systems that improve quality and value while optimizing clinical outcomes – in short, the Triple Aim: better health, better care, better cost. Kile also will continue to direct LVHN's payer contracting (insurance carriers, health plan sponsors and other third-party payers). Kile will remain the President of Populytics. He will report to the CEO.
- **Chief Integration Officer – Robert Murphy, MD, MS:** Murphy will provide medical oversight to Populytics and LVHN's health plan-related entities, including the LVHN Health Plan, Lehigh Valley Flex Blue and Medicare Advantage, as well as payer partnerships. He will also assist in the development of LVHN's ongoing effort toward maximizing the Triple Aim throughout the health network. Murphy will remain as Chief Medical Officer for Populytics. Murphy will report to Kile.

I believe these appointments and our new managerial committee structure will foster deeper dialogue and drive greater focus on the issues that will most challenge us over the next several years.

Terry's Take: Working Hard for the Health of Our Communities

BY [TERRY CAPUANO](#) · FEBRUARY 28, 2017



You work hard all year long to keep the people in our communities healthy. Lately, you've been working harder than ever due to increased patient volumes across all our campuses, at our health centers, ExpressCAREs and LVPG practices.

Your passion and dedication are truly remarkable.

Patients and family members have noticed and told us

how grateful they are for your commitment and caregiving. Leaders across the health network have noticed too. They've called your collaboration and teamwork "heroic" and "magnificent." And I couldn't agree more.

In the Lehigh Valley, we've seen record-breaking volumes in January and February due to seasonal illnesses like the flu, respiratory and gastrointestinal illnesses. Our surgical volumes are way up too. In fact, we exceeded 125 percent of volume on several occasions, yet still achieved our goal of zero diversions.



At LVH–Hazleton, seasonal volumes were up in January and ED visits were up 10 percent. At LVH–Schuylkill, January volumes on our clinical units were all higher than budget. At LVH–Pocono, patient volumes were slightly higher in January than previous months, though still lower than before we experienced changes in the competitive landscape. On all our campuses and in our practices, we're caring for our most vulnerable populations – young children and the elderly.

Whether you're on the frontline at one of our hospital campuses, work at an LVPG practice, in an ambulatory setting or play a vital support role, chances are you're feeling the effects of the cold and flu season. Now more than ever, we need to take time to encourage one another and cheer each other on. We also need to practice self-care and keep each other healthy so we can continue to do an extraordinary job for our communities.

I wish I could thank each of you personally for going the extra mile these past two months. As one of our more than 17,000 colleagues, you can be proud of the work you do and the compassion you show our community. Thank you for working for LVHN and for giving it your all throughout this busy season.

