

Future of Health Care in Hazleton

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Special Announcement: Future of Health Care in Hazleton

BY [ADMIN](#) · MARCH 21, 2017

Special Announcement



**This message is from Brian A. Nester, DO, MBA, FACOEP,
LVHN President and Chief Executive Officer,
Terry Capuano, Executive Vice President and Chief Operating Officer,
and John Fletcher, LVH–Hazleton President.**

LVHN's plans for the future of health care in Hazleton and the surrounding region will be announced publicly later today. First, however, we want to inform you of the exciting health care plan on the horizon for this community.

As you may be aware, the merger document with LVH–Hazleton stated that a full replacement hospital

would be built in the Hazleton area. After an almost two-year process that involved a thorough assessment of health care needs and trends regionally and industry-wide, discussions with leading health care industry consultants, identification of potential services, facility design, locations and more, LVHN and LVH–Hazleton leadership collectively determined that the ideal strategy was not to construct a full replacement hospital. Rather, the focus changed from designing the hospital of the future to designing health care of the future that would best meet the needs of our patients and community.

This will be accomplished through the development of robust ambulatory (outpatient) services, while maintaining and modernizing the current hospital in the city of Hazleton. The plan calls for the following:

- Major expansion and consolidation of outpatient services that will create a health care campus at the existing Health & Wellness Center location along Airport Beltway in Hazle and Butler townships.
- Expansion of the center city location at the Hazleton Shopping Center to include primary care and obstetrics and gynecology services, in addition to the existing ExpressCARE and pediatric services.
- Renovations to modernize the current hospital facility on Broad Street in Hazleton to include:
 - Conversion to mostly private patient rooms
 - Expansion of the emergency department (ED) to include more treatment bays and a rapid assessment unit.
- Expansion of the cancer program
- Robust physician recruitment and retention program

The health care delivery model of the future requires fewer mega-hospital-type facilities and smaller, more specialized facilities. This new model of health care will provide better accessibility to quality health care for all people, patient convenience in terms of private inpatient rooms and state-of-the-art technology. This vision sets the stage for the coming trends in health care from inpatient care to more ambulatory (outpatient) care and wellness programs.

The Boards of Trustees of LVHN and LVH–Hazleton have approved this plan. Service line and program planning will begin immediately and continue over the next several months. We will keep you updated as we design the future of health care in Hazleton.

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CEO Update: Fine-tuning Our Focus—VIDEO

BY [RICK MARTUSCELLI](#) · MARCH 20, 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 third video blog and column, Dr. Nester explains how changes in senior management will help you focus on what's most important.

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



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

What would our modern-day founder, Leonard Parker Pool, say if he saw our health network today? I'm sure he would be proud to see what LVHN has become over the last 40 years. Back in the mid-1970s, we were a small community hospital. Over the years, we grew quite a bit. We expanded services, built new facilities and merged with other organizations to give people access to leading-edge care close to home.

As time went on, however, our senior management teams continued to operate as if we were a small community hospital. After all, it was working. But today, we live in a completely different world. Health care – and our health network – are entirely different than they once were.

To continue to move LVHN forward, we must operate our organization differently. That's why we recently [changed the way our senior management committees are structured and altered the responsibilities of our senior leaders](#). These changes will help us fine-tune our focus on the three things that are most important in today's health care environment:

1. We will focus on tactics to provide the highest quality for our patients and continue our 21-year streak on the *U.S. News* Best Hospital list.
2. We will concentrate on working efficiently, giving patients access to care and delivering the best possible experience.
3. We must grow our patient volumes, keep our finances strong and remain the premier health care provider in the region.

So what does all this mean for you, colleagues on the front line? With your leaders focused on what's most important, they'll be able to better support and help you focus on what's most important in your day-to-day work. They'll help you eliminate the work that isn't contributing to our success and help you focus on the parts of your job that enhance quality, operations and business results.

I'll be talking more about our refined focus and how it affects you during the State of the Health Network Address. It will take place during a special Leader to Leader meeting on March 30. Most leaders who attend that meeting will be inviting one colleague from their team to join them at the meeting. All other colleagues will have a chance to see video snippets or read a summary of my presentation. It will be shared with you via the Communication Cascade.

I look forward to continuing this conversation during the State of the Health Network Address. In the meantime, thank you for your focus and for all you do for our patients.

