Esperanza J Almonte

From: Denise Parker  
Sent: Friday, July 21, 2017 3:54 PM  
To: Esperanza J Almonte  
Subject: FW: Convenience Campaign and more

From: LVHN  
Sent: Friday, July 21, 2017 2:14 PM  
To: All Employees-LV Area; SELECT_CLASS_2018  
Subject: Convenience Campaign and more

Convenience Campaign Launches
Call, click, walk in our have a video visit.
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Information on LVHN Weekly is for LVHN colleagues only and cannot be accessed on smartphones or computers outside of LVHN's network.
Convenience Campaign Tells People to Call, Click, Walk in or Have a Video Visit

This message is from Brian Nester, DO, MBA, FACOEP, Lehigh Valley Health Network President and Chief Executive Officer.

We live in the age of convenience. When you want a product or service, you’ll likely choose the one you can get with a few clicks on an app. Today, convenience increasingly drives which businesses we patronize, and which products and services we choose in our daily lives.

Health care consumers expect convenience too, and the industry is in a race to meet and exceed those expectations. At LVHN, we are rapidly embracing convenience. As the region’s health care leader, we’ve taken steps to make it easier for people to make an appointment and access our services so that they have an exceptional experience from the first moments they consider us for care. By allowing patients to schedule their own appointments and tests, we’re also strengthening our ability to partner with patients to help them achieve optimal health. Convenience is not only good strategy; it’s the first sign of respect we can give people. It’s also the first step in our journey to deliver our world-class care in more convenient ways.

Tomorrow, we will begin to tell our community about it when we launch a “convenience campaign.” The campaign asks you to imagine a health network that gives you what you expect when you need care. That health network is LVHN, where you can:

- **Call** 888-402-LVHN (5846) to access LVHN services.
- **Click** a “Find a Doctor” profile on LVHN.org to schedule an appointment with a new primary care provider, or log into MyLVHN to schedule with one of your current providers.
- **Walk in** to an ExpressCARE without an appointment to get treatment for a common illness or minor injury, or one of our ERs if the illness or injury is more serious.
- **Have a video visit** 24/7 if you are age 18 or older and have a minor illness or medical concern.

Elements of the campaign are included here for you to preview. However, this is more than a campaign. It’s a shift in the way we present ourselves to the community. As an LVHN colleague – and an
ambassador for our health network – you play an important role. Here is what you need to do:

- **Help people access care.** [These talking points](#) contain the information you need to help people conveniently call, click, walk in or have a video visit. Become familiar with this information so you know how to help people when they have questions about appointments and access.

- **Always put our patients first.** The patient experience begins with providing convenient access, but it continues with the service you provide. Remember: Excellent service is not an extra. It’s an expectation. So, continue to do the things you’re likely already doing. Greet people warmly, listen attentively, answer their questions, ensure all their needs are met before ending the interaction, and do all the small, but important, acts specific to your job that help our patients and their loved ones feel they come first.

The video below will only play in Google Chrome. If you are using Internet Explorer, click here to watch.
At LVHN, our passion for better medicine will always drive us to provide high-quality care. People expect that of us too. Now, it’s time for us to affirm that access to high-quality care at LVHN is just a call, click or footstep away. To succeed, all 17,000 of us need to deliver on our promise to put patients first. Keeping in mind that colleagues’ roles and responsibilities vary from site to site, leaders will be sharing more information in the months ahead about what you need to do to help LVHN become a role model for convenience and service in health care.

I’m excited to move forward on this journey because you and your colleagues will give the people of our community what they expect: convenient, patient-first care at their moment of need.
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 this edition, Dr. Nester talks about why we’re focusing on convenience at LVHN.

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.

We live in the age of convenience. When you want a product or service, you grab your cellphone, make a few clicks on an app, and you’re done. Today, convenience increasingly drives which businesses we
patronize, and which products and services we choose.