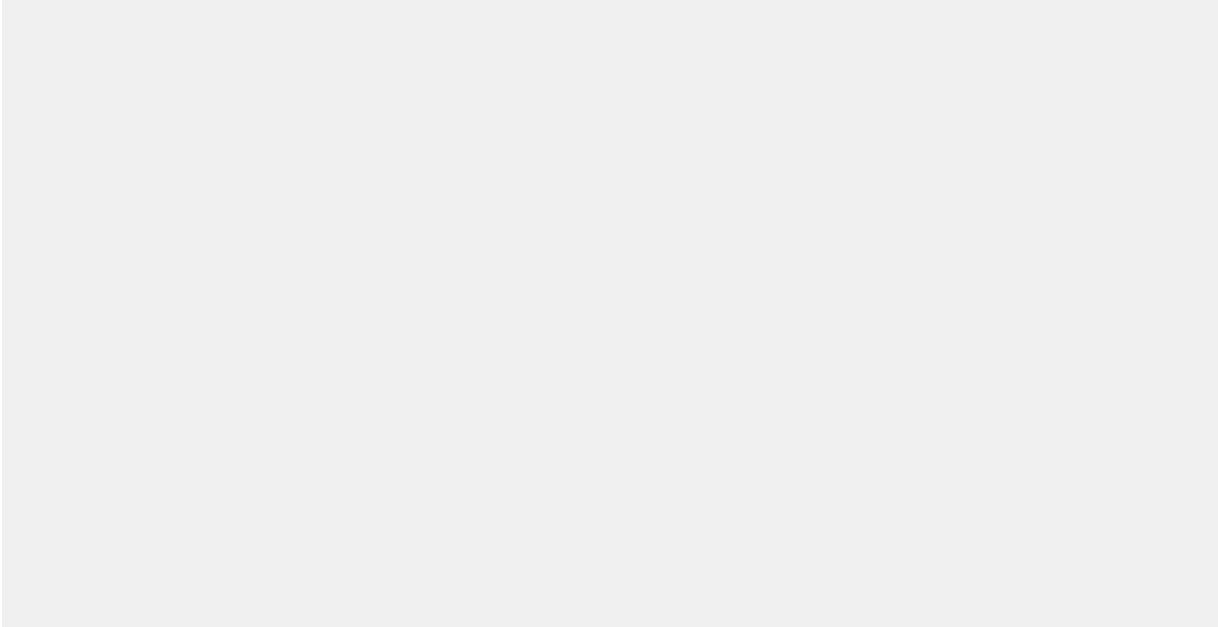


Terry Ann Capuano

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](#)

The Three Passions of LVPG President Michael Rossi, MD

BY [TED WILLIAMS](#) · FEBRUARY 27, 2017





Michael Rossi, MD

This is fourth 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.

There are three primary passions in the life of Michael Rossi, MD. One is his family, a passion best manifested by the delicious Italian dinners served just about every Sunday and holiday in the Rossi household. Another is the New York Mets, his favorite baseball team since the days Casey Stengel was their manager in the early 1960s. The third is medicine, which like his other passions has been part of him as long as he can remember.

“I’ve always wanted to be a doctor since I was a little kid growing up in Brooklyn,” says Rossi, our LVHN Chief Physician Executive and President of Lehigh Valley Physician Group (LVPG). In fact, he started volunteering at his local hospital in New York City when he was 13. His father worked for a taxi company as an auto mechanic and his mother was a seamstress. “They worked hard to get by,” Rossi says. “My dad always encouraged me to aim high and work hard. He taught me that respect is something you earn.”

The son of Italian immigrants, Rossi didn’t learn to speak English until he got to kindergarten. He was the first in his family to attend college and the first to become a doctor, earning both his bachelor’s and medical degrees at Brown University.

Rossi was in private practice in Allentown before he joined LVHN full time in 2003. He was Chief of

Cardiology and Medical Director of the Regional Heart Center before he was asked to lead LVPG in 2008. “It’s been nothing short of amazing to see how LVPG has grown during my time as president and long before that,” he says.

LVPG began in 1993 with 24 physicians. Today it includes more than 1,200 providers and 3,000 colleagues. Rossi regularly meets with LVPG’s clinical and business leaders, having oversight for what is now the fifth largest employer in the Lehigh Valley.

LVHN providers care for more than 400,000 unique patients, which means we serve about half of the population of the entire Lehigh Valley area. “Think about that for a moment,” Rossi says. “That says a lot about the entire team of colleagues we have in place across LVPG and our network.”

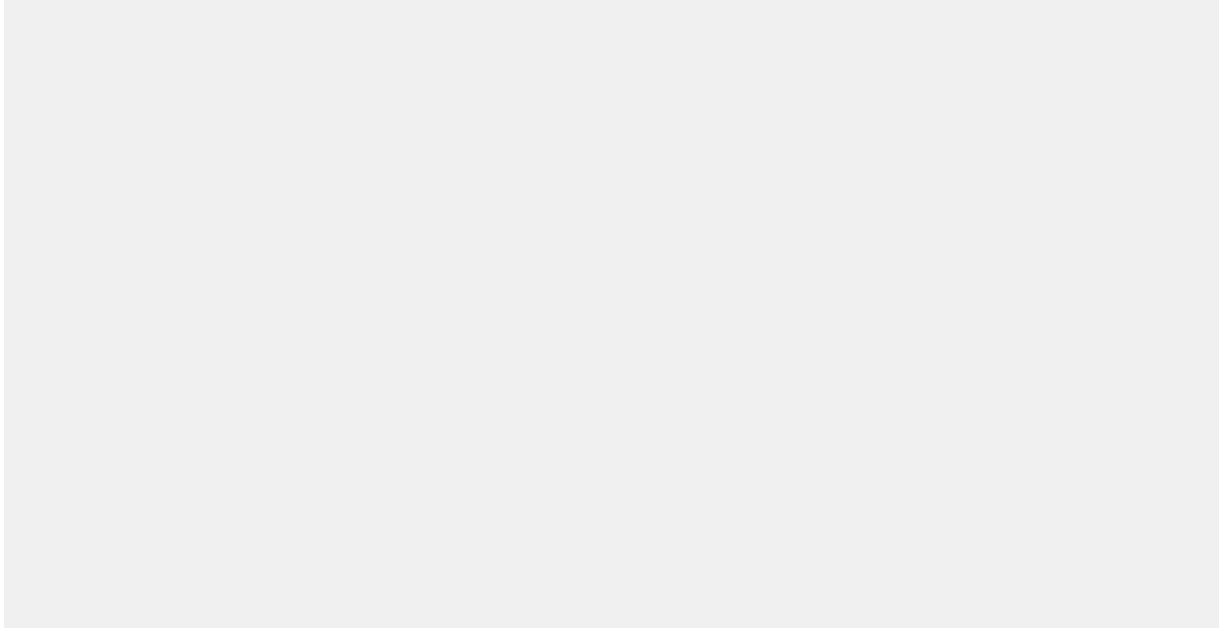
Rossi looks forward to talking with members of that team during “Open Mike Forums.” As we introduce the Communication Cascade – which elevates the role of leaders in keeping colleagues informed – these forums will give Rossi a venue to share health network and LVPG news with colleagues, as well as learn about their successes, challenges and questions.