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.](#)



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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Help Us Recruit Qualified Candidates and Earn a Referral Bonus

BY [SHEILA CABALLERO](#) · MARCH 23, 2017



Do you know a qualified candidate interested in working for LVHN in the Lehigh Valley? When you [refer a qualified candidate](#) for select positions you could be eligible to earn a referral bonus.

The need for experienced nurses is at an all-time high in the Lehigh Valley. We also have a need for physical therapists and experienced I/S professionals and medical assistants. When you help us attract qualified candidates by referring individuals within your social and professional networks, you could be eligible for up to \$1,000 in bonuses.

The Employee Referral Bonus is being offered for Lehigh Valley-based positions where the need is greatest. Doing the right thing for our patients is at the forefront of every decision and also goes hand-in-hand with our fiscal responsibility to the health network and our community. While we are only able to offer a referral bonus on select positions, we continue to work diligently to fill all our positions throughout the entire network.

Earn up to a \$1,000 bonus

- Inpatient RNs*
- Home care and hospice RNs*
- Rehabilitation RNs*
- Physical therapists
- I/S professionals (excludes entry level positions)

Earn up to a \$500 bonus

- Medical assistants*

Referral bonuses are available for a limited time. Positions chosen for a referral bonus are based on market demand and will change based on the needs of the organization. Half of the award will be paid after successful completion of the employee orientation (or 60 days of active employment). The other half will be paid after one year of service. You can learn more by reading the [Employee Referral Bonus Program Guidelines](#).

*Minimum of one-year experience

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Spring 2017 Schedule for First Strides Beginner Walking And Running Groups

BY [EMILY MITCHELL](#) · MARCH 22, 2017



Get moving with First Strides, a beginner walking and running workshop for women. Finding motivation to get moving isn't easy. So why not join other women who share a goal of improving their health by exercising regularly. First Strides is a 10-week program offered in the spring and summer that helps you comfortably progress from the couch to walking, jogging or running at a pace that's right for you. Even if you've never exercised before, that's OK. The program offers mentors who will guide you through a gradual training program and cheer you on to meet your goals.

You'll also make new friends, hear inspiring stories and learn weekly health tips. Each session includes presentations on various topics including, buying proper walking and running shoes, injury prevention, heart health, nutrition and more by local experts – some from LVHN.

Before you know it, you'll be taking your first strides toward a healthier you. Aerobic exercise such as walking or jogging strengthens your heart muscle, improves your circulation, boosts good HDL cholesterol, lowers bad HDL cholesterol and lowers your blood pressure. You'll decrease your risk for heart disease, stroke and diabetes, and you may even shed those extra pounds.

Get information about how to sign up and find directions on the [First Strides website](#).

Spring Schedule 2017

- Lehigh Parkway Allentown, Tuesday at 6:15 p.m., starting March 28
- Lehigh Parkway Allentown, Wednesday at 6:15 p.m., starting March 29
- Bethlehem Township Community Center, Tuesday at 5:30 p.m., starting March 28
- Bethlehem Township Community Center, Wednesday at 9:15 a.m., starting March 29
- Hanover Township Community Center, Thursday at 6 p.m., starting March 30

Bonus: The First Strides class fee is reimbursable through LVHN's Culture of Wellness benefit. When you register, complete the box that asks for your LVHN Health Plan number (formerly Choice Plus). First Strides will track your attendance and submit final records for Culture of Wellness reimbursement. You must attend eight of the 10 classes to qualify for reimbursement.

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LVHN Exclusive: Two Free Bethlehem Steel FC Tickets

BY [EMILY MITCHELL](#) · MARCH 23, 2017

Cheer on Bethlehem Steel FC during their season opener with two complimentary tickets.

The club's second season kicks off with their home opener on Saturday, April, 1 at 4 p.m.

This is an exclusive offer for all LVHN colleagues. Offer expires at midnight on Friday, March 31.

Click [here](#) to select your seats. (Please use Google Chrome to access link.) Your complimentary tickets be emailed to you after you make your selection.