Health care consumers expect convenience too. In fact, six of the top 10 reasons why people choose a primary care doctor are related to convenience and experience, not cost or quality. If we don’t give people what they expect – convenient access to care – someone else will.

That’s why we’ve taken steps to make it easier for people to make an appointment and access our services. To tell people how we provide an exceptional experience from the start, we launched a “convenience campaign.” The message is this: Accessing care at LVHN is easy. All you need to do is:

- **Call** 888-402-LVHN (5846) to access LVHN services.
- **Click** a “Find a Doctor” profile on LVHN.org to schedule an appointment with a new primary care provider, or log into MyLVHN to schedule with one of your current providers.
- **Walk in** to an ExpressCARE without an appointment to get treatment for a common illness or minor injury, or one of our ERs if the illness or injury is more serious.
- **Have a video visit** 24/7 if you are age 18 or older and have a minor illness or medical concern.

As we share this message in our community, you play an integral role because providing access to care is only the first step in the patient experience. As an ambassador for our health network, you can help by telling people just how easy it is to make an appointment at LVHN. I recently sent an email to all colleagues containing information you can share with people who have questions about appointments and access.

You also can help by always putting our patients and their loved ones first. Remember: Excellent services is not an extra. It’s an expectation. Continue to do the things you’re likely already doing:

- Greet people warmly.
- Listen attentively.
- Ensure all the needs of patients and families are met before you end the interaction.
- And do all the acts specific to your job that help people feel they come first at LVHN.

In the months ahead, we’ll share more information about what you can do to help LVHN become a role model for convenience and service. I’m excited to begin this journey because I know we have the team to provide what people expect: convenient, patient-first care at their moment of need. Thank you for all you do to meet our patients’ expectations.

*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.
CEO Update: Why We’re Focusing on Convenience – LVHNDaily

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.
Convenience Campaign Tells People to Call, Click, Walk in or Have a Video Visit

CEO Update: Proposed Health Care Bill, LVHN’s Viewpoint–VIDEO

Working to Provide Health Care Needs of the Future
Proud After PRIDE Rounds

BY KIM JORDAN, DNP, RN  · JULY 21, 2017

PRIDE Rounds are remarkable events at our hospitals. If you haven’t been there when one occurs, let me set the stage. Managers and leaders from across the hospital gather in a conference room where we receive our assignments. Then at the designated hour, we fan out across the entire facility, interacting with patients, families and the colleagues who make patient care possible. It’s an amazing and eye-opening experience.

Last Friday we held PRIDE Rounds on the LVH–Cedar Crest campus. As with past PRIDE Rounds, the energy level is high as we reach the units. On the progressive care unit (PCU), patients wanted to share their love for you with me – they could not say enough about our wonderful staff. One gentleman said, “If you asked me to rate them from one to 10, I’d give them a 25!”

That says it all – your compassion and professionalism breaks the scale when it comes to being outstanding. Am I surprised? Not at all! When I hear compliments like that, I feel proud to be a nurse. As your leader, I am doubly proud to lead a great team of professionals.

Can’t wait: Staff nurse retention committee meets again

The next meeting of the staff nurse retention committee will occur on July 27, and I am looking forward to it. Having had almost two weeks to contemplate our first discussions, I hope (and expect) the teams will generate some initial themes regarding nurse retention. I will keep you posted in next week’s blog.

Proud and thankful

I don’t know what you think as you drive by one of our hospitals, but when I do, I think about the people inside. The people who need care, and the people who are providing expert care and encouragement. I hear Braham’s lull-a-bye; I hear heartbeats; I hear a nurse assuring a family that things will be okay with their loved one. I’m proud to know the people who provide this level of care.

I am also thankful to know that whether PRIDE Rounds occur on your unit today, tomorrow or next week, I will hear the same accolades from patients. You have a gift for patient care – a combination of
professional training and insight into human beings who have put their trust in you. Thank you for making their patient experience like none other.