Despite all his responsibilities, Rossi had managed to continue treating patients as a cardiologist until only recently. “It was difficult to step away,” Rossi says. “I’d been caring for some of them for nearly 25 years, but it became impossible to continue as my administrative role evolved. It’s still hard because caring for patients will always be part of who I am. So now it’s about how do we optimize caring for the entire community instead of one patient at a time.”

Thirty years ago, Rossi met his wife, Barbara, while doing his residency at Robert Wood Johnson University Hospital. Today they have four children and enjoy tennis, the Mets and New York Giants, and those amazing Italian family dinners. That word “family” means a lot to Rossi, whether it’s at home or work. “At LVPG, we’re like family – a 3,000-member family,” he says. “Family is my everything. It’s my joy – always has been and always will be.”

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Don't Lose Your 2016 FSA

BY [RICK MARTUSCELLI](#) · MARCH 2, 2017

It will be here sooner than you think – March 31, 2017. That's the deadline to claim reimbursement for qualified Flexible Spending Account (FSA) health care or dependent care expenses incurred in 2016 through Dec. 31, 2016. Keep in mind incurring expenses is not the same as submitting a claim. In order to be reimbursed with 2016 funds, claims must be incurred in 2016 and submitted to Populytics by March 31, 2017.

To view your available FSA balance, please visit [MyPopulytics.com](#) and log in. Click:

- [WealthCare](#)



- My Accounts
- Benefit Account Summary

The Benefit Account Summary will default to the current plan year. You'll want to select "Previous" from the drop-down menu to view your 2016 balance.

If you have questions about your 2016 funds or any FSA issue, please call Populytics at 484-862-3505.

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Watch our Live Q&A on Facebook and Learn Everything You Need to Know About Pregnancy

BY [SHEILA CABALLERO](#) · MARCH 3, 2017

On March 8 at noon, join us live on [Facebook](#) with LVHN obstetrician-gynecologist Amy DePuy, MD, with LVPG Obstetrics and Gynecology—1245 Cedar Crest. DePuy will be answering questions about pregnancy and the birth experience. She'll also address how our care team is delivering on our promise to exceed expectations for moms and families by creating a more personal birth experience.

DePuy will be joined by Maria DeLuna, RN, a Personal Nurse Liaison with the Department of Obstetrics and Gynecology. DeLuna will answer your questions about



what you can expect from your personal nurse liaison and why we're emphasizing personal relationships in our maternity care practices.

NOTE: You must use your personal smartphone or computer to watch the live Q&A because Facebook and other social media sites are not accessible from LVHN computers.

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Service Anniversary List – March 2017

BY [RICK MARTUSCELLI](#) · FEBRUARY 28, 2017

Happy anniversary to these colleagues celebrating a career milestone at LVHN in March.