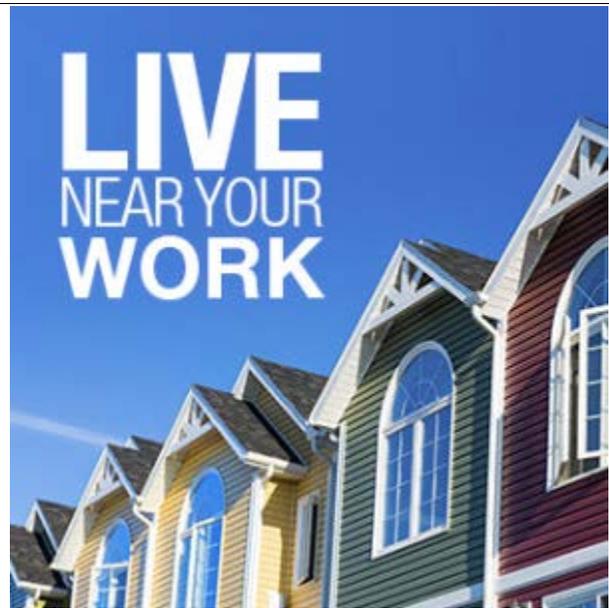
Live Near Your Work Program Can Help You Buy a Residence in Downtown Allentown

BY [RICK MARTUSCELLI](#) · MARCH 24, 2017

No one likes a long commute to work. In fact, a perfect scenario would be to live so close to where you work that you can walk there. That possibility may be closer to reality for colleagues thanks to the Live Near Your Work program. The program is designed to help colleagues buy a residence in center city.

Live Near Your Work program details

- Neighborhood Housing Services of the Lehigh Valley (NHSLV) is offering \$10,000 grants to eligible colleagues who buy a house within a designated



downtown neighborhood. The grant will help pay for the colleague's down payment, closing costs and renovations. Grant funding is limited and available on a first-come, first-served basis.

- Participating banks are offering mortgages with reduced closing costs and other benefits to colleagues who participate in the program.
- The Neighborhood Partnership Program is offering façade improvement grants of up to \$10,000 to eligible downtown homeowners.
- NHSLV representatives are available to talk with colleagues about the program and help you find an eligible property, select the best mortgage from a participating bank, apply for a residential façade improvement grant and schedule your real estate closing.

Colleagues who meet all of the following criteria are eligible for the Live Near Your Work program:

- Works at LVHN full-time or part-time employees (with a status of .4 FTE or greater)
- Is employed at LVHN for at least two years
- Received a satisfactory score of 3.0 or higher on the most recent performance appraisal
- Did not receive counseling or discipline within the last 12 months

To learn more about the Live Near Your Work program:

- Visit the [NHSLV website](#) for information about designated neighborhoods, available properties, grant guidelines, the step-by-step home-buying process and more.
- Call NHSLV's Ana Claudia Lastres at 610-437-4571.
- If interested in an available property, contact Becky Dougherty, LVHN's Live Near Your Work coordinator, at 484-884-0939.
- At "Happy Home Happy Hour" on March 30 from 5-6:30 p.m. at The Renaissance Allentown Hotel. You'll hear from home buying experts on how to find and finance your home, and enjoy light fare and a drink courtesy of NHSLV. To RSVP call Rayne Schnabel at 610-437-4571 or email outreachmgr@nhslv.org.

Kidney Cancer Community Forum April 3

BY [TED WILLIAMS](#) · MARCH 23, 2017



Leading cancer experts from LVHN and Memorial Sloan Kettering Cancer Center are proud to present “Advances in Kidney Cancer Care,” a special community forum on April 3 at 4 p.m. at LVH–Cedar Crest, Kasych Family Pavilion, ECC rooms 7 and 8.

Five speakers will discuss the latest advances in the care, treatment and management of kidney cancer. The event is sponsored by the Andy Derr Foundation for Kidney Cancer Research. Andy Derr was a respected Allentown businessman who was diagnosed with kidney cancer in 2003 at age 42. He battled the disease and sought to help others facing a similar journey for more than 12 years before succumbing in January 2016.

Speakers include:

- Robert J. Motzer, MD, Attending Physician, Memorial Sloan Kettering, who will discuss “State of the Art – Kidney Cancer”
- Suresh Nair, MD, Medical Director, LVHN Cancer Institute, who will discuss “Immunotherapy for Kidney Cancer – LVHN Experience”
- Morgan Horton, RN, Clinical Research Coordinator II, Network Office of Research and Innovation, LVHN, who will discuss “Clinical Trials at LVHN for Kidney Cancer”
- Deidre Kutzler, RN, Patient Care Coordinator, Inpatient Hematology/Oncology Unit, LVHN, who will discuss “LVHN High-Dose Interleukin-2 Program”
- Megan Derr, RN, Oncology Quality and Evidence-Based Practice Specialist, LVHN; Vice President, Andy Derr Foundation for Kidney Cancer Research, who will discuss “Advocacy and Andy Derr’s Legacy.” Megan is Andy Derr’s daughter.