Kim

About me: My name is Kim Jordan, DNP, RN, and I am Senior Vice President and Chief Nursing Officer at LVHN. I came to LVHN 15 years ago as director of the open-heart and transitional open-heart units. I consider it an honor and a privilege to lead our outstanding nursing colleagues.
Grand Opening Held for Children’s Cancer and Multipurpose Infusion Center at Lehigh Valley Children’s Hospital

BY TED WILLIAMS · JULY 18, 2017

Children being treated for cancer at Lehigh Valley Children’s Hospital now have a new facility to go to for care that is not only child-friendly but entirely devoted to the health problems of children.

The Children’s Cancer and Multipurpose Infusion Center is the final piece to the Children’s Specialty Center at 1210 S. Cedar Crest Blvd., on the campus of LVH–Cedar Crest. Grand opening ceremonies were held for the center today.

When the service begins taking patients on July 24, the entire building will be devoted to pediatric specialties. All of these services are part of Lehigh Valley Children’s Hospital.

The goal of the Children’s Specialty Center is to provide an environment that is as comfortable for young patients and as convenient for their families as possible. The Children’s Cancer and Multipurpose Infusion Center is typical of the surrounding pediatric specialties in that it provides numerous kid-friendly amenities in an attempt to put patients and their families at ease in often difficult circumstances.

And few circumstances are more difficult than a cancer diagnosis for a child.

“This new Children’s Cancer and Multipurpose Infusion Center represents hope against a disease that occurs regularly and randomly, and spares no ethnic group, or no socioeconomic or geographic region,” says Brian Nester, DO, MBA, FACOEP, President and Chief Executive Officer of LVHN. “The good news is with major treatment advances in the past few decades, children with cancer are surviving longer than ever. And with research and clinical trial collaborations such as the one involving the LVHN Cancer Institute and Memorial Sloan Kettering Cancer Center, the news will continue to get better.”

LVPG Pediatric Hematology Oncology–Muhlenberg in Bethlehem, which features providers Nathan Hagstrom, MD, Lydia Boateng, MD, and Felipe Bautista Otanez, MD, will be relocated to the larger Children’s Cancer and Multipurpose Infusion Center space, which includes the following amenities:

- 5 infusion bays; 4 exam rooms located in the main open area of the unit. Each infusion bay has a
TV set equipped with a gaming system

- **2 negative pressure/isolation infusion rooms** for patients who can’t be exposed to an open environment with the rest of the infusion bays
- **Procedure room** where certain procedures such as lumbar punctures can be performed in the unit rather than in a hospital setting, which wasn’t possible in the Bethlehem facility
- **Family resource room**, a dedicated space for families with lockers to store items, educational materials and computers
- **Teen game room** featuring a TV and gaming system more appropriate to older patients. The room also includes an infusion chair.
- **Tree of Life**, a painted column and lighting installation created by the nonprofit Splashes of Hope

Providers won’t only be treating patients with cancer at the center. They’ll also be seeing young patients with hemophilia and gastrointestinal conditions requiring infusion services. In the future, they will also be seeing rheumatology and Niemann Pick Type C clinical trial patients as well.

“By moving the center from our Muhlenberg campus to the Cedar Crest campus, we’re consolidating care,” says Hagstrom, Chair of Pediatrics at LVHN and Lehigh Valley Children’s Hospital. “Now the cancer center is near the surgeons, the radiologists and the imaging services, the radiation oncologists, the inpatient unit and our Children’s ER. Patients and their families have easier access to all these things, and the people taking care of them have easier access to each other.”
LVHN Neonatal ICU Achieves Highest Level Classification

11 JUL, 2017

Share Your Stories as Lehigh Valley Children's Hospital Turns 5 Years Old

9 MAY, 2017

Lehigh Valley Children's Hospital Photo Chosen for National Exhibit
David Burrack has been promoted to Vice President of Colleague Rewards. In this role, he will focus his efforts on providing rewards that create the best possible colleague experience. It’s one more way we are making colleagues a priority at LVHN.