40 Years

Mary Shannon, engineering administration

35 Years

Cathleen Webber, department of surgery

30 Years

Lori Beers, mammography

Sherry Faux, financial services

Nancy Huber, pre-certification services/financial



SERVICE ANNIVERSARY

clearance

Bozenna Madej, medical records

Lori Ryan, respiratory care services

25 Years

Wendy Cagigas, radiation therapy

Marie Fleming, pharmacy

Kelly Wanamaker, radiation oncology

Erik Wonderly, sterile processing

David Zimmerman, community health

20 Years

Jennifer Brooks, pediatric specialists central office

Traci-Lynn Caprio, Epic

Nancy Dilcher, Children's Early Care and Education Center

Timothy Docherty, occupational safety department

Dan Harris, sterile processing

Patricia Petrilla, rehabilitation services

Cheri Shade, patient accounting

Traci Steltz, radiation oncology

Mary Wechsler, emergency department

15 Years

Gregory Addvensky, emergency department

Stacey Becker, pre-admission testing

Marsha Binder, Lehigh Valley Family Health Center

Sanjuanita Gallardo, float pool

Theresa Godshall, Lehigh Valley Anesthesia Services

Marcia Griffith, coding integrity

Laura Hotchkiss, LVPG Neurology–Muhlenberg

Marie Jordan, Chief Nursing Officer

Jarrod Kile, pharmacy

Matthew Kunkle, nursing float pool

Carol Lackner, clinical services observation

Faithmaria Lauer, operating room

Paul Marth, AV and media services

George McCracken, home care

Shelly Michlovsky, labor and delivery

Lakshmanan Padmanabhan, information services

Alicia Putek, HealthWorks

Christine Renninger, home care

Carol Schiaffo, security

Amalia Villarreal, staging and recovery

10 Years

Krista Amey, emergency department

Linda Blacketter, medical records

Lee Bowman, library services

Kim Callahan, LVPG billing

Trisha Daniels, supply management

Farrah Escolopio, LVPG Neurosurgery–1250 Cedar Crest

April Flegler, 4KS

Julie Gualano, PGME obstetrics/gynecology

Michelle Kocher, radiology operating room

Lorraine Kocse, LVPG Pediatrics–Center Valley

Mary Konopka, radiology-diagnostic

Michael LaRock, LVPG Internal Medicine–3080 Hamilton Blvd.

Debbie Salas-Lopez, Associated Chief Medical Officer

Lilly Moore, group health administration services

Cathy Rader, Children's ER

Katrina Schafer, physician documentation

Emmy Siegfried, emergency department

Barbara Smithson, admission case management

Diana Steigerwalt, LVPG Pediatrics– Laurys Station

Jan Strobel, LVPG Internal Medicine–3080 Hamilton Blvd.

Jessica Tamandl, pre-certification services/financial clearance

Robin Tannous, infection control and prevention

Tamina Tannous, Breast Health Sservices

Elsie Wright, obstetrics

5 Years

John Aleszczyk, information services

Carrie Arnold, labor and delivery

Tina Azandegbe, Regional Heart Center–Medical

Eric Bean, emergency department

Rochelle Bensinger, 7C

Magdaline Brezak, neonatal ICU

Ernest DeAngelis, hospice social services

Daniel Domin, emergency department

John Dries, express admissions

Barbara Ebert, nursing administration

Gloria Farnig, medical records

Erika Flores, HealthWorks

Kayla Freudig, LVPG Pediatrics–Trexlerstown

Donna Ganser, LVPG Ear, Nose and Throat–17th Street

Michael Glover, adult psychiatry unit

Nicole Grube, LVH–Muhlenberg hospitalist program

Melissa Gunn, LVPG Family Medicine–Macungie

Angela Haines, LVHN Tilghman

Diane Houck, revenue cycle systems

Gail Hunsberger, MedEvac

Wendy Kaiser, marketing and public affairs

Tanya Lentz, LVPG Rheumatology–3080 Hamilton Blvd.

Yashira Lozada, supply distribution services

Katherine Malitsch, Heart Station

Katie March, pediatric unit

Christine McCullough, respiratory care services

Victoria Michailoff, transitional skilled unit

Charlene Piskula, clinical services observation

Daniel Quay, business development

Stephanie Rasley, LVPG Family Medicine–Easton Ave.