Registration will begin at 3:15 p.m. on the day of the event. You can register [here](#) ahead of time or by calling 610-402-CARE (2273) or 888-402-LVHN (5846).

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Oral Cancer Screenings Available to Colleagues in April

BY [TED WILLIAMS](#) · MARCH 20, 2017

The American Cancer Society estimates that almost 50,000 people will be diagnosed with oral or oropharyngeal cancer in 2017. It's likely that twice as many men will be diagnosed than women, and that about 25 percent of all those diagnosed will be younger than age 55.

These are the sobering statistics when it comes to oral and oropharyngeal cancer. LVHN has scheduled three opportunities for colleagues to be screened for oral and oropharyngeal cancer at three venues in April. These free screenings will be provided by Michele Pisano-Marsh, DMD, and Charles Incalcaterra, DMD.

Free Oral Cancer Screenings



If you fall under one of the following risk factors, you may want to get screened:

- **A history of tobacco use** – All forms of tobacco products increase your risk for oral cancer. This includes cigarettes, cigars, pipe tobacco, chewing tobacco and snuff. The younger you are when you start using tobacco and the longer you've used it, the greater your risk.
- **Heavy alcohol use** – Drinking two or more alcoholic drinks a day increases your risk for oral cancer.
- **Excessive sun exposure** – Extensive exposure to the sun increases your risk of lip cancer.
- **Lack of fruits and vegetables in your diet** – Research has suggested that not eating enough fruits and vegetables can increase the risk for oral and oropharyngeal cancers.
- **Chronic mouth irritation** – Poorly-fitted dentures or other problems that cause chronic irritation to the lining of the mouth may increase the risk for oral cancer.

Screening schedule:

- April 4 – LVH–Cedar Crest, John and Dorothy Morgan Cancer Center, 6-7:30 p.m.
- April 17 – LVH–17th Street, Mark Young Community Health and Wellness Center, 4-6 p.m.
- April 25 – LVH–Muhlenberg, Infusion Center, 6-7:30 p.m.

To register for the event, please call 610-402-CARE or visit LVHN.org/oralcancerevent.

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Vice President of Compliance Named

BY [ADMIN](#) · MARCH 24, 2017

**This email is from David Springhetti, Esq., LVHN
Senior Vice President and Chief Legal Officer.**

I am pleased to announce that Mary Ann La Rock has accepted the position of Vice President of Compliance for LVHN. Mary Ann has been serving in this role on an interim basis. In this role, Mary Ann will be responsible for the coordination and oversight of LVHN's compliance program. Having a strong compliance program fosters a culture of transparency and demonstrates our health network's commitment to adhere to all rules and regulations. It provides structured guidance to help colleagues make good corporate decisions which is



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integral to LVHN's success. Mary Ann will report to me and the LVHN Board of Trustees on compliance activities. Until a Vice President of Internal Audit is hired, Mary Ann also will be responsible for overseeing the internal audit function.

Mary Ann's experience will be a great asset in her new position. She has worked at LVHN for more than 18 years. She started her LVHN career as a cost accountant. She was one of LVPG's original colleagues and was responsible for physician contracting. Mary Ann was LVHN's second Compliance Officer and first Privacy Officer. She was instrumental in initiating LVHN's privacy program. For the past seven years, Mary Ann has worked for the health network as In-House Counsel in the Legal Department.

Mary Ann earned a bachelor's degree in accounting from The Pennsylvania State University and her MBA at Wilkes University. She attained her law degree at Widener University School of Law in 1996. After law school, Mary Ann clerked in the Court of Common Pleas and served as a Compliance Attorney for a consulting company.

Mary Ann and her husband, Michael, have two sons and live in Weisenberg Township. She is excited and appreciative for the opportunity to serve the health network and our community in this capacity. Please join me in congratulating her.

Final Goal: Hospice Patient Meets Retired Flyer Player Brad Marsh

BY [JENN FISHER](#) · MARCH 23, 2017

When LVHN clinical oncology social worker Kim Bruns first met Fleetwood resident Michael Funk and his family more than a year ago, she recalls his “discouraged outlook on life regarding his cancer prognosis but also his passion for the Philadelphia Flyers hockey team.” At that time, Funk had just begun cancer support therapy with Bruns.

Michael’s wife Frances says that through this journey she and her husband have found that unlikely connections can make the most profound difference. “Over a year ago we sat in a waiting room determined to get an appointment. Cancer can be haunting and dark



and we knew we needed help to find joyfulness again.

Kim's work helped Michael climb out of the darkness.