Burrack came to LVHN in 2010 when he accepted the position of Director, Compensation, Benefits and HRIS. In 2016, he was promoted to Administrator, Total Rewards. Prior to joining LVHN, Burrack was the Operations Leader, Employee Services at Alegent Health in Omaha, Nebraska.

Burrack is operationally and strategically responsible for the health network’s benefit, compensation and HRIS functions. Under his leadership, several enhancements were made to the reward programs at LVHN, including the recently launched “MyTotal Rewards” tool for all colleagues. Over the years, he led the implementation of electronic job descriptions and performance reviews, online compensation planning and goal tracking, online tuition reimbursement processing, electronic benefit and retirement tools, and participated in the time and attendance steering committee, bringing in API.

Burrack earned his bachelor’s degree in dietetics with a minor in business administration at Westmar College in LeMars, Iowa. He has 28 years of human resources (HR) management experience and is a Certified Compensation Professional (CCP) through World at Work. He is a member of the American Society of Healthcare Human Resources Administration (ASHHRA) and Society of Human Resource Management (SHRM).

Burrack and his wife, Debbie, live in Macungie. They are the proud grandparents of Dominik, and have two adult sons who live in Omaha – Donovan and his wife, Shelly, and Dustin and his fiancé, Rachel. In his spare time, he likes to cook, travel, spend time with the family and dine out with his wife, who works as a Biller in Perioperative Services. He also is a long-time, devoted fan of the World Series champion Chicago Cubs and is active with Nativity Lutheran Church Allentown.
Tonya Kemp Receives Prestigious Magnet® Nursing Award

BY SHEILA CABALLERO · JULY 20, 2017

Tonya Kemp, RN, has worked as a nurse for 22 years – with nearly 18 years spent in labor and delivery. Her colleagues know her as a skilled nurse who deeply cares for her patients. In mid-June, she was recognized by the Philadelphia-area Magnet® Hospital Consortium with its first-ever Structural Empowerment Nurse of the Year Award presented during the consortium’s annual conference held at Children’s Hospital of Philadelphia.

“I got an award for something every single nurse on our unit does,” says Kemp, who works at the Family Birth and Newborn Center at LVH–Muhlenberg. “The award has my name on it, but it really belongs to every nurse I work with. It was an amazing feeling to be chosen.”

Improving patient care
Structural empowerment involves problem solving to improve patient care. After learning of a local pertussis epidemic, Kemp created a process to vaccinate infants and proposed a plan to vaccinate parents in the hospital after their baby is born. She also worked as part of a team with the Allentown Health Bureau to address financial barriers for those in need of the vaccine.

“Working for a Magnet hospital gives us a unique opportunity to improve patient care,” Kemp says. “If something needs to be fixed, we can fix it. If one path doesn’t work, we can find another path. We’re really fortunate to be given that opportunity at LVHN.”

Kemp isn’t stymied by problems. While on a humanitarian mission in Haiti, she saw a women nearly die from massive hemorrhaging after losing her baby to a uterine rupture. The women desperately needed a blood transfusion but the hospital didn’t have a blood bank. Previous attempts to get one were unsuccessful.

“The nurses in Haiti did everything they could to save the patient,” Kemp says. “They are knowledgeable and care deeply about giving great care to their patients. They just don’t have the resources. I thought to myself, we have to fix this.”

She did. And as of March 2017, the final pieces were in place to secure a working blood bank.
Mentoring and coaching nurse colleagues

Of all her accomplishments, Kemp is most proud of the work she’s done with new nurses, helping them develop and grow. She precepts new nurses on the unit, mentors nurse residents and coaches colleagues.

“Great care improves the healing process,” Kemp says. “It blends skill, knowledge and emotional intelligence. We do that by showing patients we really care about them through education and by making a personal connection. When a nurse interacts with a patient at the bedside and gets it perfect, it’s just amazing.”