Charles Reitz, clinical services video monitor

Malissa Ringer, 6K

Samuel Rivera, MICU/SICU

Benedict Rubino, information services

Leigh Ryan, home care-social services

Cortney Schmoyer, Fairgrounds Surgical Center

Jessica Suchon, LVPG Neurology–1250 Cedar Crest

Teri Traub, LVPG billing services

Carissa Werkheiser, LVPG Internal Medicine–Muhlenberg

Daniel Whitty, 4KS

Alice Yatsko-Heiney, float pool

Lorri Zeravsky, 7C

Loni Zimmerman, Heart Station

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Health Care Career Discovery Day Registration Begins March 6

BY [TED WILLIAMS](#) · MARCH 3, 2017

Health Care Career Discovery Day

Friday, April 14, 2017



On Friday, April 14, LVHN's department of education (DOE) and The Dorothy Rider Pool Health Care Trust will offer Health Care Career Discovery Day for children of LVHN colleagues in grades 9-12.

The event will be held at LVH–Cedar Crest, LVH–17th Street, LVH–Muhlenberg and LVH–Schuylkill. Educational presentations and tours of a variety of departments will be provided. Registration begins March 6 and is required for the event. Please click [here](#) to register. There is limited capacity at each location, and slots are expected to be filled quickly.

Depending on location, your child may have the opportunity to visit and learn about:

- Regional Heart Center
- Emergency department
- Respiratory care
- Pharmacy services
- Sterile processing
- Food and nutrition
- Dental care
- Interpreter services
- Cancer and infusion services
- Surgical innovations
- Hackerman-Patz House

- MedEvac and emergency services

If your department is interested in hosting children during future events, contact Kerri.Green@lvhn.org, Educational Consultant-Youth Programs.

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Volunteers Wanted to Join the Bethlehem Steel FC 'Stretcher Crew' in Season Two

BY [ADMIN](#) · MARCH 2, 2017

Bethlehem Steel FC begins its second season April 1, and LVHN is proud to be the official jersey partner and medical provider for health care, orthopedic, sports medicine, medical and physical therapy services for our newest home team. In this capacity, LVHN also provides medical care to the Bethlehem Steel FC players at home games with on-field physicians, athletic trainers and EMS personnel.

Additionally, we are seeking colleague volunteers to be part of a "stretcher crew" at each home game that would carry non-critically injured players off the field as



directed by the athletic trainer and physician. No medical training is required, but volunteers must be at least 18 years old, able to arrive 90 minutes prior to game time, be attentive for the duration of game, and able to lift and carry a stretcher with other volunteers assisting.

We are looking for 10-12 colleagues who will form the stretcher crew, with 4-5 covering each game. Games are played at Lehigh University's Goodman Stadium.

If you're a soccer fan and want to be part of the action as a member of the LVHN stretcher crew, please email Laura.Gabrick@lvhn.org by Friday, March 17. Volunteers will be considered on a first-come, first-served basis.

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Register for the 2017 LVHN 5K Run/Walk

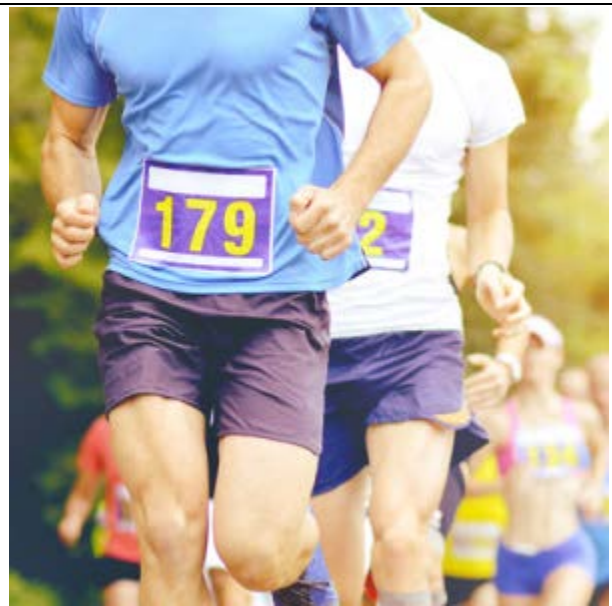
BY [RICK MARTUSCELLI](#) · FEBRUARY 27, 2017

Register today for the 2017 LVHN 5K Run/Walk.

Proceeds from the event will benefit the Health & Wellness Center at Hazleton's fitness trail.