Kim brought him back to me and I am blessed and appreciative that we were willing to accept help when the journey became too heavy for us," Frances says.

Funk, now 59, has been fighting a difficult battle with stage 4 lung cancer for the past two years.

Recently he transitioned to hospice home care. When Bruns learned of the transition, she wanted to help fulfill some of Funk's final wishes in cooperation with the hospice team. Although a trip to see a Philadelphia Flyers game in person was not possible, Bruns reached out to the Flyers' organization to see what might be feasible.

Flyers' hat trick and more

"The team offered to send a care package to Michael containing autographed items of some of his favorite players," Bruns says. In addition, oncologist, Nicole Agostino, DO, with LVPG Hematology Oncology, had a connection with the Flyers organization. Through that connection Bruns also arranged for a retired Flyers Hero to visit.

That player turned out to be retired defenseman, Brad Marsh, a fan favorite who played with the Flyers from 1981 to 1988. For 1984-85, Marsh received the Yanick Dupre Memorial Class Guy Award presented by the Philadelphia Hockey Writers Association, honoring a Flyers' player who "best illustrates character, dignity and respect for the sport both on and off the ice."

To fulfill Funk's wish, Marsh drove from New Jersey to the Funk family's home. "Brad spent an hour-and-a-half with Michael and Frances, as well as Michael's daughter, baby grandson, a friend and myself. He brought shirts, books and cards which he autographed for everyone," Bruns says.

Like old friends

It's a visit that Frances says was like a reunion. "When Brad entered our home Michael said, 'Hi Brad – I feel like I have known you all my life.' They made an immediate connection and chatted as if they were

friends for a lifetime. Michael is a big fan of the whole package. He loves the rush of entering an arena with the cool air hitting his face, the excitement of racing ice blades on the ice and the clashing sounds of hockey sticks. Both Michael and Brad talked ‘Flyers Hockey’ and their conversation reminded them of when they were young,” she says.

Marsh invited Michael to the Philadelphia Flyers vs. Pittsburgh Penguins Alumni game, but since Michael was unable to travel, Marsh hosted #teamfunky at the game. “#teamfunky consists of family and friends who continue to take this journey with Mike,” Frances says. “For one night, they experienced Michael’s love for hockey. The excitement of a fan can be contagious and they too will experience all that is good.”

A fulfilling life

The transition to hospice was a turning point in Michael’s journey, but even still, the Funks are living a fulfilling life. “Kim’s determination to provide this gift reminded us that Michael is **living life** with hospice. We are also so humbled that Nicole Agostino, DO, assisted in making this happen. Brad’s visit has made a profound impact on us reminding us of everything that is good,” she says.

Bruns says this experience has been fulfilling to her, too. “Typically, my relationships with patients end when they transition to hospice. However when a family requests that I stay involved with a patient, I will work collaboratively with the hospice team. In this case, it’s been great to help create a wonderful memory for people like Michael and his family.”

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You're Invited to Our Annual Mini Medical School

BY [SHEILA CABALLERO](#) · MARCH 24, 2017



Are you curious about medicine or the medical profession? Do you have a passion for learning about important health topics? Join LVHN medical experts for a fact-filled and fascinating look at pressing

health issues during our annual Mini Medical School this April.

You don't need a medical or scientific background to enjoy our free month-long educational program open to colleagues and community members. Participants simply need an inquiring mind and a commitment to attend evening sessions every Tuesday during April. Sessions will be held in the auditorium at LVH–Cedar Crest.

Each week a health network physician will cover a new community health topic and answer your questions. Topics include:

April 4, 6:30-8 p.m.

An Ounce of Prevention: Are Vaccinations and Immunizations Worth a Pound of Cure

Tibisay Villalobos, MD – Pediatric Infectious Disease

Marcelo Gareca, MD – Infectious Disease

April 11, 6:30-8 p.m.

Antibiotics A to Z: Use, Abuse and the Threat of a Post-Antibiotic Age

Timothy Friel, MD – Internal Medicine/Infectious Disease

April 18, 6-7:30 p.m.

Going Viral: Bloodborne Pathogens and the Community

Joseph Yozviak, DO – Internal Medicine

April 25, 6:30 – 8 p.m.

Totally Epic: Health Outbreaks of Epidemic Proportions

Christopher Miller, MD – Internal Medicine/Infectious Disease

Luther Rhodes III, MD – Infectious Disease

Attendees aged 13 or older are invited to register by calling 888-402-LVHN (5846). Learn more on the [events page](#).

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