Here are details about the 5K Run/Walk. The fitness trail, located at the Health & Wellness Center at Hazleton, offers the community a well-maintained one-quarter-mile walking trail. An additional one-third-mile loop of the trail includes the Alliance Challenge, a steep grade for those who want more than a flat surface. Fitness stations and benches are along the trail allowing for extra activity and rest breaks.

April 29 at Hazle Township Community Park



9:30 a.m.: Free Fun Run for children 11 years old and younger

10 a.m.: 5K Run/Walk

The early registration fee is \$20 (deadline is April 15). When you register early, you're guaranteed to receive a run/walk T-shirt. The race-day or late registration fee is \$25.

[Download the registration form.](#) It includes:

- Details about payment
- Course description and records
- Directions to Hazle Township Community Park
- Information about awards and age categories (Note: Special awards will be given to colleague teams, as well as the first male and female colleague to finish the run and walk.)

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Linen, Jewelry Sales at LVH–Cedar Crest, LVHN–Mack Boulevard

BY [TED WILLIAMS](#) · MARCH 1, 2017

Over the years, the Auxiliary of Lehigh Valley Hospital has supported the hospital by operating gift shops and conducting a variety of fund-raising events and activities. During March, the auxiliary will be hosting a Lancaster Linen Sale at LVH–Cedar Crest and LVHN–Mack Boulevard, as well as a \$5 Jewelry sale at LVHN–Mack Boulevard.

Lancaster Linen Sale

LVHN One City Center, seventh floor

March 6, 10 a.m.-2 p.m.



LVHN–Mack Boulevard cafeteria

March 7, 10 a.m.-3 p.m.

LVH–Cedar Crest

Jaindl Pavilion, first floor lobby

March 8, 1-7 p.m.

March 9 and 10, 8 a.m.-4 p.m.

\$5 Jewelry Sale

LVHN– Mack Boulevard cafeteria

March 31, 10 a.m.-2 p.m.

The history of the Auxiliary of Lehigh Valley Hospital

The Auxiliary of Lehigh Valley Hospital has roots that date back more than a century. Thirteen women formed the Auxiliary of Allentown hospital to raise money for the city's first hospital. Then they bought a plot of land at 17th and Chew streets in Allentown, and in 1899, they opened The Allentown Hospital. Today, the Auxiliary of Lehigh Valley Hospital supports two hospitals and is the only one in the nation to support three endowed chairs.

Give Blood March 7, 14 and 30

BY [TED WILLIAMS](#) · FEBRUARY 28, 2017

Give Blood March 7, 14 and 30

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 March.

March 7: LVH–Muhlenberg ECC rooms B, C and D, 8 a.m.-3 p.m.

March 14: LVH–17th Street auditorium, 8 a.m.-1 p.m.

March 30: LVH–Cedar Crest ECC rooms 9 and 10, 8 a.m.-5 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.

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VALIC – Social Security Seminar

BY [TED WILLIAMS](#) · FEBRUARY 28, 2017

VALIC – Social Security Seminar

VALIC Retirement, the company managing our retirement plans, will host the “Social Security Seminar” at the following locations:

March 7 – 12-1 p.m., LVHN–Mack Boulevard room 6B

March 8 – 12-1 p.m., LVH–Cedar Crest ECC room 5

March 15 – 12-1 p.m., LVH–Muhlenberg ECC room D

March 16 – 12-1 p.m., LVHN–One City Center room 8
East 2



(Please note, there is no seminar at LVH-17th Street in March. Those colleagues are encouraged to attend the seminar at one of the other locations)

Registration is required to attend one of these seminars. [Click here to register](#) and enter one of the following codes:

For LVHN–Mack Boulevard seminar: LVHALL11BA

For LVH–Cedar Crest seminar: LVHALL11AO

For LVH–Muhlenberg seminar: LVHBET11AL

For LVHN–One City Center seminar: LVHALL11AO

VALIC Retirement advisors are available to help you at:

LVH–Cedar Crest:

Jeff Hofmann: 610-402-8801

Michael Ryan: 610-402-8801 (advisor for LVPG colleagues)

LVH–17th Street:

Tim Schroyer: 610-969-2625

LVH–Muhlenberg and Health Network Laboratories:

Kevin Gertz: 610-392-9912

LVHN–One City Center:

Michael Ryan 601-402-8801

Tim Schroyer 610-969-2625

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